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STUDY OF THE PRODUCTS OF LAKME COMPANY LTD. WITH REFERENCE TO PUNE CITY

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ABSTRACT

Lakme is an Indian brand of cosmetics, owned by Unilever. It started as 100% subsidiary of Tata Oil Mills (TOMCO) which was a part of Tata group, named after French opera meaning goddess of wealth. Indian cosmetic Lakme was started in 1952. The then Prime Minister Jawaharlal Nehru personally requested JRD Tata to manufacture them in India. Simone Tata joined the company as director and later on become the chairman. In 1996 Tata's sold off their stakes to HUL for Rs.200 crores(45 million US \$). Lakme still occupies a special place in the hearts of Indian women. The present research paper highlights on the satisfaction level of the customers to Lakme, it also tries to find out who are its competitors and what are the various products of Lakme used by the customers.

KEYWORDS

Lakme, cosmetics, satisfaction, preference.

INTRODUCTION

Lakme, a brand originally introduced by the TATA group of India now bought by HUL (Hindustan Uniliver Ltd) produces different range of cosmetics. The current size¹ of the Indian Cosmetic market is approximately around US \$ 600 million. Industry sources estimated that there is a rapid growth of 20% p.a. across different segment of the cosmetics industry.

STATEMENT PROBLEM

To look beautiful is the right of every women. Cosmetics helps to enhance the external beauty of individuals. The present study tries to find out the level of satisfaction the customers have after using the products of Lakme, hence, it focuses on the "Study of the products of Lakme Ltd with reference to customers satisfaction in Pune"

Under the light of the above certain questions have been raised for the purpose of the study

1. Do these products really make women look beautiful?
2. Do they have any side effects?
3. It is feasible to use these products?
4. Are women happy and satisfied after using these products?

OBJECTIVES OF THE STUDY

Under the light of the following objectives the following study has been undertaken :

1. To study the customer satisfaction of the products of Lakme.
2. To Study various products produced by Lakme.
3. To know the competitors of Lakme in the beauty products world.

HYPOTHESIS

H0 – 70% of Lakme users are completely satisfied with the product

H1- Less than 70% Lakme users are not completely satisfied with the products

RESEARCH METHODOLOGY

Sample Size	50 women
Sampling Technique	Convenience Sampling
Statistical Tools	Specified proportion test (large sample test)

Primary Data: Information was collected through structure questionnaire , convenience sampling was used. The data was compiled and presented in diagrammatic form by using pie-charts and bar diagrams, hypothesis was tested by applying chi-square as a statistical tool.

Secondary Data: Secondary data was collected from the published articles, papers, magazines.

FINDINGS

The variables under which the following study was based is as follows:

Price, Quality standards, Durability, Quality, Attractiveness and Usage

DATA ANALYSIS

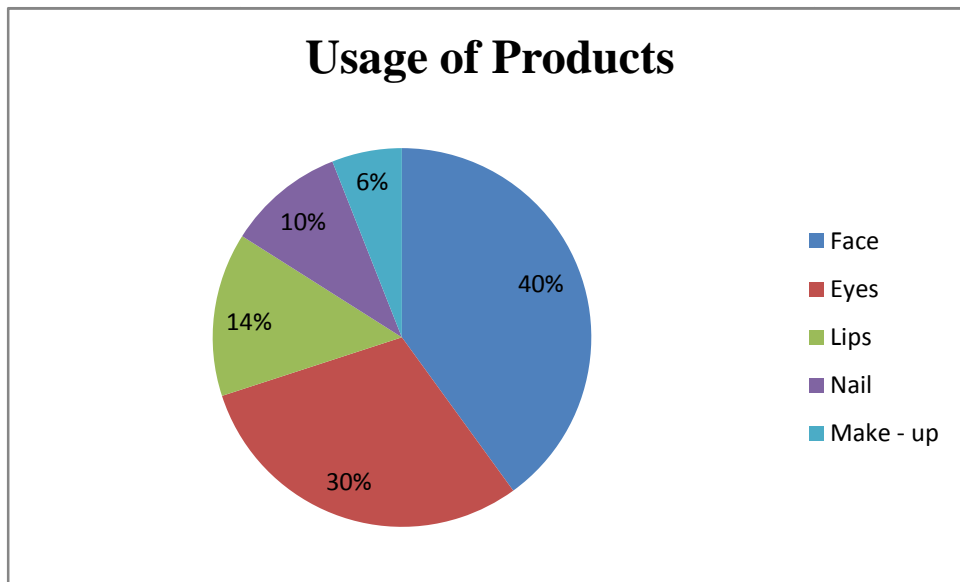
1. **Cosmetics in Use:** Lakme produces various cosmetics. The cosmetics produced by Lakme are used for Nails, Eyes, Lips, Face and for Make-up . The following data shows the usage of the products, women use the range of cosmetics either for nails, eyes, face or as make-up.

TABLE 1: COSMETICS IN USE (USAGE OF PRODUCTS)

Usage of Product	Percentage
Face	40%
Eyes	30%
Lips	14%
Nail	10%
Make - up	6%

¹ Feminaindia-pg14-The Indian Cosmetic Market-2011

GRAPH 1 : USAGE OF PRODUCTS



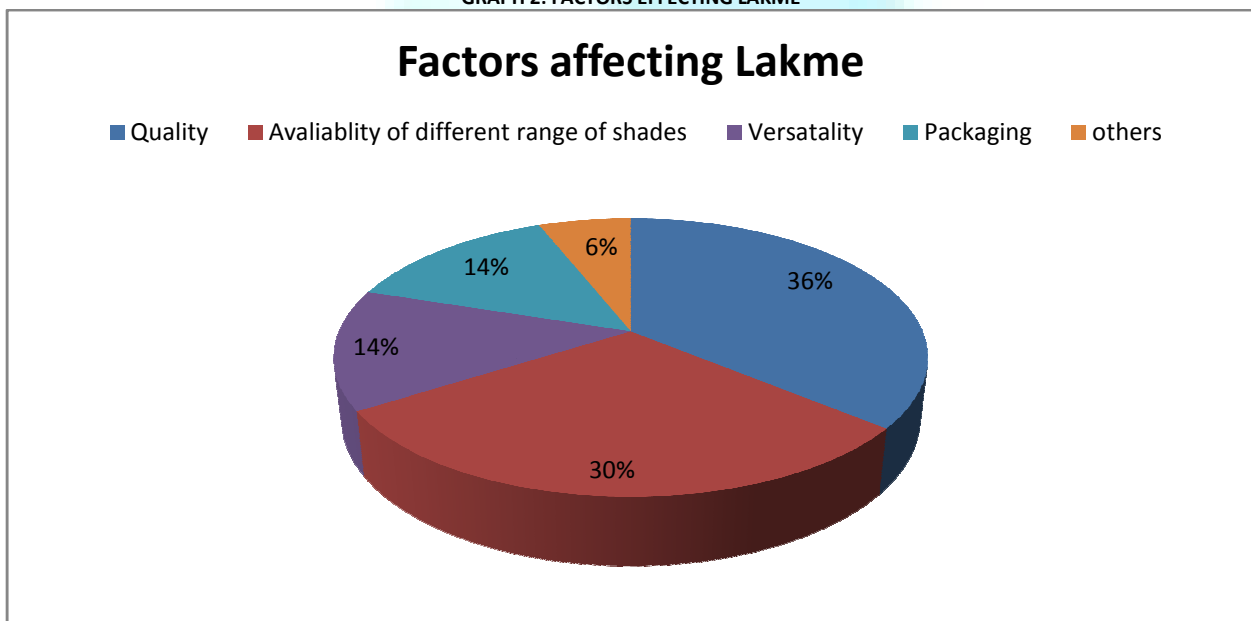
From the above data it is inferred that maximum percentage i.e. 40% women prefer to buy face products like powder, foundation, cleanser, lotion, sun-protection, fairness cream and sindoor. Only 6% women prefer the make-up sets.

2. **Factors affecting Lakme:** The factors which attract Lakme products are like different range of colours and shades, the quality of the products, their packaging, its versatility and other factors.

TABLE 2: FACTORS AFFECTING LAKME

Factors affecting Lakme	Percentage
Quality	36%
Availability of different range of shades	30%
Versatility	14%
Packaging	14%
Others	6%

GRAPH 2: FACTORS EFFECTING LAKME



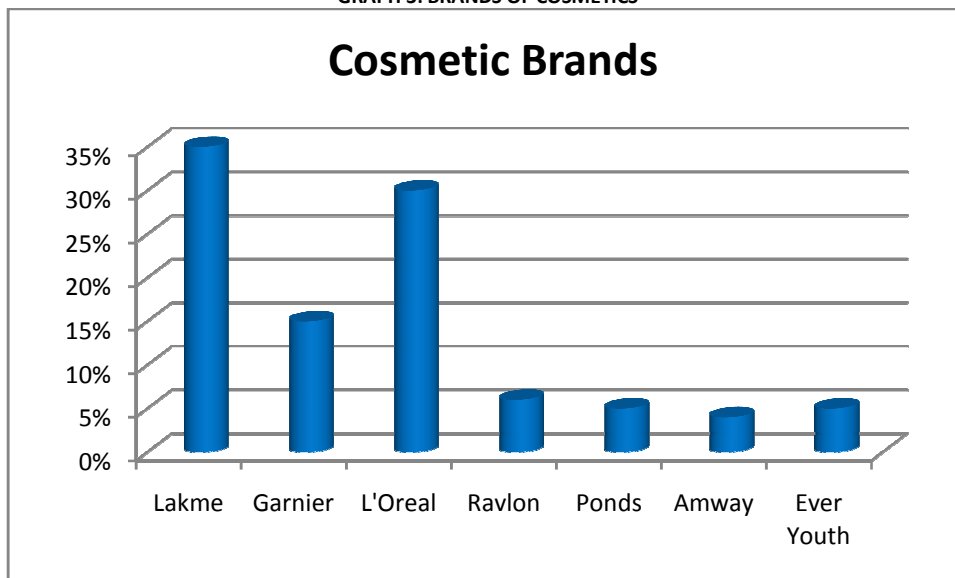
36% of women get attracted towards lakme products because of its quality, 30% women are attracted because of its availability of different shades, 14% gets attracted because of its versatility, 14% prefer the packaging and 6% covers the other factors.

3. **Brands of Cosmetics:** There are different cosmetic brands used by women. The different brands in the cosmetic products are L'Oreal, Ponds, Garnier, Oliva, Ravlon, Everyouth, Yardy and Avon. These brands are also the competitors for Lakme.

TABLE 3: DIFFERENT BRANDS OF COSMETICS

Different brands	Percentages
Lakme	35%
Garnier	15%
L'Oreal	30%
Ravlon	6%
Ponds	5%
Amway	4%
Ever Youth	5%

GRAPH 3: BRANDS OF COSMETICS



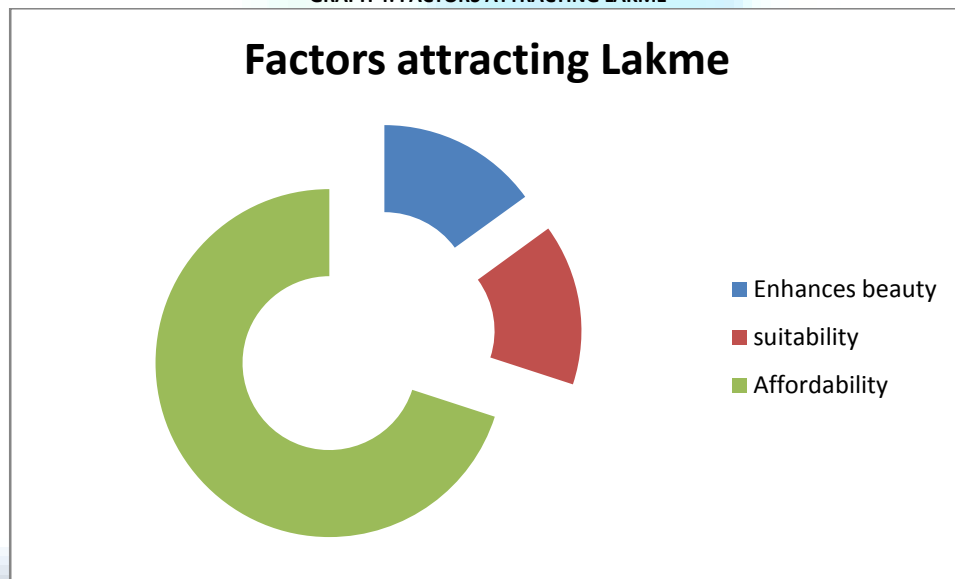
35% of women prefer to use the products produced by Lakme. Lakme is their first choice, then comes L'Oreal and then Garnier. 4% use Amyway and 5 % use Everyouth.

4. **Factors attracting Lakme** : Lakme products are preferred by woman because of different factors like it help to enhance beauty, it's easy availability , it is properly priced and suitable and easy to carry anywhere.

TABLE 4: FACTORS ATTRACTING LAKME

Factors attracting Lakme	Percentages
Enhances beauty	15%
suitability	15%
affordability	70%

GRAPH 4: FACTORS ATTRACTING LAKME



70% customer like the product because of its affordability as it is reasonable priced

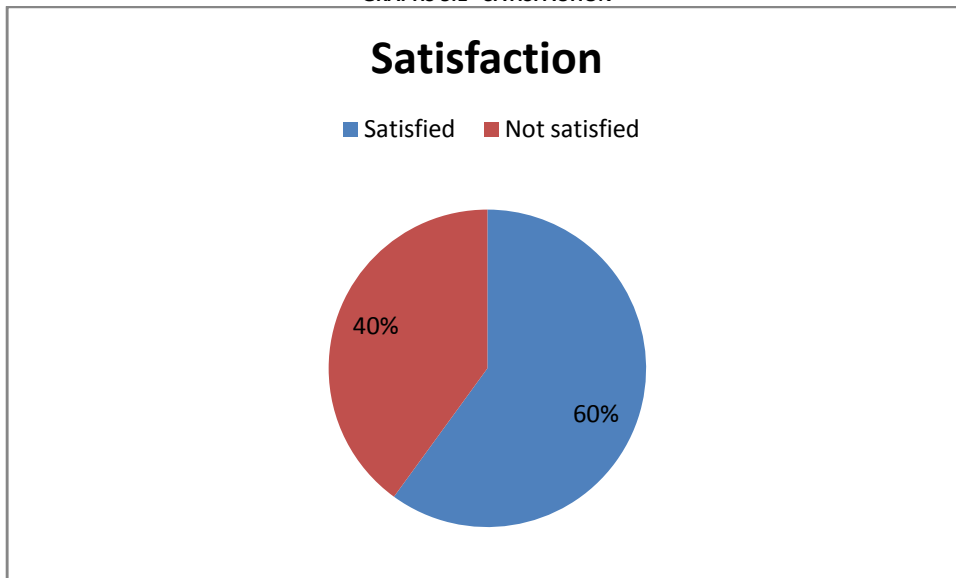
5. **Other factors** : There are other factors which attract women (1) satisfaction from the products (2) side effects the product after using them.

a) **Satisfaction** : Do the product provide overall satisfaction the customer. 60% customers are satisfied with the products and 40% customers are not satisfied with the products.

TABLE 5.1- SATISFACTION

Satisfaction	Percentages
Satisfied	60%
Not satisfied	40%

GRAPHS 5.1 - SATISFACTION

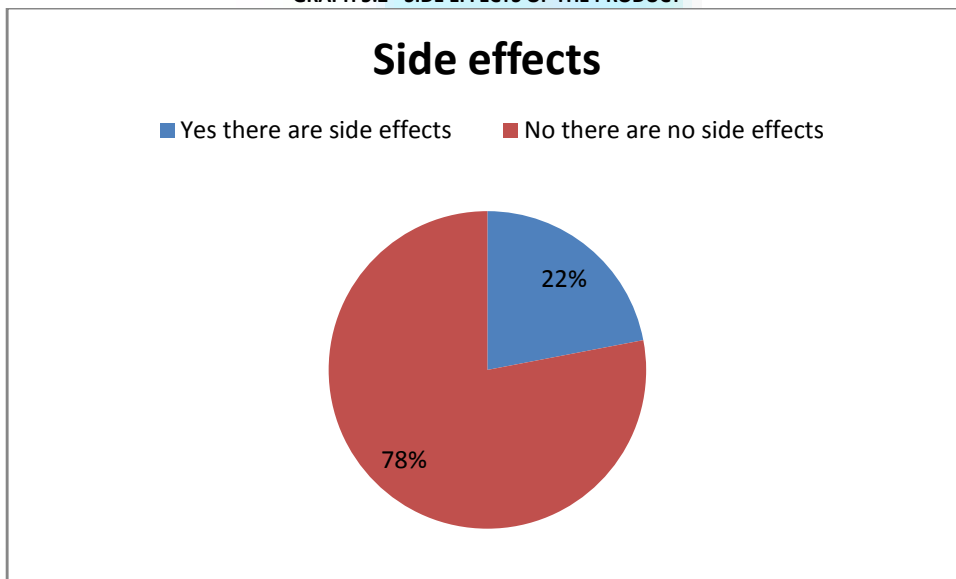


b. **Side-effects:** Cosmetics normally have side-effects, like skin rashes, dry skin, pores skin or skin turning black. 78% of customers agree to the fact that the products does not have any side effects. While 22% say that the product has side effects.

TABLE 5.2 - SIDE EFFECTS OF THE PRODUCT

Side effects	Percentages
Yes there are side effects	22%
No there are no side effects	78%

GRAPH 5.2 - SIDE EFFECTS OF THE PRODUCT



TESTING OF HYPOTHESIS

H0 : 70% of Lakme users are completely satisfied with the product

H1 : Less than 70% are not satisfied with the product

Specified proportion test was applied (large sample test)

Hypothesis is accepted at 5% and 1% levels

OBSERVATIONS

Customers prefer face, eyes, lips and nail products of lakme. Lakme faces huge competition in the market and the competition is increasing day by day. It is the quality factor of lakme that attracts a large number of customers. The products are reasonable priced in comparison to its quality and other products. As such the products of lakme have attracted women and they are happy and satisfied to use the products. Hence it can be said that the products of lakme have created a brand image in the minds of the customers.

CONCLUSION

The study highlights the satisfaction level of customers using cosmetic products. Lakme as a company has to concentrate on its brand image by taking certain strategic steps because firstly it has competition with the international brands like Garnier, L'oreal and secondly the local markets for cosmetics is not so dynamic, the local market has goods with cheaper quality and low price. However, it would be interpreted by saying that the t Cosmetic industry in India has got long way to go it has to create an image and awareness amongst customers and should emphasize on the quality and service factors to have an competitive edge over other.

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