WOMEN COMPREHENSIVE BEAUTY EXPERIENCE TOWARDS LAKME PRODUCTS IN ANDHRA PRADESH

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The first and most important objective of my study is to know the awareness , perception ,consumer behavior of women of Cosmetic products in Andhra Pradesh and the focus here is on the brand LAKME and the Loyalty enjoyed by it. The study of consumer behavior is the most important factor for marketing any goods and services .The consumer behavior suggests how individuals, groups and organizations select, buy, use, and dispose of Goods, Services and Ideas or Experience to satisfy their needs and wants. It also gives clues for improving or introducing products or services, setting price, devising channels etc. The cosmetics sector is one of the best and important sectors at present time.There are a lot of future opportunity in this sector. The increasing trend of different cosmetic products etc add fuels to the market growing opportunity .The demand of cosmetics is not only increase in women but also increasing in men. So, there are many opportunities has been arising and change is made in consumer perception.

Key Words: Lakme, Cosmetic, Consumer, Income, Beauty, Education.

INTRODUCTION

Studies on Consumer behavior are carried out to know when, why, how, and where people do or do not buy various products and blend various subjects like psychology, sociology, social anthropology and economics and are an attempt towards understanding the buyer decision making process, individually as well as groups to know the various characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants while trying to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

According to the definition given by Belch and Belch "consumer behavior is 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'.

Studies on Consumer behavior will help firms and organizations in improving their marketing strategies by gaining good knowledge and gaining new insights into various issues like

1. Knowing the consumer psychology of how they feel, think, select, reason, between various available alternatives (e.g., products, retailers, and brands);

2. Understanding the way consumers choose businesses, products and services.

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3. Knowing the psychological factors that influence consumer in their environment (e.g., family, culture, signs, media);

4. Gaining knowledge about the thought processes and emotions behind consumer decisions.

5. Having an idea about the behavior of the Consumer while shopping or factors involved in making decisions.

6. Knowing how environmental variables such as friends, family, media and culture influence buying decisions;

7. Having an insight into various Limitations of the consumer in having knowledge about products or difficulties in information processing abilities that may influence buying decisions and various marketing outcome;

8. Understanding the factors that motivate people to choose one product over the other?

9. Knowing the various personal factors and individual difference affect people's buying choices

10. Gaining an idea of various strategies marketers can adapt and to help in the improvement of marketing campaigns to know various ways to reach the consumer effectively.

11. Knowing the difference between various consumer motivation and decision strategies followed in the case of various products, the level of importance of each one of them.

12. Giving suggestions of what marketers can do to effectively reach out to their target customers?

Studies on Consumer behavior are carried out by Consumer psychologists to gain insights into buyer behavior. The methods of research used by them include questionnaires, observation through experiments, email and phone surveys, and gathering focus groups to gather details about the respondent's Gender, age, occupation, educational and his finances. This information will be very useful, as it will allow researchers in looking for various patterns and learning about why a consumer buys certain products.

COSMETICS INDUSTRY IN INDIA

Various Categories of Cosmetics in India are

1. Hair Care - shampoos/conditioners, coloring product, styling product (gels, sprays, etc).

2. Cosmetics & Skin care - Make-up, moisturizing lotions, tanning salons, sun care products

3. Fragrance - Perfumes, body sprays, cologne, deodorants

4. Miscellaneous - Nail polish, shaving products, massage parlors, hair removal services

REVIEW OF LITERATURE

Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women. In 2008, the YWCA USA developed a report, Beauty at Any Cost, which discussed the consequences of the beauty obsession on women and girls in America. This report showed that not only does this beauty obsession result in decreased levels of self-esteem, but it's also putting a dent in the pocket of many Americans. The YWMCA reported that $7 billion is spent each year on cosmetics (Beauty at Any Cost, 2008, p. 7). If we go beyond just buying cosmetics to more drastic measures, the amount of cosmetic surgeries is also increasing. In 2007, there were "nearly 11.7 million cosmetic surgical and non-surgical produces performed in the United States" which is an increase of 500% in the number of surgeries performed over the last ten years (Beauty at Any Cost, 2008, p. 3). This beauty obsession has created a billion dollar industry, which holds the power to shape and change women's perceptions of beauty. Many studies have been done to show the effects of media on women today, and most of the results indicate that the media negatively affects self-image. Less research has been done specifically on the cosmetic industry and how it affects consumer's self-image. Based on the $7million that is spent on cosmetics each year, it's evident that the cosmetic industry influences consumers in some way. One of the first studies that involved the effect of cosmetics on women was done by Marsha L. Richins along with Peter H. Bloch, "You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept." This study focused on understanding adornments, items "used to increase attractiveness and to obtain accompanying social benefits," and how they are related to assessments about attractiveness (Bloch & Richins, 1992, p. 4). Adornments could range from a pair of clothing, makeup, jewelry, etc., anything that makes a person feel better and more attractive. This study found that consumers who believe they are unattractive will "rely heavily on adornments as compensatory tools" (Bloch & Richins, 1992, p. 9). Because the media has been found to cause women to feel unattractive, it correlates that these women lacking in selfesteem are going to use adornments. This is also supported by Cash & Cash's (1982) study;"Women's Use of Cosmetics," which found that public self-consciousness is positively related with cosmetic use. Because many women who lack self-esteem are also self-conscious, it makes sense that adornments are used to blend into a world of beauty these self-conscious women do not fit into (Cash & Cash, 1982). As stated before, there is much less information on the

direct effect of cosmetic advertisement on consumers, but much of the previous research discussed has implications for the cosmetic industry as well. From a young age, girls are taught to experiment with makeup to increase their attractiveness. Different amounts can be applied as needed, and it works as a temporary boost in self-esteem. What is so appealing to most women about cosmetics is that it can be a quick an easy way to temporarily solve beauty problems. In Beausoleil's study, "Makeup in Everyday Life: An Inquiry into the Practices of Urban American Women of Diverse Backgrounds", he states that "many women report having different makeup routines depending on what they expect to do during the day" (Beausoleil, 1992, p. 33). Because it can be applied so quickly and is relatively easy and inexpensive compared to other more drastic measures such as diet, exercise, or cosmetic surgery, cosmetics have become an easy way to measure up to the standards of beauty enforced by society.

Thomas Cash performed much of the early research on the influence of cosmetics on selfesteem.One of his studies, "Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women," reported "individuals often actively control and modify their physical appearance and physical aesthetics across situations within relatively brief periods of time" (Cash, Dawson, & Davis, 1989, p. 249). In other words, makeup is used differently in different situations because it makes women feel more self-confident. This idea has been a theme for many other studies done on the use of cosmetics. To further support this idea, Cash argues "cosmetics use and grooming behaviors, in general, function to manage and control not only social impressions but also self-image" (Cash et al., 1989, p. 350). To further support the idea that makeup is used in all types of situations to increase self-image, this particular study required that volunteers take photos with and without makeup and then rank their attractiveness based on these photos. The results of this study confirmed that "facial cosmetics, as typically self applied, influence both social perceptions of college women's physical attractiveness and the women's own self-perceptions (i.e. body image)" (Cash *et al.,* 1989, p. 353). In summary, this study found that both women and their peers viewed the women as more attractive with makeup than without. The women themselves felt that they were more physically attractive with makeup, and often overestimated their attractiveness with the makeup, while underestimating their attractiveness without makeup.

Lakme is a reputed Indian brand which is owned by Unilever. The company is headed by Mr Anil Chopra who is the CEO of the company. Lakme was founded in the year 1952 by JRD Tata. In 1996 the Tata group decided to sell off its stake in Lakme to Hindustan Lever Limited. Lakme was also ranked at 47th as one of the most trusted brands in India according to The Brand Trust Report in 2011. This brand also sponsors the Lakme Fashion Week (LFW) twice a year. It also launched the Lakmé Perfect Radiance and Lakmé eyeconic kajal which gained significant market share. In the financial year 2012, Hindustan Unilever Limited had a rise in profit before tax and interest of about 23%.

OBJECTIVES OF THE STUDY

1. To know what is the awareness level of customers about cosmetics and also the various perceptions they have about the products.
2. To know the level of customer awareness about the brand LAKME.
3. To know how women perceive the various categories of LAKME products.
4. To gain insights into consumer behavior while buying cosmetics.

RESEARCH METHODOLOGY

Survey and questionnaires method

Survey method is used for collecting data from CUSTOMERS at some Retail Stores. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look. A convenient sample (non – probability sampling method) of 110 customers was collected for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis. Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire.

TABLE 1: GENERAL PROFILE OF THE RESPONDENTS

SEX	Male	Female		
	0	110		
AGE	UPTO 18	19-29	30-45	ABOVE 45
	19	38	34	19
EDUCATION	DIPLOMA/BELOW	GRADUATION	PG	
	33	50	27	
PROFESSION	STUDENT	EMPLOYEE	HOUSEWIFE	
	46	37	27	
HOUSEHOLD INCOME	<20,000	20,000-40,000	>40000	
	28	35	47	
HOW INTERESTED ARE YOU IN COSMETICS AND TAKING CARE OF YOUR BEAUTY?	VERY INTERESTED	FAIRLY INTERESTED	SOME WHAT INTERESTED	LIGHTLY INTERESTED
	30	26	25	29
HOW LONG HAVE YOU BEEN USING COSMETICS?	LESS THAN ONE YEAR	1-2 YRS	3-5 YRS	ABOVE 5 YRS
	11	18	16	65
DO YOU THINK THAT YOUR PRODUCT PROVIDES YOU WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY?	YES	NO		
	59	51		

ANALYSIS AND INTERPRETATION

From the below table, we infer that 110 of the total respondents are women. On further classification according to age group, we find that of all the respondents 19 are below 18 Years, 38 are 19-29 Years old, 34 are of the age group 30-45, and 19 are of the age group of than 60 years. From the responses collected for Education 33 Are Diploma or below, 50 Are Graduation and 27 Are Post Graduation. On the basis of household income 28 are having it less than 20000 Rs, 35 are having 20000-40000, 47 are having it more than 45000.

TABLE 2: RESPONSES OF THE RESPONDENTS

IS IT IMPORTANT FOR YOU TO TRY WHAT THE PRODUCT FEELS LIKE (FOR EXAMPLE TESTERS) BEFORE YOU BUY IT?	VERY IMPORTANT	FAIRLY IMPORTANT	FAIRLY LITTLE IMPORTANT	NOT AT ALL IMPORTANT	
	68	25	8	9	
HOW MUCH DO YOU BELIEVE IN THE PROMISED EFFECTS OF COSMETIC PRODUCTS?	VERY MUCH	SOME WHAT	NOT AT ALL		
	56	36	19		
HOW OFTEN DO YOU BUY SKIN CARE PRODUCTS THAT ARE IN SALE?	VERY OFTEN	OFTEN	SOMETIMES	VERY RARELY	
	17	22	37	34	
DO YOU OFTEN PURCHASE FACIAL SKIN CARE PRODUCTS BASED ON A RECOMMENDATION OF A SALES PERSON OR BEAUTY	VERY OFTEN	OFTEN	SOMETIMES	VERY RARELY	
	32	35	24	19	
YOUR REASONS FOR THE CHOOSING A COSMETIC PRODUCTS?	GOOD ADVERTISING FOR THE BRAND	GOOD SALES PROMOTION FOR THE BRAND	VALUE FOR MONEY (VIS-À-VIS PRICE) OF THE BRAND	GOOD IMAGE OF THE BRAND	
	28	27	31	24	
HOW MANY COSMETIC PRODUCTS DO YOU HAVE NOW?	ONE	TWO	THREE	MORE THAN THREE	
	25	33	32	20	
TO WHAT EXTENT ARE YOU SATISFIED WITH THE PRODUCTS YOU ARE USING ?	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
	25	36	23	14	12
HOW DO YOU RATE THE PRODUCT RESULTS GIVEN BY LAKME IN TERMS OF TREATING YOUR SKIN?	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
	26	46	21	10	7

TABLE 3: RESPONDENTS VIEWS ABOUT COSMETIC PRODUCTS AND LAKME

PARAMETER	SA	A	NUETRAL	DA	SDA
DO YOU AGREE THAT LAKME IS A LEADER IN THE COSMETIC INDUSTRY?	22	29	24	17	18
DO YOU REGULARLY CHANGE THE BRANDS OF COSMETICS YOU PURCHASE?	28	33	27	22	0
DO YOU AGREE WITH "I RELY ON THE LAKME BRAND" ?	25	31	30	24	0
LAKME SHOULD CONSULT CUSTOMERS WHILE MAKING A FAIR CHANGE IN ANY CRITICAL PRODUCT FEATURES ?	63	38	9	0	0
CONDUCTING FREE SEMINARS ON BEAUTY WILL CREATE A SENSE OF AWARENESS IN PUBLIC AND MOTIVATES THEM TO BUY MORE AND PRODUCTS?	67	37	6	0	0
INTRODUCTION OF A NEW PRODUCT HAS IMPACT ON THE PURCHASING BEHAVIOUR OF CONSUMERS?	27	30	27	26	0
THE LAKME PROVIDES A WAY TO CONSUMERS IN ADDING A NEW LOOK IN THEIR LIFE STYLE?	54	33	23	0	0
DO YOU THINK THAT THE LEVEL OF INFORMATION ON LAKME AS A BRAND?IS THE REASON MAKING THE CONSUMERS TO BUY THE PRODUCTS OF LAKME?	58	39	13	0	0
THE PRICE OF PRODUCTS IS GOOD INDICATOR OF QUALITY ?	46	42	22	0	0
YOU WOULD RATHER WAIT FOR OTHERS TO TRY A NEW SELLING COSMETICS THAN TRY IT YOURSELF.?	39	38	16	17	0
ENDORSEMENT BY A CELEBRITY OF A PRODUCT INCREASES THE IMAGE OF THE PRODUCT FOR ME?	31	23	30	26	0
CONVENIENCE OF SHOPPING AS PROVIDED THROUGH TELE-MARKETING AND E-MARKETING HELPS IN INCREASING PREFERENCE FOR LAKME .?	29	21	33	5	22
LAKME PRODUCTS ARE AVAILABLE AT AFFORDABLE PRICE	39	23	34	5	9
DOES LAKME ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION	41	25	37	4	3

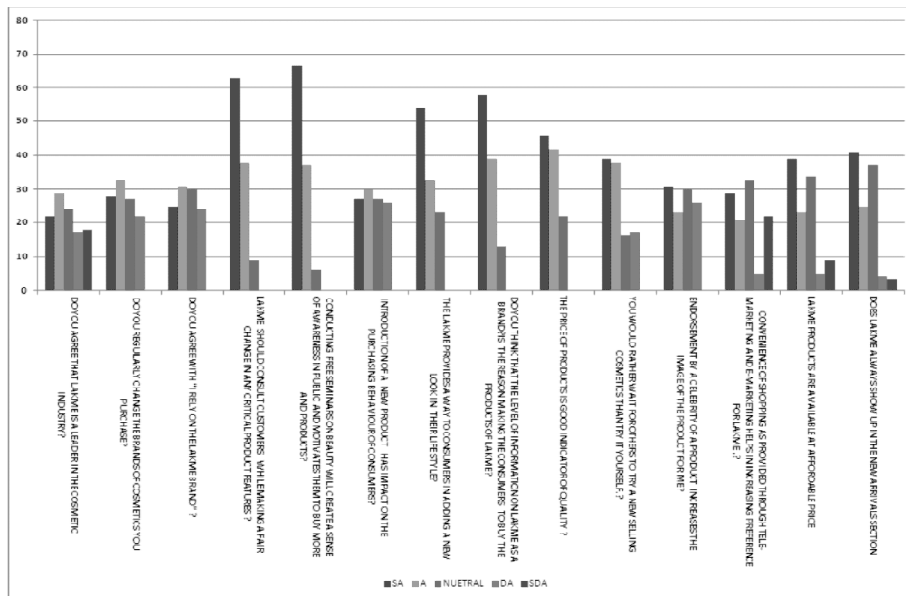SA=STRONGLY AGREE,A=AGREE,N=NUETRAL,DA=DISAGREE,SDA=STRONGLY DISAGREE

Figure 1: General Profile of the Respondents

CHI-SQUARE TEST

1. Relation between AGE OF RESPONDENT and his belief that COSMETIC PRODUCT PROVIDES them WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent		Percent	N	Percent
AGE * COSMETIC PRODUCT PROVIDES YOU WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY	110	100.0%	0	.0%	110	100.0%

TABLE 4

AGE * COSMETIC PRODUCT PROVIDES YOU WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY Crosstabulation

Count				
		COSMETIC PRODUCT PROVIDES YOU WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY		Total
		YES	NO	
AGE	UPTO 18	12	7	19
	19-29	28	10	38
	30-45	13	21	34
	>45	6	13	19
Total		59	51	110

CHI-SQUARE

AGE	Observed N	Expected N	Residual
UPTO 18	19	27.5	-8.5
19-29	38	27.5	10.5
30-45	34	27.5	6.5
>45	19	27.5	-8.5
Total	110		

COSMETIC PRODUCT PROVIDES YOU WITH AN OPTION OF HEALTHY AND LASTING HARMLESS BEAUTY	Observed N	Expected N	Residual
YES	59	55	4
NO	51	55	-4
Total	110		

TABLE-5

Test Statistics	AGE	COSMETIC PRODUCT PROVIDES YOU WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY		
Chi-Square	10.800a	.582b		
df	3	1		
Asymp. Sig.	0.013	0.446		

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

From the above SPSS calculation we infer that there is a highly significant relation between **AGE OF RESPONDENT and his belief that COSMETIC PRODUCT PROVIDES them WITH AN OPTION OF HEALTHY AND LONG LASTING HARMLESS BEAUTY.**

2. Relation between EDUCATION OF RESPONDENT and CONSUMERS FEELING THAT LAKME PROVIDES A NEW WAY TO GET VARIETY OF LOOKS IN THEIR LIFE STYLE

TABLE-6

EDUCATION * CONSUMERS FEEL LAKME PROVIDES A NEW WAY TO GET VARIETY OF LOOKS IN THEIR LIFE STYLE Crosstabulation					
Count					
		CONSUMERS FEEL LAKME PROVIDES A NEW WAY TO GET VARIETY OF LOOKS IN THEIR LIFE STYLE			Total
		STRONGLY AGREE	AGREE	NUETRAL	
EDUCATION	DIPLOMA \BELOW	15	12	6	33
	GRADUATION	27	12	11	50
	PG	12	9	6	27
Total		54	33	23	110

CHI-SQUARE

EDUCATION	Observed N	Expected N	Residual
DIPLOMA \BELOW	33	36.7	-3.7
GRADUATION	50	36.7	13.3
PG	27	36.7	-9.7
Total	110		

CONSUMERS FEEL LAKME PROVIDES A NEW WAY TO GET VARIETY OF LOOKS IN THEIR LIFE STYLE	Observed N	Expected N	Residual
STRONGLY AGREE	54	36.7	17.3
AGREE	33	36.7	-3.7
NUETRAL	23	36.7	-13.7
Total	110		

TABLE 7

Test Statistics	EDUCATION	CONSUMERS FEEL LAKME PROVIDES A NEW WAY TO GET VARIETY OF LOOKS IN THEIR LIFE STYLELAKMEADDSNEWLOOK	
Chi-Square	7.764a	13.655a	
df	2	2	
Asymp. Sig.	0.021	0.001	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is NO relation between **EDUCATION OF RESPONDENT and CONSUMERS FEELING THAT LAKME PROVIDES A NEW WAY TO GET VARIETY OF LOOKS IN THEIR LIFE STYLE.**

3. Relation between PROFESSION OF RESPONDENT and HIS INTEREST IN COSMETICS USAGE FOR TAKING CARE OF BEAUTY

TABLE 8

PROFESSION * INTERESTED IN COSMETICS USAGE FOR TAKING CARE OF BEAUTY Crosstabulation

Count

		INTERESTED IN COSMETICS USAGE FOR TAKING CARE OF BEAUTY				Total
		VERY INTERESTED	FAIRLY INTERESTED	SOME WHAT INTERESTED	NOT INTERESTED AT ALL	
PROFESSION	STUDENT	14	11	10	11	46
	EMPLOYEE	11	8	6	12	37
	HOUSEWIFE	5	7	9	6	27
Total		30	26	25	29	110

CHI-SQUARE

PROFESSION	Observed N	Expected N	Residual
STUDENT	46	36.7	9.3
EMPLOYEE	37	36.7	0.3
HOUSEWIFE	27	36.7	-9.7
Total	110		

INTERESTED IN COSMETICS USAGE FOR TAKING CARE OF BEAUTY	Observed N	Expected N	Residual
VERY INTERESTED	30	27.5	2.5
FAIRLY INTERESTED	26	27.5	-1.5
SOME WHAT INTERESTED	25	27.5	-2.5
NOT INTERESTED AT ALL	29	27.5	1.5
Total	110		

TABLE-9

Test Statistics	PROFESSION	INTERESTED IN COSMETICS USAGE FOR TAKING CARE OF BEAUTY		
Chi-Square	4.927a	.618b		
df	2	3		
Asymp. Sig.	0.085	0.892		

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is a significant relation between **PROFESSION OF RESPONDENT and HIS INTEREST IN COSMETICS USAGE FOR TAKING CARE OF BEAUTY.**

4. Relation between HOUSE HOLD INCOME OF RESPONDENT and IN HIS BELIEF THAT PRICE IS INDIACTOR OF COSMETICS QUALITY

TABLE-10

HOUSE HOLD INCOME * PRICE IS INDIACTOR OF COSMETICS QUALITY Crosstabulation

Count

		PRICE IS INDIACTOR OF COSMETICS QUALITY			Total
		STRONGLY AGREE	AGREE	NUETRAL	
HOUSE HOLD INCOME	<20,000	9	11	8	28
	21,000-40,000	11	17	7	35
	>40000	26	14	7	47
Total		46	42	22	110

CHI-SQUARE

HOUSE HOLD INCOME			
	Observed N	Expected N	Residual
<20,000	28	36.7	-8.7
21,000 40,000	35	36.7	1.7
>40000	47	36.7	10.3
Total	110		

PRICE IS INDIACTOR OF COSMETICS QUALITY			
	Observed N	Expected N	Residual
STRONGLY AGREE	46	36.7	9.3
AGREE	42	36.7	5.3
NUETRAL	22	36.7	-14.7
Total	110		

TABLE-11

Test Statistics	HOUSE HOLD INCOME	PRICE IS INDIACTOR OF COSMETICS QUALITY		
Chi-Square	5.036a	9.018a		
df	2	2		
Asymp. Sig.	0.081	0.011		

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is NO relation between **HOUSE HOLD INCOME OF RESPONDENT and IN HIS BELIEF THAT PRICE IS INDIACTOR OF COSMETICS QUALITY.** This indicates that most Indians are logical when they purchase Cosmetics

5. Relation between respondent's belief that ENDORSEMENT OF A COSMETIC PRODUCT BY A CELEBRITY INCREASES ITS AUTHENTICITY and in his REGULARLY CHANGING THE COSMETICS BRANDS

TABLE-12

ENDORSEMENT OF A COSMETIC PRODUCT BY A CELEBRITY INCREASES ITS AUTHENTICITY * REGULARLY CHANGE THE COSMETICS BRANDS Crosstabulation						
Count						
		REGULARLY CHANGE THE COSMETICS BRANDS				Total
		STRONGLY AGREE	AGREE	NUETRAL	DISAGREE	
ENDORSEMENT OF A COSMETIC PRODUCT BY A CELEBRITY INCREASES ITS AUTHENTICITY	STRONGLY AGREE	10	11	5	5	31
	AGREE	7	5	6	5	23
	NUETRAL	5	11	8	6	30
	DISAGREE	6	6	8	6	26
Total		28	33	27	22	110

ENDORSEMENT OF A COSMETIC PRODUCT BY A CELEBRITY INCREASES ITS AUTHENTICITY			
	Observed N	Expected N	Residual
STRONGLY AGREE	31	27.5	3.5
AGREE	23	27.5	-4.5
NUETRAL	30	27.5	2.5
DISAGREE	26	27.5	-1.5
Total	110		

REGULARLY CHANGE THE COSMETICS BRANDS			
	Observed N	Expected N	Residual
STRONGLY AGREE	28	27.5	0.5
AGREE	33	27.5	5.5
NUETRAL	27	27.5	-0.5
DISAGREE	22	27.5	-5.5
Total	110		

TABLE-13

Test Statistics				
	ENDORSEMENT OF A COSMETIC PRODUCT BY A CELEBRITY INCREASES ITS AUTHENTICITY	REGULARLY CHANGE THE COSMETICS BRANDS		
Chi-Square	1.491a	2.218a		
df	3	3		
Asymp. Sig.	0.684	0.528		

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is a significant relation between **respondent's belief that ENDORSEMENT OF A COSMETIC PRODUCT BY A CELEBRITY INCREASES ITS AUTHENTICITY and in his REGULARLY CHANGING THE COSMETICS BRANDS.**

6. Relation between EDUCATION OF RESPONDENT and HIS REASON FOR THE CHOOSING A COSMETIC PRODUCT

TABLE-14

EDUCATION * REASONS FOR THE CHOOSING A COSMETIC PRODUCT Crosstabulation						
Count						
		REASONS FOR THE CHOOSING A COSMETIC PRODUCT				Total
		GOOD ADVERTISING FOR THE BRAND	GOOD SALES PROMOTION FOR THE BRAND	VALUE FOR MONEY (VIS-À-VIS PRICE) OF THE BRAND	GOOD IMAGE OF THE BRAND	
EDUCATION	DIPLOMA \BELOW	8	9	9	7	33
	GRADUATION	12	10	17	11	50
	PG	8	8	5	6	27
Total		28	27	31	24	110

EDUCATION			
	Observed N	Expected N	Residual
DIPLOMA \BELOW	33	36.7	-3.7
GRADUATION	50	36.7	13.3
PG	27	36.7	-9.7
Total	110		

REASONS FOR THE CHOOSING A COSMETIC PRODUCT			
	Observed N	Expected N	Residual
GOOD ADVERTISING FOR THE BRAND	28	27.5	0.5
GOOD SALES PROMOTION FOR THE BRAND	27	27.5	-0.5
VALUE FOR MONEY (VIS-À-VIS PRICE) OF THE BRAND	31	27.5	3.5
GOOD IMAGE OF THE BRAND	24	27.5	-3.5
Total	110		

TABLE-15

Test Statistics					
	EDUCATION	REASONS FOR THE CHOOSING A COSMETIC PRODUCT			
Chi-Square	7.764a	.909b			
df	2	3			
Asymp. Sig.	0.021	0.823			

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is a VERY significant relation between **EDUCATION OF RESPONDENT and HIS REASON FOR THE CHOOSING A COSMETIC PRODUCT.**

7. Relation between HOUSE HOLD INCOME OF RESPONDENT and THE NUMBER OF COSMETIC PRODUCTS IN USAGE BY THEM

TABLE 16

HOUSE HOLD INCOME * NUMBER OF COSMETIC PRODUCTS IN USAGE Crosstabulation

Count

		NUMBER OF COSMETIC PRODUCTS IN USAGE				Total
		ONE	TWO	THREE	MORE THAN THREE	
HOUSE HOLD INCOME	<20,000	8	7	8	5	28
	20,000-40,000	9	13	6	7	35
	>40,000	8	13	18	8	47
Total		25	33	32	20	110

HOUSE HOLD INCOME			
	Observed N	Expected N	Residual
<20,000	28	36.7	-8.7
20,000-40,000	35	36.7	-1.7
>40,000	47	36.7	10.3
Total	110		

NUMBER OF COSMETIC PRODUCTS IN USAGE			
	Observed N	Expected N	Residual
ONE	25	27.5	-2.5
TWO	33	27.5	5.5
THREE	32	27.5	4.5
MORE THAN THREE	20	27.5	-7.5
Total	110		

TABLE 17

Test Statistics					
	HOUSE HOLD INCOME	NUMBER OF COSMETIC PRODUCTS IN USAGE			
Chi-Square	5.036a	4.109b			
df	2	3			
Asymp. Sig.	0.081	0.25			

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is a significant relation between **HOUSE HOLD INCOME OF RESPONDENT and THE NUMBER OF COSMETIC PRODUCTS IN USAGE BY THEM.**

8. Relation between BRAND LOYALITY CONSUMERS RELYING ON LAKME BRAND and THE EFFECT OF NEWLY INTRODUCED BRANDS OF COSMETIC PRODUCTS HAVING EFFECT ON THEIR BUYING BEHAVIOUR

TABLE 18

RELY ON LAKME BRAND * NEWLY INTRODUCED BRANDS OF COSMETIC PRODUCTS HAVE EFFECT ON BUYING BEHAVIOUR Crosstabulation

Count		NEWLY INTRODUCED BRANDS OF COSMETIC PRODUCTS HAVE EFFECT ON BUYING BEHAVIOUR				Total
		STRONGLY AGREE	AGREE	NUETRAL	DISAGREE	
RELY ON LAKME BRAND	STRONGLY AGREE	7	7	6	5	25
	AGREE	8	9	8	6	31
	NUETRAL	7	8	7	8	30
	DISAGREE	5	6	6	7	24
Total		27	30	27	26	110

RELY ON LAKME BRAND			
	Observed N	Expected N	Residual
STRONGLY AGREE	25	27.5	-2.5
AGREE	31	27.5	3.5
NUETRAL	30	27.5	2.5
DISAGREE	24	27.5	-3.5
Total	110		

NEWLY INTRODUCED BRANDS OF COSMETIC PRODUCTS HAVE EFFECT ON BUYING BEHAVIOUR			
	Observed N	Expected N	Residual
STRONGLY AGREE	27	27.5	-0.5
AGREE	30	27.5	2.5
NUETRAL	27	27.5	-0.5
DISAGREE	26	27.5	-1.5
Total	110		

TABLE 19

Test Statistics

	RELY ON LAKME BRAND	NEWLY INTRODUCED BRANDS OF COSMETIC PRODUCTS HAVE EFFECT ON BUYING BEHAVIOUR	
Chi-Square	1.345a	.327a	
df	3	3	
Asymp. Sig.	0.718	0.955	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is a VERY significant relation between **BRAND LOYALITY CONSUMERS RELYING ON LAKME BRAND and THE EFFECT OF NEWLY INTRODUCED BRANDS OF COSMETIC PRODUCTS HAVING EFFECT ON THEIR BUYING BEHAVIOUR.**

FINDINGS

TABLE 20

	LAKME	REVLON	AMWAY	OREAL	MAYBELLINE
WHICH BRAND OF COSMETICS DO YOU PREFER	66	18	12	9	5
ARE YOU SURE THAT COSMETICS MAY CAUSE ILLHEALTH	YES	NO			
	21	89			
WHICH COSMETIC PRODUCT YOU LIKE BECAUSE OF BRAND	MASCARA	NAIL POLISH	LIPSTICKS	FOUNDATION	SKIN CARE
	13	23	27	21	26
YOU PURCHASE THE COSMETICS BRAND BECAUSE IT IS	ECONOMICAL	BRAND NAME	REFERED	YOU LIKE TRYING NEW THINGS	
	41	34	28	7	
YOUR MONTHLY COSMETIC SPEND IN RUPEES	100	200	500	1000	2000
	34	45	21	7	3
WHICH PRODUCT OF THE COSMETICS GIVES YOU SATISFACTION TO THE MAX	SUNSCREEN LOTION	LIP GLOSS	NAIL POLISH		
	34	29	47		
WHICH SERVICE OF YOUR COSMETIC COMPANY DO YOU APPRECIATE THE MOST	FACIAL	MASSAGE	STEAM BATH		
	62	31	17		
LAKME PRODUCTS BECAUSE THEY SHOW MEASURABLE RESULTS	YES	NO			
	87	23			
WHICH PRODUCT OF LAKME DO YOU USE THE MAX NUMBER OF TIMES	MASCARA	SUNSCREEN LOTION	FACIAL CREAM	LIP GLOSS	NAIL POLISH
	23	17	19	27	24
DO YOU HAVE VERY GOOD KNOWLEDGE ABOUT LAKME AS A BRAND	YES	NO			
	93	17			
CATEGORY OF PRODUCTS YOU USE	MAKEUP PRODUCTS	SKIN PROTECTION			
	78	32			
YOU FIND LAKME PRODUCTS TO BE	EXCELLENT	GOOD	MODERATELY LIKE THEM		
	72	26	12		
SATISFIED WITH THE SERVICES PROVIDED BY LAKME	SATISFIED	NOT SATISFIED			
	92	18			

Based on the Analysis of the data Collected from the Questionnaires the findings can be consolidates as below.

LAKME at present is market leader in terms of market share in the Cosmetic Industry in various criteria.Majority of the respondents use LAKME products. Majority of the people (88 of the 110 respondents) rely on the LAKME brand.Most of the respondents (62 of the 110 respondents) felt the LAKME products are available at an affordable price.67 of the 110 respondents told that LAKME ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION.When asked "ARE YOU SURE THAT COSMETICS MAY CAUSE ILLHEALTH" very less number of the women (21 of the 110 respondents) replied in the affirmative. They felt that no harmful chemicals will be used for the manufacture of cosmetics.When asked the reason for PURCHASING THE COSMETICS BRAND they responded as it is due to ECONOMICAL(41),BRAND NAME(34),REFERED(28),YOU LIKE

TRYING NEW THINGS(7).When asked if they purchase "LAKME PRODUCTS BECAUSE THEY SHOW MEASURABLE RESULTS" 87 replied in the affirmative.To the Query on MONTHLY COSMETIC SPEND IN RUPEES, thirty four spend 100, forty five spend 200, twenty one spend 500, seven spend around 1000 and three spend around 2000.41 of the 110 respondents felt that the cosmetic brands used by them are economical.To the question "WHICH PRODUCT OF THE COSMETICS GIVES MAXIMUM SATISFACTION", customers found SUNSCREEN LOTION (34), LIP GLOSS (29), and NAIL POLISH (47) as the best one in the brand experience.When asked WHICH SERVICE OF YOUR COSMETIC COMPANY YOU APPRECIATE THE MOST the women responded as FACIAL (62), MASSAGE (31), STEAM BATH (17).MASCARA (23), SUNSCREEN LOTION (17), FACIAL CREAM (19), LIP GLOSS (27), NAIL POLISH (24) are the PRODUCTS OF LAKME customers USED THE MAX NUMBER OF TIMES.93 of the 110 respondents HAD VERY GOOD KNOWLEDGE OF THE BRAND LAKME.MAKEUP PRODUCTS (78) AND SKIN PROTECTION (32) ARE THE CATEGORY OF PRODUCTS FROM LAKME BOUGHT BY CONSUMERS. CUSTOMERS FIND LAKME PRODUCTS TO BE EXCELLENT (72), GOOD (26), MODERATE (12).92 of the 110 respondents felt LAKME PROVIDED GOOD SERVICE TO THEM.

SUGGESTIONS

To increase the brand awareness and sales LAKME should introduce new categories and also affordable products which will enable the company to gain new customers and will result in higher market share.LAKME should launch new categories of beauty products for men. In these days irrespective of the gender people are focusing on Beauty aspect.LAKME shall not limit their products to women as men also constitute the majority population to be served.Young Professionals and College students now a day concentrate on their Looks. So the company should introduce healthy new products for them at affordable prices.LAKME should introduce moisture and water resistant sunscreen lotions which stay for a longer period during summer.LAKME should introduce more saloons as it will provide it a way for consumer to access all their products, increase their knowledge and also result in Brand Awareness and increased Loyalty.LAKME should frequently create events and contests and also provide free makeovers so that consumers get a taste of cosmetic.Web Experience - LAKME should provide information about all their products, their rating and also uses on their site and regularly update, as well as provide a link in other sites though advertising, blogs, social media etc.LAKME should be prominently advertised in women oriented websites like FEMINA , VOGUE.LAKME should create awareness on Cosmetics and the advantages of healthy Beauty.LAKME should make effective use of IT to provide services to more of customers by improving SCM.They should concentrate on good CRM

practices and maintain good relationship with intermediaries and agents as they are the key to have a broad reach.

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