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A study on consumer attitude and perception of women towards Lakme products (with special reference to Madurai city)

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Abstract

The growth in the sale of Lakme products is 19.3 per cent approximately in 2023 in India. This growth is the result of quality, healthy and long lasting, harmless, reasonable price, and attractive packaging. The purpose of this paper is to analyse the factors which influence the purchase of Lakme products by the Madurai city consumers. Convenient sampling technique has been adapted with 150 respondents in Madurai City to study the attitude and perception of women towards Lakme products. The findings of the paper focus on the decision-making of the consumers. It has been seen that social factors majorly influence the women purchase decision regarding Lakme products.

Keywords: Lakme products, quality, healthy and long lasting, harmless, reasonable price

1. Introduction

Products and its unique utilities influence consumers to make purchase frequently. An attitude is a feeling of favourableness or unfavourableness that an individual has towards an object. In terms of consumer behaviour, consumer attitudes may be defined as an inner feeling of favourableness or unfavourableness towards a product and its brand, price, store and dealer, salesperson, advertisement, promotion etc.

Consumer buying behaviour reflects her attitude, preference, intention, and decision in the marketplace when purchasing a product. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics. If a marketer wants concrete positioning in the market, he has to bring suitable products to all types of consumers. Today people want to be better looking and attention seeking. This makes them concentrate more on cheaper, suitable and long lasting utility of products. This requires the cosmetic company to study continuously the updated needs of consumers.

1.2 Statement of the problem

Understanding consumer attitude towards cosmetic products is one of the greatest problems for the marketer as there are numerous products in the market. He has to fine-tune his marketing mix strategies according to the market needs. He must concentrate on how to satisfy the consumers regarding all aspects of the product such as price, quality, utility derived, package style etc., Lakme has lengthy of product line to meet varying purposes. Hence, a study on consumer attitude and perception of women towards Lakme Products (with special reference to Madurai) is too relevant. This study will give a clear picture of Lakme and help the producer to frame suitable marketing strategy.

1.3 Objectives of the study

The study under report has been undertaken with the following objectives.

- To study the socio-economic profile of the consumers.
- To find out satisfaction level of sample customers.
- To identify and analyze the various factors influencing the attitude of consumers.

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1.4 Scope of the study

The study confines itself in understanding the attitude and perception of women towards Lakme. The area of the study has been restricted to Madurai.

1.5 Research Design and Methodology

The study is based on survey method. The data collected mainly through primary sources. Interview schedule is adopted as the instrument for data collection. Data are obtained directly from the consumers. From the data collected from the structured interview schedule, it is observed that the study is descriptive in nature. Interview schedule have been formulated accordingly to objectives. The suggestions of the study were coined form the inference drawn from the data collected during the sample survey.

1.6 Review of Literature

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of customer experience in automotive Industry, for this, the researcher has used various books, research Journals and websites. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of Lakmé.

1. Andrew Mc Dougall (2010) ^[2] in his study, he stated that the main reason for the growth in cosmetic sector is that the human being spent more for the cosmetics owing to the concern for beauty and at the same resulted in the growth in cosmetic sector.
2. Shukla Monika (2013) ^[3] made an attempt to study the factors affecting impact of advertisement of selected Cosmetics items of consumer choice. The respondents opinion towards advertisement of fairness cream, Personal characteristics, demographic factors were taken into account and it was found that consumers practice Related to advertisement of fairness cream affected the impact of advertisement of product on their choice in a Significant manner.
3. Sangeeta Gupta, Simple Arora (2013) ^[4] in their study on the factors influencing the consumption pattern of Cosmetics by male, revealed that the media is playing vital role in attitudinal change in the societal context. It Was also stated clearly that there is certainly a strong bond between self-image, media and societal expectation With respect to the consumption of cosmetics among the urban males in Delhi.
4. S.Bagiyalakshmi and S. Saranya (2017) ^[5]: In his study entitled, “a study on cosmetics usage of girls”. The purpose of the study is to find cosmetic usage of girls and The most popular products are coloured cosmetics, of which nail polish, lipsticks and shine are the largest number of products in the entire Indian cosmetics and toiletries market. Popular local brands in the region include Lakme and Revlon. This study has made a serious attempt to study the behaviour of teenage girls in the use of cosmetics. A sample of 100 girls was examined and their data collected. The samples for the study are selected systematically.

1.7 Sampling design

The consumers those who are buying the consuming Lakme products, residing in Madurai city, has been identified as sampling unit and an attempt is made to find out the factors, which influence them to purchase Lakme products. The sampling size was 150. Convenient sampling techniques were used in the present study.

2. Term of patronage

The researcher gathered data relating to the period of consumption of Lakme products and obtained the following results.

Table 1: Term of patronage

| Period | Number of respondents | Percentage of the respondents |
|--------------------|-----------------------|-------------------------------|
| Below 5 years | 49 | 32.6 |
| 5-10 years | 71 | 47.3 |
| 10-15 years | 27 | 18 |
| More than 15 years | 3 | 2 |
| Total | 150 | 100 |

Source: Primary data

It is evident from the Table that a majority of the respondents (47.3 per cent) consuming the Lakme for a period of Below 5 years followed by (32.6per cent) and Eighteen per cent of the respondents are 10-15 years and then Two per cent are more than 15 years.

2.1 Opinion about the lakme is a bestcosmetic brand

The researcher gathered data relating to the respondent opinion about the lakme is the best product compare with other cosmetic brand.

Opinion about the lakme is a best cosmetic brand

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 51 | 34 |
| 2 | No | 17 | 11.3 |
| 3 | Can't say | 35 | 23.3 |
| 4 | Moderately | 47 | 31.3 |
| | Total | 150 | 100 |

Source: Primary data

It is evident from the Table that a majority of the respondents (34 per cent) consuming the Lakme for a best product.

2.3 Opinion about the lakme product as a brand

Table 2: Opinion about the lakme product as a brand

| S. No | Paticulars | No. of Respondents | Percentage of the Respondents |
|-------|------------|--------------------|-------------------------------|
| 1 | Excellent | 40 | 26.6 |
| 2 | Good | 65 | 43.3 |
| 3 | Moderate | 28 | 18.6 |
| 4 | Bad | 17 | 11.3 |
| | Total | 150 | 100 |

Source: Primary data

This data shows 43.3 per cent for good, 26.6 per cent for excellent, 18.6 for moderate and 11.3 per cent for bad.

2.4 Source of knowledge

The table given below analysis the source of knowledge of the sample respondents on various factors.

Table 3: Source of knowledge

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|---------------|--------------------|-------------------------------|
| 1 | Advertisement | 67 | 44.6 |
| 2 | Friends | 48 | 32 |
| 3 | Relations | 35 | 23.3 |
| | Total | 150 | 100 |

Source: Primary data

It was found that 44.6 per cent consumers got knowledge about the product through the advertisement, followed by the 32 per cent has known from friends and 23.3 per cent aware through relatives.

2.5 Benefit of lakme website

The table given below analysis the usefulness of Lakme website for consumer.

Table 4: Benefit of lakme website

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 93 | 62 |
| 2 | No | 57 | 38 |
| | Total | 150 | 100 |

Source: Primary data

The above table gives the results that 62 per cent of the respondents felt the benefit of the Lakme website.

2.6 Purpose of lakme products

The given below table analysis the purpose to use Lakme products.

Table 5: Purpose of lakme products

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Eyes | 27 | 18 |
| 2 | Lips | 43 | 28.6 |
| 3 | Nail Enamel | 19 | 12.6 |
| 4 | Face | 61 | 40.6 |
| | Total | 150 | 100 |

Source: Primary data

The above table contains 40.6 per cent respondents used Lakme face product. 28.6 per cent for Lips segment, and 18 per cent preferred eyes variants, followed by 12.6 per cent liked nail enamel.

2.7 Cosmetics of lakme preferred by the respondents

This table provides the data of cosmetics preferred by the customers.

Table 6: Cosmetics of lakme preferred by the respondents

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|---------------------|--------------------|-------------------------------|
| 1 | Sun creams lotion | 55 | 36.6 |
| 2 | Hair Bouncers Cream | 29 | 19.3 |
| 3 | Moisturizers | 21 | 14 |
| 4 | Lip Gloss | 45 | 30 |
| | Total | 150 | 100 |

Source: Primary data

This table is evident from the table that the majority of sunscreen lotion 36.6 per cent, followed by Lip gloss 30 per cent. Hair bouncer's cream is 19.3 per cent and moisturizers for 14 per cent.

2.8 Purpose of like most of lakme products

The consumer like the most purchase of Lakme products this table gave the details of consumer opinion.

Table 7: Purpose of like most of lakme products

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------------------|--------------------|-------------------------------|
| 1 | Skin Protection | 55 | 36.6 |
| 2 | Long and Strong hair | 27 | 18 |
| 3 | Glow and Acne free skin | 20 | 13.3 |
| 4 | Makeup | 48 | 32 |
| | Total | 150 | 100 |

Source: Primary data

This table is the evidence of the consumer like most of the products. Skin protection is the majority (36.6), followed by the makeup, which is about 32 per cent. Long strong hair recorded 18 per cent and Glow and Acne free skin has 13.3 per cent.

2.9 Level of satisfaction

The table set out below exhibits the satisfaction level of the sample respondents regarding the product offered by the company.

Table 8: Level of satisfaction

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 114 | 76 |
| 2 | No | 36 | 24 |
| | Total | 150 | 100 |

Source: Primary data

The study shows that out of the total, 76 per cent of the respondents was satisfied and 24 per cent is not satisfied with the product offered by the company.

2.10 Opinion about the lakme is healthy and long lasting harmless

The following table shows the Lakme product is healthy and long lasting harmless.

Table 9: Opinion about the lakme is healthy and long lasting harmless

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 73 | 48.67 |
| 2 | No | 21 | 14 |
| 3 | May be | 22 | 14.67 |
| 4 | Not Sure | 34 | 22.67 |
| | Total | 150 | 100 |

Source: Primary data

It is inferred from the Table that of the total of 150 respondents 48.67 per cent are highly satisfied, followed by 22.67 per cent are not sure and 14.67 are may be, next Fourteen per cent are not satisfied.

2.11 Frequency of purchase of lakme

The researcher analysis the frequency of purchase of Lakme and obtained the following result.

Table 10: Frequency of purchase of lakme

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-----------------|--------------------|-------------------------------|
| 1 | Weekly | 35 | 23.3 |
| 2 | Monthly | 52 | 34.6 |
| 3 | Whenever needed | 63 | 42 |
| | Total | 150 | 100 |

Source: Primary data

It is observed from the table that out of the total 150 respondents, majority of the respondents (42per cent) purchases whenever needed, followed by 34.6 per cent purchases monthly and 23.3 per cent purchases weekly.

2.12 Monthly budget amount for purchase of lakme

The researcher gathered the data relating to the monthly budget amount for purchase of Lakme and obtained the following data.

Table 11: Monthly budget amount for purchase of lakme

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|----------------|--------------------|-------------------------------|
| 1 | BelowRs.500 | 71 | 47.3 |
| 2 | Rs.500-1,000 | 39 | 26 |
| 3 | Rs.1,000-2,000 | 23 | 15.3 |
| 4 | Above Rs.,2000 | 17 | 11.3 |
| | Total | 150 | 100 |

Source: Primary data

Table reveals that the majority of the respondents (47.3 per cent) are spending the amount of Below Rs.500, followed by Twenty six per cent spends Rs.500-1,000 then15.3 per cent spends Rs.1,000-2,000 and 11.3 per cent spends the amount of Above Rs., 2000.

2.13 Opinion regarding the price of lakme

Price is the most important factor a consumer looks for purchasing the products. The table below analyses the consumer opinion about the price of lakme.

Table 12: Opinion regarding the price of lakme

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | High | 51 | 34 |
| 2 | Low | 39 | 26 |
| 3 | Optimum | 60 | 40 |
| | Total | 150 | 100 |

Source: Primary data

It is inferred from the Table that out of the total 150 respondents, 40 per cent thinks optimum and the remaining 34 per cent opinions high and 26 per cent feels low price.

2.14 Opinion about the lakme product is economical

The researcher tried to understand the opinion about the Lakme produt is Economical. Table 4.14 depicts the responses obtained.

Table 13: Opinion about the lakme product is economical

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 62 | 41.3 |
| 2 | No | 41 | 27.3 |
| 3 | May be | 24 | 16 |
| 4 | Not Sure | 23 | 15.3 |
| | Total | 150 | 100 |

Source: Primary data

The Table reveals the fact that 41.3 per cent is satisfied with the product and feels economical, followed by 27.3 per cent thinks not economical, 16 per cent says may be and 15.3 per cent respondents reveals sure.

2.15 Inducing factors to buy lakme product

The Table below analysis the indusive factors to buy the Lakme product of the sample respondents.

Table 14: Inducing factors to buy lakme product

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|---------------------|--------------------|-------------------------------|
| 1 | Measureable results | 52 | 34.6 |
| 2 | Economical | 40 | 26.6 |
| 3 | Easily available | 35 | 23.3 |
| 4 | Trend setter | 23 | 15.3 |
| | Total | 150 | 100 |

Source: Primary data

The above table shows that out of the total of 150 respondents 34.6 per cent says Measurable result of the products, followed by 26.6 per cent feels economical, 23.3 per cent opinions easily available and 15.3 per cent thinks trend setter.

2.16 Opinion about the attractiveness of the packaging

The following table shows the respondents opinion towards the attractiveness of the packaging of Lakme.

Table 15: Opinion about the attractiveness of the packaging

| S. No | Particulars | No. of Respondents | Percentage of Respondents |
|-------|----------------|--------------------|---------------------------|
| 1 | Attractive | 97 | 64.6 |
| 2 | Not attractive | 53 | 35.3 |
| | Total | 150 | 100 |

Source: Primary data

It is understood from the table that out of the total 150 respondents, 64.6 per cent of the respondents’s opinion is packaging is attractive and 35.5 per cent of them feels not attractive.

2.17 Level of satisfaction: The service enquired about the opinion of the respondents regarding the services provided by Lakme in beauty parlors.

Table 16: Level of satisfaction

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 91 | 60.6 |
| 2 | No | 59 | 39.3 |
| | Total | 150 | 100 |

Source: Primary data

The service of the Lakme parlors reveals that majority of the respondents (60.6 per cent) opinions that the service of Lakme beauty parlours is very good and friendly in nature, followed by 39.3 per cent of them feels no.

factors influencing the purchase of Lakme. The respondents were asked to rank the given factors influencing their purchase of Lakme. The given factors are Quality, Healthy, long lasting harmless, Advertising, Price, Packaging, Measurable result, easily available, other factors.

2.18 Factors influencing the purchase of lakme products

The researcher made an attempt to identify the various

Table 17: Factors influencing the purchase of lakme products

| Factors | Rank I | Rank II | Rank III | Rank IV | Rank V | Rank VI | Rank VII | Rank VIII | Total |
|-----------------------------------|--------|---------|----------|---------|--------|---------|----------|-----------|-------|
| Quality | 46 | 24 | 32 | 12 | 19 | 12 | 5 | - | 150 |
| Healthy and long lasting harmless | 23 | 39 | 20 | 11 | 24 | 14 | 11 | 8 | 150 |
| Advertising | 15 | 10 | 39 | 13 | 17 | 11 | 20 | 25 | 150 |
| Price | - | 17 | 16 | 19 | 16 | 25 | 27 | 30 | 150 |
| Packaging | 14 | 32 | 20 | 13 | 22 | 21 | 11 | 17 | 150 |
| Measurable result | 29 | 15 | 17 | 25 | 18 | 20 | 27 | 9 | 150 |
| Easily available | 11 | 19 | 15 | 20 | 28 | 31 | 13 | 14 | 150 |
| Other factors | - | 7 | 12 | 14 | 11 | 23 | 42 | 41 | 150 |
| Total | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | |

Source: Primary data

The researcher has calculated the information regarding factors influencing the purchase of Lakme. The factors are ranked and assigned with marks.

- III Rank - 6 Marks
- IV Rank - 5 Marks
- V Rank - 4 Marks
- VI Rank - 3 Marks
- VII Rank - 2 Marks
- VIII Rank - 1 Mark

Computation of weighted average

Ranks and Marks

- I Rank - 8 Marks
- II Rank - 7 Marks

Quality

| | |
|---|--------|
| $46 \times 8 + 24 \times 7 + 32 \times 6 + 12 \times 5 + 19 \times 4 + 12 \times 3 + 5 \times 2 + 0 \times 1$ | = 6.06 |
| $\frac{150}{23 \times 8 + 39 \times 7 + 20 \times 6 + 11 \times 5 + 24 \times 4 + 14 \times 3 + 11 \times 2 + 8 \times 1}$ | = 5.33 |
| $\frac{150}{15 \times 8 + 10 \times 7 + 39 \times 6 + 13 \times 5 + 17 \times 4 + 11 \times 3 + 20 \times 2 + 25 \times 2}$ | = 4.53 |
| $\frac{150}{0 \times 8 + 17 \times 7 + 16 \times 6 + 19 \times 5 + 16 \times 4 + 25 \times 3 + 27 \times 2 + 30 \times 1}$ | = 3.53 |
| $\frac{150}{14 \times 8 + 32 \times 7 + 20 \times 6 + 13 \times 5 + 22 \times 4 + 21 \times 3 + 11 \times 2 + 17 \times 1}$ | = 4.74 |
| $\frac{150}{29 \times 8 + 15 \times 7 + 17 \times 6 + 25 \times 5 + 18 \times 4 + 20 \times 3 + 27 \times 2 + 15 \times 1}$ | = 5.06 |
| $\frac{150}{11 \times 8 + 19 \times 7 + 15 \times 6 + 20 \times 5 + 28 \times 4 + 31 \times 3 + 13 \times 2 + 14 \times 1}$ | = 4.37 |
| $\frac{150}{0 \times 8 + 7 \times 7 + 12 \times 6 + 14 \times 5 + 11 \times 4 + 23 \times 3 + 42 \times 2 + 41 \times 1}$ | = 2.86 |

Table 18: Ranking the factors influencing the purchase of lakme

| Factors | Weightage | Rank |
|-----------------------------------|-----------|------|
| Quality | 6.06 | I |
| Healthy and long lasting harmless | 5.33 | II |
| Measureable Result | 5.06 | III |
| Packaging | 4.74 | IV |
| Advertising | 4.53 | V |
| Easily available | 4.37 | VI |
| Price | 3.53 | VII |
| Other factors | 2.86 | VIII |

Source: Primary data

The above table clearly spells out that quality has been ranked as first, Healthy and long lasting harmless as second, Measureable result is third, Packaging is fourth, Advertising is as fifth, Price is seventh and other factors are ranked last.

2.19 Opinion about the changes of lakme products

This table is enquired about the opinion on the changes of Lakme products

Table 19: Opinion about the expected suggestion for lakme products

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|----------------------|--------------------|-------------------------------|
| 1 | More products range | 45 | 30 |
| 2 | More shades | 37 | 24.6 |
| 3 | Small size packaging | 58 | 38.6 |
| 4 | All the above | 10 | 6.6 |
| | Total | 150 | 100 |

Source: Primary data

It is understood that out of 150 respondents, 38.6 per cent feels the need of small size packaging, followed by 30 per cent expects more products range. 24.6 per cent wants more shades and the remaining 6.6 per cent demands all the above.

2.20 Opinion about brand shifting towards other brands

The researcher gathered opinion from the sample respondents about brand shifting.

Table 20: Opinion about brand shifting

| S. No | Particulars | No. of Respondents | Percentage of the Respondents |
|-------|-------------|--------------------|-------------------------------|
| 1 | Yes | 37 | 24.6 |
| 2 | No | 113 | 75.3 |
| | Total | 150 | 100 |

Source: Primary data

The above Table clearly shows that out of 150 respondents 75.3 per cent of the respondents are of the opinion that they will not shift to another brand as they are very much satisfied with the quality of the Lakme. It shows the brand loyalty of the customers. The remaining 24.6 per cent feels that they will shift to other brand with low price.

2.21 Conclusion

Consumer satisfaction is the vital aim of any business concern. In India, businessman treats consumer as “God” and always eager to provide excellent products and services.

Women all over the world are always expected to look good and exception. Thus, it becomes natural for women to try and look good and use beauty products that help enhance their looks and style. With globalization, liberalization of Indian economy, the changing demographics and their income levels there is more and more concern to look good as today's women more concentrate in cosmetics.

The present research report provides some insight in this matter. The concluding remark of the study is that the majority of the respondents have favourable attitude and perception of women towards Lakme in terms of quality, Healthy and long lasting harmless, price, packaging and measurable results etc and if the aforesaid suggestions are carried out effectively by the Lakme, then it will have the booming future.

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