

**THE STUDY ON CUSTOMER SATISFICATION TOWARDS LAKME COSMETICS  
PRODUCTS IN SRIVILLIPUTTUR  
RESEARCH PROPOSAL**

### **1.1 INTRODUCTION**

Customer satisfaction is a measure of how well a company's products, services, and overall experience meets or exceeds customer expectations. It's a key indicator of customer loyalty and business success. The 3 C's of customer satisfaction Commitment, Communication, and Consistency. These 3C's are the base for the success of the business units. Customer satisfaction is defined as a measurement that determines how happy customers/consumers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

### **1.2 COSMETICS**

Cosmetics can contain a variety of ingredients, including water, emulsifiers, preservatives, thickeners, alcohols, herbs, scraps and aromatic hydrocarbons. The examples of cosmetics are as follows:

- Makeup, such as foundation, eye shadow, mascara, and lipstick
- Hair coloring, straightening, cleansing, or styling products
- Nail polish
- Body wash
- Moisturizers
- Perfumes
- Shampoos

Cosmetics can be natural or synthetic. Some examples of synthetic thickeners include carbomer, cetyl palmitate, and ammonium acryloyldimethyltaurate. Cosmetics are used to clean, improve, or change the appearance of the skin, hair, nails, teeth, or complexion.

### **1.3 LAKME COSMETICS**

Flashback to the early fifties, India was a young country and typically possessed all of the economic troubles of a budding economy. Naturally, Prime Minister Nehru was concerned about the Indian middle and upper class ladies giving away valuable foreign exchange buying cosmetics from the West. To help change matters, Nehru asked industrialist JRD Tata to step in. He was the only one with the necessary entrepreneurship to make a difference to appeal to Indian ladies, the brand had to have an aspirational touch-be affordable to all classes and yet find resonance across the board. After much deliberation, he decided to call it Lakme--incorporating the dramatic and glamorous appeal of the French opera after which it was named. Interestingly, the name is a western derivative of the Indian Goddess of Wealth--Lakshmi. But there's no way Indian ladies would be buying anything called Lakshmi kajal or lipstick- and so Lakme it was.

Lakme has also played on pricing for its revamped range for the working woman. It is priced between Rs.200 and Rs.600, bringing it within the reach of most. International brands such as Revlon, Chambor and even L'Oreal Paris are all priced over Rs.500, and Maybelline is the only mass-market brand among the global players. Over the decades, Lakme has not restricted itself to manufacturing make-up, but exploring the world of glamour in its entirety. From Lakme salons to cater to your daily make-up needs to a fashion week and school of style, the brand has gone the distance.

For starters, the Lakme Fashion Week is a bi-annual fashion event that takes place in Mumbai in February and August every year. It is run by the Fashion Design Council of India (FDCI), its title sponsor is Lakme, first started in 1999, it features the creme de la creme models and stars of the Hindi film industry, not to forget the most coveted and respected names in the world of fashion. From Arjun Rampal to Malaika Arora Khan, Aishwarya to Kareena to DeepikaPadukone, it has featured the best looking people on the Indian landscape-and launched many an iconic career.

### **1.4 STATEMENT OF THE PROBLEM**

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 to attract new customers in competitive business environments. It is applicable to all products especially cosmetics

products. Lakme is the country's first cosmetic brand to introduce makeup to Indian women and takes pride in being the Indian beauty expert for over 65 years. It is a complete beauty brand spanning color cosmetics & skin care and extends to beauty services through the network of Lakme Salons. Many women are benefitted by using Lakme products. Hence, an attempt has been made to study the customer satisfaction towards Lakme Cosmetics products.

### **1.5 SCOPE OF THE STUDY**

The present study finds out the origin and step by step growth of Lakme Cosmetics Company and product profile. It also studies the socio-economic profile of the customers and their satisfaction towards the usage of Lakme Cosmetics products. In this juncture an attempt was made to study the role of cosmetic products to fulfill the needs and wants of the customer's and to what extent the company is concentrating on quality, quantity, price, design and fragrance of the products.

### **1.6 OBJECTIVES OF THE STUDY**

The objectives of the study are as follows:

1. To know about the history and evolution of Lakme Cosmetics products
2. To study the socio-economic profile of the respondents
3. To examine the customer satisfaction towards Lakme Cosmetics products
4. To give suggestions on the basis of findings of the study

### **1.7 HYPOTHESIS**

**To attain the above said objectives, the following hypothesis is framed.**

- There is no significant association between Educational level of the respondents and their level of satisfaction of lakme products.
- There is no significant association between Monthly income of the respondents and their social media and online presence of lakme products.
- There is no significant association between Marital Status of the respondents and their Brand Comparison of lakme products.
- There is no significant association between Nature of Residence of the respondents and their Recommendations of lakme products.

## **1.8 RESEARCH METHODOLOGY**

Research methodology is a blue print which shows the researcher to carry out the research in an eminent way. It indicates research design, data used, and tools for data collection, sample size, data processing, statistical tools used, and area of the study. It may be understood as those methods or techniques that for conducting research. Methodology gives true path to find solution to a certain problem.

### **1.9 Research Design**

This is an empirical study as the study is based on the opinion given by the respondents and published sources. It helps to collect measure and analyze data. The present study customer satisfaction towards Lakme Cosmetic Products. This study is both descriptive and analytical in nature. It is descriptive in the sense that it exists at present and it includes facts and findings. It is analytical in the sense of analyzing the data for taking decisions.

### **1.10 Source of Data**

In research methodology, “Source of Data” refers to the origin or location where information is collected for research, analysis, or decision-making. The study is mainly based on primary and secondary sources.

#### **1.10.1 Primary Data**

Original data collected first hand by the research specifically for their research purposes. Primary data has been collected from the respondents who are buying/using Lakme cosmetics products.

**Examples:** Surveys, Interviews, Experiments, Observations, Questionnaires.

#### **1.10.2 Secondary Data**

Data that has already been collected by someone else and its used for a different purpose. Secondary data can be useful in research as it can provide a starting point or context for the further investigation.

**Examples:** Textbooks, Journals, Magazines, Research Proceedings and Websites, Published

## **1.11 Sampling Design**

A Sampling design is a plan for selecting a subset (Sample) from a larger population to study, aiming to draw conclusion about the entire population based on the sample's characteristics. This involves determining the Sampling Method, Sample Size, and other crucial aspects for accurate and reliable findings.

### **1.11.1 Sample Size**

The sample size is 80 respondents.

### **1.11.2 Sampling Technique**

Convenient random sampling technique has been applied for the selection of 80 respondents.

### **1.11.3 Area of the Study**

The area of the study is Srivilliputtur.

### **1.11.4 Data Processing**

After completing the survey, the raw data were coded, edited and tabulated for easy processing.

## **1.12 PERIOD OF THE STUDY**

The data has been collected and analyzed during the four months from January 2025 to April 2025 and the report has been prepared during this month.

## **1.13 LIMITATIONS OF THE STUDY**

The limitations of the study are as follows:

- The data has been collected from the respondents in Srivilliputtur only.
- Only 80 respondents are taken for the study.
- The study has been conducted based on the responses of the selected respondents of srivilliputtur.
- The study covers three broad areas – skin care, hair care, eye care products. An array of cosmetic products that flood the market comes under these three categories. But this study covers only three categories under cosmetics. These skin care, eye care and hair

care products were exclusively used by the women population only, so men were not included in this study.

#### **1.14 SUGGESTIONS**

Some suggestions are offered to increase the turnover the Lakme products.

- Target selling for the dealer / agent can increase the sales of company.
- The company must concern to the satisfaction of customer demand.
- The company and dealer should develop its marketing information system up to date information of competitor's policy, price and product, target market, so the company can know its strengths and weaknesses.
- Brand preference studies reveal that comparatively there is more preference for Lakme among consumers so in order to attract and maintain his consumers. Advertising programs should be intensified.
- Perception of the consumer is changing rapidly. They seek new benefits and values in their preferred brand. Moreover, consumer likes to have brand at low rate. So Lakme should insert it so as to meet the changing preference of the consumer.
- Lakme is the market leader in make-up products. Most of the consumers are brand loyal. They should be treated as intangible assets. Lakme should ever strive to satisfy them.

#### **1.15 CONCLUSION**

Lakme is preferred by most of the Indian women because it is friendlier to skin. It does not cause any allergy and itches while using it. During the beginning stages of introduction, it is only for rich people, models and actresses. But after in the year 2000, most of the people preferred to use Lakme products as a result of attractive advertisement. College students have used it to the large extent. Word of mouth influence the others to use it. Even though lot of cosmetic products, Lakme does not lose its customer base because of its quality, eminence and excellence.