

# Brand Preference of Women towards Lakme products-An Empirical study with reference to Thoothukudi, Tamil Nadu

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## INTRODUCTION

“Beauty is when you can appreciate yourself, when you love yourself, that’s when you’re most beautiful.”



Lakme is an Indian company brand which is owned by Hindustan Unilever. Lakme is ranked as number one among the cosmetics brand in India. It was named after the French Opera Lakme which itself is the French form of Lakshmi who is renowned for her beauty.

### Branding :

Branding is a practice of creating a name ,symbol or design that identifies and differentiates a product from other products. An effective brand strategy gives a major edge in increasingly competitive markets.

### Brand preference:

Brand preference is when one chooses a specific company’s product or services when one have other, equally prices and available options. Brand preference is the reflection of customer loyalty, successful marketing tactics and brand strengths.

**Key Factor:**

- Lakme is the country's first cosmetic brand to introduce makeup to Indian women and takes pride in being the Indian beauty expert from over 65 years.
- It is a complete beauty brand spanning colour cosmetics and skin care, extends to beauty services through the network of Lakme Salons.
- The vision and mission of Lakme focus on encouraging people to do more, helping people feel good and reduce their impact on the environment.

**Objectives :**

- 1.To study the different varieties of Lakme product.
- 2.To identify the reason for preference of Lakme products.
- 3.To know about the 4P's of marketing mix.

**Varieties of Lakme Products:**

There are a quiet few makeup enthusiasts who like to stick to specific brand and most of them are in love with Lakme products. The study relates to top few Lakme products available.

**(i)LAKME CC CREAM:**

The Lakme complexion care cream act as a foundation with slight coverage which even out the skin tone without too much makeup and coverage. Applying Lakme CC Cream makes to feel light on the skin and have a dual benefit of moisturizer and makeup.

**(ii)LAKME EYESHADOW PALETTE:**

The palette comes in two distinct variants-Silver and Gold. This product is best suitable for beginners as it does not have heavy pigments .It is easy to use and has the advantage to last up to eight hours.

**(iii)LAKME EYECONIC MASCARA:**

The uniqueness of the Lakme Eye conic Mascara is in the curled shape of the wand. It makes the lashes look more striking and curled. It helps to separate the lashes and create the volume of look. This Lakme Eye conic Mascara is pitch –black in colour and is perfect for everyday wear.

**(iv)LAKME EYECONIC EYELINER:**

Lakme eyeliners are catered to suit the needs of nearly all the women of India. These products have been dermatologically tested and is safe to wear for a long period of time. It is smudge-proof and safe even for contact lens wearers.

**(v)LAKME LIP POUT:**

The Lakme lip pout is essentially a matte tinted lipstick. It comes up in twist up crayon and doesn't need to be sharpened. These product has good staying power and available in vibrant colours.

**(vi)LAKME MATTE LIP COLOUR:**

Lakme matte lip colour has come out with a range of lipsticks which contain Vitamin E and wheat germ oil, which keep the lip soft and moisturized. Lakme lip colours are easily affordable, highly pigmented and has lovely texture.

**(vii)LAKME SUN EXPERT:**

The Lakme sun expert UV, vows to combat discolouration and fine lines caused by the sun. It protects the skin from the harmful UV rays and is suitable for all skin types. The lotion has subtle shimmer that reflects sunlight and makes skin glow.

**(viii)LAKME COMPACT POWDER:**

The Lakme Compact contains Vitamin E and a special oil absorbing formula that keeps the skin look shine free. An excellent product for oily skin as it helps to combat the oil and gives a matte finish.

**REASONS FOR PREFERNCE OF LAKME PRODUCT:**

*“LAKME IS AT THE FOREFRONT OF PRODUCT INNOVATION. ALMOST EVERYONE HAS SOMETHING IN THEIR (COSMETIC) COLLECTION” said Mumbai-Based Fashion Choreographer LUBNA ADAMS.*

Beauty plays a vital role in today's world. According to the study most women are attracted to Lakme products to meet the following needs:

- Women purchase and spend more on beauty products for psychological reasons like self-esteem and boosting their attractiveness to men.
- Skin condition can be improved by applications of preventative and treatment creams which improves moisturization, tone, wrinkle and blemish reduction associated with skin ageing.
- Skin tone can be protected from sun damage by appropriate use of Lakme sunscreen products.

- Appearance can be improved by using shaded products such as foundation, lipsticks, eye shades and nail products

The brand has been positioned as India's Largest /Biggest beauty care and cosmetic

brand reaching out to nook and corner of the country. Lakme highlights the sensuality of the customer and gives them the medium to express their inner self and enabling customer to realize who they are.

## **SWOT analysis of Lakme:**

### **STRENGTH:**

- 1.Has high brand awareness- Lakme is well known brand and has high visibility in targeting customer
- 2.Extensive distribution system of parent company –Lakme products has a wide coverage of customer using conventional distribution system to make the products available at pharmacist, beauty parlour and salons.

### **WEAKNESS:**

- 1.Limited presence in the premium market-Lakme have presence in the value for money segment in which it is the leader. It has a wide range of products and price but when it comes to premium market which is growing at rate of 30% Revlon is the market leader.
- 2.Quality of Lakme salons-Falling quality of Lakme salons will result in the negative word of mouth which can affect sales and growth of company in future.

### **OPPORTUNITIES:**

- 1.Changing lifestyles-Migrating population and with the saturation of developed economies changing taste and preferences, education and changing lifestyle of the developing the economies had resulted into growth in the grooming segment.
- 2.Growing premium segment-There is a growth in the demand of premium segment goods of which grooming industry is not an exception.

### **THREAT:**

- 1.Increasing allergies –Due to changes in lifestyle the skin is becoming more sensitive due to which companies in the present case, face risk of losing sales on allergic grounds

2.Intensive rivalry-Intensive competition from the local, national, international players on price and availability factors is the major threat for the players in the segment in which it affects the industry as whole.

### LAKME MARKETING MIX 4P'S STRATEGY:

Marketing mix analysis the company which covers Product, Price, Place, Promotion.



#### Promotion:

Lakme has a wide range of product and service sin its marketing mix ,which are well portrayed in the website and stores.

- Lakme Makeup – includes face, eyes, lips and nails and all these products are well categorized in two segments-application area and range

Skin needs- hydration, anti-aging, skin- brightening, cleansing, skin care and makeup moisturizing, sun protection.

- Lakme salon- which offers show shopping collection, runway menu, salon offers, franchise options, teaching academy, gift cards, loyalty programs ,salon locators.

#### Price:

Lakme has targeted many customer and is priced according to the needs of customer. Lakme come with largest varieties and targeted with many working ladies with little higher price than basic products. As a result of the customer friendly strategy Lakme stands out as a leading domestic brand for cosmetics in India.

**Place:**

Lakme has made sure to be available in all parts of the country with utmost ease and conveniences. It is easily available in all kinds of stores including retail outlets, convenience shops, hyper markets, malls etc...Lakme has its salons widespread across major cities in India and is coming up with projects in new cities as well.

**Promotions:**

Through its rigorous ad campaigns involving leading actresses and promotions in television ,online ads, magazines, newspapers etc. Lakme has always maintained a position in the minds of the customers. Lakme has been aggressive in its promotion strategy. It has many leading models as brand ambassadors and well developed training centers to train people in becoming professionals. All these activities helps Lakme to promote its brand positively and maintain a good relationship with customers.

**CONCLUSION:**

Thus, every woman has a dream to stay young and beautiful is everlasting. Makeup product are powerful weapon which transforms normal looking women to beautiful and attractive one. This study helps to analyze the brand preference, varieties of Lakme products and marketing mix of the Lakme products. Cosmetic consumers believe that makeup products will enhance their natural beauty , feel presentable and increase their confidence level. The primary attribute which helps to prefer Lakme by various medias which help to access the rural customers to prefer Lakme .

*“MAKE-UP is not a tool meant to make an ugly thing beautiful,  
it is meant to magnify the beauty that already exists”*

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