

A Study on Lakme Cosmetics Products Towards its Brand Identity and Brand Image

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Abstract: The purpose of this study to analysis the Lakme brand identity and brand image as well as the usage of Lakme products in India and marketing strategy. Lakme products are helpful in creating awareness and perception among customers. Advertisements develop self-concepts in order to induce purchase decisions. Lakme product employs attention-grabbing tricks such as catchy words, celebrity endorsement, attractive packaging, promotion, and repeated messages etc. This study demonstrates the usage of Lakme products and the efficacy of Lakme's marketing strategies on the success of the cosmetic industry. It also covers topics such as data collection tools and the research method used for the project. Afterwards, a complete analysis of the collected data will be carried out and a conclusion will be drawn.

Keywords: Brand image, Marketing strategy, Brand identity, Cosmetics, Ads.

1. Introduction

The cosmetic industry in India is growing severely in the last few years. Although India local products have less demand as compared to international brands. Lakme is an Indian brand of cosmetics, owned through Hindustan Unilever. The ambassador of Lakme is Kareena Kapoor and Ananya Pandey. Lakme was ranked as a number 1 cosmetics brands in India. Lakme began as a 100% subsidiary of tata oil mills (tomco), part of the tata group; it was named after the French opera lakmé, which itself is the French type of Lakshmi, the goddess of riches, who is famous for her magnificence. It was started in 1952 famously because then prime minister Jawaharlal Nehru was concerned that Indian women have been spending valuable foreign exchange on beauty products and individually requested JRD Tata to manufacture them in India. Simone tata joined the company as a director and went on to become the chairperson. In 1996, tata sold off their stakes in Lakme lever to HUL, for Rs. 200 crore (45 million US \$). Lakme was positioned 104th among India's most believed brands and the next year it was positioned 71st on the rundown. In 2014, Lakme was positioned 36th among India's most believed brands as indicated by the brand trust report 2014. The company is the title sponsor for Lakme fashion week (LFW) a bi-annual fashion event that takes place in Mumbai.

2. Objectives

1. To analyze the usage of Lakme cosmetics.
2. To analyze the brand identity and brand image.

3. To study the marketing strategy behind Lakme products.

The study was limited to a small area that may not represent the entire Indian area. The sample size is 50, which is, of course, small compared to the total population. Because of the time limit, only a few people were selected for the study. The consumer sample was therefore insufficient to generalize the conclusions of the study. The collected data can lead to many interpretations and explanations. This is an empirical study. Research and research provide only an explanation that the researcher understands. The data source for the study is primary data using a self-administered questionnaire.

3. Review of literature

S. Bagiyalakshmi and S. Saranya (2017): 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. The study uses statistical techniques such as percent analysis and Chi-square test. In addition, a study may also be conducted to identify differences in the use of cosmetics by female students of the arts and sciences, engineering and other professional academy students. The behaviour of workers in cosmetics can also be studied.

Syed Kazim and D. G. Kantharaj (2015): In there study entitled Impact of Advertisements towards Customer Purchase Decision: A Study with reference to Cosmetic Products. In the last two decades, advertising has increased dramatically change. Advertising has a major impact on customers' purchasing decisions for specific brands. It is generally accepted that advertising can give a product or service special features that would otherwise be lacking. The study focuses on identifying the impact of advertising on the behaviour and attitudes of consumers, especially cosmetics, among young people aged 15 to 24 years. To find answers to the research problem, a descriptive search mode was used. The information was collected from primary and secondary sources. The study

was conducted in Bangalore with a sample of 100 people, focusing on the random sampling method for adolescents. The collected data were analysed by SPSS using various statistical techniques. The study then showed that there is a close relationship between cosmetics advertising and the buying decision of the customers. The result of the study would help the various stakeholders to exercise caution.

Nischay, K. Upamannyu, S. S Bhakar (2014): In their study entitled Examine the impact of customer satisfaction on branding and loyalty intent, directly and indirectly, based on a hypothetical model (MP) in India, in the recent Fair for a Cosmetic Fair at Gwalior. The measurements were standardized to make them suitable for the study. The number of factors was identified by the exploratory factor analysis for all variables. The current structural equation modelling was used in this study on AMOS 16. The SEM results show that there is a close relationship between customer satisfaction and brand image. The result of SEM also shows that there is a close relationship between the brand image and the intent to be loyal and that the relationship between customer satisfaction and loyalty intent was considered weak. The indirect relationship between customer satisfaction and loyalty through branding proved to be very strong. The measure of the benefit of the brand image is the functional, social, symbolic, experiential and aesthetic improvement. A survey was conducted among 250 respondents. The results also showed that overall satisfaction affects customer retention, which means marketers must focus on branding benefits to strengthen customer loyalty.

G. Syamala (2013): "Study of the products of Lakme company ltd. with reference to Pune city, Lakme is an Indian cosmetics brand from Unilever". It began as a wholly-owned subsidiary of Tata Oil Mills (TOMCO), part of the Tata Group, named after the French opera, the goddess of wealth. Lakme Indian Cosmetics was founded in 1952. The then Prime Minister Jawaharlal Nehru personally asked JRD Tata to make it in India. Simone Tata joined the company as a director and then became president. In 1996, Tata sold its shares for 200 crores (\$ 45 million) to HUL. Lakme still occupies a special place in the heart of Indian women. In this research report, customer satisfaction with Lakme is highlighted. In addition, an attempt is made to find out who the competitors are and which different Lakme products are used by the customers.

4. Methodology

An online survey of 15 questions will be sent to the Google Form. Participants are only women aged 18 to 25 years. The study was random and the survey method was used for data collection. The sampling plan covers the size of the population, the sampling element, the sample size and the sampling methods. The population of the current study consisted of all customers of the cosmetics brand on Lakme.

The investigation department includes:

- General question
- Problems with make-up

- Question about branding

Study area: The research area was Chennai, the capital of Tamil Nadu. It is in the southern part of India.

Sample size: The sample size of the study was 50 young respondents residing in Chennai.

Sampling technique: Sampling technique was selected for women only. Source and type of data: Data sources are primary data collected and interviewed by respondents in the study area.

Search help: The questionnaire was the main instrument for data collection. Primary data was used. Primary data is the information collected by respondents directly related to the research topic.

Data acquisition / processing: The collected data was then collected and analyzed using Excel software

5. Data analysis and interpretation

1) Do you prepare to wear makeup?

After receiving 50 valid participants it is shown that 48 % of the people wear makeup 44% of the participants wear sometimes, 8% of the participants answered No.

2) Are you a Lakme customer?

After receiving 50 valid participants it is shown that 68 % of the people wear makeup, 32% of the participants answered No. But the people who said no they are also customers of other cosmetic company it was proved in upcoming questions they are also wearing makeup but in other brands.

3) Other than Lakme which cosmetic brand do you use and why?

Maybelline, Nivea, Avon, loreal, lotus, chamber, Huda, Nykaa, mac.

4) When do you prefer to use cosmetics?

After receiving 50 valid participants it is shown that 18% of the people wearing the makeup all the time 18% of the participants wear college/workplace, 30% of the participants only wear on functions and parties, 34% of people wear all the time.

5) Do you think Lakme brand influence you to buy their product

After receiving 50 valid participants it is shown that 34% of people answered maybe and 22% of people answered no, 44% of people answered yes the people majority was answered as yes.

6) What is the frequency of your purchase of Lakme cosmetic brand?

After receiving 50 valid participants it is shown that 6% of people answered 1 month once they are buying the Lakme products and 20% of people answered 1 year once, 46% of people answered 3 months once then 28% people answered 6months once. The majority of the answered is 3 months.

7) How much do you spend on Lakme cosmetics?

After receiving 50 valid participants it is shown that 44% of people answered 100 to 500 they are buying the Lakme products and 42% of people answered 500 to 1000, 12% of people answered above 1000 then 2% people answered above

5000. The majority of the answered is 100 to 500.

8) *How do you come to know about this brand?*

After receiving 50 valid participants it is shown that 4% of people answered they came to know about the product magazine and newspaper and 30% of people answered in social media, 48% of people answered television then 18% people answered word of mouth.

9) *For how long you have been using this Lakme brand?*

After receiving 50 valid participants it is shown that 22% of people answered 1 to 3 years and 16% of people answered 1 year, 46% of people answered above 3 years then 16% people answered recently using.

10) *Do you find the availability of Lakme product in shops/outlets easily?*

After receiving 50 valid participants it is shown that 6% of people answered maybe and 6% of people answered no, 88% of people answered yes the people majority was answered as yes.

[above 5 questions are the options of agree, disagree, neutral, strongly agree, strongly disagree and age groups wear answered according to that].

11) *I can easily identify the Lakme logo*

After receiving 50 valid participants it is shown that 32% of people answered agree and 8% of people answered disagree, 8% of people answered neutral, 50% of people answered strongly agree, 2% of people answered strongly disagree.

12) *I know the tag line of the Lakme brand*

After receiving 50 valid participants it is shown that 24% of people answered agree and 20% of people answered disagree, 36% of people answered neutral, 18% of people answered strongly agree, 2% of people answered strongly disagree.

13) *The brand has a good reputation/image*

After receiving 50 valid participants it is shown that 52% of people answered agree and 2% of people answered disagree, 8% of people answered neutral, 38% of people answered strongly agree, 0% of people answered strongly disagree.

14) *The brand has greater emotional value*

After receiving 50 valid participants it is shown that 52% of people answered agree and 8% of people answered disagree, 26% of people answered neutral, 14% of people answered strongly agree, 0% of people answered strongly disagree.

15) *I used to see the review of the product before I used to buy*

After receiving 50 valid participants it is shown that 48% of people answered agree and 8% of people answered disagree,

32% of people answered neutral, 8% of people answered strongly agree, 2% of people answered strongly disagree.

6. Finding and conclusion

In this study, we discovered the impact of advertising on the brand image and brand identity of cosmetics. A study shows the use of Lakme products by most people who use it in India. The product fulfils the wishes of the company in addition to the wishes of the consumers. In one investigation, I found that people appreciated the easy availability of various products. Customers of Lakme products are therefore fully satisfied with the use of the products. Cosmetics industry in India - this section made it clear that cosmetics in India is not a new concept. People take care of themselves physically. The only difference is the addition of chemicals and technology to our personal care. Advertising and promotion are essential for cosmetics and personal care products to educate consumers about new products and strengthen brand loyalty. Advertising on television and in print media, such as newspapers and magazines, especially women's magazines, is widespread. Samples of toiletries are distributed to households and bag products are attached to magazines. During the promotional periods, free gifts are offered and promoted in the main local newspapers and on the Internet. and the image and identity of the Lakme product are primarily domestic products and much emphasis is placed on celebrity recognition. Lakme's marketing strategy is to offer new products year after year. Lakme will continue to enable cosmetics companies, like a great customer understanding, to develop suitable products, to correctly price them and increase their profitability.

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