



# A Study on Market Potential Analysis of Lakme Products with Special Reference to Namakkal Region

## KEYWORDS

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**ABSTRACT** *The paper identifies the satisfaction level of consumers towards various attributes of Lakme products. Also it gives the hidden perception of the consumers about Lakme. The research is based on the following methodology. Descriptive research design, A sample of 200 consumers was chosen as the respondents based on non-probability convenience sampling method. A questionnaire design is based on the factors of market potential to collect data from the respondents. The collected data is analysed using simple percentage method, weighted average method and Chi-square test.*

## CHAPTER 1 : INTRODUCTION

Fashion today is a lucrative market in India. Marked with increasing profitability, the fashion market in India has mushroomed with similar positioning of a large number of national and international brands, resulting increasing competitor for survival in the market. Women, especially the younger cohort, have been the lucrative segments in this market. One of the reasons for being the appealing segment in the market is the extent of fashion consciousness, which reflects a person's degree of involvement with fashion Products. Female consumers are more involved with fashion as compared to the male consumers. They invest time and energy in learning from fashion magazines, programs in televisions, and relatives and peers. Within this appealing segment, consumers are found to possess a unique self-image as fashion innovators and consider themselves as more exciting, dominating and colorful than fashion followers. Keeping this in mind, an attempt has been made in the present study to the Market potential analysis of consumers towards the consumption of fashion products.

## CHAPTER 2 : MAIN THEME OF THE PROJECT

### 2.1 RESEARCH OBJECTIVES

1. To study the basic characteristics of customers.
2. To analyze the perception of customers about Lakme Products.

### 2.2 LITERATURE REVIEW

The brief literature review highlights, Organic food and relevant variables further to what has been explained in Dr.Somanath chakrabarti (2010) paper in detail. To highlight the Motivational and attitudinal aspects of affectively committed regular buyers by studying the correlations of affective commitment. Superior customer value to customers may increase their level of regular buyers and to plan a proper relationship marketing campaign for them. Stores especially need to target people who place high importance on the motivations of the need to look after unwell people, nutrition and look after environment. Dr.S.Saravanan (2010), To analyze the factors influencing women's purchasing behavior. Most of the respondents were satisfied with all the factors like price, quality, availability, service, size and design and no one is dissatisfied with the above mentioned defects.

## 1.3 RESEARCH METHODOLOGY

### 2.3.1 RESEARCH DESIGN

The Project is Descriptive in nature. Descriptive research includes surveys and fact - finding enquiries of different kinds. 200 distribution channel members in and around namakkal

region. In Convenience sampling technique was used.

### 2.3.2 Tools for data collection

Primary data : Questionnaire

### Secondary data

Secondary data regarding the industry, products were obtained from Books, Journals, websites.

## ANALYTICAL TOOLS USED

### • SIMPLE PERCENTAGE ANALYSIS

Percentage =  $\frac{\text{No of Respondents}}{\text{Total No. of Respondents}} \times 100$

### • WEIGHTED AVERAGE METHOD

Formula: Percent position =  $100(\text{rij}-0.5)/\text{nj}$

Where,

Rij = rank given for the ith factor by the jth respondents

Nj = number of factors ranked by the jth respondents

### • CHI SQUARE TESTS

The statistics used  $\chi^2 = \sum \frac{(o-e)^2}{e}$

Where o = observed frequency.

E = expected / theoretical frequency

## CHAPTER: 3 ANALYSIS AND INTERPRETATION

### 2.1 SIMPLE PERCENTAGE

#### 2.1.1 Age group of the Respondents

S.No	Age in years	No. of Respondents	Percentage of the respondents
1	<25 years	78	39
2	25-35 years	67	34
3	36-45 Years	35	18
4	>46 years	19	9
	Total	200	100

The above table shows that 39% of the respondents in the age group of below 25 years. 34% were 25-35, 18% were 36-45 and 9% were above 46 years.

#### 3.1.2 Table for Family size of the respondents

S.No	Family size	No. of Respondents	Percentage of the respondents
1	1-2	12	6
2	3-5	98	49
3	6-8	76	38
4	Above 8	14	7
	Total	200	100

The above table shows that 49% of the respondents have 3-5 members in their family, and 6% of the respondents have 1- 2 members in their family.

**3.1.3 Table for Occupation**

S.No	Family size	No. of Respondents	Percentage of the respondents
1	Govt.Job	39	20
2	Private job	93	46
3	Own business	68	34
	Total	200	100

The above table shows that 46 % of the respondents were in Private job and 20% of the respondents were in Govt job.

**3.1.4 Table for Decision making in their family**

S.No	Decision maker	No. of Respondents	Percentage of the respondents
1	Father	31	16
2	Mother	66	33
3	Both	57	28
4	Children	46	23
	Total	200	100

The table shows that 33% of the respondents family mother is the decision makers, and 16% of the respondents families, father was the decision maker.

**3.1.5 Table for awareness about Lakme Products**

S.No	Awareness	No. of Respondents	Percentage of the respondents
1	Yes	78	39
2	No	122	61
	Total	200	100

The above table shows that 61% of the respondents were not aware about Lakme products, and 39% of the respondents were aware about lakme products.

**3.1.6 Table for knowing about Lakme Products**

S.No	Medias	No. of Respondents	Percentage of the respondents
1	Advt	92	46
2	Friends	70	35
3	Relations	33	17
4	Others	05	2
	Total	200	100

The above table shows that 46% of the respondents came to know about lakme through advertisement, 35% came to know about lakme through friends, 17% of the respondents came to know lakme through relations and 2% of the respondents through others.

**3.1.7 Table for respondents satisfaction level towards lakme's brand position in the market**

S.No	Satisfaction level about brand position	No. of Respondents	Percentage of the respondents
1	Highly satisfied	28	14
2	Satisfied	87	44
3	Neutral	68	34
4	Dissatisfied	12	6
5	Highly Dissatisfied	05	2
	Total	200	100

The above table shows that 44% of the respondents were satisfied about brand position about lakme products, and 34% were neutral, 14% were Highly satisfied.

**3.1.8 Table for frequency for purchasing Lakme Products**

S.No	Frequency for purchasing	No. of Respondents	Percentage of the respondents
1	Weekly	27	14
2	Monthly	64	32
3	Whenever needed	109	54
	Total	200	100

The above table shows that 54% of the respondents were purchased the lakme products whenever they needed, 14% of the respondents were purchased lakme products Monthly needed.

**3.1.9. Table for respondents perception about lakme products**

S. No	Perception	No. of Respondents	Percentage of the respondents
1	Excellent	54	27
2	Good	114	57
3	Need to improve	32	16
	Total	200	100

Interpretation: The above tables shows that 57% of the respondents presume that Lakme products were good, 27% of the respondents presume that lakme products were excellent and 16% of the respondents feel lakme products should improve.

**3.2 WEIGHTED AVERAGE METHOD**

**3.2.1 Weighted average table for attributes of Lakme products**

Rank	1	2	3	4	Total	Mean	Rank
Weightage	4	3	2	1			
Availability	20	63	78	39	464	46.4	2
Quality	124	47	24	05	690	69	1
Price	26	52	68	54	450	45	3
Product Promotion	30	38	30	102	396	39.6	4

Interpretation : From the above table shows that, it inferred that, the first rank goes to quality, the second ranks goes to Availability, , the third ranks goes to price, the fourth ranks goes to product promotion.

**2.3CHI-SQUARE TEST**

**3.3.1 To test the dependency between shoppers influence and income level**

Shoppers influence	Income level				Total
	Rs.5000-10000	10001-15000	15001-20000	>20000	
Yes	16	22	49	42	124
No	6	12	24	29	76
Total	22	34	73	71	200

Null Hypothesis (Ho) : Shoppers influence to purchase Lakme products is independent of consumer's income.

Alternative hypothesis ( H1) : Shoppers influence to purchase Lakme products is dependent of consumer's income.

**Chi square test :**

S.No	Table value	Computed Value	Degree of freedom	Significant level
1	7.815	2.076	3	5%

**Remarks : Independent**

Interpretation: The Chi-Square test shows that the shoppers influence to purchase Lakme products is not associated with the income of a consumer. From the above chi-square test , We conclude that incomes is not a criteria to the shoppers influence to purchase Lakme products.

**3.3.2 To test the dependency between shoppers influence and literacy level**

Shoppers influence	Literacy level				Total
	SSLC	HSC	UG	PG	
Yes	5	11	78	29	124
No	5	6	24	41	76
Total	10	17	102	71	200

Null hypothesis: Shoppers influence to purchase Lakme products is independent of consumer's literacy.

Alternative hypothesis: Shoppers influence to purchase Lakme products is dependent of consumer's literacy.

**Chi square test:**

S.No	Table value	Computed Value	Degree of freedom	Significant level
1	7.815	23.443	3	5%

**Remarks: Dependent.**

Interpretation: The chi square test shows that the shoppers influence to purchase Lakme products is associated with the literacy of a consumer. From the above chi square test, we conclude that literacy is a criteria to the shoppers influence to purchase Lakme products.

**FINDINGS**

- Majority of the respondents are in the age of less than 25 Years.
- Majority if the respondents have 3 to 5 members in their family.
- Most of the respondents are in Private Job.

- Most of the respondent's family mother is the decision makers.
- Majority of the respondents are not aware about Lakme products.
- Most of the respondents came to know about Lakme through Advertisement.
- Most of the respondents are satisfied about Lakme's Brand position in the Market.
- Majority of the respondents are purchasing Lakme product whenever they needed.
- Most of the respondents presume that Lakme products are good.
- Based on Weighted Average method quality (Mean Value 69) is ranked first for influencing customers purchase.
- Income level is not a criteria for shoppers influence to purchase Lakme Products.
- Literacy is a criteria for shoppers influence to purchase Lakme products.

**SUGGESTIONS**

- Lakme should advertise in all the Medias so as to increase its awareness.
- In order to attract the middle and low level customers Lakme has to introduce Low price products or reduce the quantity of products for convenience of the customers.
- Most of the customers not satisfied in the availability of Lakme products. So the organization should take corrective action towards the availability of products.
- Lakme should teach their shoppers towards concentrate on all level of customers.

**CONCLUSION**

Fashion Products is a bridge between Company and consumers. Consumers are getting right price for their product with involvement. Consumers are motivated by the advertisement as well as consumers are fully satisfied by the way of product promotion, availability, and quality. Hence, concerned authorities should take for proper functioning and regularize the supply of products to the markets. It is essential that they manage their activities in a logical way in order to align with the customer needs. If the findings and suggestions from this study are considered and put into practice, definitely there will be more chances for further development and it may lead to satisfaction and increase the purchasing pattern of the buyers in Namakkal District.

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