

## **Project Report**

# **“A STUDY ON CUSTOMER SATISFACTION ON LAKME BRAND PRODUCTS”**

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

**Moumita Das**

Under the Guidance of

**Dr. Pragati Pandey**

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**G.S. College of Commerce & Economics, Nagpur**

**Academic Year 2023 – 24**



**G.S. College of Commerce & Economics, Nagpur****Academic Year 2023 – 24****CERTIFICATE**

This is to certify that “**Moumita Das**” has submitted the project report titled “**A study on Customer Satisfaction on Lakme Brand Products**”, 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 Rashtrasant Tukadoji Maharaj Nagpur University.

**Dr. Pragati Pandey**

(Project Guide)

Place: Nagpur

Date:

**Dr. Afsar Sheikh**

**G.S. College of Commerce & Economics, Nagpur**

**Academic Year 2023 – 24**



## **DECLARATION**

I here-by declare that the project with title “**A study on Customer Satisfaction on Lakme Brand Products**” 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.

**Moumita Das**

Place: Nagpur

Date:

## G.S. College of Commerce & Economics, 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. Pragati Pandey** her guideline throughout the project. I tender my sincere regards to Co-Ordinator, **Dr. Afsar Sheikh** forgiving 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 for their co-operation. I would like to thank all those who helped me in making this project complete and successful.

**Moumita Das**

Place: Nagpur

Date:

**INDEX**

<b>Sr. No.</b>	<b>PARTICULARS</b>	<b>PAGE No.</b>
1.	<b>Introduction</b>	6-11
2.	<b>Company Profile</b>	12-19
3.	<b>Literature Review</b>	20-22
3.	<b>Research Study</b>	23-15
4.	<b>Relevance of Study</b>	
	• <b>Need</b>	
	• <b>Objectives</b>	
	• <b>Limitations</b>	
	• <b>Hypothesis</b>	
5.	<b>Research Methodology</b>	26-28
6.	<b>Data Analysis &amp; Interpretation</b>	29-42
7.	<b>Findings</b>	43-44
8.	<b>Suggestions and Recommendations</b>	45-47
8.	<b>Conclusion</b>	48-49
9.	<b>Bibliography</b>	50-51
10.	<b>Questionnaire</b>	52-54

# **CHAPTER-1**

# **INTRODUCTION**

## INTRODUCTION

The study attempts to know about the customer satisfaction of cosmetic brand Lakme in India. The study reveals that different factors have significant influence on buying behavior. This study also contributes to the knowledge of how The Indian cosmetic market, which contains healthy skin, hair care, shading beauty care products consideration classifications, has beated 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 mindset of developing magnificence cognizance.

This report is on the company Lakme. It is the global leader in cosmetics, with 25 brands. They have 4 key areas of expertise – hair care, skincare, make-up and fragrances. There is a huge motive behind the study of Lakme. The study will help us to understand the operations which are carried out by Lakme. The operations such as, business marketing strategies, business plans of company at a glance, business structure, management and operating structures, competitors position as per this company, business development, discussion of business strategies, SWOT analysis to understand the different pros and cons of the company, so as to report properly to operate effectively and deal smartly.

This study offers a comprehensive analysis of the organization, its business segments, and competitors. It analyzes the business and marketing strategies adopted by the company, to gain a competitive edge in the industry. The profile also evaluates the strengths of the company and the opportunities present in the market. This study presents the key facts & figures, business description, products & services offered and corporate timeline of the company. It involves analysis of the company at three levels – segments, organizational structure and ownership composition. Both business and geographic segments are analyzed along with their recent financial performance. It

further discusses the major subsidiaries of the company and the recent merger & acquisitions. It also examines the significant developments and milestone that have taken place in the company. It is a form of news analysis where the most critical company news is discussed. Also, the factor Financial Performance included in this study. It discusses the most recent financials of the company and also compares the historical sales & income figures with the current and projected figures.

The objective is to evaluate the financial health of the company 2 The analyst opinion and stock performance help anyone in evaluating the performance of the company from an investor's viewpoint.

The Lakme Group is the world's largest cosmetics and Beauty Company. Lakme is an Indian brand of cosmetics, owned by Unilever and run by CEO Anil Chopra. Lakme started as a 100% subsidiary of Tata Oil Mills, part of the Tata Group; it



was named after the French opera Lakme, which itself is the French form of Lakshmi, the goddess of wealth, also renowned for her beauty. Indian cosmetic Lakme was started in 1952, famously because the then Prime Minister, Jawaharlal Nehru, was concerned that Indian women were spending precious foreign exchange on beauty products, and personally requested JRD Tata to manufacture them in India. Simone Tata joined the company as director, and went on to become its chairman.

In today's competitive market, where numerous beauty brands vie for consumer attention ensuring customer satisfaction is paramount for sustained success. This study delves into the realm of customer satisfaction, specifically focusing on Lakme brand products, one of India's leading beauty and skincare brands renowned for its quality and innovation.

Lakme, established in 1952, has evolved into a household name synonymous with beauty and glamour. With a diverse product range spanning skincare, cosmetics, and haircare, Lakme has



successfully catered to the ever-evolving needs and preferences of its customers.

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.

In the ever-evolving beauty industry, customer satisfaction stands as a cornerstone for success.

Lakme, a prominent brand synonymous with beauty and innovation, has continuously strived to cater to the diverse needs and preferences of its clientele. Understanding and prioritizing customer satisfaction not only enhances brand loyalty but also fosters long-term relationships, ultimately driving growth and sustainability in the competitive market landscape.

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.

Customer satisfaction forms the cornerstone of brand loyalty and repeat purchases. In the beauty industry, where personal preferences and individual experiences play a crucial role, understanding and meeting customer expectations are imperative. Satisfied customers not only become brand advocates but also contribute significantly to brand reputation through word-of-mouth promotion.

Ensuring customer satisfaction lies at the heart of Lakme's ethos, where beauty meets innovation and tradition, with a legacy spanning decade, Lakme has remained steadfast in its commitment to understanding and catering to the diverse needs of its clientele. From its inception, the brand has strived to offer a holistic beauty experience that resonates with the modern Indian consumer,

blending cutting-edge research with the timeless allure of Indian culture.

By continuously evolving its product offerings, staying abreast of global trends, and fostering meaningful collaborations with influencers and experts, Lakme endeavors to not only meet but exceed the expectations of its discerning patrons. With a deep-seated belief in the transformative power of beauty, Lakme is dedicated to creating a journey where every customer feels valued, empowered, and beautiful, making their satisfaction not just a goal, but a guiding principle.

Several factors influence customer satisfaction, including product quality, pricing, customer service, brand reputation, and overall shopping experience.

For Lakme, maintaining high standards across these dimensions is essential for sustaining customer satisfaction and loyalty.

Understanding customer satisfaction with Lakme brand products not only benefits the company but also contributes to the broader body of knowledge in consumer behavior and brand management within the beauty industry.

## LAKME – THE MAJOR INFLUENCERS

Lakme, one of India's leading cosmetics brands, has been significantly influenced by a diverse array of factors over the years. At the forefront are Bollywood celebrities, whose endorsements, appearances in Lakme fashion shows, and collaborations with the brand have propelled trends and shaped consumer preferences in the beauty industry.

As of the prominent brand ambassadors for Lakme included Bollywood celebrities like Kareena Kapoor Khan, Shraddha Kapoor, and Ananya Panday. These celebrities represent Lakme in various campaigns, endorsing its products and embodying the brand's ethos of beauty and glamour.

Lakme, also collaborates with a variety of influencers across different platforms like Instagram, YouTube, and



TikTok. Some major influencers who have worked with Lakme include beauty bloggers like Shruti Arjun Anand, Komal Pandey, Debasree Banerjee, and many others who create content featuring Lakme products, tutorials, and reviews, effectively reaching out to their large audiences and influencing their purchasing decisions.

Additionally, Lakme's close association with Lakme Fashion Week has provided a platform for the brand to showcase its latest makeup collections, setting trends that resonate with Indian consumers. Moreover, the brand's deep-rooted connection with traditional Indian culture infuses its product formulations and marketing campaigns with elements of indigenous beauty rituals, ingredients, and aesthetics.

## LAKME'S MARKETING STRATEGY

Lakme's target audience is those in the upper class who want to feel proud of their skin and beauty.

Lakme has mainly targeted 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. They often collaborate with popular influencers and celebrities to create buzz around new launches and events.

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.

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.

Lakme Lever Private Limited (LLPL) manages 60 salons out of the 360 salons owned by 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.

Lakme ensures easy accessibility to its products for consumers across various regions. By aligning its marketing efforts with values such as inclusivity, diversity, and sustainability, Lakme not only strengthens its brand image but also connects with consumers on a deeper level, ultimately driving growth and success in the competitive beauty market.

# **CHAPTER-2**

# **COMPANY PROFILE**

## COMPANY PROFILE

# LAKMÉ

Lakme is an Indian cosmetics brand, owned by Hindustan Unilever. It was named after the French opera *Lakme*, 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 Lakme to Hindustan Unilever for ₹200 crore (US\$48.46 million).

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

Lakme 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 Lakme Cosmetics is Kareena Kapoor Khan and Chamma. It is the most trusted brand in all over the India.

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

Lakme 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.

Lakme 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. Lakme combining international cosmetic technology with an in-depth understanding of the Indian woman's needs.

Some facts about Lakme:

- Lakme 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 Lakme Beauty Salons.
- The bond with beauty and fashion is manifested through the Lakme Fashion Week, which is now the largest fashion event of its kind in the country.
- Lakme also offers discount offers on products, so that people can easily buy their product and enjoy it.

## PRODUCTS OF THE LAKME:

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

Lakme 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 Lakme Salons.

### 1. Lakme Eye conic Kajal, Deep Black:

A smudge-proof as well as waterproof kajal for everyday use, the new Lakme eye conic 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 Moisturizing 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:**

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

**Here is the list of Lakme skin care products:**

- a. Face Mask
- b. Face Serum
- c. Moisturizer
- d. Body lotion
- e. Natural Aloe Vera Gel
- f. Sunscreen SPF
- g. Facial Kit
- h. Face Cleansers & Removers
- i. Face Wash

**Salon Services:**

Lakme also provides salon services nearby you. So, book your salon at home and enjoy the services.

**List of Lakme Salon services:**

Candy Crush Pedicure & Manicure

Lakme Salon – Beauty sutra facial Beauty Sutra Facial

Lakme Salon – Beauty Sutra Hair spa Beauty Sutra Hair Spa

Lakme Salon – The Gen-Next Bridal Collection 2020The Gen-Next Bridal Collection 2020

Everyday Glam Makeup.

# **CHAPTER-3**

## **LITERATURE REVIEW**

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

## **RESEARCH STUDY**



## RESEARCH STUDY

### 1. RELEVANCE OF STUDY:

This research is aiming to find out the consumer satisfaction towards the Lakme brand products. The research on consumer satisfaction helps to identify the consumers and to know the consumers preferences, choice, taste and other quality parameters by conducting a thorough analysis and survey with vibrant Statistical methods.

### 2. NEED OF STUDY:

Customer satisfaction plays an important role within every business. Not only is it the leading indicator. To measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point Now a days the Customers are very brand conscious.

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

### 3. OBJECTIVES OF STUDY:

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

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

#### **4. LIMITATIONS OF STUDY:**

- Customer opinions may vary at different time, because of their psychological instincts.
- The accuracy may have suffered because of the respondent consumers recording of what they think was right as against what they do.
- Geographical scope of the study was limited to a small area, which may not represent the whole sector of India.

#### **5. HYPOTHESIS:**

**H0** – Lakme is not preferred more over than the other brands in the market by the customers.

**H1** – Lakme is preferred more over than the other brands in the market by the customers.

# **CHAPTER-5**

# **RESEARCH METHEDODOLOGY**

## **RESEARCH METHEDODOLOGY**

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 analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability.

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

### **SAMPLE SIZE**

Sample size measures the number of individual samples measured or observations used in a survey or experiment. In a view to precede the research in a systematic way the sample size of study is collected from 50 customers. By means of obtaining detailed opinion of the customers this research falls under the category of descriptive research. This study was conducted as a survey that examined “**A STUDY ON CUSTOMER SATISFACTION ON LAKME BRAND PRODUCTS**”

**SAMPLE SIZE:** 50 Respondents

**SAMPLING TECHNIQUE:** Convenient Sampling Method

## DATA COLLECTION

The sources of data collection methods are as follows:

### 1. **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

**Primary data** i.e. collected for the first time. It is fresh and originally collected by survey.

I have use only primary data in calculating the study and collected the data.

### 2. **Secondary data: -**

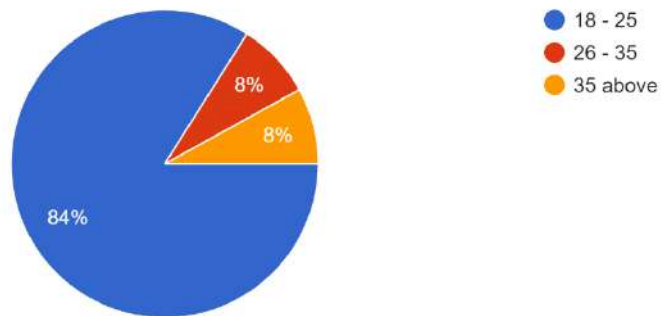
Secondary data are those data which are already collected by someone for some purpose and are available for the present study; secondary data are already collected by the company's records and other library's books. When the secondary data are sufficient, the researcher has to be satisfied with the primary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

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

**CHAPTER-6**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

**6.1. TABLE SHOWING AGE GROUP OF CUSTOMERS:**

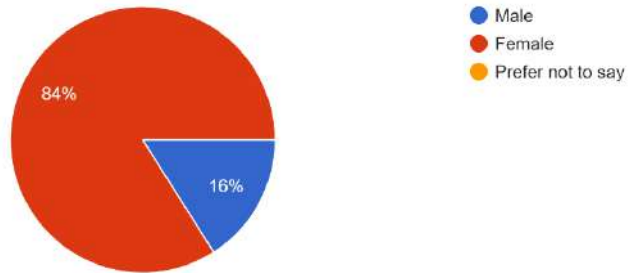
Age Group	Responds	Percentage
18-25	42	84%
26-35	4	8%
35 above	4	8%
Total	50	100%

**INTERPRETATION:**

This analysis shows under age group 18-25 is 84%, 26-35 is 8%, 35 above is 8%.

**6.2. TABLE SHOWING GENDER OF CUSTOMERS:**

Gender	Responds	Percentage
Male	8	16%
Female	42	84%
Total	50	100%

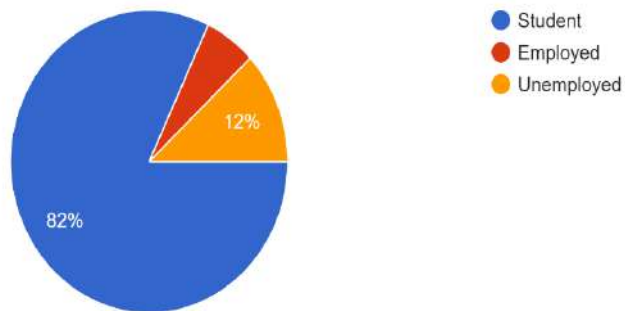
**INTERPRETATION:**

This analysis shows 16% are male and 84% are female respondents.



**6.3. TABLE SHOWING OCCUPATION OF CUSTOMERS:**

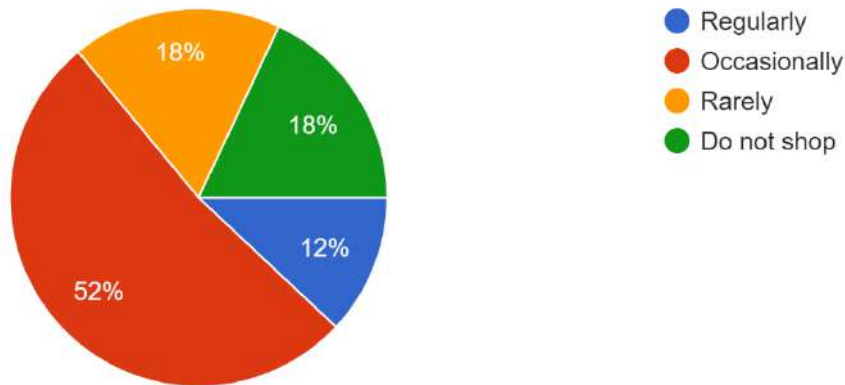
Occupation	Responds	Percentage
Student	41	82%
Employed	3	6%
Unemployed	6	12%
Total	50	100%

**INTERPRETATION:**

This analysis shows 82% are students, 6% are employed and 12% are unemployed respondents.

**6.4. CLASSIFICATION ON HOW OFTEN DO RESPONDENT USE LAKME PRODUCTS.**

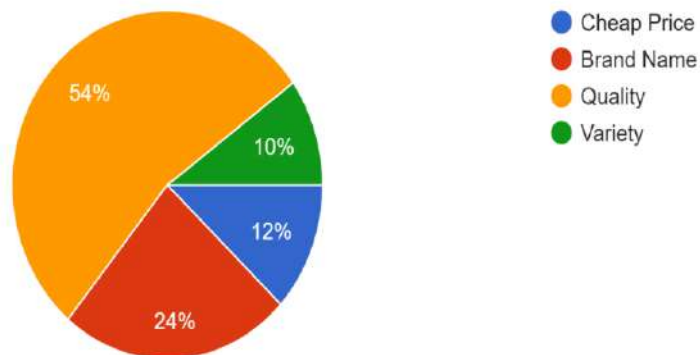
Particular	Responds	Percentage
Regularly	6	12%
Occasionally	26	52%
Rarely	9	18%
Do not Shop	9	18%
Total	50	100%

**INTERPRETATION:**

This analysis shows that 12% respondents use Lakme products regularly, 52% respondents use it occasionally, 18% use rarely and 18% do not shop.

### 6.5. CLASSIFICATION ON THE REASONS OF RESPONDENT TO CHOOSE LAKME PRODUCTS.

Particular	Responds	Percentage
Cheap Price	6	12%
Brand Name	12	24%
Quality	27	54%
Variety	5	10%
Total	50	100%

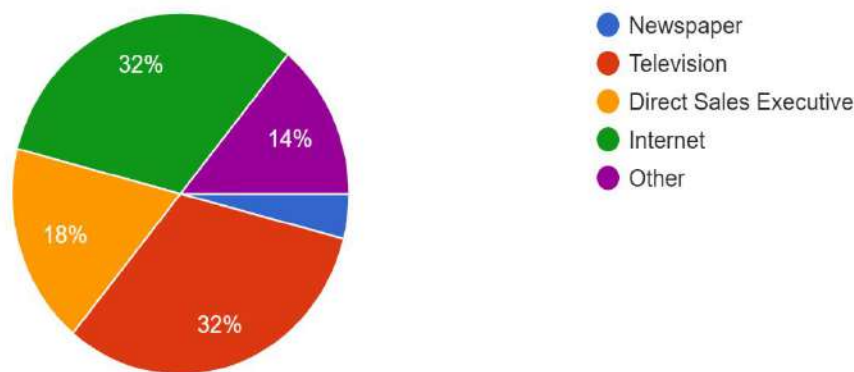


#### INTERPRETATION:

This analysis shows that 12% respondents use Lakme products because of cheap price, 24% use it because of its brand name where as 54% use it because of its quality and 10% because of its variety they provide.

### 6.6 CLASSIFICATION ON SOURCE OF RESPONDENT FROM WHERE DID THEY GET TO KNOW ABOUT LAKME PRODUCTS.

Particular	Responds	Percentage
Newspaper	2	4%
Television	16	32%
Direct Sales Executive	9	18%
Internet	16	32%
Other	7	14%
Total	50	100%

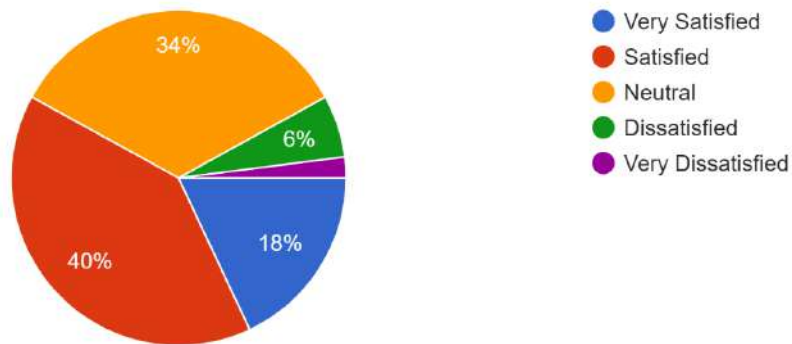


#### INTERPRETATION:

This analysis shows 4% respondents get to know about Lakme products from Newspaper, 32% get to know from Television, 18% get to know from Direct Sales Executive where as 32% get to know from Internet and 14% from other sources.

### 6.6. CLASSIFICATION ON NO. OF RESPONDENT SATISFIED WITH LAKME PRODUCTS.

Particular	Responds	Percentage
Very Satisfied	9	18%
Satisfied	20	40%
Neutral	17	34%
Dissatisfied	3	6%
Very Dissatisfied	1	2%
Total	50	100%

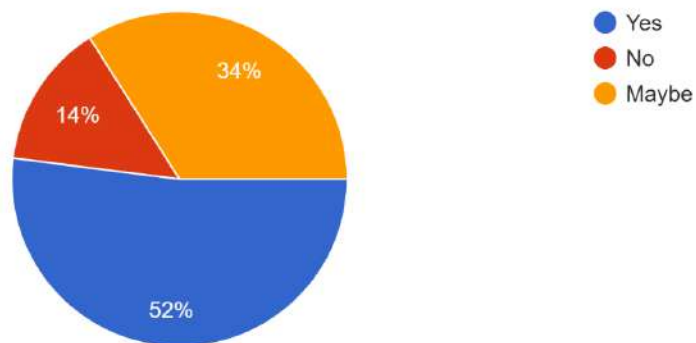


#### INTERPRETATION:

The analysis shows 18% of respondents are very satisfied with Lakme Products, 40% are satisfied, 34% have neutral response where as 3% are dissatisfied and 2% are very dissatisfied.

### 6.7. CLASSIFICATION ON THE NO. OF RESPONDENT FIND LAKME PRODUCTS VALUE FOR MONEY.

Particular	Responds	Percentage
Yes	26	52%
No	7	14%
Maybe	17	34%
Total	50	100%

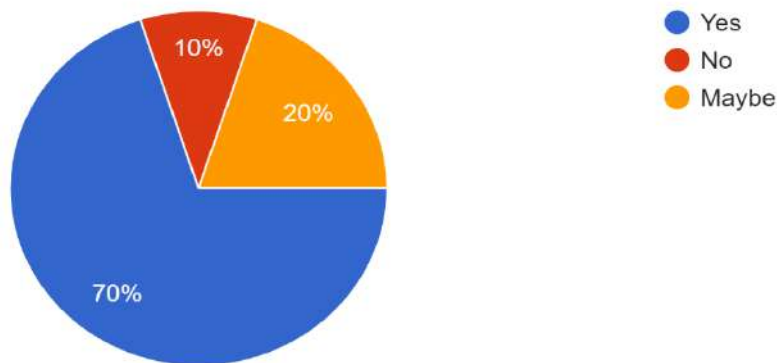


#### INTERPRETATION:

The analysis shows 52% respondents find Lakme products value for money whereas 14% of people did not find it value for money and 34% can't say.

**6.8. CLASSIFICATION ON THE NO. OF RESPONDENTS RECOMMENDING LAKME TO FRIENDS AND FAMILIES**

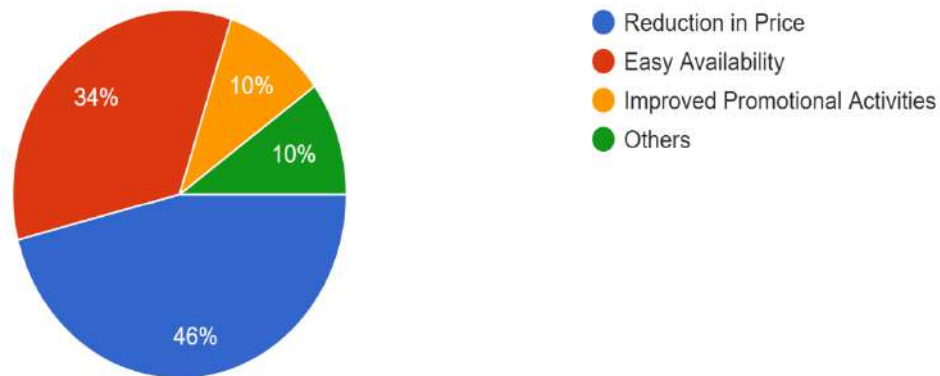
Particular	Responds	Percentage
Yes	35	70%
No	5	10%
Maybe	10	20%
Total	50	100%

**INTERPRETATION:**

The analysis shows 70% of people will be recommending Lakme to friends and families whereas 10% of people will not be recommending and 20% did not prefer to say.

### 6.9. CLASSIFICATION ON THE NO. OF RESPONDENTS SUGGESTING IMPROVEMENTS TO LAKME PRODUCTS.

Particular	Responds	Percentage
Reduction In Price	23	46%
Easy Availability	17	34%
Improved Promotional Activities	5	10%
Others	5	10%
Total	50	100%



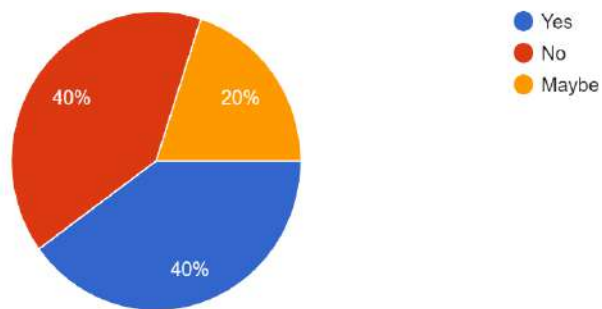
#### INTERPRETATION:

The analysis shows 46% of respondents suggesting reduction in price, 34% suggesting easy availability where as 10% suggesting improved promotional activities and 10% suggesting about other problems.



**6.10. CLASSIFICATION ON THE NO. OF RESPONDENTS FACING PROBLEM WHILE USING LAKME PRODUCTS.**

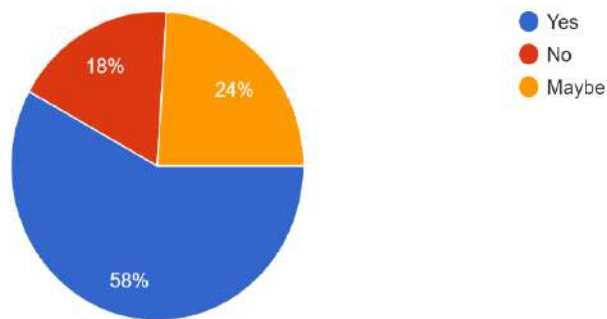
Particular	Responds	Percentage
Yes	20	40%
No	20	40%
Maybe	10	20%
Total	50	100%

**INTERPRETATION:**

The analysis shows 40% of respondents have faced problems while using Lakme products, whereas 40% have not faced any problems and 20% prefer not to say.

### 6.11. CLASSIFICATION ON CHANGES NO. OF RESPONDENTS WANT TO SEE IN LAKME PRODUCTS.

Particular	Responds	Percentage
More Product Range	12	24%
More Shades	16	32%
Better Packaging	5	10%
All The Above	17	34%
Total	50	100%

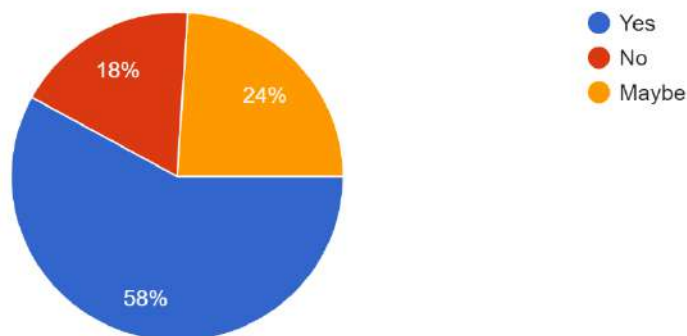


#### INTERPRETATION:

The analysis shows 24% respondents want to see more product range in Lakme products, 32% want more shades where as 10% want better packaging, and 34% want more product range, more shades and better packaging, which is a combination of all the three.

### 6.12. CLASSIFICATION ON THE NO. OF RESPONDENT SATISFIED WITH PROMOTIONAL OFFERS OF LAKME.

Particular	Responds	Percentage
Yes	29	58%
No	9	18%
Maybe	12	24%
Total	50	100%



#### INTERPRETATION:

The analysis shows 58% respondents are satisfied with promotional offers of Lakme where as 18% are not satisfied and 24% did not prefer to say.

# **CHAPTER-7**

# **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 student respondents were found more conscious of their appearance and often occasionally use Lakme products as compare to employed and unemployed respondents.
- 3) Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price.
- 4) Lakme is perceived as trendy, high-quality, traditional, trusted and affordable by different segments of respondents.
- 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 to others.
- 7) Television and Internet 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, in spite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own.

**CHAPTER-8**  
**SUGGESTIONS AND**  
**RECOMENDATIONS**

## **SUGGESTIONS AND RECOMMENTIONS**

**It is observed from the analysis that 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 build 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.

**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 deal; 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.



# **CHAPTER-9**

# **CONCLUSIONS**

## 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.

Lakme is a well-known brand for products on beauty and makeup. It manufactures cosmetic products for eyes, face, lips, and nails. It is the all-time favorite brand of Indian customers. It ranks 47th by the Brand Trust Report. On the other hand, it is affordable and targets the teenage audience, ensuring glamorous variety. After the Lakme fashion week event, it is undoubtedly Lakme that stands out.

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

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

# **CHAPTER-10**

# **BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

### **WEBSITES:**

- [www.lakme.com](http://www.lakme.com)
- [https:// www.encyclopedia.com](https://www.encyclopedia.com)
- [https://timesof india.indiatimes.com](https://timesofindia.indiatimes.com)

# **CHAPTER-11**

# **QUESTIONNAIRE**

## Annexture

### QUESTIONNAIRE

Name: \_\_\_\_\_

1. Email: \_\_\_\_\_
2. Gender:
  - Male
  - Female
  - Prefer not to say
3. Age:
  - 18-25
  - 26-35
  - 35 Above
4. Occupation:
  - Student
  - Employed
  - Unemployed
5. How often do you use Lakme products?
  - Regularly
  - Occasionally
  - Rarely
  - All of Above
6. What are the reasons for you to choose Lakme products?
  - Cheap Price
  - Brand Name
  - Quality

- Variety

7. From which source did you get to know about Lakme Products?

- Newspaper
- Television
- Direct Sales Executive
- Internet
- Other

8. Are you satisfied with Lakme Products?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

9. Do you find Lakme Products value for money?

- Yes
- No
- Maybe

10. Would you recommend Lakme to your friends and families?

- Yes
- No
- Not prefer to say

11. What improvements do you suggest to Lakme for it's products?

- Reduction in Price
- Easy Availability
- Improved promotional activities
- Other

12. Did you faced any problems while using Lakme products?

- Yes
- No
- Maybe

13. What changes you would like to see in Lakme products?

- More Product Range
- More Shades
- Better Packaging
- All the Above

14. Any you satisfied with the promotional offers of Lakme?

- Yes
- No
- Maybe



