A STUDY ON CONTENTMENT ANALYSIS OF LAKME PRODUCTS IN VILLUPURAM

Dr. T. R. ANANDHI, Associate Professor, PG Department of Commerce, Theivanai Ammal College for Women (Autonomous), Villupuram

M. Haritha, N. Hemalatha, M, Janani Sri, S. Janani, (III B.Com) Theivanai Ammal College for Women (Autonomous), Villupuram.

ABSTRACT

Cosmetic market is one of the best growing market sections which have been competitive and grown continually during the past few years. The research attempts to study the consumers contentment towards Lakme products in Villupuram. The purpose of this study is to identify the consumer contentment on Lakme products. The data was collected from 50 respondents through primary data by the structured questionnaires. Statistical tools such as percentage analysis, chi-square analysis, cross- tabulation analysis has been used to analyse the data. It is suggested that the price of the products to be reduced and cosmetic stores should reduce their advertising spending particularly in Urban areas and focus on online advertisement to reach new generation customers. It is concluded that contentment was important factor to forecast the sales of any product in a particular area. Consumers are motivated by the advertisement as well as majority of the respondents are satisfied by the way of availability, quality, quantity.

Keywords: Contentment, Awareness, Lakme products.

INTRODUCTION

Customer Satisfaction has been a subject of the great interest to the organizations and researcher like. The prime objective of organizations is to maximize profits and to minimize cost. Profit maximization can be obtained through increasing sales with lesser costs. One of the important factors that can help to increase sales is customer satisfaction, because satisfaction leads to customer loyalty, recommendations and repeat purchasing. A customer is an individual or business that purchases the goods or services produced by a business. Attracting customer is the primary goal of the businesses, because it is the customer who creates for goods and services. Lakme is an Indian cosmetics brand which is owned by Hindustan Unilever.

MEANING OF MARKETING : Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, and selecting distribution channels. It also includes developing and implementing a promotional strategy incorporating both outbound and inbound marketing.

1.2 DEFINITION OF MARKETING:

According Dr Philip Kotler defined marketing as "The science and art of exploring, creating,

and delivering value to satisfy the needs of a target market at a profit.

According to Sue R.E. Germanian "Marketing should be channel agnostic, data driven and customer-centric. This provides measurable results leveraging the marketplace at large responding to consumer/business interests and needs".

REVIEW OF LITERATURE

P. Maria Sahaya Rossiyana (2019) In her research article "Brand Preference of Women towards Lakme products – An Empirical study with reference to Thoothukudi, Tamilnadu" set out to study the different varieties of Lakme products and to identify the reason for preference of Lakme products. They have collected both primary and secondary data for analysis. They have used SWAT analysis for their study. They have concluded that consumers believe that makeup products will enhance their natural beauty, feel presentable and increase their confidence level.

R. Rajasekaran, K.S. Banu (2020) In their research article "Awareness and Perception of Women Consumer on Cosmetic Brands in Coimbatore" set out to identify the level of satisfaction on cosmetic brands and to analyse the usage of cosmetic brands by consumer. They have collected both primary and secondary data for analysis. They have used simple percentage, chi-square, mean value and ANOVA for their study. They have concluded that marketing is getting a good response from the women consumer and the level of awareness also increases that show the market trend is positive and overwhelming.

Dr.M.Aarthi, Ms.G.Atchaya (2020) In their research article "Comparative Analysis of Cosmetic Products Maybelline and Lakme in Coimbatore" set out to analysis the consumer's satisfaction towards the product and to identify the buying behavior of Maybelline and Lakme products. They have collected both primary and secondary data for analysis. They have used simple percentage technique and ranking techniques for their study. They have concluded that consumers preferred to purchase ayurvedic product, they wait for the brand during nonavailability emerging as important source of information, the actual brand decision is taken by them.

Dr. Pushpraj Wagh (2021) In his research article "A Study of Consumer Behavior Towards
Cosmetic products with Reference to Lakme" set out to study various factor affecting consumer behavior towards cosmetic products with special reference to Lakme and to study the awareness of consumer towards cosmetic products. The researcher has collected primary data for analysis. He have used factor analysis, chi-square, simple percentage analysis and pie chart were used for statistical analysis for his study. He has concluded that most of the respondents are satisfied with the Lakme products and they are willing to recommend the product to others.

K. Manimekalai (2019) In her research article "A Study on Consumer Buying Behavior towards Lakme Product" set out to analysis the consumer's awareness level towards Lakme products and to find out the satisfaction level of consumer towards Lakme products. They have collected both primary and secondary data for analysis. The researcher has used percentage analysis for her study. She has concluded that the more of men also are interested to use cosmetic products. Lakme should launch new categories of beauty products for men. Consume Behavior is more important factor to forecast the sales.

STATEMENT OF PROBLEM:

Today the consumers are ruling the market. A firm has to be constantly innovating and understanding the latest consumer's need and wants. By introducing of other new brand cosmetics some customer are changing their preference to other brand cosmetics. So to find the reason why the consumers are switching over to other brand and to know why customers are choosing the particular brands in the market. These studies also help to know various marketing variable such as price and product factors of Lakme products.

OBJECTIVES OF THE STUDY:

1.   To study the customer contentment on Lakme Products.

2.   To identify the preference of customers on Lakme Products.

3.   To find the facts that pushes the customer to go for purchase of Lakme Products.

4.   To analyse and evaluate the factors which determines the purchasing decision.

RESEARCH DESIGN:

This study is based on both primary and secondary data. The primary data was collected from well structured questionnaire. Secondary data were collected from books, journals, websites etc. this research has adopted convenient sampling technique for collecting data from 50 respondents. Statistical tools used for the research are percentage method, chi-square and cross tabulation is used for analysis of data. The result of the research is presented through tables.

RESEARCH HYPOTHESIS:

Hypothesis 1:

H_o: - There is no significant relationship between age of the respondent and amount spent on Lakme products.

H_a: - There is significant relationship between age of the respondent and amount spent on Lakme products.

Hypothesis 2:

H_o: - There is no relationship between occupation of the respondent and amount spent on Lakme products.

H_a: - There is relationship between occupation of the respondent and amount spend on Lakme products.

STATISTICAL TOOLS USED:

1.   Percentage analysis

2.   Chi-Square Analysis

3.   Cross Tabulation Analysis

DATA ANALYSIS AND INTERPRETATION

1.   FREQUENCY ANALYSIS

Table 1 : Frequency analysis of Age, Gender, Qualification, Occupation and Monthly Income

S NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	AGE		
	Below 18	18	36%
	19-25 years	23	46%
	26-30 years	5	10%
	Above 31 years	4	8%
2	GENDER		
	Male	1	2%
	Female	49	98%
3	EDUCATIONAL QUALIFICATION		
	Higher Secondary	3	6%
	Diploma	4	8%
	Graduate	38	76%
	Post Graduate	5	10%
4	OCCUPATION		
	Government Employee	0	0%
	Private Employee	11	22%
	Student	37	74%
	Self Employed	2	4%
5	MARITAL STATUS		
	Married	10	20%
	Unmarried	40	80%

SOURCE: Primary Data

INFERENCE

From the above table 1, it is inferred that, majority 46% of the respondents are under the age group of 19-25. 98% of the respondents are female remaining are Male. 76% of the respondents are Graduates. 74% of the respondents are Students. 80% of the respondents are unmarried.

TABLE 2: FREQUENCY ANALYSIS

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	AWARENESS MODES OF LAKME PRODUCTS		
	Through television	30	60%
	Through magazine	3	6%
	Through friends	13	26%
	Through relatives	4	8%
2	FACTOR INFLUENCING PURCHASE OF LAKME PRODUCTS		
	Quality& Quantity	23	46%
	Price	4	8%
	Package	9	18%
	Shades	14	28%
3	USAGE PERIOD		
	Less than a year	14	28%
	1-3 Years	16	32%
	3-6 Years	11	22%
	More than 5 Years	9	18%
4	PRICE OF LAKEME PRODUCTS		
	Very High	19	38%
	High	9	18%
	Moderate	18	36%
	Low	4	8%
5	PURPOSE OF USING LAKEME PRODUCTS		
	Eyes	26	52%
	Lips	11	22%
	Nail	4	8%
	Whole Body	9	18%

SOURCE: Primary Data

INFERENCE:

From the above table 2, it is inferred that majority 60% of the respondents is aware through Television. 40% of the respondents is influenced by the quality and quantity of the Lakme products. 32% of the respondents are using Lakme products for 1-3 years. 32% of the respondents are felt that price of the Lakme products are Very High. 52% of the respondents are using Lakme for Eyes.

HYPOTHESIS 1:

CHI-SQUARE FOR AGE AND AMOUNT SPENT ON LAKME PRODUCTS

AGE	Less than Rs 500	Rs.500-Rs.1000	Rs.1000-Rs.1500	Above Rs 1500	TOTAL
Below 18	11	5	1	1	**18**
19-25 years	8	11	4	0	**23**
26-30	3	2	0	0	**5**
Above 31 years	0	3	0	1	**3**
TOTAL	22	21	5	2	50

SOURCE: Primary Data

CALCULATION

O	E	O-E	(O-E)2	(O-E)2/E
11	7.92	3.08	9.4864	1.1977
5	7.56	-2.56	6.5536	0.8668
1	1.8	-0.8	0.64	0.3555
1	0.72	0.28	0.0784	0.1088
8	10.12	-2.12	4.4944	0.4441
11	9.66	1.34	1.7956	0.1858
4	2.3	1.7	2.89	1.2565
0	0.92	-0.92	0.8464	0.92
3	2.2	0.8	0.64	0.2909
2	2.1	-0.1	0.01	0.0047
0	0.5	-0.5	0.25	0.5

0	0.2	-0.2	0.4	2
0	1.32	1.32	1.7424	1.32
3	1.26	1.68	2.8224	2.24
0	0.3	-0.3	0.09	0.3
1	0.12	0.88	0.7744	6.4533
TOTAL				**18.4434**

THE CALCULATED VALUE IS = 18.443

DEGREE OF FREEDOM   = (C-1) (R-1)

$$= (4\text{-}1)(4\text{-}1)$$

$$= (3)(3)$$

$$= 9$$

For 9 degree of the table value of the Chi-Square is 16.919 at 5 % of the level of significance.
Since the calculated value is higher than table value. The Alternative Hypothesis is rejected. There is no significant relationship between age of the respondents and amount spent on Lakme products.

HYPOTHESIS 2:

CROSS TABULATION FOR OCCUPATION AND AMOUNT SPENT ON LAKME PRODUCTS

Occupation	Less than Rs 500	Rs. 500 – Rs. 1000	Rs. 1000 – Rs. 1500	Above 1500	TOTAL	PERCENTAGE
GOVERNENT EMPLOYEE	0	0	0	0	0	0%
PERCENTAGE	0%	0%	0%	0%	0%	
PRIVATE EMPLOYEE	3	6	1	1	11	22%
PERCENTAGE	6%	12%	2%	2%	22%	
STUDENT	19	14	3	1	37	74%
PERCENTAGE	38%	28%	6%	2%	74%	
SELF EMPLOYED	0	1	1	0	2	4%
PERCENTAGE	0%	2%	2%	0%	4%	
TOTAL	22	21	5	2	50	100%
PERCENTAGE	44%	42%	10%	4%	100%	100%

Source: Primary Data

It is interpreted that the Cross Tabulation was done between the two variables namely Occupation and amount spent on purchases of Lakme products. As per marginal distribution 74% in the students group makes purchases decision on Lakme products. 38% of respondents students spent less than Rs. 500 per month.

As per conditional distribution 44% of the respondents spent less than Rs. 500 per month on purchases of Lakme products. The P value is significant and positive and strong. So, there is a significant relationship between Occupation and the amount spent on purchases of Lakme products.

CONCLUSION

The cosmetic is considered as a powerful weapon which the women feel would transform their normal looks to an attractive and presentable one. The younger generation is especially more inclined towards buying cosmetic products when compared to older generation. Consumers are motivated by the advertisement as well as majority of the respondents are highly satisfied by the way of availability, quality and quantity. Hence the concerned authorities should take proper functioning and regularize the supply of products to the markets.

The customer contentment is important factor to forecast the sales of any product in a particular area. The market is getting good response from the women consumer and the level of awareness also increases which shows the market trend is positive

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