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Lakmé's Marketing Strategy and Consumer Insights

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ABSTRACT –

India's splendor and cosmetics industry is experiencing rapid increase, driven by growing incomes, elevated splendour recognition, and the have an impact on of digital media. This observe explores Lakmé's marketing strategies and their consequences on patron conduct, logo picture, and shopping for alternatives. Emphasizing digital advertising, influencer collaborations, and product positioning, the research showcases Lakmé's key benefits logo recognition, affordability, and strong presence on structures like Nykaa and Amazon. A survey of 80 clients reveals high recognition of sub-manufacturers consisting of 9to5 and Absolute, although troubles like constrained colour variety and shortage of personalization persist. As market opposition grows, the document recommends that Lakmé enhance its digital engagement and introduce improvements to draw more youthful, tech-savvy audiences.

1. Introduction –

India's splendor and private care zone is expanding hastily, driven by means of increasing earning, virtual have an effect on, and converting beauty ideals. Lakmé, the united states's first homegrown cosmetic brand, has maintained its leadership by constantly evolving with these tendencies. Initially created to reduce dependence on imported merchandise, Lakmé has transformed right into a trendsetting brand under Hindustan Unilever, catering to a large patron base. The logo's achievement stems from strong marketing efforts celebrity endorsements, virtual campaigns, influencer partnerships, and flagship activities like Lakmé Fashion Week. With sub-brands consisting of 9to5 and Absolute, Lakmé correctly reaches diverse market segments whilst ensuring strong on line visibility via structures like Nykaa, Amazon, and Instagram. This look at examines Lakmé's marketing blend product, rate, place, and merchandising a long its digital strategies, emotional branding, and customized advertising and marketing. Consumer comments well-known shows robust emblem loyalty, while additionally pointing to areas of boom, consisting of greater inclusive coloration levels and sustainable packaging. Lakmé's evolution showcases how a legacy emblem can remain relevant with the aid of mixing tradition with innovation, making it a compelling instance of cutting-edge marketing and customer connection.

2. Literature Review

1.Consumer Preference Towards Lakmé Cosmetics

By: N. Lakshmi & Dr. A.Umadevi

This look at emphasizes that Lakmé's sturdy patron loyalty stems from its product nice, affordability, and logo consider. Working girls elderly 20–40 particularly want the Lakmé 9to5 variety for its comfort in day by day use. Key factors influencing purchase decisions encompass price for money, skin-friendliness, easy availability, and appealing packaging.

2.Marketing Strategies of Lakmé

By: K. Meena & Dr. P. Rajendran

Lakmé adopts a segmented strategy through its Classic, 9to5, and Absolute strains to cater to diverse audiences. Its comprehensive 360-diploma marketing approach contains celebrity endorsements, digital outreach, and sponsorships of foremost activities like Lakmé Fashion Week. The emblem successfully connects with millennials and Gen Z through influencer collaborations and targeted digital advertising.

3.Consumer Behavior Towards Cosmetics (Lakmé Focus)

By: Dr. R. Suganthi

The take a look at finds that city women elderly 18–35 specially college students and specialists choose Lakmé for its affordability and range. Purchasing selections are shaped with the aid of social media, peer suggestions, on line reviews, and in-shop promotions. Product improvements along with BB lotions and matte lipsticks similarly beautify emblem loyalty.

4.Digital and Influencer Marketing's Role in Lakmé's Brand Equity

By: Aditi Sharma & Dr. Shilpa Rani

Lakmé builds brand fairness with the aid of leveraging influencer-pushed content like makeup tutorials and product critiques. The brand engages customers specially the adolescents thru personalized advertising and marketing, e mail campaigns, and app-based totally interactions,

significantly improving purchaser loyalty and conversion prices.

5. Comparative Analysis: Lakmé vs. Competitors

By: Priya Malhotra & Dr. M. K. Sharma

Lakmé stands proud for its background, giant product range, and huge market reach. However, it faces growing competition from emerging cruelty-loose and inclusive manufacturers. To keep its edge, the study recommends expanding into men's grooming, broadening coloration tiers, and embracing sustainability-centered projects.

3. Objectives

1. Assess Lakmé's Marketing Strategies

To have a look at how Lakmé's advertising, virtual campaigns, influencer collaborations, and product positioning contribute to its brand electricity and market presence.

2. Analyze Consumer Behavior

To recognize patron choices, buy styles, demographic profiles, and the important thing elements influencing their buying decisions.

3. Identify Key Drivers of Loyalty and Satisfaction

To compare the elements that most impact customer satisfaction and loyalty including product nice, pricing, availability, packaging, and promotional efforts.

4. Examine the Role of Digital Influence

To check out how virtual platforms and influencer advertising affect purchaser notion, emblem trust, and product engagement with Lakmé.

5. Benchmark Against Competitors

To examine Lakmé with competing manufacturers, identifying its competitive blessings, shortcomings, and capability regions for development.

4. Methodology

This research specializes in know-how the impact of Lakmé's advertising and marketing techniques on client conduct, loyalty, and pleasure inside the evolving, digitally driven Indian beauty market. The examine adopts a scientific and facts-pushed approach that starts with figuring out an opening in know-how about how modern marketing techniques consisting of influencer collaborations, virtual campaigns, and product positioning form client alternatives. A speculation was advanced to assess the effectiveness of these techniques. Data was amassed the usage of both number one and secondary assets. The primary records worried a structured Google Form survey, which became shared with a numerous group of 70 respondents, which includes students, experts, homemakers, and make-up enthusiasts. This survey explored topics like logo focus, buy motivation, satisfaction levels, and engagement with on line promotions. Secondary statistics changed into accumulated from Lakmé's legitimate digital platforms, social media presence, educational journals, case studies, and industry reports to provide deeper context. A mixed-technique studies design became used, combining quantitative analysis of survey responses with qualitative insights from open-ended remarks and observations. The take a look at consists of each carried out studies to find real-international marketing answers and descriptive research to map consumer conduct and market trends. Tools like Google Forms, spreadsheets, and fundamental data visualization had been used to interpret the findings. Ethical concerns have been strictly observed, with informed consent, voluntary participation, and confidentiality maintained at some point of. This comprehensive technique ensures that the effects are reliable, balanced, and relevant for knowledge how Lakmé can give a boost to its marketplace role via customer-centric strategies.

5. Data Collection

The survey of 70 Lakmé customers uncovered key demographic and behavioral styles. Most respondents (forty%) are elderly 19–25, with any other 28% between 26–35, confirming that nearly 70% fall in Lakmé's core 19–35 target institution. Females dominate the sample (seventy five%), whilst men account for 20% and non-binary/other customers three%. Income stages cluster in the ₹15,000–₹30,000 (36%) and ₹30,000–₹50,000 (30%) brackets, indicating a strong mid-range customer base. Geographically, 40% reside in metro cities, 30% in Tier-1, 20% in Tier-2, and 10% in rural regions, highlighting Lakmé's urban and semi-urban power.

Purchase conduct suggests that forty five% buy Lakmé products monthly and 35% every 2–three months, with most effective 5% buying annually. Skincare is the top class (38%), observed through lip care (24%) and foundations (18%), whilst eye merchandise (12%) and haircare (5%) entice more niche interest. In terms of spend, forty four% pay among ₹500–₹1,000 in keeping with buy, 26% between ₹1,000–₹2,000, and 22% beneath ₹500; just eight% exceed ₹2,000. When choosing a channel, forty seven% keep on-line, 35% in retail stores, and 18% at Lakmé salons.

Lakmé's advertising and marketing effect is evident: 72% of customers can consider the logo unaided and 60% recall current commercials or influencer campaigns. Loyalty segments ruin down into 35% surprisingly unswerving advocates, forty% moderate repeat consumers, and 25% switchers. Half of respondents (50%) buy Lakmé products extra than 3 instances a year, and 64.2% say influencer opinions at once influence their buying selections yet most effective 37.1% virtually comply with Lakmé on social media, signaling an opportunity to enhance energetic engagement. Customer delight is commonly sturdy, with common product scores of four. Five for lipsticks, four. Three for eye make-up, 4.2 for skincare, and four.0 for foundations on a

five-factor scale; customer support trails slightly at three.Eight. Common reward includes long-lasting formulas and affordability, at the same time as concerns middle on constrained color tiers and occasional transport delays. Finally, Lakmé's Net Promoter Score stands at +48, reflecting strong advocacy however also room to transform passives into promoters thru greater personalization and loyalty projects.

6. Findings

Marketing Strategy Impact:

Lakmé's advertising and marketing efforts specifically via influencer campaigns and online commercials have sturdy logo remember, with 72% of respondents recognizing the logo unaided. However, even as sixty four.2% say influencers impact their shopping for decisions, most effective 37.1% actively comply with Lakmé on social media. This gap shows a need for more engaging and regular virtual presence. Loyalty segmentation well-knownshows that best 35% are surprisingly unswerving, highlighting an possibility to beautify retention via targeted loyalty applications and personalized reviews.

Consumer Behavior:

Purchasing patterns indicate that consumers decide upon skin care (38%) and lip care (24%) the most, with the bulk shopping for month-to-month (45%) or every 2–three months (35%). Price sensitivity is clear, as 44% spend ₹500–₹1,000 per purchase and most effective 8% exceed ₹2,000. Online channels dominate (47%), however a big portion still opt for physical shops and salons. Convenience, affordability, and product range continue to be the top choice drivers.

Client Retention Factors:

Product pride is excessive, with average scores among 4.0–4.5 throughout key categories. However, customer service lags at the back of at three.Eight, pointing to the want for stepped forward support stories. Long-lasting formulas and reachable pricing are key strengths, however issues about constrained shade stages and low delays highlight regions for improvement. A Net Promoter Score of +forty eight displays robust emblem affinity, yet greater personalization and higher customer engagement can further raise consumer retention.

7. S.W.O.T Analysis

Strengths

- Established and relied on emblem within the Indian beauty and cosmetics marketplace
- Wide variety of inexpensive products catering to numerous skin tones and options
- Strong offline presence in salons and retail stores, complemented by means of online availability
- High product pleasure scores, especially in skincare and lip care segments
- Lower engagement on social media regardless of influencer advertising efforts
- Limited loyalty among a considerable part of the client base
- Customer service reviews rated below product delight
- Perceived lack of shade variety for positive merchandise

Opportunities

- Expansion of loyalty programs and customized marketing to growth retention
- Deeper digital engagement through interactive content and influencer collaborations
- Potential to innovate with easy beauty and sustainable product traces
- Increased recognition on online systems and beauty e-commerce growth in Tier 2 & three cities

Threats

- Fierce opposition from brands like Maybelline, L'Oréal, and newer D2C players
- Rapidly evolving splendor traits and client expectations
- Economic fluctuations impacting consumer spending on cosmetics
- Negative evaluations or influencer backlash could have an effect on brand perception

8. Recommendations

To strengthen Lakmé's market function and deepen client loyalty, the brand need to decorate its virtual engagement via leveraging influencer partnerships greater strategically and growing relatable storytelling campaigns that resonate with younger customers. Expanding presence on rising social media platforms and increasing interactive content material can raise logo bear in mind and engagement.

Improving the loyalty application is vital, as contemporary participation is low. Redesigning the program to provide exceptional rewards, early get entry to to new merchandise, and customized gives will inspire repeat purchases and construct stronger customer retention. Lakmé need to also invest in better

customer support education and equipment to raise delight tiers and address consumer issues right away. Product innovation specializing in expanding colour levels and launching green, smooth splendor traces can faucet into evolving client choices and differentiate Lakmé from competition. Additionally, boosting availability in Tier 2 and Tier three towns thru each on line and offline channels will help seize untapped markets. Enhancing personalization by means of the use of client facts to propose merchandise tailor-made to man or woman pores and skin sorts and possibilities can improve person experience and boom income. Finally, optimizing push notifications and promotional messages to be timely and applicable, without overwhelming users, will inspire higher engagement and loyalty.

9. Conclusion

Lakmé has set up itself as a main splendor brand in India by using that specialize in product innovation, excellent, and sturdy digital engagement. The brand's appeal to young, city customers especially girls seeking convenience and modern-day cosmetic answers has pushed constant growth. Marketing projects such as influencer collaborations, social media campaigns, and promotions have correctly multiplied brand attention and customer interplay. However, areas like loyalty program participation and customer support enjoy reveal possibilities for similarly enhancement to enhance long-term loyalty. Compared to competition, Lakmé could advantage from deeper penetration into Tier 2 and Tier 3 cities, where growing call for for splendor merchandise remains underexploited. Strengthening logo identity through relatable storytelling and targeted digital outreach will help expand its customer base. Enhancing personalization features and loyalty offerings can improve client delight and retention, especially by way of the use of statistics insights to tailor product suggestions and gives. Lakmé's destiny success relies upon on its ability to innovate constantly and respond to evolving purchaser possibilities. Embracing sustainability tendencies, expanding coloration degrees, and enhancing customer service responsiveness may be key differentiators. By refining its marketing strategies, product portfolio, and person revel in, Lakmé can maintain its competitive benefit and preserve to thrive in India's dynamic splendor marketplace.

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