

**A**  
**PROJECT REPORT**  
**ON**

**“A STUDY ON THE EVOLUTION OF LAKME’S BRAND IDENTITY”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**KANAK. S. GADHE**

Under the Guidance of

**Dr. KAMLESH THOTE**

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**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “Kanak. S. Gadhe” has submitted the project report titled “**A Study on the evolution of Lakme’s brand Identity**”, towards partial fulfilment 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. KAMLESH THOTE**

**(Project Guide)**

**DR. AFSAR SHEIKH**

**(Co-Ordinator)**

**Place:**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**A STUDY ON THE EVOLUTION OF LAKME’S BRAND IDENTITY**”, has been completed by me in partial fulfilment 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.

**Place: Nagpur**

**KANAK. S. GADHE**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**



**Academic year 2023-24**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Praveen Mustoor , Principal , G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide Dr. Kamlesh Thote for his guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non- Teaching staff of the college of the college for their co-operation .

I would like to thank all those who helped me in making this project report complete and successful.

**Place: Nagpur**

**KANAK. S. GADHE**

**Date:**

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CHAPTER-1  
INTRODUCTION

## INTRODUCTION

Lakmé is a renowned Indian cosmetics brand that has established itself as a leader in the beauty and skincare industry. Founded in 1952, it is named after the French opera Lakmé, which itself is the French form of Lakshmi, the goddess of wealth in Hindu mythology. The brand is owned by Hindustan Unilever Limited (HUL), one of India's largest consumer goods companies.

Lakmé has been at the forefront of innovation, offering a wide range of high-quality beauty and skincare products tailored to the diverse needs of its consumers. With its strong emphasis on research and development, as well as its commitment to incorporating the latest trends and technologies, Lakmé has become synonymous with beauty and glamour in India.

### **Product Range:**

1. **Makeup:** Lakmé offers a comprehensive range of makeup products including foundations, concealers, primers, lipsticks, eyeliners, mascaras, eyeshadows, blushes, bronzers, and highlighters. These products are designed to enhance natural beauty and cater to different skin tones and types.
2. **Skincare:** Lakmé's skincare range comprises cleansers, toners, moisturizers, serums, masks, and sunscreens. These products are formulated using advanced ingredients to address various skin concerns such as hydration, brightening, anti-aging, and sun protection.
3. **Haircare:** Lakmé also offers a selection of haircare products including shampoos, conditioners, hair oils, serums, and styling gels. These products are designed to nourish and strengthen hair, promote hair growth, and manage different hair types and textures.
4. **Bridal:** Lakmé has a special collection of bridal makeup and skincare products tailored to meet the needs of brides-to-be. From long-lasting foundations and waterproof mascaras to radiant highlighters and bold lip colors, these products are designed to ensure that every bride looks and feels her best on her special day.

5. Men's Grooming: Recognizing the growing demand for men's grooming products, Lakmé has introduced a range of skincare and grooming essentials for men. This includes face washes, moisturizers, shaving creams, aftershaves, and deodorants formulated specifically for men's skin.

Lakmé's product range reflects its commitment to quality, innovation, and diversity, making it a trusted choice for millions of consumers across India and beyond.

### **Lakme's Brand Identity Growth: A Journey Through Decades**

Lakme's brand identity has evolved significantly over the decades, mirroring the changing aspirations and preferences of Indian women. Here's a glimpse into its growth:

#### **Early Years (1950s-60s):**

- **Birth of an Icon:** Founded in 1952, Lakme aimed to offer high-quality cosmetics catering to Indian women's needs.
- **National Identity:** Partnering with local manufacturers, Lakme emphasized affordability and accessibility, becoming a household name.
- **Pioneering Spirit:** Launched iconic products like Kajal and Rose Powder, establishing itself as a leader in Indian beauty.

#### **Embracing Change (1970s-80s):**

- **Expanding Horizons:** Introduced lipsticks, nail polishes, and hair care products, diversifying its offerings.
- **Modernization Wave:** Adopted bold packaging and marketing campaigns, reflecting changing beauty trends.
- **Celebrity Endorsements:** Leveraged the power of Bollywood stars like Hema Malini and Rekha, connecting with wider audiences.



### **Empowering Women (1990s-2000s):**

- **Celebrating Diversity:** Highlighted the beauty of different skin tones and features, challenging conventional beauty standards.
- **Self-Expression Focus:** Launched campaigns like "Touch Your Dreams" and "Express Yourself," empowering women to define their own beauty.
- **Fashion Week Partnership:** Established Lakme Fashion Week, becoming a major force in the Indian fashion industry.

### **Digital Age and Beyond (2010s-Present):**

- **Digital Transformation:** Embraced digital marketing and e-commerce, reaching out to younger generations.
- **Inclusivity Focus:** Launched campaigns celebrating LGBTQ+ individuals and showcasing diverse women as ambassadors.
- **Sustainable Initiatives:** Embraced sustainable practices and eco-friendly packaging, responding to consumer concerns.

### **Key factors in Lakme's brand identity growth:**

- **Understanding the Indian woman:** Recognizing and catering to the unique needs and preferences of Indian consumers.
- **Constant innovation:** Adapting to evolving trends while staying true to its core values.
- **Empowering messaging:** Championing self-expression and inclusivity, resonating with modern women.
- **Strategic partnerships:** Collaborating with leading fashion designers and celebrities to enhance brand appeal.

### **Challenges and future roadmap:**

- **Competition:** Navigating a growing beauty market with intense competition.

- **Evolving consumer preferences:** Adapting to the changing demands of digital-savvy consumers.
- **Sustainability:** Integrating sustainable practices further and addressing environmental concerns.

Lakme's brand identity journey demonstrates its ability to evolve with the times while staying true to its core values. As it navigates the challenges of the future, its focus on inclusivity, innovation, and empowerment will likely continue to shape its success in the Indian beauty landscape.



## ABOUT TOPIC-

This project report delves into the fascinating journey of Lakme, a pioneering Indian cosmetics brand. Tracing its evolution from its inception in 1952 to its contemporary standing, the report analyzes how Lakme's brand identity has shifted and adapted over the decades. By examining key milestones, marketing strategies, and cultural influences, the report sheds light on how Lakme has successfully navigated changing social norms, consumer preferences, and competitive landscapes. This in-depth exploration provides

valuable insights into brand building, cultural resonance, and the dynamic relationship between a brand and its audience.

Key Areas of Investigation:

- Early Beginnings: Exploring Lakme's Origins and Core Values
  - The historical context of Lakme's launch and its alignment with India's post-independence identity
  - Defining the brand's core values of empowerment, beauty, and self-expression
- Evolution of Brand Persona: From Classic Beauty to Modern Muse
  - Analysing the changing visual landscape of Lakme - logo, packaging, and advertising aesthetics
  - Identifying shifts in brand messaging and how they reflect evolving societal expectations of beauty
- Cultural Influences and Brand Adaptations:
  - Examining how Lakme has responded to changing notions of femininity, cultural trends, and consumer aspirations
  - Discussing the impact of globalization and its influence on Lakme's brand identity
- Marketing Strategies and Brand Communication:
  - Evaluating the effectiveness of Lakme's marketing campaigns, brand ambassadors, and digital presence
  - Analysing the role of Lakme Fashion Week and its contribution to brand building
- Challenges and Opportunities:
  - Identifying challenges faced by Lakme in a competitive market and evolving consumer preferences

- Exploring future opportunities for Lakme to maintain its relevance and brand identity

The study concludes by summarizing the key takeaways from Lakme's brand evolution. The report highlights the importance of adaptability, cultural sensitivity, and a strong connection with its target audience in building a successful and enduring brand. This project not only serves as a case study for Lakme but also offers valuable lessons for brand strategists and marketers worldwide.

CHAPTER-2  
COMPANY PROFILE

## COMPANY PROFILE



### Lakme: A Profile of India's Beauty Icon

#### Overview:

Lakme, established in 1952, is India's leading cosmetics brand, synonymous with Indian beauty and fashion. Owned by Hindustan Unilever (HUL), it offers a wide range of colour cosmetics, skincare, and haircare products catering to Indian women's unique needs and preferences.

#### Key Facts:

- **Founded:** 1952
- **Founder:** Tata Oil Mills (acquired by HUL in 1998)
- **Headquarters:** Mumbai, India
- **Website:** <https://www.lakmeindia.com/>
- **Products:** Colour cosmetics, skincare, haircare, and beauty accessories
- **Target audience:** Indian women of all ages and demographics
- **Market share:** Leading position in the Indian cosmetics market

### **Brand Identity:**

- **Empowering Indian beauty:** Celebrates diverse skin tones and features, promoting inclusivity and self-expression.
- **Modernity and innovation:** Continuously launches new products and collaborates with leading fashion designers.
- **Strong connection with fashion:** Title sponsor of Lakme Fashion Week, India's biggest fashion event.
- **Community building:** Initiatives like Lakme Fashion Week and social media engagement foster connections with consumers.

### **Marketing and Communication:**

- **Celebrity endorsements:** Collaborates with popular Bollywood actresses and fashion icons.
- **Engaging campaigns:** Promotes self-expression and empowerment through impactful messaging.
- **Digital presence:** Active on social media platforms and utilizes influencer marketing.
- **Extensive retail network:** Products available in stores, online, and through distributors.

### **Financial Performance:**

- Generates significant revenue for HUL, contributing to its growth in the Indian market.
- Financials not publicly disclosed as a subsidiary, but Lakme is considered a strong and profitable brand.

### **Competition:**

- Faces competition from local and international brands like Maybelline, L'Oreal, and Colorbar.
- Adapting to evolving consumer preferences and staying innovative are crucial for continued success.

### **Future and Challenges:**

- Lakme needs to navigate competition, changing consumer demands, and the sustainability trend.
- Continued focus on innovation, inclusivity, and digital outreach will be key to maintaining its leadership position.

### **Additional Information:**

- Lakme runs Lakme Salon network across India, offering beauty services.
- Lakme Foundation supports education and empowerment initiatives for women.

## **LAKME -Competitors**

### **Maybelline as a Competitor of Lakme: A Detailed Analysis**





Maybelline is undoubtedly one of Lakme's biggest competitors, especially in the **mass market makeup segment** across India and other emerging markets. Here's a breakdown of their competitive landscape:

#### **Similarities:**

- **Price Point:** Both brands cater to a **value-conscious audience**, offering affordable makeup products.
- **Product Range:** They offer a wide variety of similar makeup products, including lipsticks, mascaras, foundations, kajals, and eye shadows.
- **Marketing Strategies:** Both utilize celebrity endorsements, social media marketing, and influencer collaborations to reach their target audience.

#### **Differences:**

- **Brand Image:** Lakme has a strong **local Indian identity** and emotional connection with Indian consumers, while Maybelline has a more **globalized image** and association with international trends.
- **Product Innovation:** Maybelline is known for its **frequent product launches and trend-driven innovations**, while Lakme focuses on **core products with occasional updates**.
- **Distribution:** Lakme has a wider distribution network in India, reaching smaller towns and cities, while Maybelline's focus is on **urban centers and bigger markets**.

#### **Competitive Advantages:**

- **Lakme:**
  - Strong brand recognition and emotional connection with Indian consumers
  - Wider distribution network in India
  - Focus on affordability and value-for-money
- **Maybelline:**

- Global brand image and association with trends
- Frequent product innovation and launches
- Strong international marketing campaigns

### **Future Outlook:**

The competition between Lakme and Maybelline is expected to continue intensifying. Lakme may need to focus on **innovation and diversification** to cater to evolving consumer preferences. Maybelline might need to **adapt its marketing strategies** to better resonate with Indian consumers' cultural nuances.

**Ultimately, the success of each brand will depend on their ability to adapt to changing market trends, innovate their product offerings, and effectively connect with their target audience.**

## **MARKETING STRATEGY OF LAKME-**

Lakme employs a multifaceted marketing strategy encompassing traditional and digital channels to maintain its leading position in the Indian beauty market. Here's a breakdown of their key strategies:

### **Traditional Marketing:**

- **Television Ads:** Lakme has a long history of creating catchy and culturally relevant TV ads featuring popular celebrities. These ads often showcase product benefits and connect with Indian consumers on an emotional level.
- **Print Ads:** Lakme leverages print media like magazines and newspapers to reach specific demographics and showcase new product launches.
- **Billboards and Out-of-Home Advertising:** High-visibility billboards and other out-of-home advertising strategies help Lakme maintain brand visibility and reach a wider audience.

- **Salon Partnerships:** Collaborations with salons provide Lakme access to a captive audience and allow for product demonstrations and trial opportunities.

#### **Digital Marketing:**

- **Social Media Presence:** Lakme maintains active profiles on various social media platforms like Instagram, Facebook, and YouTube. They utilize these platforms to connect with young audiences, share tutorials, engage in influencer collaborations, and run targeted ad campaigns.
- **Website and E-commerce:** Lakme's website serves as a product information hub and online store. They offer exclusive online deals and promotions to incentivize online purchases.
- **Email Marketing:** Lakme utilizes email marketing to nurture leads, announce new launches, and offer personalized promotions to customers.
- **Mobile Marketing:** Lakme leverages mobile apps and SMS marketing to reach customers on-the-go and offer localized promotions.
- **Influencer Marketing:** Collaborations with beauty bloggers and social media influencers help Lakme reach new audiences and build brand credibility.

#### **Additional Strategies:**

- **Celebrity Endorsements:** Lakme has a history of partnering with popular Bollywood celebrities to endorse their products and connect with their fan base.
- **Lakme Fashion Week:** Sponsoring Lakme Fashion Week allows Lakme to associate itself with fashion and glamour, further enhancing its brand image.
- **User-Generated Content:** Lakme encourages user-generated content through contests and campaigns, allowing them to leverage authentic customer experiences for marketing purposes.
- **Focus on Inclusivity:** Lakme embraces diversity in its marketing campaigns, featuring models with different skin tones and features, resonating with a wider audience.

By effectively combining these strategies, Lakme maintains its market leadership and stays relevant in the evolving beauty landscape. However, they need to constantly adapt and innovate to keep pace with changing consumer preferences and fierce competition from other brands.

## **LAKME- Sales of year 2022-23**

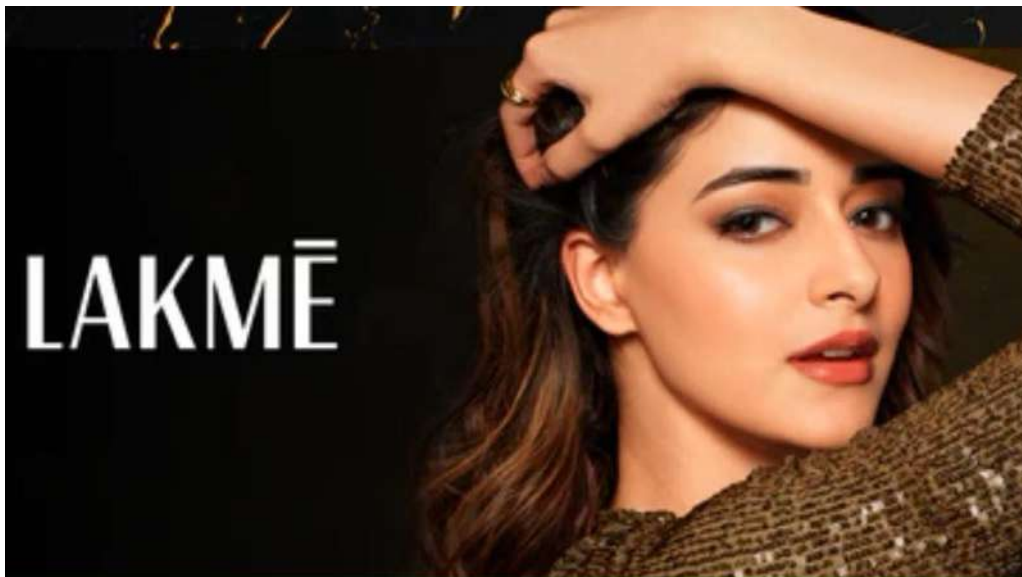
### **SALES PERFORMANCE-**

1. **Public Financial Reports:** You can search for Lakme's public financial reports, such as their annual report or quarterly earnings releases. These reports usually include aggregated sales figures for different product categories or regions, which might give you a general idea of their overall sales performance.
  2. **News Articles and Market Research Reports:** Several news articles and market research reports discuss Lakme's performance in the Indian beauty market. These sources might provide insights into Lakme's sales trends, growth rate, and market share compared to competitors.
  3. **Lakme Website and Social Media:** Although Lakme might not share specific sales figures, their website and social media channels might offer glimpses into their performance. For example, they might announce significant sales milestones or share positive customer reviews, which could indirectly indicate strong sales performance.
  4. **Industry Reports:** Reports from organizations like Nielsen or Kantar Worldpanel track sales trends in the beauty industry. These reports might not isolate Lakme's performance specifically, but they can provide context for Lakme's sales within the broader market landscape.
- **In 2022, Lakme Lever's revenue was INR 275 crore from the sale of its products and services**
  - **In 2023, Lakme Lever's revenue increased to INR 328 crore, a 19.3% increase**

- The increase is attributed to a strong recovery from the COVID-19 pandemic
- Lakme Lever's operating revenues for the financial year ending on March 31, 2023, range from INR 100 crore to INR 500 crore
- Lakme Lever's EBITDA has increased by 33.42% over the previous year
- Lakme Lever's book net worth has increased by 12.97%

REFERENCE- <https://www.getmerlin.in/>

### **BRAND AMBASSADOR OF LAKME-**



Ananya Pandey certainly was a brand ambassador for Lakme Cosmetics in 2023, but it's worth noting that she's actually been associated with the brand since 2018. Here's a summary of her role and activities:

#### **Brand Ambassador Role:**

- Ananya primarily served as the face of Lakme's youthful and trendy product lines, targeting younger consumers.

- She appeared in various marketing campaigns across TV, print, digital, and social media platforms.
- She participated in Lakme Fashion Week events, showcasing new collections and walking the ramp.
- She actively engaged with fans on social media using the brand's hashtag #LakmeMe.

**Key Activities and Achievements:**

- Launched the Lakme 9to9 Matte Lipstick collection in 2018, becoming a popular product among young women.
- Featured in the Lakme Absolute Kohl campaign, highlighting the product's long-lasting wear and bold colours.
- Represented Lakme at various industry events and influencer gatherings, building brand awareness.
- Her association with Lakme helped her own personal brand and popularity among young audiences.

CHAPTER-3  
LITREATURE REVIEW

## LITREATURE REVIEW

- 1. 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. The study uses statistical techniques such as percent analysis and Chi-square test. In addition, a study may also be conducted to identify differences in the use of cosmetics by female students of the arts and sciences, engineering and other professional academy students. The behaviour of workers in cosmetics can also be studied.
- 2. 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. To find answers to the research problem, a descriptive search mode was used. The information was collected from primary and secondary sources. The study was conducted in Bangalore



with a sample of 100 people, focusing on the random sampling method for adolescents. The collected data were analysed by SPSS using various statistical techniques. The study then showed that there is a close relationship between cosmetics advertising and the buying decision of the customers. The result of the study would help the various stakeholders to exercise caution.

3. **Nischay, K. Upamannyu, 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. The SEM results show that there is a close relationship between customer satisfaction and brand image. The result of SEM also shows that there is a close relationship between the brand image and the intent to be loyal and that the relationship between customer satisfaction and loyalty intent was considered weak. The indirect relationship between customer satisfaction and loyalty through branding proved to be very strong. The measure of the benefit of the brand image is the functional, social, symbolic, experiential and aesthetic improvement. A survey was conducted among 250 respondents. The results also showed that overall satisfaction affects customer retention, which means marketers must focus on branding benefits to strengthen customer loyalty.
  
4. **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. The then Prime Minister Jawaharlal Nehru personally asked JRD Tata to make it in India. Simone Tata joined the company as a director and then became president. In 1996, Tata sold its shares for 200

crores (\$ 45 million) to HUL. 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.

CHAPTER-4  
OBJECTIVE OF STUDY

## OBJECTIVE OF STUDY

### **To Trace the Historical Development:**

It aims to analyse the progression and transformation of Lakme's brand identity over time. In this objective would involve researching and documenting key milestones, changes, and influences that have shaped Lakme's brand image from its inception to the present day. It would entail examining factors such as changes in branding strategies, product offerings, marketing campaigns, consumer perceptions, and industry trends that have impacted Lakme's brand identity throughout its history. By tracing this historical development, your project aims to provide insights into how Lakme has evolved as a brand and the factors that have contributed to its current identity and market position.

### **To Evaluate Marketing and Advertising Strategies:**

This objective involves analysing the various approaches Lakme has taken over time to promote its brand and products to consumers. It includes examining the effectiveness of different marketing campaigns, advertising channels, messaging tactics, and branding initiatives implemented by Lakme. Through this evaluation, you aim to understand how Lakme's marketing and advertising strategies have contributed to shaping its brand identity and market positioning throughout its evolution. This analysis will provide valuable insights into the company's marketing effectiveness, competitive advantage, and overall brand perception within the cosmetics industry.

### **To know Product Diversification and Innovation:**

Product diversification and innovation are key objectives for companies like Lakme seeking to evolve their brand identity. Product diversification involves expanding the range of

products offered by a brand into new markets or product categories. This can help Lakme reach new customers, mitigate risks associated with market fluctuations, and capitalize on emerging trends.

Innovation, on the other hand, involves the creation of new products, services, or processes that offer unique value to customers. For Lakme, innovation can take many forms, such as introducing new formulations, packaging designs, or marketing strategies. By continually innovating, Lakme can stay ahead of competitors, maintain relevance in the market, and enhance its brand image as a leader in beauty and cosmetics.

Exploring how the company has pursued product diversification and innovation over time can provide valuable insights into its strategic decisions, market positioning, and brand evolution. Examine the introduction of new product lines, collaborations with influencers or celebrities, adoption of new technologies, and responses to changing consumer preferences as examples of how Lakme has diversified its product offerings and innovated to stay competitive in the beauty industry.

CHAPTER-5  
RESEARCH METHODOLOGY

## RESEARCH METHODOLOGY

This research methodology aims to delve deeply into the evolution of Lakme's brand identity, employing a comprehensive approach that combines historical analysis, consumer perspectives, and in-depth case studies. Let's break down each component to elaborate further:

### 1. Research Design:

- **Exploratory Research:** This approach allows for a nuanced understanding of Lakme's brand evolution by examining historical data, branding elements, marketing strategies, and societal influences. It provides the flexibility to explore various aspects of the brand's journey comprehensively.

### 2. Data Analysis:

- **Content Analysis:** By analysing visual elements such as logos, packaging, and advertisements over time, researchers can identify patterns and shifts in Lakme's brand identity. This quantitative approach offers insights into the visual evolution of the brand.
- **Thematic Analysis:** By identifying recurring themes in consumer survey responses, researchers can understand key factors influencing brand perception. This qualitative approach helps uncover deeper insights into consumers' perceptions and attitudes towards the brand.

### 3. Historical Contextualization:

- **Timeline Construction:** Developing a chronological timeline of Lakme's major events, product launches, and brand changes helps contextualize its evolution within broader historical and cultural contexts. This approach provides a framework for understanding how external factors have influenced the brand over time.

### 4. Ethical Considerations:

- Ensuring ethical standards in research, including obtaining necessary permissions for interviews and surveys, and protecting the confidentiality of sensitive information, is essential to maintain the integrity of the study and respect participants' rights.

**Data Collection:**

- **Secondary Data:** Analysis of historical archives, company records, literature review, and industry reports provides a foundation for understanding Lakme's brand evolution from its inception and gathering theoretical frameworks and insights.
- **Primary Data:** Conducting consumer surveys allows researchers to gather firsthand insights into consumers' perceptions of the brand at different points in its history, providing valuable data to complement the historical analysis.

This research methodology aims to provide a comprehensive understanding of Lakme's brand evolution by integrating multiple perspectives and research methods, offering insights that are valuable to marketing professionals, scholars, and the broader business community.



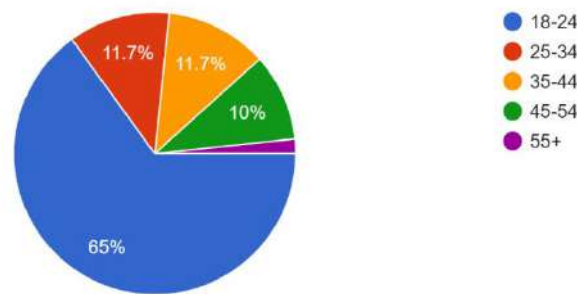
CHAPTER-6  
DATA ANALYSIS AND INTERPRETATION

## DATA ANALYSIS AND INTERPRETATION

### DATA TABLE-

Sr. no.	Particulars (age group)	Responses	Percentage %
1	18-24	39	65%
2	25-34	7	11.7%
3	35-44	7	11.7%
4	45-54	6	10%
5	55+	1	1.7%
<b>Total</b>		<b>60</b>	<b>100%</b>

AGE GROUP  
60 responses



### INTERPRETATION-

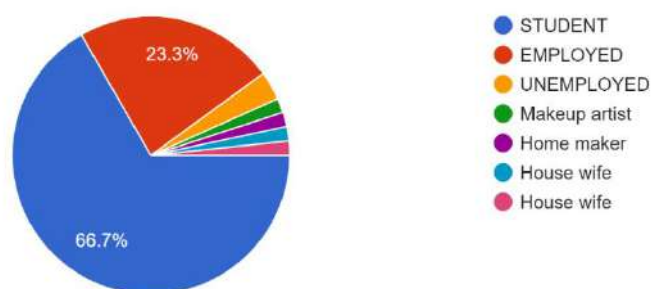
As per the above graph, during this study it is found that majority of Respondent are of age group of **18-24 years (65%)**, followed by **age group 24-34 years (11.7%)**, **35-44 years (11.7%)**, **45-54 years (10%)**, and **55+ years (1.7%)**.

**DATA TABLE-**

Sr. no.	Particulars (occupation)	Responses	Percentage %
1	Students	40	66.7%
2	Employed	15	25%
3	Homemakers	5	8.3%
<b>Total</b>		<b>60</b>	<b>100%</b>

**OCCUPATION**

60 responses

**INTERPRETATION-**

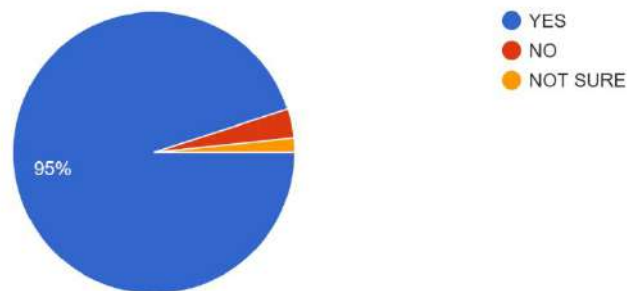
As the above graph it shows that majority of respondent are **students (66.7%)**, and **employed (25%)** and **minority of homemakers (8.3%)**.

**DATA TABLE-**

Sr. no.	Particulars (aware of brand)	Responses	Percentage (%)
1	Yes	57	95%
2	No	2	3.3%
3	Not sure	1	1.7%
<b>Total</b>		<b>60</b>	<b>100%</b>

ARE YOU AWARE OF LAKME BRAND?

60 responses

**INTERPRETATION-**

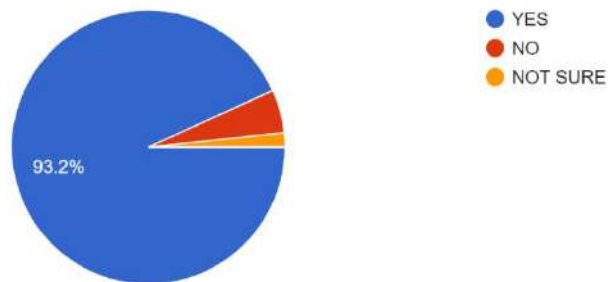
From the above graph it shows that **95%** of the Respondents are aware of LAKME brand and **3.3%** are not aware and **1.7%** are those who are not sure.

**DATA TABLE-**

Sr. no.	Particulars (product users)	Responses	Percentage %
1	Yes	55	93.2%
2	No	3	5.1%
3	Not sure	1	1.7%
<b>Total</b>		<b>59</b>	<b>100</b>

HAVE YOU EVER USED LAKME COSMETIC OR SKIN CARE PRODUCTS?

59 responses

**INTERPRETATION-**

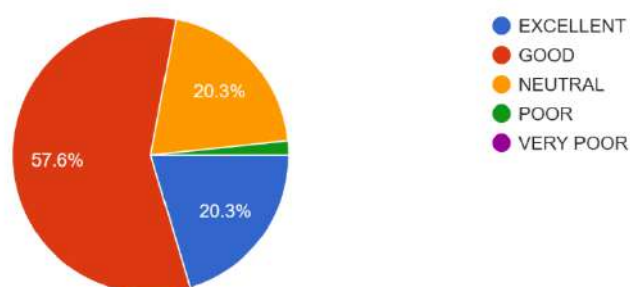
As per the above graph, during this study it is found that most of the respondent have used LAKME product, **93.2%** of the responses have used LAKME product and **6.8%** of the respondent have not used and not sure about it.

**DATA TABLE-**

Sr. no.	Particulars (overall perception of products)	Responses	Percentage %
1	Excellent	12	20.3%
2	Good	34	57.6%
3	Neutral	12	20.3%
4	Poor	1	1.7%
5	Very poor	0	0%
<b>Total</b>		<b>59</b>	<b>100</b>

HOW WOULD YOU DESCRIBE YOUR OVERALL PERCEPTION OF LAKME COSMETIC OR SKIN CARE PRODUCT?

59 responses

**INTERPRETATION-**

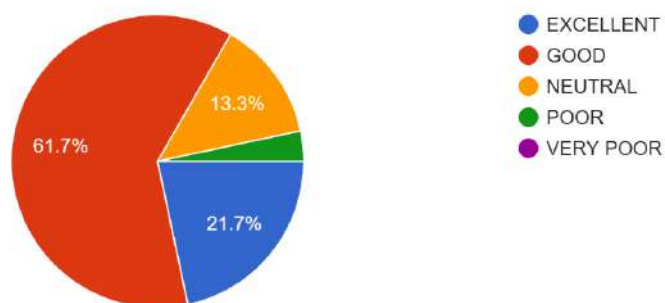
As shown in the above graph, it is found that the overall perception of LAKME cosmetic or skin care product has majority response is **Good (57.6%)** and following are **excellent (20.3%)**, **neutral (20.3%)**, **poor (1.7%)** and **very poor (0%)**.

**DATA TABLE-**

<b>Sr. no.</b>	<b>Particulars (quality)</b>	<b>Responses</b>	<b>Percentage %</b>
1	Excellent	13	21.7%
2	Good	37	61.7%
3	Neutral	8	13.3%
4	Poor	2	3.3%
5	Very poor	0	0%
<b>Total</b>		<b>60</b>	<b>100</b>

HOW WOULD YOU RATE THE QUALITY OF LAKME PRODUCTS?

60 responses

**INTERPRETATION-**

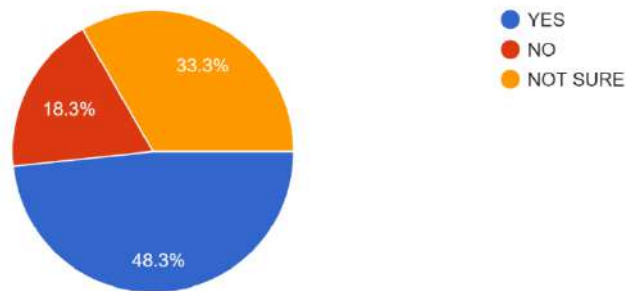
The above graph reveals that **good perception comes from 61.7%, 21.7% have excellent perception** about the LAKME products and rest by **13.3% have neutral, 3.3% have poor perception.**

**DATA TABLE-**

Sr. no.	Particulars (changes in quality)	Responses	Percentage %
1	Yes	29	48.3%
2	No	11	18.3%
3	Not sure	20	33.3%
<b>Total</b>		<b>60</b>	<b>100</b>

HAVE YOU NOTICED ANY CHANGES IN THE QUALITY OF LAKME PRODUCTS?

60 responses

**INTERPRETATION-**

The above graph showing is **48.3% of respondents noticed changes in quality. Only 18.3% of respondents Say No, and 33.3% are neutral.**

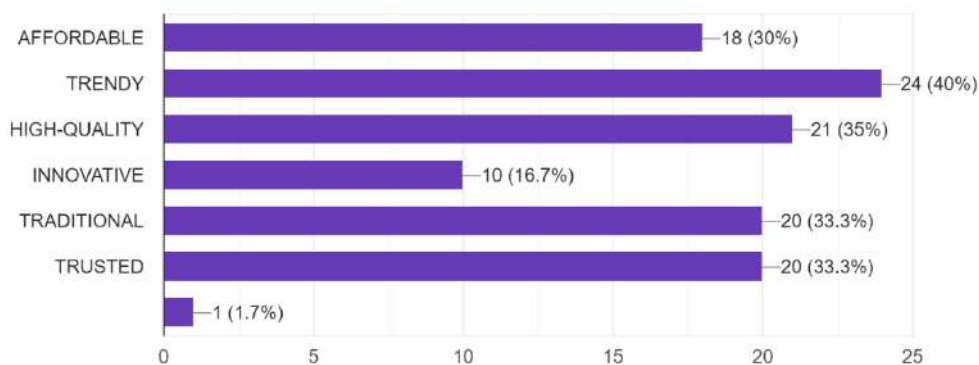


**DATA TABLE-**

Sr. no.	Particular	Responses	Percentage %
1	Affordable	18	30%
2	Trendy	24	40%
3	High-quality	21	35%
4	Innovative	10	16.7%
5	Traditional	20	33.3%
6	Trusted	20	33.3%
7	Other	1	1.7%
<b>Total</b>		<b>60</b>	<b>100</b>

WHEN YOU THINK OF LAKME WHAT WORDS OR PHRASES COME TO YOUR MIND?

60 responses

**INTERPRETATION-**

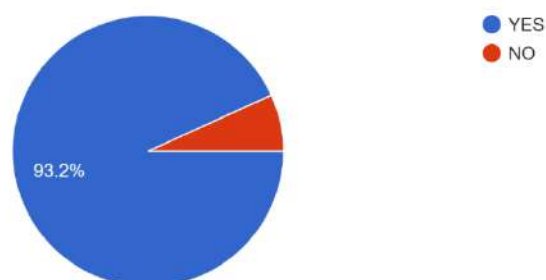
The above graph reveals that most of the respondents believe that LAKME products are **trendy (40%)** and are of **high-quality (35%)**, **traditional and trusted (20%)**, **affordable (30%)** and **innovative (16.7%)**.

**DATA TABLE-**

Sr. no.	Particulars	Responses	Percentage %
1	Yes	55	93.2%
2	No	4	6.8%
<b>Total</b>		<b>59</b>	<b>100</b>

DO YOU THINK LAKME'S BRAND IDENTITY HAS EVOVLED OVER THE YEARS?

59 responses

**INTERPRETATION-**

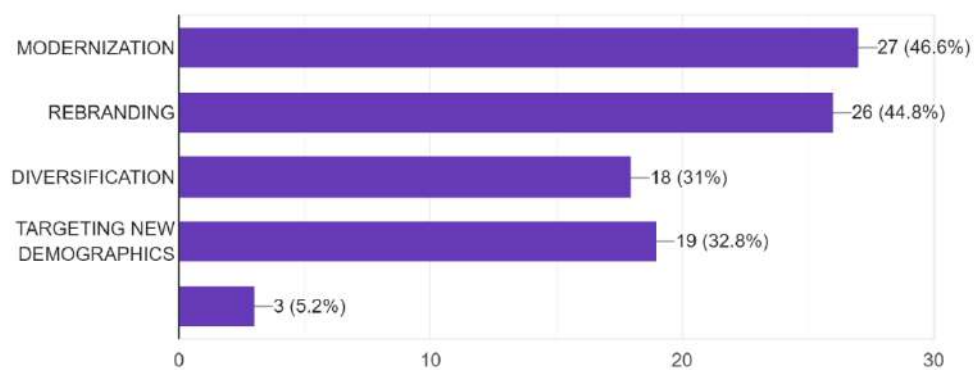
As per the above graph, during this study it is found that most of respondents believe that LAKME'S brand identity has evolved over the years, **yes (93.2%) and no (6.8%)**.

**DATA TABLE-**

Sr. no.	Particulars (description)	Responses	Percentage %
1	Modernization	27	46.6%
2	Rebranding	26	44.8%
3	Diversification	18	31%
4	Targeting new demographics	19	32.8%
5	Other	3	5.2%
<b>Total</b>		<b>58</b>	<b>100</b>

IF YES, HOW WOULD U DESCRIBE THE EVOLUTION OF LAKME'S BRAND IDENTITY?

58 responses

**INTERPRETATION-**

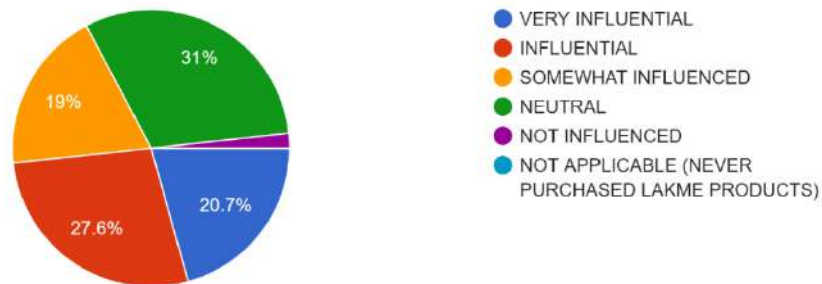
The above graph reveals that most of the respondents described the evolution of LAKME brand as **modernization (46.6%)** and following are **rebranding (44.8%)**, **diversification (31%)**, **targeting new demographics (32.8%)** and **other (5.2%)**.

**DATA TABLE-**

Sr. no.	Particulars (advertisement)	Responses	Percentage %
1	Very Influential	12	20.7%
2	Influential	16	27.6%
3	Somewhat influenced	11	19%
4	Neutral	18	31%
5	Not influenced	1	1.7%
6	Not applicable (never purchase Lakme products)	0	0%
<b>Total</b>		<b>58</b>	<b>100</b>

HOW INFLUENTIAL ARE THE LAKME'S ADVERTISING AND MARKETING EFFORTS IN YOUR DECISION TO PURCHASE THEIR PRODUCTS?

58 responses

**INTERPRETATION-**

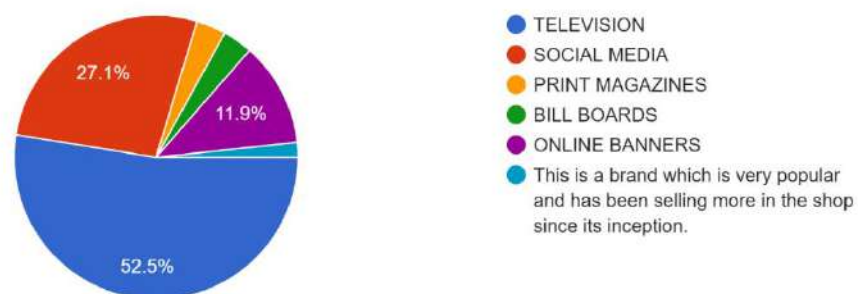
As shown in the above graph, it reveals that the LAKME'S advertising and marketing is **neutral (31%)** for most of the respondents, **the marketing is influential (27.6%)**, **very influential (20.7%)**, **somewhat influenced (19%)** and **not influenced (1.7%)**.

**DATA TABLE-**

Sr. no.	Particulars (marketing channels)	Responses	Percentage %
1	Television	31	52.5%
2	Social media	16	27.1%
3	Print magazines	2	3.4%
4	Bill boards	2	3.4%
5	Online banners	7	11.9%
6	Other	1	1.7%
<b>Total</b>		<b>59</b>	<b>100</b>

**WHICH MARKETING CHANNELS DO YOU RECALL SEEING LAKME ADVERTISEMENTS**

59 responses

**INTERPRETATION-**

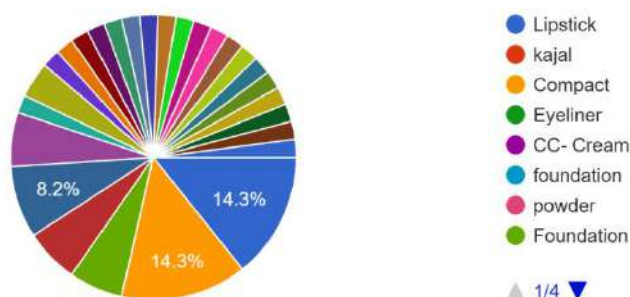
As per the data collected, majority of the respondents **recalls seeing LAKME'S advertisements more from television (52.5%)** and following are from **social media (27.1%), print magazines and bills boards (3.4%), and from online banners (11.9%)**.

**DATA TABLE-**

Sr. no.	Particular (products)	Responses	Percentage %
1	Lipstick	13	24.5%
2	Kajal	9	16.9%
3	Compact/powder	16	30.2%
4	Eyeliners	4	7.5%
5	cc-cream	7	13.2%
6	Foundation	4	7.5%
<b>Total</b>		<b>53</b>	<b>100</b>

WHAT LAKME COSMETIC OR SKINCARE PRODUCT CATEGORIES DO YOU USUALLY PURCHASE?

49 responses

**INTERPRETATION-**

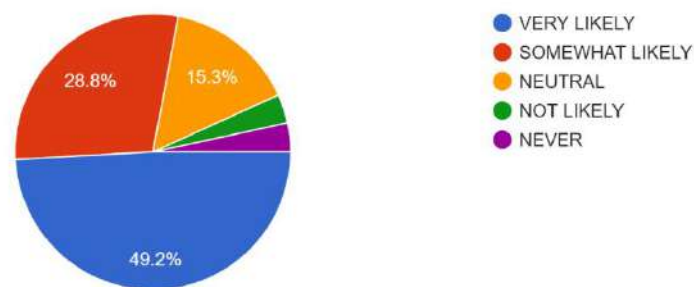
As shown in the above graph, it reveals that **most of the respondents use compact/powder (30.2%), lipstick (24.5%), kajal (16.9%), cc-cream (13.2%) and least used product of LAKME is foundation and eyeliners (7.5%).**

**DATA TABLE-**

Sr. no.	particulars	Responses	Percentage %
1	Very likely	29	49.2%
2	Somewhat likely	17	28.8%
3	Neutral	9	15.3%
4	Not likely	2	3.4%
5	Never	2	3.4%
<b>Total</b>		<b>59</b>	<b>100</b>

HOW LIKELY O YOU RECOMMEND LAKME PRODUCTS TO OTHERS?

59 responses

**INTERPRETATION-**

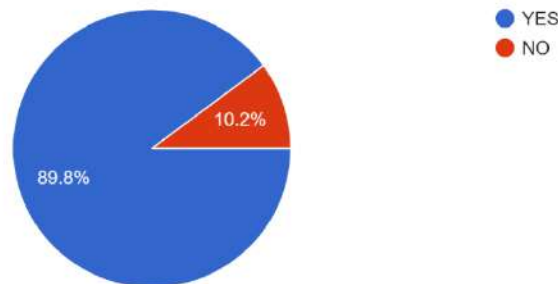
As shown in the above graph, it reveals that most of the respondents will recommend LAKME products **very likely (49.2%)** and following are **somewhat likely (28.8%)**, **neutral (15.3%)**, **not likely and never (3.4%)**.

**DATA ANALYSIS-**

Sr. no.	Particulars	Responses	Percentage %
1	Yes	53	89.8%
2	No	6	10.2%
<b>Total</b>		<b>59</b>	<b>100</b>

DO YOU THINK LAKME'S VISUAL IDENTITY (LOGO, PACKAGING) HAS CONTRIBUTED TO ITS BRAND RECOGNITION?

59 responses

**INTERPRETATION-**

As per the above graph, during this study it is found that most of respondents believe that LAKME'S brand identity has contributed to its brand recognition, **yes (89.8%) and no (10.2%)**.

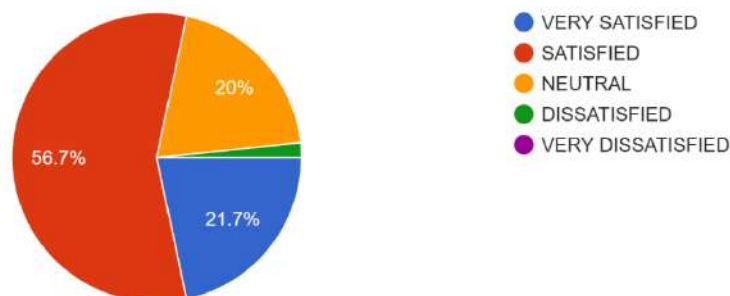


**DATA TABLE-**

Sr. no.	Particulars (satisfaction)	Responses	Percentage %
1	Very satisfied	13	21.7%
2	Satisfied	34	56.7%
3	Neutral	12	20%
4	Dissatisfied	1	1.7%
5	Very dissatisfied	0	0
<b>total</b>		<b>60</b>	<b>100</b>

OVERALL, HOW WOULD YOU RATE YOUR SATISFACTION WITH LAKME'S COSMETIC AND SKINCARE PRODUCTS?

60 responses

**INTERPRETATION-**

The above graph shows that **(56.7%)** of respondents **satisfied** with LAKME products. Only **(1.7%)** are **dissatisfied** and following are **very satisfied (21.7%), and neutral (20%)**.

## HYPOTHESIS TESTING

### Hypothesis 1

- *H0*: "The level of innovation and product diversification undertaken by Lakme over time is likely to have a direct correlation with its market competitiveness, with periods of heightened innovation coinciding with increased market share and consumer preference."
- *H1*: "The level of innovation and product diversification undertaken by Lakme over time is not likely to have a direct correlation with its market competitiveness, with periods of heightened innovation coinciding with increased market share and consumer preference."

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, Hypothesis H1 i.e. "The level of innovation and product diversification undertaken by Lakme over time is not likely to have a direct correlation with its market competitiveness, with periods of heightened innovation coinciding with increased market share and consumer preference." is found to be true hence accepted where as another hypothesis H0 i.e. "The level of innovation and product diversification undertaken by Lakme over time is likely to have a direct correlation with its market competitiveness, with periods of heightened innovation coinciding with increased market share and consumer preference" is rejected.

### Hypothesis 2

- *H0*: "The effectiveness of Lakme's marketing strategies, including advertising campaigns and promotional activities, is hypothesized to have a direct impact on the brand's equity, playing a crucial role in shaping consumer perceptions and loyalty."
- *H1*: "The effectiveness of Lakme's marketing strategies, including advertising campaigns and promotional activities, is hypothesized to not have a direct impact on the brand's equity, playing a crucial role in shaping consumer perceptions and loyalty."

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, Hypothesis H0 i.e. "The effectiveness of Lakme's marketing strategies, including advertising campaigns and promotional activities, is hypothesized to have a direct impact on the brand's equity, playing a crucial role in shaping consumer perceptions and loyalty." is found to be true hence accepted where as another hypothesis H1 i.e. "The effectiveness of Lakme's marketing strategies, including advertising campaigns and promotional activities, is hypothesized to not have a direct impact on the brand's equity, playing a crucial role in shaping consumer perceptions and loyalty." is rejected.

CHAPTER-7  
FINDINGS

## FINDINGS

1. The majority of respondents fall within the 18-24 age group, with students comprising the largest demographic.
2. Awareness of the LAKME brand is high, with a significant percentage of respondents having used their products.
3. Overall perception of LAKME products is positive, with most respondents rating them as good or excellent.
4. Changes in product quality have been noticed by a significant portion of respondents.
5. LAKME is perceived as trendy, high-quality, traditional, trusted, affordable, and innovative by different segments of respondents.
6. The brand's identity is seen as evolving, with modernization and rebranding being the most common descriptors.
7. Marketing efforts are perceived as influential, particularly through television advertisements.
8. Compact/powder and lipstick are the most commonly used LAKME products among respondents.
9. The likelihood of recommending LAKME products is high among respondents.
10. LAKME's brand identity contributes significantly to its brand recognition.
11. Overall satisfaction with LAKME products is high among respondents.

CHAPTER-8

CONCLUSION

## CONCLUSION

In conclusion, this project aimed to delve into the evolution of LAKME's brand identity through a comprehensive study encompassing various aspects. The objectives of tracing the historical development, evaluating marketing and advertising strategies, and understanding product diversification and innovation have been effectively met through rigorous research and analysis.

Through tracing the historical development of LAKME, it became evident that the brand has undergone significant transformation over the years, adapting to changing consumer preferences and market dynamics. This historical perspective provided valuable insights into the brand's journey and its evolution into a prominent player in the cosmetics industry.

The evaluation of marketing and advertising strategies shed light on the effectiveness of LAKME's promotional efforts in shaping its brand identity. By examining consumer perceptions and recall of advertisements, we gained valuable insights into the impact of marketing campaigns on brand visibility and recognition.

Furthermore, the study explored product diversification and innovation as key drivers of LAKME's brand evolution. By analysing the range of products offered by the brand and consumer preferences, we gained valuable insights into LAKME's ability to innovate and stay relevant in a competitive market landscape.

Overall, this study provides a comprehensive understanding of LAKME's brand identity evolution, highlighting the brand's ability to adapt and innovate over time. The insights generated from this research can inform strategic decision-making and contribute to the continued success of LAKME as a leading player in the cosmetics industry.

CHAPTER-9  
BIBILOGRAPHY



## BIBILOGRAPHY

- ❖ <https://www.getmerlin.in/>
- ❖ <https://www.lakmeindia.com/>
- ❖ <https://www.hul.co.in/brands/beauty-wellbeing/lakme/>
- ❖ <https://lakmefashionweek.co.in/>
- ❖ <https://www.researchgate.net/>
- ❖ <https://sist.sathyabama.ac.in/>

## CHAPTER-10

### ANNEXTURE

## ANNEXTURE

**Que 1- what is your age group?**

- a) 18-24
- b) 25-34
- c) 35-44
- d) 45-54
- e) 55+

**Que 2- what is your occupation?**

- a) Student
- b) Employed
- c) Homemaker

**Que 3- Are you aware of LAKME brand?**

- a) Yes
- b) No

**Que 4- have you ever used LAKME cosmetic or skincare product?**

- a) Yes
- b) No
- c) Not sure

**Que 5-how would you describe your overall perception of LAKME products?**

- a) Excellent
- b) Good
- c) Neutral
- d) Poor
- e) Very poor

**Que 6- how would you rate the quality of LAKME products?**

- a) Excellent
- b) Good
- c) Neutral
- d) Poor
- e) Very poor

**Que 7- Have you noticed any changes in the quality of LAKME products?**

- a) Yes
- b) No
- c) Not sure

**Que 8-when you think of LAKME what words or phrases come to your mind?**

- a) Affordable
- b) Trendy
- c) Innovative
- d) Traditional
- e) Trusted

**Que 9- Do you think LAKME'S brand identity has evolved over the years?**

- a) Yes
- b) No

**Que 10- If yes, how would you describe the evolution of LAKME'S brand identity?**

- a) Modernization
- b) Rebranding
- c) Diversification
- d) Targeting new demographics

**Que 11- how influential are the LAKME'S advertising and marketing efforts in your decision to purchase their products?**

- a) Very influential
- b) Influential
- c) Somewhat influenced
- d) Neutral
- e) Not influenced
- f) Not applicable (never purchased Lakme products)

**Que 12- which marketing channels do you recall seeing LAKME advertisements?**

- a) Television
- b) Social media
- c) Print magazines
- d) Bill boards
- e) Online banners

**Que 13- what LAKME products categories do you usually purchase?**

- a) Lipstick
- b) Kajal
- c) Compact
- d) Eyeliner
- e) cc-cream
- f) foundation

**Que 14- How likely do you recommend LAKME products to others?**

- a) Very likely
- b) Likely
- c) Neutral
- d) Not likely

e) Never

**Que 15- Do you think LAKME'S visual identity (logo, packaging) has contributed to its brand recognition?**

a) Yes

b) No

**Que 16- Overall, how would you rate your satisfaction with LAKME'S cosmetic and skincare products?**

a) Very satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Very dissatisfied

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