



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Brand Awareness and Preference towards Lakme Products

¹*Dr. M. Mahesh Kumar, ²Priyanka S*

¹M.Com., M.Phil., MBA., PGDCA., PhD Associate Professor & Head, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Sciences, Coimbatore.

²Student, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore.

INTRODUCTION

Brand awareness and preference has been subjects of great interest to the organizations and researchers. Awareness of the brand and their preference to a particular product. The prime objective of organizations is to maximize profits and to minimize cost. Profit maximization can be obtained through increase in sales with lesser costs. Profit maximization can be obtained through increase in sales with lesser costs. One of the important factors that can help to increase sales is customer preference, because preference leads to customer loyalty, recommendations and repeat purchasing. A customer is an individual or business that purchases the goods or Services produced by a business. Attracting customers is the primary goal of the businesses, because it is the customer who creates goods and services.

STATEMENT OF PROBLEM

For the success of any product or service, it is very important to know its customers well viz. their likes, dislikes, situations when they prefer to purchase a particular product or service, their buying behavior and so on. In the present study, therefore to understand the various factors affecting the consumer behavior towards cosmetic products, researcher has carried out a study on consumers' awareness towards the brand leader in cosmetics segment i.e. Lakme.

OBJECTIVES

- To analyses the consumers' awareness level towards Lakme products.
- To know the brand preference of the consumer towards lakme products.
- To find out the satisfaction level of consumers towards Lakme products.

SCOPE OF THE STUDY

Lakme is a leading brand product among the Indian consumers over a long period of time. The present study focuses on the behavior of females who purchase and use cosmetics in coimbatore. The study attempts to assess the awareness level of consumers about various brands of Lakme products, their attitude about Lakme products, It also analyses the problem if any faced by the consumers while using Lakme products. Female consumers who use different types of lakme products are lipstick, Kajal, Eyeliner, Rose Powder, Toner, Face wash, Body Lotion etc.

LIMITATION OF THE STUDY

- The study was conducted only in coimbatore City. Hence the result arrived from the study may not be applicable to other items.
- Study was not possible mainly due to time constraints.
- The data collected is based on the questionnaire and the results would be varying according to the options of the individuals.
- It was difficult to find respondents as they were busy in their schedule, and collection of data was very difficult.
- Therefore, the study had to be carried out based on the availability of respondents
- Some of the respondents were not ready to fill the questionnaires and some of them were not ready to come out openly
- It might be possible that the answers given by the respondents are of biasness.

RESEARCH METHODOLOGY

AREA OF STUDY

The respondents are selected from Coimbatore city.

SAMPLE SIZE

The data for this study were collected from the sample size of 100 respondents.

SAMPLING METHOD

The design used in the study is a convenient sample method.

- Primary data
- Secondary data

SOURCE OF DATA

- The primary data was collected by survey, the survey was created online and link was sent to the respondents using convenience samplings. The primary data is greater than secondary data. The primary data for this study are collected through questionnaires.
- The secondary data was collected from a source that has been published earlier in any form called secondary data. The data has been collected from internet, magazine, books.

DATA REPRESENTATION

- Table
- Percentage
- Chats

REVIEW OF LITERATURE

Baby Maheswari , Mr. P. Vimal Kumar (May 2021) -

In this study, I discovered the impact of advertising on the brand image and brand identity of cosmetics. A study shows the use of Lakme products by most people who use it in India. The product fulfills the wishes of the company in addition to the wishes of the consumers. Advertising and promotion are essential for cosmetics and personal care products to educate consumers about new products and strengthen brand loyalty.

Dr. Pushpraj Wagh-March(2021) -

TV Advertisement & social media were the major source of information to the consumers about the cosmetic brands. Most of the respondents are using Lakme products frequently and for the majority of the respondents, the monthly expenditure on Lakme products is more than Rs. 1000. The factors affecting consumer behavior towards cosmetic products that are identified through the present research are useful guide for start-ups in manufacturing and marketing of cosmetics for developing strategies for marketing the products.

Mrs. Madhu Dhansingh Edwin , Dr. Sabura Mohamed, Mrs. Juvy Vergara(July, 2020) -

Cosmetics and Beauty Products demand is one of the growing market sections in any department stores which have been competitive both in local and international brands. The purpose of this research paper is to determine the factors that affect the consumer's buying decisions for brand preferences and if the brand preferences will vary due to demographic profile of the respondents. Based on the data analysis and findings, the factors are identified: price, brand names, promotion and advertisement, product design, quality of the service and store location have greater impact or influence on consumer brand preferences.

PERCENTAGE ANALYSIS

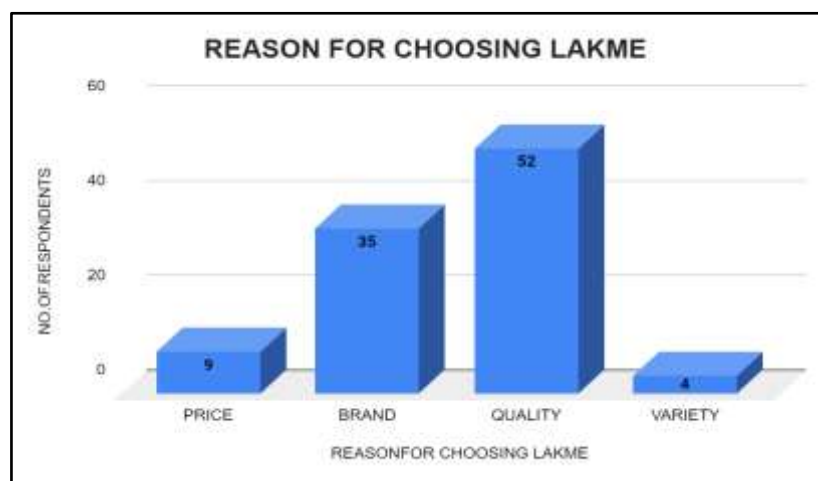
REASON FOR CHOOSING LAKME

TABLE NO : 1

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
PRICE	9	9%
BRAND	35	35%
QUALITY	52	52%
VARIETY	4	4%
TOTAL	100	100%

Source: Primary data

CHART NO : 1



INTERPRETATION

From the above table, 52% of respondents are from quality, 35% of respondents are from brand, 9% of respondents are from price and 4% of respondents are from variety.

Hence the majority, 52% of respondents are from the quality.

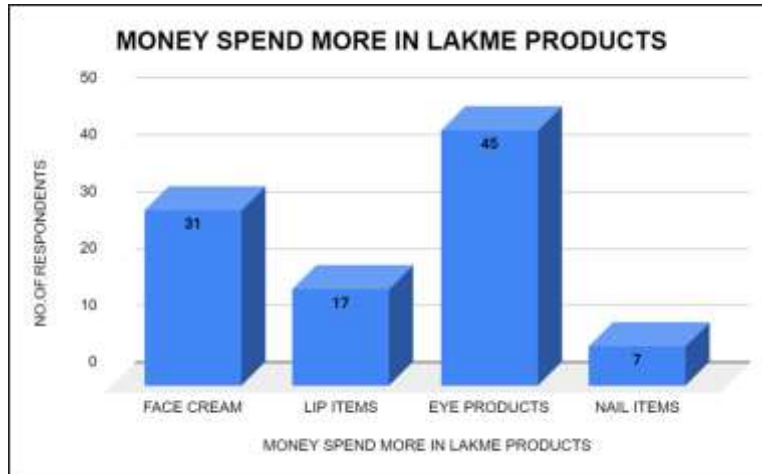
MONEY SPEND MORE IN LAKME PRODUCTS

TABLE NO : 2

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
FACE CREAM	31	31%
LIP ITEMS	17	17%
EYE PRODUCTS	45	45%
NAIL ITEMS	7	7%
TOTAL	100	100%

Source: Primary data

CHART NO : 2



INTERPRETATION

From the above table, 45% of respondents are from eye products, 31% of respondents are from face cream, 17% of respondents are from lip items, and 7% of respondents are from nail items.

Most of the respondents, 45%, are from eye products .

IN WHICH ASPECT LAKME IS GOOD ACCORDING TO YOU

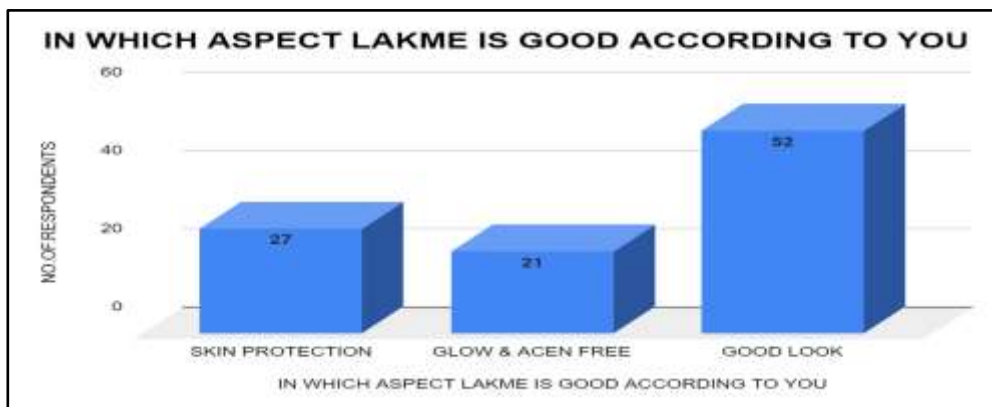
TABLE NO : 3

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
SKIN PROTECTION	27	27%
GLOW & ACEN FREE	21	21%
GOOD LOOK	52	52%
TOTAL	100	100%

Source: Primary data

CHART NO :

3



INTERPRETATION

From the above table, 52% of respondents are from good looks, 27% of respondents are from skin protection, 21% of respondents are from glow & acen free.

Hence the majority, 52% of respondents are from the good look.

RANK ANALYSIS

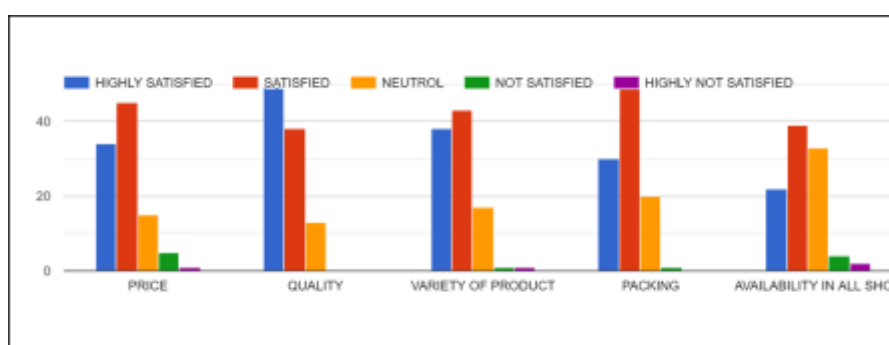
SATISFACTION LEVEL TOWARDS SERVICE PROVIDED BY LAKME PRODUCT

TABLE NO : 4

PARTICULARS	HIGHLY SATISFIED	SATISFIED	NETURAL	NOT SATISFIED	HIGHLY NOT SATISFIED	TOTAL	RANK
PRICE	34	90	45	20	5	194	2
QUANTITY	49	76	39	0	0	164	5
VARIETY OF PRODUCT	38	86	51	4	5	184	4
PACKING	30	98	60	4	0	192	3
AVAILABILITY IN ALLSHOP	22	78	99	16	10	225	1

Source: Primary data

CHART NO : 4



INTERPRETATION

From the above rank analysis availability in all shop ranked 1, price item ranked 2, packing ranked 3, variety of product has ranked 4, quality has ranked 5

Hence the majority of the rank analysis availability in shop has ranked 1

FINDINGS

The findings of the analysis are given below:

- 48% respondents are from the Age group of 10-20.
- Hence the majority, 78% of respondents are from the Students.
- (64%) majority of respondents are from the nuclear family.
- Hence the majority, 62% of respondents are from the 3 - 5 members in a family.
- Most of the respondents, 30% are from the income below Rs.10,000.
- 92% of respondents said they have awareness on lakme products.
- Most of the respondents, 41%, buy cosmetic products after seeing the advertisement .
- 44% of respondents are aware of lakme products through their friends.
- 38% of people purchase the lakme product from the Store.
- 38% of them said the main reasons for buying the lakme product for its price,its brand and its quality.
- Most of the respondents, 44% said they think lakme is a leader in the cosmetic industry.
- Most of the respondents, 34%, said they have been using lakme products for 1 - 2 year.
- 52% of respondents said the reason for choosing lakme for its quality.
- Most of the respondents, 42%, prefer eye products more in lakme.

- 54% of respondents buy lakme products frequently.
- 45%, most of them who spend their money more on eye products .
- Most of the respondents, 39% said they spend Rs.500 for buying lakme products.
- 87% majority of respondents said there is no side effect after using lakme products.
- Hence the majority, 64.1% of respondents, said there is no side effect while using cosmetic products.
- Hence the majority, 52% of respondents said lakme is good looking according to them.
- Hence the majority, 57% of respondents, said that lakme is worth for the money.
- The rank analysis of various product in lakme product nail arts has ranked 1
- Hence the majority of the rank analysis of lakme product availability in shop has ranked 1
- 35% of respondents gave 10 stars for lakme products.

SUGGESTION

- Majority of respondents feel that the price of Lakme products is high. So the company is suggested to reduce the price of the product.
- The consumers expect the company to offer free offers. So the company should take necessary steps to provide various offers which would help to capture a better market.
- Attractive and effective advertisements through various media should be repeatedly given in order to capture the attention of potential consumers.
- As a majority of respondents are influenced by advertisement, especially by Television media, it is better for the company to improve the impact of advertisement in other media also.

CONCLUSION

In this study, discovered the impact of advertising on the brand image and brand identity of cosmetics. A study shows the use of Lakme products by most people who use it in India. The product fulfills the wishes of the company in addition to the wishes of the consumers. In one investigation, the study found that people appreciated the easy availability of various products. Cosmetics industry in India - this section made it clear that cosmetics in India is not a new concept. People take care of themselves physically. The only difference is the addition of chemicals and technology to our personal care. Advertising and promotion are essential for cosmetics and personal care products to educate consumers about new products and strengthen brand loyalty. Advertising on television and in print media, such as newspapers and magazines, especially women's magazines, is widespread. Samples of toiletries are distributed to households and bag products are attached to magazines. During the promotional periods, free gifts are offered and promoted in the main local newspapers and on the Internet. and the image and identity of the Lakme product are primarily domestic products and much emphasis is placed on celebrity recognition. Lakme's marketing strategy is to offer new products year after year. Lakme will continue to enable cosmetics companies, like a great customer understanding, to develop suitable products, to correctly price them and increase their profitability.

BIBLIOGRAPHY

REFERENCE

- Baby Maheswari , Mr. P. Vimal Kumar (2021)** EPRA International Journal of Research and Development (IJRD) Volume: 6 | Issue: 5 | May 2021
- Dr. Pushpraj Wagh (2021)** Sambodhi (UGC Care Journal) Copyright©2021Authors ISSN: 2249-6661 Vol-44, No.-1(III), January-March(2021)
- Mrs. Madhu Dhansingh Edwin , Dr. Sabura Mohamed, Mrs. Juvy Vergara (2020)** Saudi Journal of Business and Management Studies Original Research Article 5(7): 418-427