

A Comparative Study of Customer Satisfaction With Reference To Lakme and Revlon.

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Abstract : *Lakmé is an Indian cosmetics brand which is owned by Hindustan Unilever. Having Kareena Kapoor as the ambassador, it ranked at number 1 among the cosmetics brands in India. Lakmé started as a 100% subsidiary of Tata Oil Mills (Tomco). It was named after the French opera Lakmé, which itself is the French form of Lakshmi (the goddess of wealth) who is renowned for her beauty. It was started in 1952 famously, because the Prime Minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and personally requested JRD Tata to manufacture them in India. Simone Tata joined the company as director and went on to become the chairperson. In 1996, Tata sold off their stakes in Lakmé Lever to HLL, for Rs 200 Crore (45 million US\$).*

Revlon Inc. operates as one of the world's leading cosmetics companies and markets its products in over 100 countries under such familiar brands as Revlon, Color Stay, Age Defying, Almay, and Skin-lights. Revlon also sells skin care products (Ultima II, Vitamin C Absolutes, Eterna 27), fragrances (Charlie), and personal care products (High Dimension, Flex, Mitchum, Colorsilk). Ronald Perelman, who gained control of the company in a nasty hostile takeover in 1985, owns approximately 83 percent of Revlon.

Keywords : *Lakme , Revlon, Products, brand, company.*

I. Introduction

Customer satisfaction (often abbreviated as CSAT, more correctly CSat) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. "In literature antecedents of satisfaction are studied from different aspects. The considerations extend from psychological to physical and from normative to positive aspects. However, in most of the cases the consideration is focused on two basic constructs as customer expectations prior to purchase or use of a product and his relative perception of the performance of that product after using it. Expectations of a customer on a product tell us his anticipated performance for that product. As it is suggested in the literature, consumers may have various "types" of expectations when forming opinions about a product's anticipated performance. For example, four types of expectations are identified by Miller (1977): ideal, expected, minimum tolerable, and desirable. While, Day (1977) indicated among expectations, the ones that are about the costs, the product nature, the efforts in obtaining benefits and lastly expectations of social values. Perceived product performance is considered as an important construct due to its ability to allow making comparisons with the expectations.

1. Importance and Significance of the Study.

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 you to attract new customers in competitive business environments.

- 1.1. It's a leading indicator of consumer repurchase intentions and loyalty.
- 1.2. Now a days the Customers are very brand conscious.
- 1.3. It reduces customer churn and increases customer lifetime value.
- 1.4. Positive branding can be achieved by excellent customer service.
- 1.5 Happy customers are returning customers

2. Scope

- 2.1. To know the customer satisfaction regarding Lakmé & Revlon.
- 2.2. To identify customer interest in buying products of Lakmé & Revlon.
- 2.3. To find service rendered by the company.
- 2.4. To know price impact on product purchase.
- 2.5. This study is useful to analyze the market performance of Lakmé & Revlon Products.
- 2.6. Provides information about consumer perception on different brands of Products.
- 2.7. This study gives information about consumer awareness on Lakmé & Revlon products.
- 2.8. This study is useful to know the satisfaction level with different attributes of Lakmé & Revlon.
- 2.9. The study is useful to know the consumer preference and their reasons to prefer the specific brand.

3. Objective

- 3.1. To understand the expectations and requirements of all the customers.
- 3.2. To examine the trends over time in order to take action on a timely basis.
- 3.3. Establishing priorities and standards to judge how well company has met the goals.
- 3.4. To analyze the awareness of the products of Revlon and Lakmé.
- 3.5. To study that towards which brand the customer is attracted more on the basis of price.
- 3.6. To know about the promotional activity performed to influence the customers.

II. Indentations And Equations

1. Research Methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

1.1 Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation, interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, journal, articles etc.

1.2 Sampling Framework

i. Population Definition:

The population for the research includes customers and retailers of Nagpur city.

ii. Sample Size:

Keeping into consideration the limitation of time, the researcher has taken the sample of 50 customers.

iii. Sampling technique:

By keeping in view the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material. Face to face interview also conducted with consumers.

1. Figures And Tables

1.1. Data Analysis and Interpretation

The data analysis and interpretation mainly concerns primary data collected in the form of questionnaire distributed among customers and retailers in Nagpur city. The response of data is shown with the help of graphs and charts prepared using MS-Excel 2007 software.

For Customers

Q.1 Which brand do you prefer in cosmetics ?

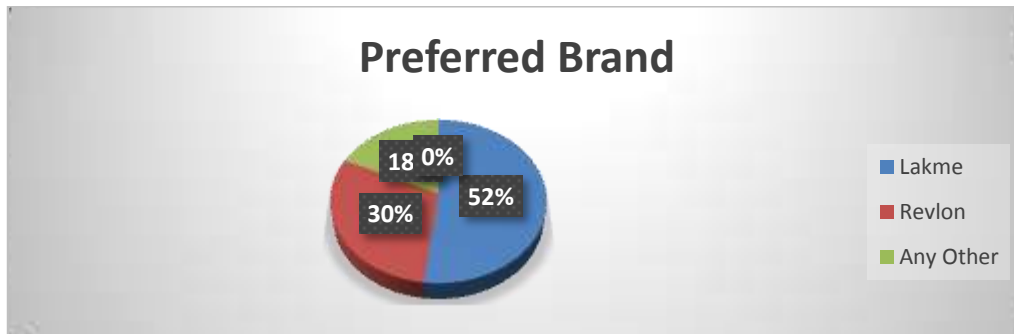
Ans Lakme 52%, Revlon 30%, Other 18%

Interpretation:

52% respondents use lakme brand.

30% respondents use Revlon brand.

18% respondents use any other cosmetic brand.

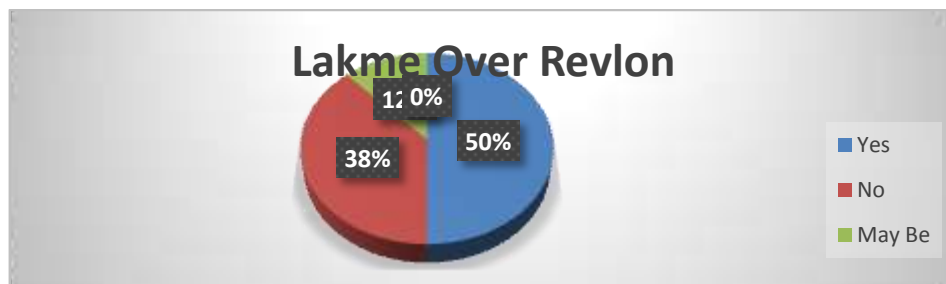


Q.2 . Do you prefer Lakme over Revlon?

Ans. Yes 50%, May-be 12%, No 38%

Interpretation:-

50% respondents would prefer Lakme over Revlon.
 38% respondents would not prefer Lakme over Revlon.
 12% respondents were not sure about the preference of brand.

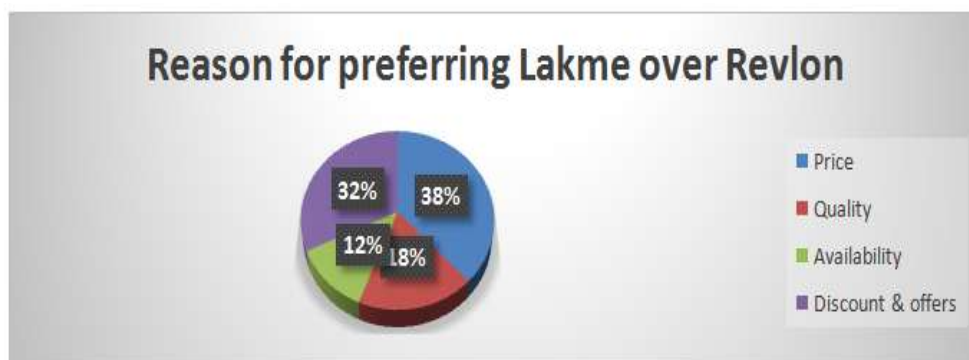


Q.3.Reason for preferring Lakme over Revlon?

Ans. Price 38% ,Quality18% ,Availability 12%,Discount &Offers32%

Interpretation:-

38% respondents prefer lakme over Revlon due to its price range.
 18% respondents prefer lakme over Revlon due to its quality.
 12% respondents prefer lakme over Revlon due to its availability.
 32% respondents prefer lakme over Revlon due to the discounts and offers given by lakme.

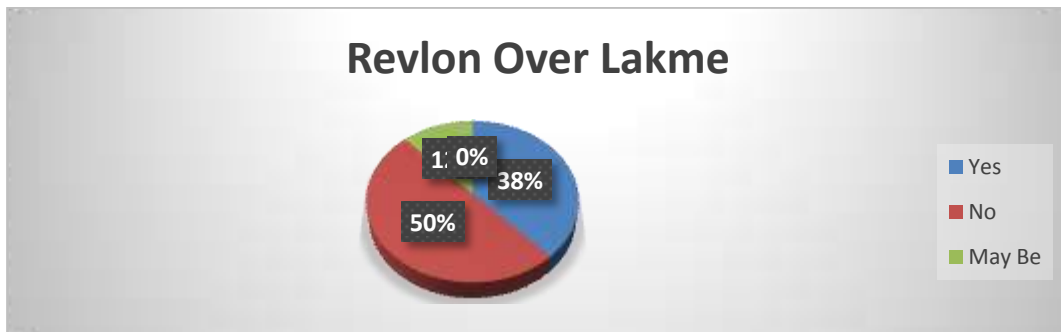


Q.4.Do you prefer Revlon over Lakme?

Ans. . Yes 50% , May-be 12%, No 38%

Interpretation:-

- 38% respondents prefer Revlon over Lakme.
- 50% respondents does not prefer Revlon over Lakme.
- 12% respondents are not sure about the preference of brand.



III. Conclusion

The different information or benefits derived from the in-depth study of the above mentioned information sources are as follows:

- Customers prefer Lakme over Revlon and the other cosmetic brands.
- The biggest reason for preferring Lakme brand over Revlon brand is the price of products provided by the Lakme brand.
- The customers who prefer Revlon brand over Lakme brand is because of the quality of products provided by the Revlon brand.
- Customers get more influenced by the promotional activities performed by Lakme brand as compared to the Revlon brand.
- Offers ,discounts, free samples, rebates etc. are some of the promotional activities that influences the customers.
- Customers find Lakme brand more reasonable over Revlon and the other brands.
- Revlon provides more range of products as compared to the Lakme.
- Lakme attracts the customers more as compared to Revlon and the other cosmetic brands by its advertisement campaigns.
- Revlon attracts the customers more by providing various offers and discounts to them as compared to Lakme and the other cosmetic brands.

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Books:

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