

Project Report
On
“CONSUMER PREFERENCE TOWARDS LAKEME AND
MAYBELLINE”

(A Report submitted in partial fulfillment of the requirement for the
Degree of Bachelor of commerce in Galgotias University, Greater
Noida)



Submitted by

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Declaration

I, Mr Deepak Bhati hereby declare that the Project Work titled “CONSUMER PREFERANCE TOWARDS LAKE AND MAYBELLINE” is the original work done by me and submitted to the Galgotias University in partial fulfilment of requirements for the award of Bachelors of Commerce in (Area of specialisation) is a record of original work done by me under the supervision of Dr. Arvind Sinha in School of Finance & Commerce.

Enrolment No : 1708101021

Acknowledgement

I would like to express my special thanks to gratitude to my Mentor “Dr. Arvind Sinha” as well as our Dean “ who gave me the golden opportunity to do this wonderful project on the topic “CONSUMER PREFERANCE TOWARDS LAKE AND MAYBELLINE”. Which also helped me in doing a lot of research & I came to know about so many new things. I am really thankful to them.

Secondly, I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

Certificate

This is to certify that the Project Work titled “ A study on consumer satisfaction of two-wheeler- A special case of women rider’s perspective” is a bonafide work of Mr. DEEPAK BHATI Enrollment No. 1708101021 Carried out in a partial fulfillment for the award of degree of B.com VI sem. Of Galgotias University under my guidance. This projection work is original and not submitted earlier for the award of any degree/diploma or associateship of any other University/ Institution.

Signature of the Guide

Office/Guide’s seal

Dr.Arvind Sinha

Place:

Date:

INTRODUCTION

Lakme

Lakme is an Indian cosmetics brand which is owned by Hindustan unilever. It was started in 1952 famously, because then prime minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and personally requested JRD tata to manufacture them in India. Simone tata joined the company as director and went on to become the chairperson.

Customer satisfaction is defined as “ the number of customers, or percentage of total customers, whose reported experience with a firm, its service (ratings) exceeds specified satisfaction goals.”

Maybelline

In literature antecedents of satisfaction are studied from different aspects. The considerations extend from psychological to physical and from normative to positive aspects. As it is suggested in the literature, customers may have various “types” of expectations when forming opinions about a product’s anticipated performance.

Important and significance of the study

Customer satisfaction plays an important role within every business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps you to attract new customers in competitive business environments.

- ❖ It's a leading indicator of consumer repurchase intention and loyalty.
- ❖ Now a days the customers are very brand conscious.
- ❖ It reduces customers are very brand conscious.
- ❖ Positive branding can be achieved by excellent customer service.
- ❖ Happy customers are returning customers.

Scope

- ❖ To know the customer satisfaction regarding lakme & Revlon.
- ❖ To identify customer interest in buying products of lakme & Revlon.
- ❖ To know price impact on product purchase.
- ❖ To find service rendered by the company.
- ❖ This study is useful to analyze the market performing of lakme & Revlon products.
- ❖ Provides information about consumer perception on different brands of products.
- ❖ The study gives information about consumer awareness on lakme & Revlon products.
- ❖ This study is useful to know the satisfaction level with different attributes of lakme & Revlon.
- ❖ The study is useful to know the consumer preference and their reasons to prefer the specific brands.

OBJECTIVES

- To understand the expectations and requirements of all customers.
- To examine the trends over time in order to take action on a timely basis.
- Establishing priorities and standards to judge how well company has met the goals.
- To analyze the awareness of the products of Revlon and lakme.
- To study that towards which brand the customer is attracted more on the basis of price.
- To know about the promotional activity performed to influence the customers

Research methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

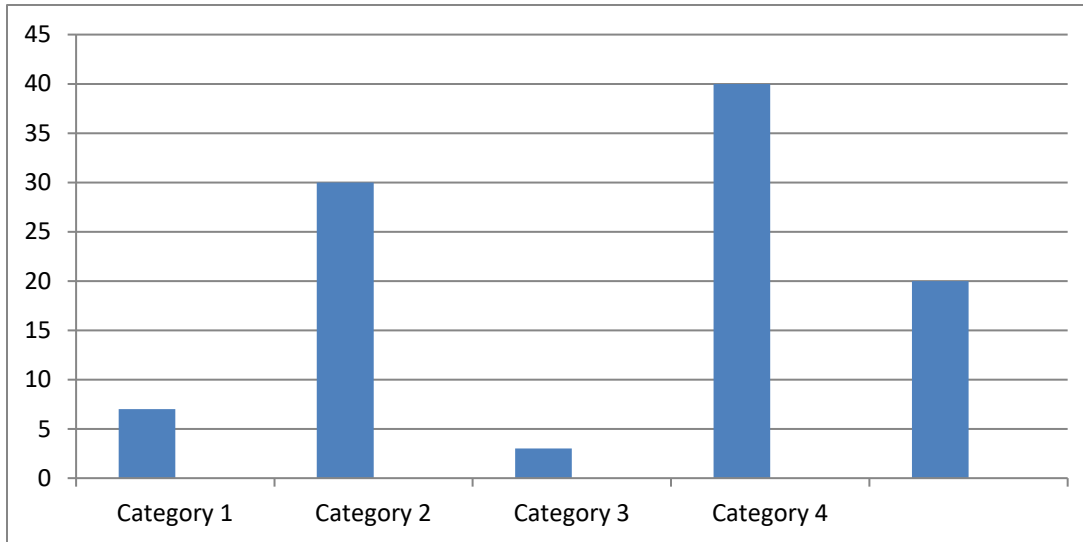
Data collection

Both the primary & secondary methods of data collection are used for the present study. Under the primary data collection methods, questionnaire methods are used for data collection. The secondary data for the present data includes the online research papers, websites, articles, journal etc.

ANALYSIS REPORT

1. AGE GROUP

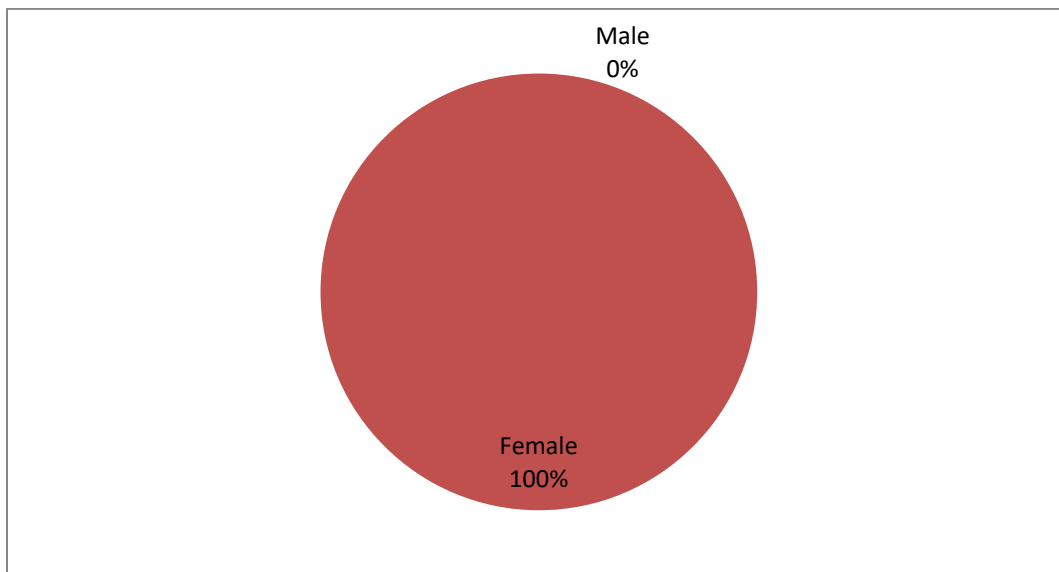
S. No.	16-25	26-35	36-45	46-55	over 55
1	7	30	3	40	20



Interpretation : As stated above in the graph show that 5% are in 16-25 30 % in 26-35 3% in 36-45 40% 46-55 20% in above

2. GENDER CHART .

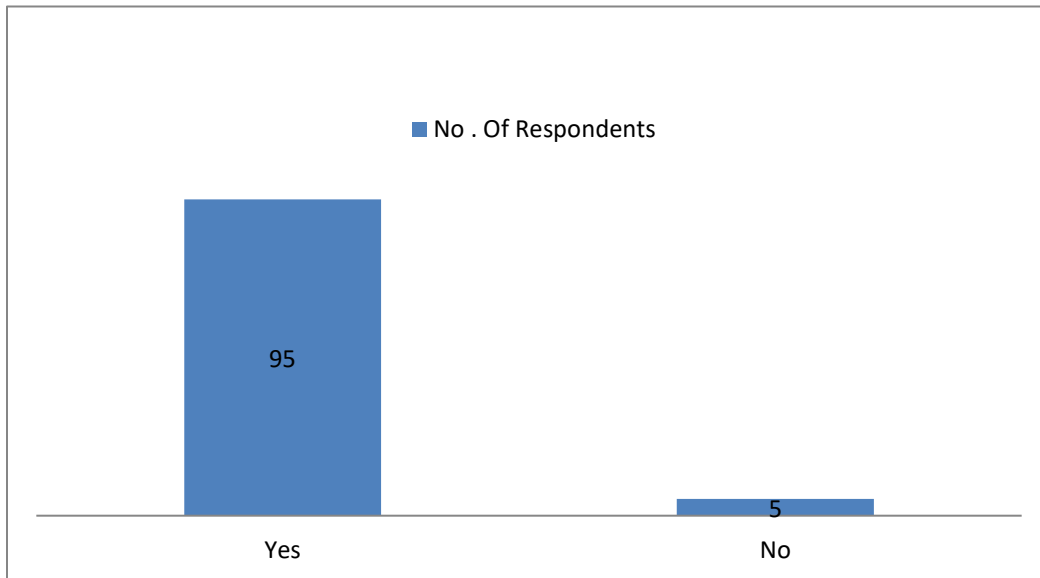
Gende	No . Of Respondents
Male	0
Female	100



Interpretation : As stated above in the graph show that 100% female

3. Do you wear makeup

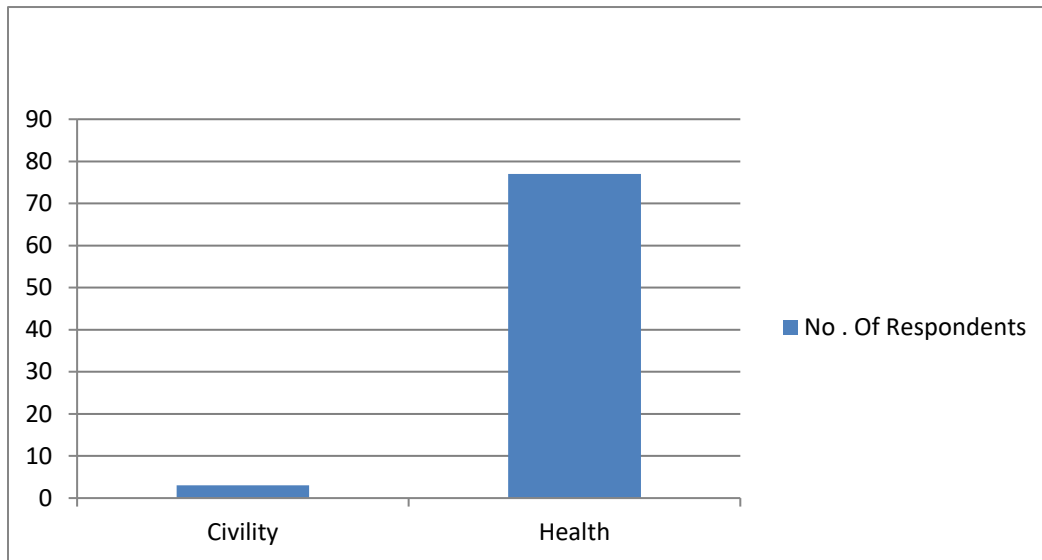
	No . Of Respondents
Yes	95
No	5



Interpretation : As stated above in the graph show that 95 % wear makeup

4. Why do you buy cosmetic product ?

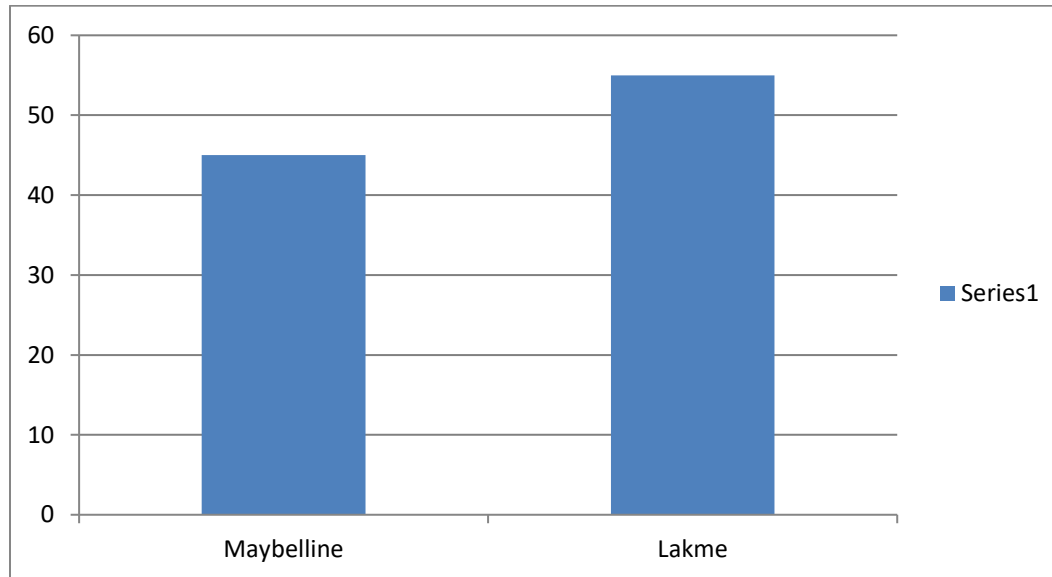
	No . Of Respondents
Civility	3
Health	77
Beauty	20



Interpretation : As stated above in the graph show that female buy makeup 3% for civility 77% health 20% for beauty

5. which brand will you prefer over the other?

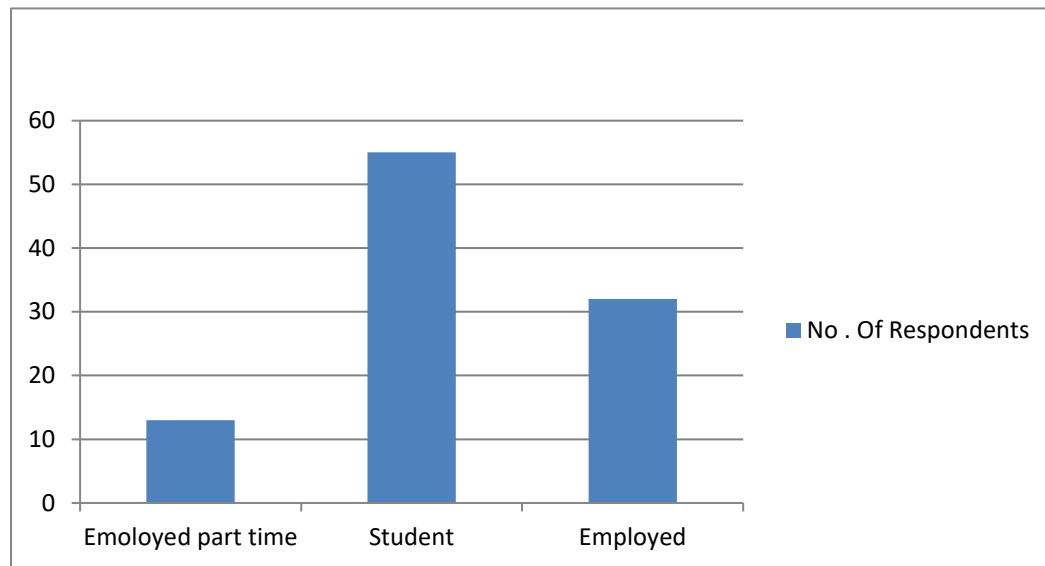
	No . Of Respondents
Maybelline	45
Lakme	55



Interpretation : As stated above in the graph show that 45% female use Maybelline and 55% use Lakme

6.,What's your occupation?

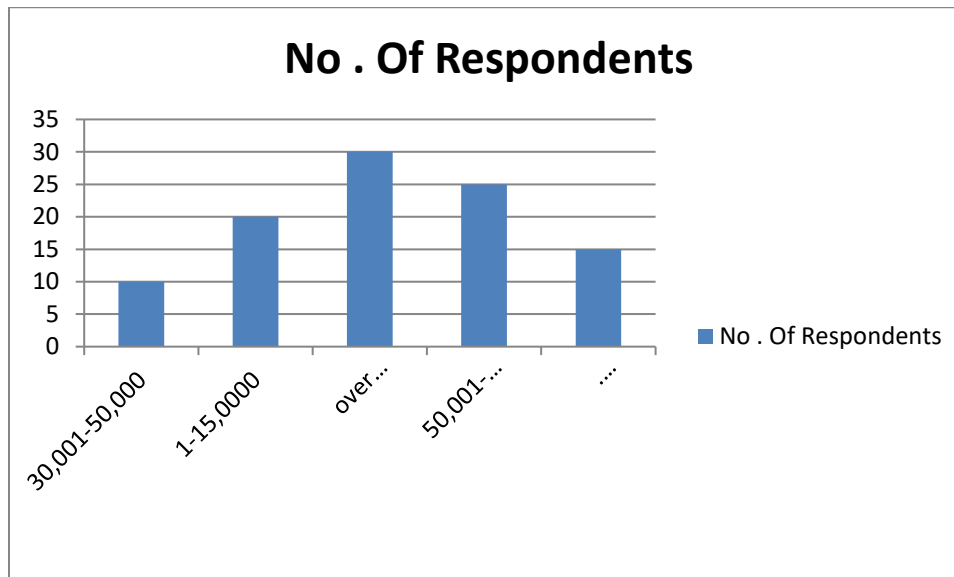
	No . Of Respondents
Emoloyed part time	13
Student	55
Employed	32



Interpretation : As stated above in the graph show that 13% are employed parttime 55% are students 32% are employed

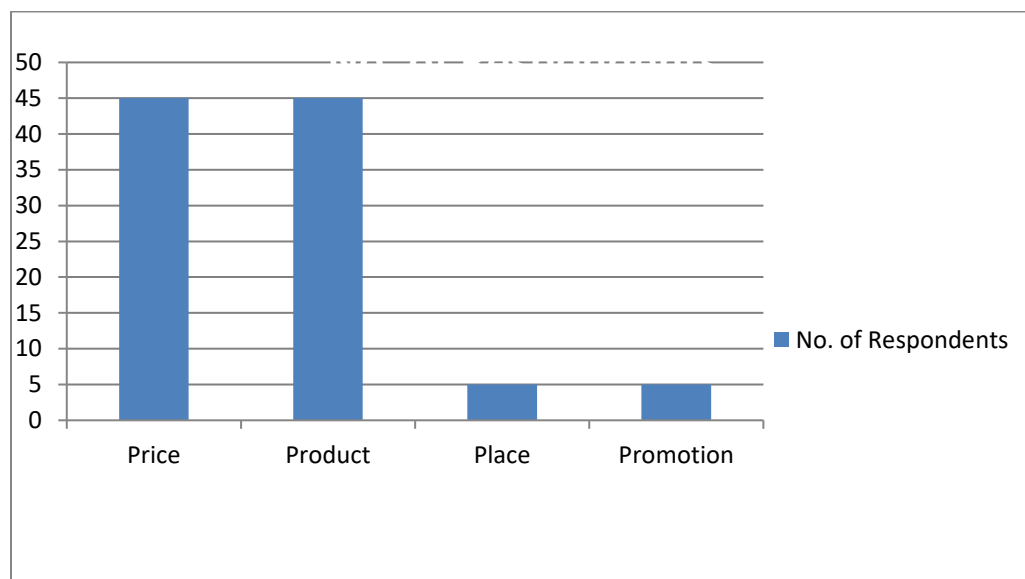
7.How much money do you earn per month?

	No . Of Respondents
30,001-50,000	10
1-15,0000	20
over 75,000	30
50,001-75,000	25
15,001-30,000	15



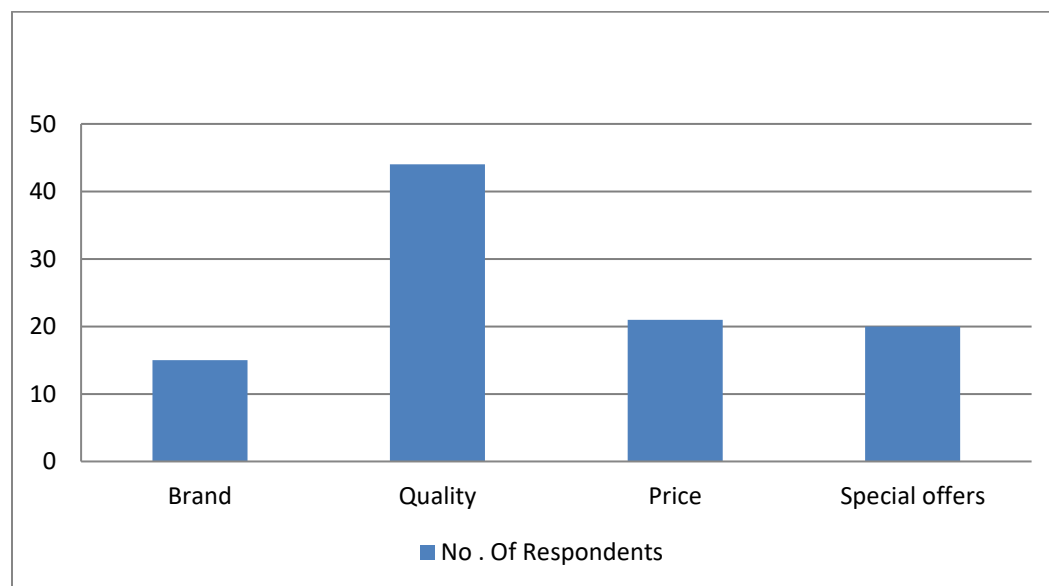
8.What do you think, is the main reason for your use of Lakme brand?

	No. of Respondents
Price	45
Product	45
Place	5
Promotion	5



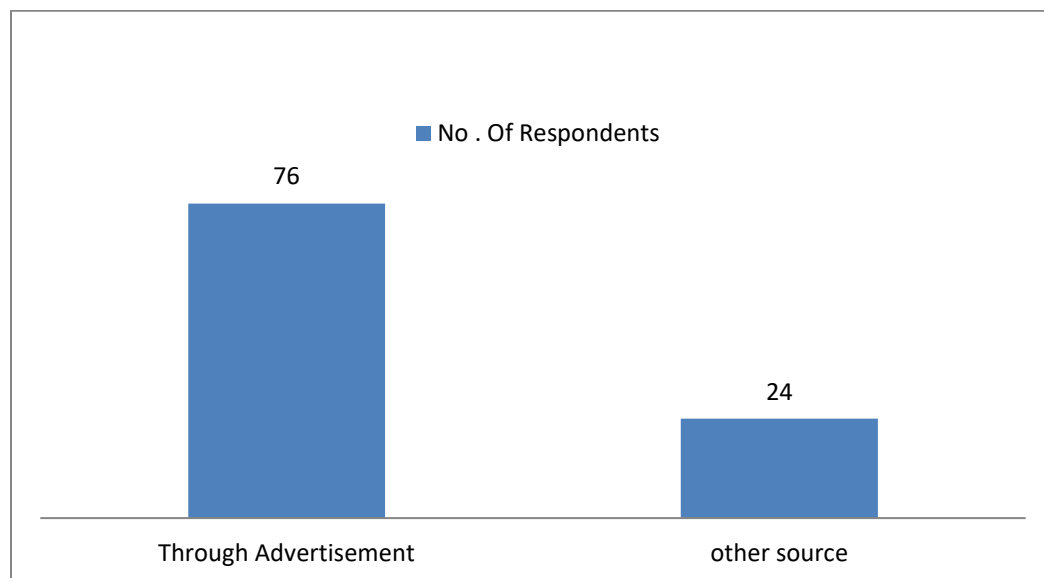
9. Which are the factors when you decide to purchase cosmetic product?

	No . Of Respondents
Brand	15
Quality	44
Price	21
Special offers	20



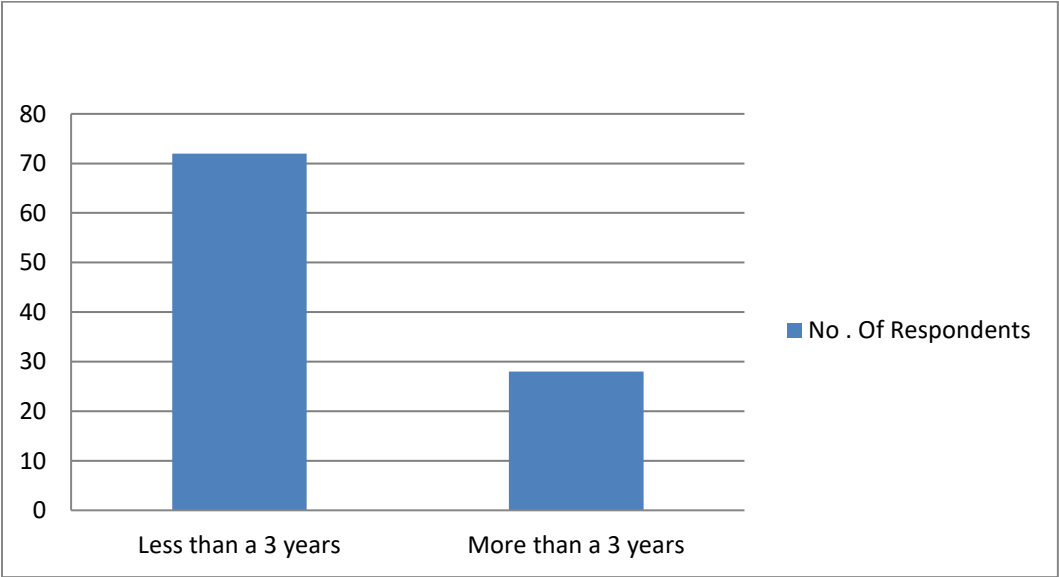
10.If you think lakme is not following a proper marketing strategy, suggest strategy ?

	No . Of Respondents
Through Advertisement	76
other source	24



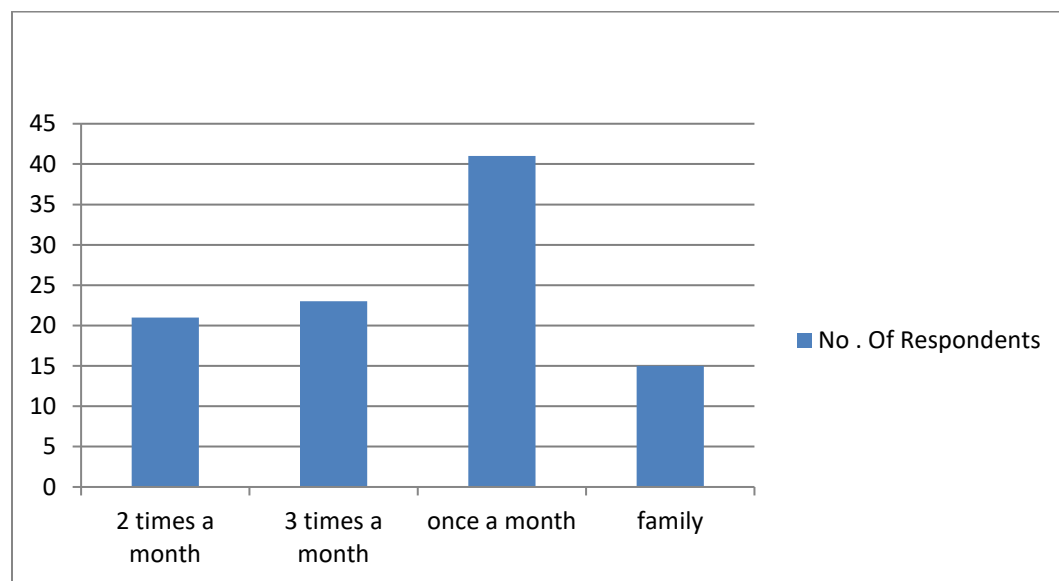
11. For how long have you been using the Lakme brand ?

	No . Of Respondents
Less than a 3 years	72
More than a 3 years	28



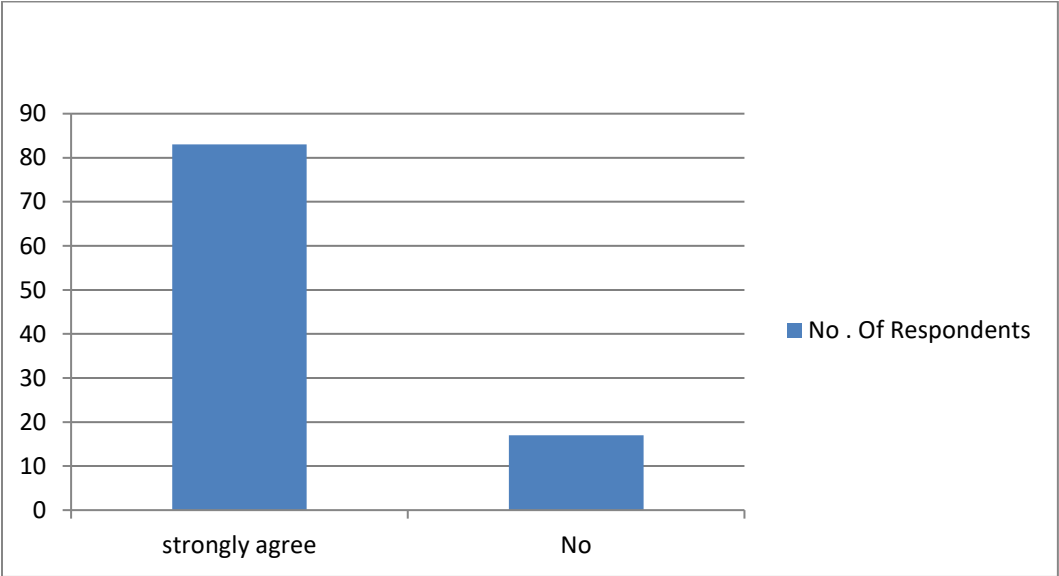
12. How often do you buy cosmetic products?

	No . Of Respondents
2 times a month	21
3 times a month	23
once a month	41
family	15



13.A brand always creates my loyalty to stick to a one brand.

	No . Of Respondents
strongly agree	83
No	17



CONCLUSION

- Customers prefer lakme over Revlon and the other cosmetic brands.
- The biggest reason for preferring lakme brand over Revlon brand is the price of products provided by the lakme brand.
- The customers who prefer Revlon brands over lakme brand is because of the quality of products provided by the Revlon brand.
- Customers get more influenced by the promotional activities performed by lakme brand as compared to the Revlon brands.
- Offers, discounts, free samples, rebates etc. are some of the promotional activities that influence the customers.
- Customers find lakme brands more reasonable over Revlon and the other brands.
- Revlon provides more range of products as compared to the lakme.
- Lakme attracts the customers more as compared to Revlon and the other cosmetic brands by its advertisement campaigns.
- Revlon attracts the customers more by providing various offers and discounts to them as compared to lakme and the other cosmetic brands.

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