

A STUDY ON CUSTOMER SATISFACTION OF WOMEN TOWARDS LAKME PRODUCTS IN TIRUNELVELI TALUK

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ABSTRACT

Lakme is an indian cosmetic brand. Cosmetics is very important in this modern world. Where ever we go we are using cosmetics. Especially Occasions we are using makeup items. Cosmetics give richlook for every one. Most of the respondents are satisfied with the LAKME product due to its variety. People have recognized the importance to variety of the product. As compared to all others, LAKME product has lots of variety and the price is so moderate.

Keyword : Lakme, Price, Variety

INTRODUCTION

Lakme is an indian cosmetic brand. Cosmetics is very important in this modern world. Where ever we go we are using cosmetics. Especially Occasions we are using makeup items. Cosmetics give richlook for every one. Lakmé to offer a wide range of cosmetics . In this present study we are going to discuss about customer satisfaction of women towards lakme products like eyeliner, mascara, face cream, kajal, foundation, lipstick.

OBJECTIVES OF THE STUDY

- ✓ To know the social economic characteristics of the consumer.
- ✓ To find out the satisfaction level of consumers towards lakme products.
- ✓ To analyze the usage of lakme brand products.
- ✓ To examine the problem faced by the customer using lakme products.

SCOPE OF THE STUDY

This study focus on customer satisfaction of women towards LAKME product in Tirunelveli. And also analyze the factors influencing the customer satisfaction. Find out which one is best among the customers.

STATEMENT OF THE PROBLEM

The study is useful for the better understanding of marketing strategies towards the LAKME cosmetic industry. For the purpose of the study, parameters to judge and understand the customer satisfaction towards LAKME cosmetic. Target group of the project was mainly LAKME customers. As this study is confined to LAKME, it cover an analysis of the customer satisfaction, attitude, perception, marketing strategies with respect to LAKME as a brand in cosmetic industry.

AREA OF THE STUDY

The study has covered the palayamkottai taluka area.

SOURCES OF DATA

The source of data includes primary and secondary data sources.

PRIMARY DATA

A Primary data is a data which is collected for first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

SECONDARY DATA

Secondary data consists of information that already exists somewhere having been collected for some other purpose. In this study, the secondary data was collected from magazines journals and websites.

SAMPLING

The study of customer satisfaction towards lakme products has been studied by taking 100 samples at palayamkottai taluka. They were selected through convenience sampling method.

RESULTS AND ANALYSIS**Table No : 1****AGE**

Particulars	No. of respondents	Percentage
Up to 20 years	68	68
21 to 30 years	12	12
31 to 40 years	8	8
Above 40 years	12	12
Total	100	100

Source: Primary data

From the above table reveals that 68% of respondents are in the age of up to 20 years, 12% of the respondents are in the age of 21 to 30 years, 8% the respondents are in the age of 31 to 40 years, and 12% of the respondents are in age of above 40 years.

Table No : 2**OCCUPATION**

Particulars	No. of respondents	Percentage
Student	24	24
Self employed	14	14
Government sector	22	22
Private sector	16	16
Professionals	24	24
Total	100	100

Source: Primary data

The above table shows that 24% of the respondents are student, and 14% of the respondents are self employed, 22% of the respondents are Government sector, 16% of the respondents are Private sector, and 24% of the respondents are professionals.

Table No :3**MONTHLY FAMILY INCOME**

Particulars	No. of respondents	Percentage
Up to Rs.10000	22	22
Rs.10001 to Rs.20000	26	26
Rs.20001 to Rs.30000	28	28
Above Rs.30000	24	24
Total	100	100

Source: Primary data

The above table shows that, 22% of the respondents are earned a monthly income of Rs.10000, 26% - Rs.10001 to Rs.20000, 28% - Rs.20001 to Rs.30000, and the rest of the 24% of the respondents are earning a monthl'y income of Above Rs.30000.

Table No :4**CONCENTRATING ON COSMETICS**

Particulars	No of respondents	Percentage
Concentrating	58	58
Not concentrating	42	42
Total	100	100

Source: Primary data

The table shows, 58% of respondents are more concentrated on cosmetics, 42% of respondents are not much more concentrating on cosmetics.

Table No :5

RANK THE FACTOR

FACTOR	GARRET SCORE	AVERAGE SCORE	RANK
EYELINER	7700	77	I
MASCARA	4600	46	IV
FACE CREAM	3700	37	V
KAJAL	2300	23	VI
FOUNDATION	6300	63	II
LIPSTICK	5400	54	III

Table No :6

USAGE OF THE PRODUCT

Particulars	No. of respondents	Percentage
Less than 1 year	56	56
2 to 3 year	24	24
3 to 5 year	10	10
Above 6 years	10	10
Total	100	100

Source: Primary data

This table shows that, majority of the respondents use Lakme product below 1 year.

Table No :7**OTHER PRODUCT**

Particulars	No of particulars	Percentage
Loreal	24	24
MAC	26	26
Garnier	14	14
Maybelline	36	36
Total	100	100

Source: Primary data

The above table reveals that majority of the respondents prefer to buy Maybelline other than Lakme product.

Table No :8**REASON FOR USING THE LAKME PRODUCT**

Particulars	No of respondents	Percentage
Price	10	10
Quantity	28	28
Variety	42	42
Availability	20	40
Total	100	100

Source: Primary data

The table shows that, 10% of the respondents are using Lakme product because of its price, 28% of respondents are using Lakme product because of its Quantity, 42% of respondent are using lakme product because of variety, 20% of respondents are using lakme product because of availability.

Table No :9
AMOUNT SPENT

Particulars	No. of respondents	Percentage
Below Rs.500	28	28
Rs.500- Rs.1000	40	40
Rs.1000- Rs.2000	24	24
Above Rs.2000	8	8
Total	100	100

Source: Primary data

Most of the respondents spent Rs.500 -1000 for buying cosmetics.

Table No : 9
LEVEL OF SATISFACTION

RANK	Weight (W)	X1	X1 W	X2	X2 W	X3	X3 W	X4	X4 W	X5	X5 W
A	5	16	80	40	200	36	180	20	100	12	60
B	4	42	168	34	136	38	152	16	64	30	120
C	3	34	102	16	48	20	60	38	114	40	120
D	2	6	12	8	16	6	12	18	36	10	20
E	1	2	2	2	2	-	-	8	8	8	8
Total		100	364	100	402	100	404	100	322	100	328
Average		3.64		4.02		4.04		3.22		3.28	
Rank		3		4		5		1		2	

Table No : 10**RECOMMEND THE PRODUCT**

Particulars	No of respondents	Percentage
Recommend	86	86
Not recommend	14	14
Total	100	100

Source: Primary data

This table reveals that, Majority of the respondents recommended Lakme product to other.

FINDINGS

- It is interpreted that most of them respondents (68%) are in the age group upto 20 years.
- It is interpreted that most of the respondents (78%) are unmarried persons.
- Majority of the respondents (52%) are Under Graduates (U.G).
- It is concluded that most of the respondents (24%) are self-employed.
- Majority of the respondents (56%) are under nuclear family.
- Majority of the respondents (58%) are having 4 to 6 members in their family.
- It is inferred that, most of the respondents (28%) are an earned a monthly income of Rs.20,001 to Rs.30,000 per month.
- It is concluded that, most of the respondents (56%) are used the LAKME Product for the last one year.
- All the respondents are know the LAKME Product very well.
- Most of the respondents (42%) are know about the LAKME Product through their friends.
- It is interpreted that, most of the respondents (58%) are gives more importance to cosmetics.
- Most of respondents (66%) satisfied with the LAKME Product.
- It is observed that most of respondents (42%) are used LAKME for more variety of products.

- Nearly (50%) of respondents are purchase LAKME Products monthly.
- It is inferred that most of the respondents (40%) are spend a minimum of Rs. 500 to 1000 for buying cosmetics.
- Most of the respondents (30%) are buying LAKME moisturizer frequently.
- Majority of the respondents (64%) are think that LAKME is leader in a cosmetics industry.
- It conclude that majority of the respondents (58%) are feel the price of LAKME product are medium in range.
- Majority of the (42%) are satisfied with the price of the LAKME product, of respondents are highly satisfied with the quantity.
- It is observed that most of the respondents (38%) are satisfied with the package.
- It is inferred that most of the respondents (40%) are neutrally satisfied with sales promotions.
- It is concluded that , most of the respondents (80%) are satisfied with the product because of not facing any problems while using the particular product.
- Most of the respondents (40%) are buy LAKME product through online.
- Nearly, (86%) of the respondents are highly recommend the LAKME product to others.

SUGGESTIONS

The agencies should concentrate on customers care and proper billing. So that the customers are more satisfied.

- The producers may follow the sales promotion techniques like additional quality and free gifts for promotion their sales.
- The packages of the LAKME Product should designed to more attractive to reduce the threat at competition of the product.
- The advertisement may be given through the popularized persons and cine stars then it will be more effective.
- The company should be fix Reasonable price for their products.

CONCLUSION

From this study, it was concluded that LAKME product are in the leading product in Tirunelveli. Most of the respondents are satisfied with the LAKME product due to its variety. People have recognized the importance to variety of the product. As compared to all others, LAKME product has lots of variety and the price is so moderate.

Reference:

<https://www.lakmeindia.com/>