

BRAND PRECEPTION AND ATTITUDE OF ADULTS TOWARDS ON “LAKME PRODUCTS”IN VILLUPURAM DISTRICT

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Abstract:

The survey aims to examine Villupuram consumers' satisfaction with LAKME products. The goal of this research is to determine consumer satisfaction with LAKME products. Primary data and structured surveys were used to gather the information from 109 respondents. In this study, a hypothesis is framed and statistical tools are used to evaluate it. Recommended that cosmetic stores cut back on their advertising budgets, especially in urban areas, and instead concentrate on online advertising to attract younger customers. It is concluded that satisfaction was a crucial element in predicting the sales of any product in a specific. This study is brand perception and attitude of adults towards on LAKME products.

KEYWORDS: LAKME , purchase behavior , percentage analysis.

INTRODUCTION:

In the current world, consumers are very interested in cosmetic products and are also aware of the benefits that these products have for their health. The purchasing practices support the business success and expand its market share. a wide range of top-notch cosmetic products are needed in order to get precise and helpful findings that will help the organization concentrate on its future marketing strategies.

LAKME in India- An overview:

Owner of the Indian cosmetics company LAKME is Hindustan Unilever. The different skin types and complexions of Indian women are taken into consideration when creating each LAKME cosmetic. It offers a wide variety of cosmetics, including lip crayons, mousse, 9to5, lipcolor, eyeliners, foundations, and sunscreen with various SPF's. For a

Variety of situations, LAKME India produces cosmetics and skin care items. The company also has LAKME salons across the nation's that provide premium beauty services at affordable prices. It has earned the love and trust of women from our previous generation, and it is still the most preferred brand among those in the current one for the past 70 years, we have taken great delight in being India's go-to authority on healthy moisturizing barriers. It is a specialized, unequalled skincare formula that provides an amazing range of benefits, from skin moisturizing to LAKME is a distinctive firm with the catch phrase "LAKME REINVENT," making it the top cosmetic brand in India. Because of advanced international cosmetic technology, beauty, and skin care, LAKME is the top cosmetic brand in India Through its distinctive goods, offers, and services in beauty salons, it provides a beauty experience.



REVIEW OF LITERATURE:

“Aye Aye Khaing”2019 this study explains factors influencing on Nivea pond’s product selling with consumers affordable price and also strongly distribution in market. Descriptive strategy method is used to examine the demo graphic socio economic characteristics for two brands of nivea and ponds. By this method it was highest group monthly income above 7lakhs found 247 nivea products, and highest group with monthly income 3.5 lakhs 23% pond’s product concluded that nivea should focus on quality control on level of face category, body washes, deodorant category, pond’s brand should focus on availability, promotion of the products in market.

Dr.AnandDeshmukh 2019 Consumer buying behavior towards cosmetic products-the objective of study is based on quality and purchase decision of male customer, tends to buy cosmetic items for convenience as one hand data and secondary data by descriptive research, non-probability convenience sampling method. And then conclude that most male have preferred quality, availability of product in market location, to increase promotion on face, hair care products.

KhanapotePanyachakchai2013 A study of factors affecting brand loyalty: a case study of nivea for men facial wash in Bangkok. This study is to investigate the relationship between brand reputations trust, credibility for nivea men facial wash. Data was collected from 400

respondents for nearby 50 districts in bangkok. He used both probability and non-probability methods for his research. He concluded that the factor that influences brand loyalty of nivea men facial wash. He explains ingredients of unique. Products that guarantee trust on nivea brand, in items of creditability.

Statement of problem

LAKME is a player in the value for money market, where it leads. LAKME leads the colour cosmetics industry overall, offering a wide range of goods and pricing, but Revlon dominates the premium category, which is expanding at a 30% annual rate. Its board portfolio can occasionally lead to consumer confusion. Poor word of mouth caused by LAKME salons' declining quality will hinder the company's future sales and growth. Therefore, the goal of this study is to increase consumer loyalty and goodwill toward LAKME so that it becomes well-known throughout the world.

OBJECTIVES:

1. To study brand awareness of fairness cream.
2. To identify the influencing factors the buyers decision for purchasing lake products.
3. To find the factors motivating the consumer to go for purchase decision.
4. To compare and analyse the brand preference of LAKME with fair & lovely, NIVEA etc.
5. To evaluate the market position of LAKME in villupuram.

3.RESEARCH METHODOLOGY:

A. Statistical tool:

- Percentage Analysis.
- Chi-Square test.

B. Sample size:

- Total sample size for this study is 109.

C. Limitation of study:

- Respondents may be biased.

- The study was only around villupuram only and may not reflect trends on other areas.

4.EXPERIMENTAL ANALYSIS OF LAKME

TABLE: 1

The Factors influencing to buy the LAKME cream.

Sl. no	Influencing factors	No of respondents	Cum. Resp.	Per (%)
1	Television	16	16	14.7
2	Radio	27	43	24.8
3	Internet	46	89	42.2
4	Magazine	20	109	18.3
Total		109	109	100

Source of Data: Primary Data

Interpretation: This study shows that the majority of the respondents 42.2 % fall under the category of the influenced to buy through internet, 24.8% of the consumers influenced by radio, 18.3% of the consumers influenced by Magazine, 14.7% of the consumers influenced by television.

Inference: This study shows that the majority of the respondents 42.2 % fall under the category of the influenced to buy through internet.

Factors influencing to buy the Lakme Cream

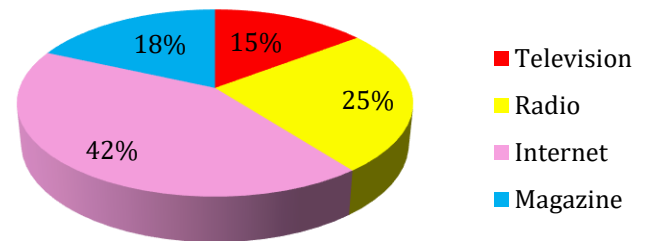


TABLE: 2

Location for purchasing LAKME product

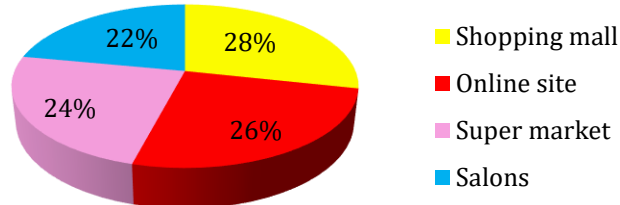
Sl. no	Purchasing place	No of Respondent	Cum.	Per (%)
1	Shopping mall	31	31	28.4
2	Online site	28	59	25.7
3	Super market	26	85	23.9
4	Salons	24	109	22
Total		109	109	100

Sources of data: Primary Data

Interpretation: This study shows that majority of the respondents 28.4% fall under the shopping mall category to purchase, 25.7% of the consumers prefer to buy through online, 23.9% of the consumers prefer to by at the super market, 22% of the consumers prefer to buy at the salons.

Inference: This study shows that majority of the respondents 28.4% fall under the shopping mall category to purchase.

Location for purchasing LAKME product



Inference: This study shows that majority of the respondents 31.2 % fall under the category of LAKME primer as the best

Best Product in LAKME brands

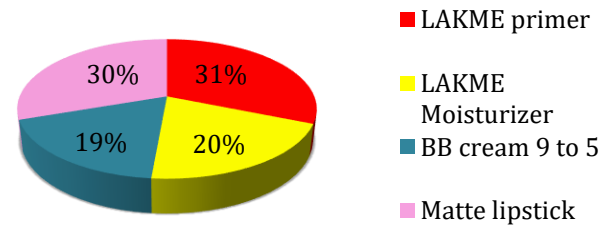


TABLE :3

Best product in LAKME brand

Sl. no	LAKME Products	No of respondents	Cum.	Per (%)
1	LAKME primer	34	34	31.2
2	LAKME Moisturizer	22	56	20.2
3	BB cream 9 to 5	20	76	18.3
4	Matte lipstick	33	109	30.3
Total		109	109	100

Sources of data: Primary Data

Interpretation: This study shows that majority of the respondents 31.2 % fall under the category of LAKME primer as the best,20.2% consumer prefer LAKME moisturizer as the best product on LAKME,18.3% of consumers prefer BB cream 9 to 5 is best on LAKME ,30.3% of consumer prefer matte lipstick is best on LAKME.

CHI SQUARE TEST:

HYPOTHESIS 1:

CHI SQUARE FOR AGE AND SATISFACTON LEVEL OF THE LAKME PRODUCT:

Age	Price	Availabili ty	Quality	Promotion	Total
16-20	12	13	4	5	34
21-30	26	22	11	12	73
31-40	0	0	1	1	2
Above 40	0	0	0	0	0
Total	38	35	16	20	109

CALCULATION

O	E	O-E	(O-E)2	(O-E)2/E
12	11.85	0.15	0.0225	0.0018
13	10.91	2.09	4.3681	0.4003

4	4.99	-0.99	0.9801	0.1964
5	6.23	-1.23	1.5129	0.2428
26	25.44	0.56	0.3136	0.0123
22	23.44	-1.44	2.0736	0.0884
11	10.71	0.29	0.0841	0.0078
12	13.39	-1.39	1.9321	0.1442
0	0.69	-0.69	0.4761	0.69
0	0.64	-0.64	0.4096	0.64
1	0.29	0.71	0.5041	1.7382
1	0.36	0.69	0.4096	1.1377
TOTAL				5.2999

Degree of freedom:

$$= (C-1) (R-1)$$

$$= (5-1) (4-1)$$

$$= (4) (3)$$

$$= (12)$$

Table value 21.026

For the 12 degree of the table value of the chi square is 21.026 at 5% of the level of significance. Since the calculated value is lesser than the table value. The alternative hypothesis is accepted. There is no significant relationship between age of respondent and satisfaction level of buying behavior on lakme product.

Findings:

1. This study shows that the majority of the respondents 42.2 % fall under the category of the influenced to buy through internet.
2. This study shows that majority of the respondents 28.4% fall under the shopping mall category to purchase.
3. This study shows that majority of the respondents 31.2 % fall under the category of LAKME primer as the best.
4. This study shows that majority of the respondents 77% of female and 23 % of male fall under both the category.

5. This study shows that majority of the respondents of 73% fall under category of 20-30 years of the age.
6. This study shows that majority of the respondents of 53 fall under the category of the private employee.
7. This study shows that majority of the respondents 52% fall under the category of the monthly income Rs.10, 000 - 20,000.
8. This study shows that the majority of the respondents 71 fall under the category of the unmarried in marital status.

SUGGESTION:

1. LAKME has focus on to improve their quality and quantity as in the beginning stage of consumer perception to purchase a product. Most of the consumer is convenient on price, availability, promotion.
2. Some of consumer feel that LAKME has to introduce organic ayurveda cream product than current product so the LAKME has focuss on promoting the herbal product which already added on it.
3. The respondents need some sample of new product while purchasing routine brand along with that as a offer scheme so that consumer will aware about the new product.
4. Some consumer feel price is not affordable so LAKME has to reduce cost of price and increase the technique and marketing strategies on online shopping.

CONCLUSION:

Cosmetics are viewed by women as a potent tool that can make them appear more attractive and presentable than they naturally are. When compared to the older group, young people are particularly more likely to purchase cosmetic products. LAKME is focusing on marketing the herbal product that has already been added to the product because some customers feel that the company needs to introduce an organic ayurvedic cream product rather than the one it currently offers. In order for consumers to learn about the new product, the users need some samples of it when they buy a regular brand. More lakme items can be purchased via social media according to user preferences on internet stores. Lakme's product packaging innovation and discounts can boost product promotion and productivity to pique consumer interest and influence consumer purchasing behavior. To predict the sales of any product in a specific area, customer satisfaction is a crucial element. The market is seeing positive market trends as evidenced by the positive customer reaction from women and the rise in awareness.

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