

A Study on Brand Awareness and Customer Preferences towards Lakme Skincare Products.

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ABSTRACT:

The purpose of this study report is to explain the relationship between brand awareness and customer preferences for Lakme skincare products. The study investigates how customers' awareness of the Lakme brand effects their skincare product preferences. It goes on to look at the elements that lead to brand loyalty and preferences, as well as the impact of customer preferences on brand loyalty and preferences. The study uses both qualitative and quantitative data analysis to collect and assess information on customer preferences and satisfaction with Lakme skincare products. This research also offers possible areas for Lakme to improve its product development, customer engagement, customer satisfaction, and communication strategies.

*Keywords:

Customer,Brand,Awareness,Preference.

I. INTRODUCTION:

In today's highly competitive business, building and maintaining a strong brand is vital for the success of any product or organisation. Skincare products are in high demand in today's society since everyone is concerned about their skin. As a result, beauty products, brand awareness, and client preferences all play an important role in determining a business's success. This study will concentrate on Lakme skincare products, a well-known brand in the cosmetics market, in order to better understand customer brand awareness and preferences for Lakme skincare products.

Lakme is a well-known brand that was founded in 1952 and has since grown in recognition and reputation. Over the years, it has established a strong market presence and earned the trust and loyalty of its clients. The company specialises in providing a comprehensive selection of skincare

products for various skin conditions, such as moisturisers, cleansers, facewashes, serums, masks, and so on.

Brand recognition is a critical factor that influences consumers' decision-making process when selecting skincare products. It determines how people recognise, recall, and associate a brand with specific traits. The purpose of this research is to look into the aspects that influence brand awareness.

Understanding customer preferences is critical for the growth and success of a company. The study attempts to determine the major characteristics that drive consumers' preferences for Lakme skincare products by getting insights into their preferences. It investigates product quality, efficacy, packaging, price, brand reputation, and the impact of marketing methods on customer decision making.

To meet the study's aims, a combination of quantitative and qualitative data collection methods are used. Surveys and questionnaires are used to assess client happiness, brand recognition, and preferences for Lakme skincare products. To test their level of familiarity and understanding, participants are asked to score their liking and trustworthiness towards Lakme skincare.

This study's findings will be valuable as it strives to improve Lakme skincare product offers and develop effective marketing tactics. Lakme can find areas for improvement, customer satisfaction levels, understand consumer expectations, and further create goods based on client expectations and preferences by evaluating data. The research looks at market trends, customer behaviour, and brand positioning in the Skincare or Cosmetics industry.

Finally, the study focuses on customer preferences and brand awareness towards Lakme

skincare products in order to provide insights on the factors that influence customer choices in order to help the brand maintain its brand reputation and brand loyalty by engaging with its customers choices.

II. LITERATURE REVIEW

• **Baby Maheshwari, Mr. P. Vimal Kumar (May 2021)** - The effect of advertising on the brand image and brand identity of cosmetics was identified in this study. A study demonstrating the widespread use of Lakme cosmetics in India. The items fulfil and satisfy company expectations in accordance with customer expectations. Online branding, promotions, and marketing are critical for skincare cosmetics items in order to deliver information to buyers.

• **P.Maria Sahaya Rossiyana (2019)**- In her research work "Brand Preference of Women towards Lakme Products," P.Maria Sahaya Rossiyana conducted a study for several variations of Lakme goods in order to uncover factors influencing customer preferences towards Lakme products. SWOT analysis was employed in this investigation.

• **Lakshmi Y P Sai and Suresh Babu M (2019)** investigated the elements that influence consumer behaviour when it comes to cosmetics. They explored how internal elements such as attitude, motivation, perception, and learning, as well as social and cultural influences, as well as external factors such as pricing, advertising, and physical qualities, shape consumer behaviour.

• **Anjana S. S. (2018)** aimed to uncover the elements influencing customer purchasing behaviour for cosmetic items in her research. It was determined that the most important aspects influencing consumer behaviour include brand, packaging, pricing, advertising, and so on.

• **Sumathi and Dr Begum Mustiary (2016)** did a study in Mangalore city to investigate the impact of cosmetics advertising on consumer behaviour. Customers' purchasing decisions are influenced by their tastes, preferences, and brand awareness. They went on to say that environmental and psychological factors influence customer taste and preferences as well.

• **Gupta and Jain's Study:** Gupta and Jain (2014) studied brand awareness and its impact on customer preference. Their research found a link between brand awareness and customer preferences. Lakme's regular advertising and product placement methods are likely to have contributed to the brand's high recognition levels, influencing consumers' skincare product purchasing decisions.

RESEARCH OBJECTIVES

- To determine the current level of brand awareness among the target client category for Lakme Skincare products.
- Determine the factors influencing brand awareness and perception of Lakme skincare products.
- To determine the customer preferences regarding Lakme skincare products.
- To understand the perception of customers towards Lakme skincare products in terms of quality, effectiveness etc.
- To explore the factors influencing customers decision-making process when purchasing Lakme skincare products.
- To identify potential areas of improvement for Lakme skincare products based upon customer preferences and feedback.
- To provide recommendations for enhancing brand awareness and customer preferences in the skincare industry, specifically focusing on Lakme products.

SCOPE OF STUDY

The scope of the study on brand awareness and customer preferences for Lakme skincare products includes a thorough examination of numerous elements connected to brand recognition and consumer preferences. The study's goal is to determine how familiar consumers are with the Lakme brand and its skincare products. It also aims to elicit customer preferences and comments about Lakme's skincare offerings, such as satisfaction, perceived quality, and efficacy. Surveys and questionnaires are used to assess customer awareness, brand impression, and purchasing behaviour. Lakme can increase customer happiness and brand loyalty by better knowing customer preferences.

RESEARCH METHODOLOGY & DATA COLLECTION.

The research methodology shows the planned approach for investigating brand awareness and customer preferences towards Lakme skincare products. This study seeks to generate significant insights that can inform Lakme's marketing strategy and product development by utilising a quantitative research design, a structured questionnaire, and statistical analytic tools.

Analysis of both primary and secondary data is done.

The research methodology provides a brief overview of the planned approach for investigating brand awareness and customer preferences towards

Lakme skincare products using a sample size of 200 participants.

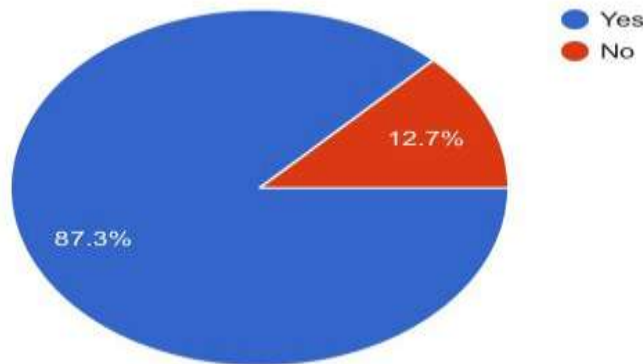
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III. FINDINGS

Percentage analysis

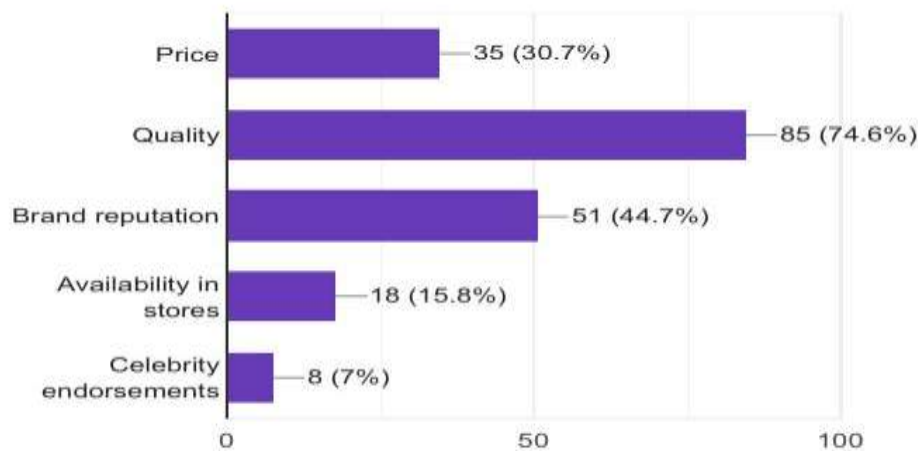
- 55.1 % respondents are female and 44.9% are male respondents
- 55.9 % are in the age group between 18-25, 24.6% are between 26-44, 14.4% are between 45-54 and rest 55 or above

- 97.5% respondents are aware of the brand Lakme.
- 53.4% has heard about the brand through television advertisements, 55.1% through online advertisements, 47.5% through social media platform, 20.3% through word of mouth, 16.1 % through instore promotions & 0.8 % through other sources.
- 87.3% respondents have used Lakme skincare products & 12.7 % haven't.



- Among the majority respondents the mostly used Lakme skincare products are Lakme face moisturizer (43.6%), Lakme Facewash (51.8%), Lakme face serum (31.8%), Lakme Day cream (26.4%) and Lakme night crème (20%)
- 51.7% considers Lakme products safe for skin and 44 % considers it as maybe safe.

- 33 % rated the quality of Lakme skincare as excellent, 52.2 % rated it as good and 13.9% rated it as fair.
- Amongst the factors influencing customer preferences 74.6 % preferences are based upon quality, 44.7% on brand reputation, 30.7% on price, 15.8% on availability in stores and 7% on celebrity endorsements.



- 94.9% respondents are very likely to recommend Lakme skincare products to others.

IV. SUGGESTIONS AND RECOMMENDATIONS

Based on the results of a study on brand recognition and customer preferences for Lakme skincare products, numerous recommendations can be given to the company. These suggestions are intended to improve brand perception, increase customer satisfaction, and boost market competitiveness. Here are some essential recommendations:

- Increase brand awareness by increasing the marketing efforts and allocating resources to brand promotion across multiple channels such as social media, television, print media, and influencers.
- Increase product availability by performing market research to identify gaps in the skincare product line and developing additional offers to meet customer demand.
- Increase client loyalty by improving customer engagement and support by responding to their questions and concerns and communicating with them through various channels.
- Conducting regular consumer surveys to gather input from customers in order to enhance product compositions, packaging, and overall customer experience.

V. LIMITATIONS

After the collection of data on a study regarding brand awareness and customer preferences towards Lakme skincare products, there can be several limitations which are as follows:

- The study's findings may be limited to the specific sample used, such as a certain demographic group or geographic area, making it difficult to apply the findings to a larger population.
- The data collected may be based on participant self-reports, which might be subjective and biased.
- Non-respondents may have different opinions or preferences than those that participated.
- The data for the study may have been collected within a specified time frame, and customer preferences can change over time owing to a variety of reasons such as market trends, new product releases, or adjustments in consumer behaviour.

VI. CONCLUSION

According to the study, successful marketing and communication techniques influenced client choices for Lakme skincare products. Participants mentioned that they were frequently exposed to interesting advertisements, social media platforms, television advertisements, and so on. Such marketing initiatives helped in

shaping customer opinions and building trust and desire in the company.

Overall, the study found that Lakme has high brand awareness and favourable client preferences in the skincare sector. The brand's reputation, high-quality products, affordable rates, and successful marketing methods have all contributed to its success and favourable consumer perception. With these insights, Lakme can continue to build on its strengths while identifying areas for improvement in order to keep its competitiveness in the skincare sector.

REFERENCES

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- [2]. **"Brand Preference of Women Towards Lakme Products," P.Maria Sahaya Rossiyana (2019)**. A study of many Lakme product variations in order to identify characteristics impacting client preferences for Lakme products.
- [3]. **Lakshmi Y P Sai and Suresh Babu M (2019)** explored the factors that influence consumer behaviour in the cosmetics industry.
- [4]. **Anjana S. S. (2018)** conducted research to discover the factors impacting customer purchasing behaviour for cosmetic items. Brand, packaging, pricing, advertising, and other factors that influence consumer behaviour are all important.
- [5]. **Sumathi and Dr. Begum Mustiary (2016)** conducted research to determine the impact of cosmetics advertisement on customer behaviour. Tastes, preferences, and brand awareness all impact customers' purchase decisions.
- [6]. **Gupta and Jain's Study: Gupta and Jain (2014)** studied brand awareness and its impact on customer preference. Their research found a link between brand awareness and customer preferences.