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# A STUDY ON CUSTOMER SATISFACTION LEVEL TOWARDS LAKME PRODUCTS WITH SPECIAL REFERENCE TO TIRUPUR CITY

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## ABSTRACT

**Aim:** The aim of this study is to examine the level of customer satisfaction towards Lakmé products with special reference to Tirupur city and to identify the factors influencing consumer perception and purchase behavior. Further, this study focuses to analyze the influence of product quality on customer satisfaction & To examine the impact of price on customer satisfaction towards Lakmé products.

**Background:** Customer satisfaction is a key determinant of brand success in the competitive cosmetics industry. Understanding consumer perception and satisfaction towards cosmetic products helps companies improve quality, pricing strategies, and distribution. Lakmé, being one of India's leading cosmetic brands, requires continuous evaluation of customer satisfaction to maintain its market position.

**Methodology:** The study adopted a descriptive research design to analyze customer satisfaction towards Lakmé products in Tirupur city. Primary data were collected from 100 respondents using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, ranking method, and Likert scale analysis were employed to interpret the data and examine the relationship between variables.

**Analytical Outcomes:** The Likert scale analysis revealed that the majority of respondents expressed satisfaction with product availability and quality. More than half of the respondents agreed that Lakmé products maintain good quality standards, while a moderate percentage remained neutral regarding pricing, suggesting perceived affordability concerns among some consumers. Ranking analysis showed that availability emerged as the most influential factor affecting customer satisfaction and purchase decisions. Brand image and product quality followed in importance, while price was ranked comparatively lower. This suggests that easy accessibility and strong brand perception play a major role in influencing consumers.

**Conclusive Result:** Overall, the study concludes that Lakmé has successfully maintained a strong position in the market by offering quality products and ensuring effective distribution. However, adopting competitive pricing strategies, strengthening promotional activities, and enhancing customer engagement initiatives can further improve customer satisfaction and brand loyalty.

**KEYWORDS:** Purchase Behaviour, Brand Image, Price Sensitivity, Product Availability, Likert Scale Analysis, Ranking Method, Chi-square Test, Tirupur City, Lakmé Products, Consumer Preferences

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## 1. INTRODUCTION

Lakmé is one of India's most trusted and well-established cosmetic brands, with a strong legacy in the beauty industry. Known for its wide range of skincare, makeup, and beauty products, Lakmé has built a strong brand image through consistent quality, innovation, and effective promotional strategies. The brand caters to diverse consumer needs by offering products across various price ranges and skin types, making it accessible to a broad segment of customers. In a highly competitive market where both domestic and international cosmetic brands are readily available, maintaining high levels of customer satisfaction is essential for Lakmé to sustain its market leadership. Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations. In the cosmetics industry, satisfaction is influenced by several factors such as product quality, pricing, brand reputation, and availability. Consumers evaluate cosmetic products not only based on functional performance but also on emotional aspects such as brand trust, perceived value, and overall experience.

## 2. STATEMENT OF THE PROBLEM

In the highly competitive cosmetics industry, customer satisfaction plays a crucial role in determining brand loyalty, repeat purchase behavior, and long-term market success. Lakmé, being one of the leading cosmetic brands in India, offers a wide range of beauty products catering to diverse customer needs. However, changing consumer preferences, increasing awareness about product quality, pricing sensitivity, brand perception, and ease of availability make it essential to continuously assess customer satisfaction levels at the local market level.

The study attempts to address the following issues:

- (i) How do changing consumer preferences affect satisfaction towards Lakmé products?
- (ii) Do consumers perceive Lakmé products as expensive or reasonably priced?
- (iii) How does product quality influence customer satisfaction?
- (iv) How may consumer preference for Lakmé products change in the future?

## 3. OBJECTIVES OF THE RESEARCH

1. To study the level of customer satisfaction towards Lakmé products in Tirupur city.
2. To analyze the influence of product quality on customer satisfaction.
3. To examine the impact of price on customer satisfaction towards Lakmé products.
4. To identify the most influential factors affecting purchase decisions of Lakmé products.
5. To evaluate consumer perception regarding availability and brand image of Lakmé products.

## 4. SCOPE OF THE STUDY

The scope of the study is limited to analyzing customer satisfaction towards Lakmé products with special reference to Tirupur city. The study focuses on understanding how factors such as product quality, price, brand image, and availability influence customer satisfaction. It includes only those consumers who currently use Lakmé cosmetic products and have responded to the questionnaire.

## 5. RESEARCH METHODOLOGY

The study adopts a descriptive research design, as it aims to describe and analyze the level of customer satisfaction towards Lakme products and the factors influencing it. Descriptive research is appropriate for understanding customer opinions, attitudes, and perceptions regarding product quality, price, brand image, and availability.

- **Primary Data:** Primary data were collected through a structured questionnaire distributed among Lakmé product users in Tirupur city to assess their satisfaction level, preferences, and perceptions.

- **Secondary data:** Secondary data was collected from books, journals, magazines, company websites, research articles, and online sources related to customer satisfaction and the cosmetics industry.
- **Sample size:** The sample size for the study is 100 respondents, consisting of customers who regularly use Lakme products in Tirupur city.
- **Tools for analysis:** The data collected for the study were analyzed using appropriate statistical tools to interpret customer opinions and to achieve the objectives of the study.
- **Percentage Analysis:** Percentage analysis was used to summarize and present the data in a simple and understandable form. It helped in analyzing the demographic profile of the respondents such as age, gender, income, and usage pattern of Lakme products. This tool was also used to understand the overall distribution of responses for various statements related to customer satisfaction.
- **Chi-square Test:** The Chi-square test was used to examine the association between selected demographic variables and customer satisfaction towards Lakme products. This tool helped in identifying whether significant relationships exist between variables such as age, income, or frequency of purchase and the level of customer satisfaction.
- **Ranking Method:** The ranking method was applied to identify and prioritize the factors influencing customer satisfaction towards Lakme products. Respondents were asked to rank factors such as product quality, price, brand image, and availability according to their preference.
- **Likert Scale Analysis:** The Likert scale was used to measure the intensity of customer opinions and satisfaction levels regarding various aspects of Lakme products. A five-point Likert scale ranging from Strongly Agree to Strongly Disagree was adopted. The responses were analyzed to assess the overall level of satisfaction and to compare customer perceptions across different variables.

## 6. LIMITATIONS OF THE STUDY

- The study is confined only to Tirupur city; therefore, the findings cannot be generalized to other cities or regions.
- The sample size is limited to 100 respondents, which may not fully represent the entire population of Lakme product users.
- Convenience sampling method is used, which may lead to sampling bias and affect the accuracy of the results.
- The study is based on primary data collected through a questionnaire, and the responses depend on the honesty and perception of the respondents.

## 7. DATA ANALYSIS & INTERPRETATION

Table 1: Satisfaction with the availability of Lakme products

S. No.	Satisfaction with the availability of Lakme products	Total	Percentage
1	Strongly agree	52	52
2	Agree	35	35
3	Neutral	13	13
4	Disagree	0	0
5	Strongly Disagree	0	0
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Calculated from Collected Data

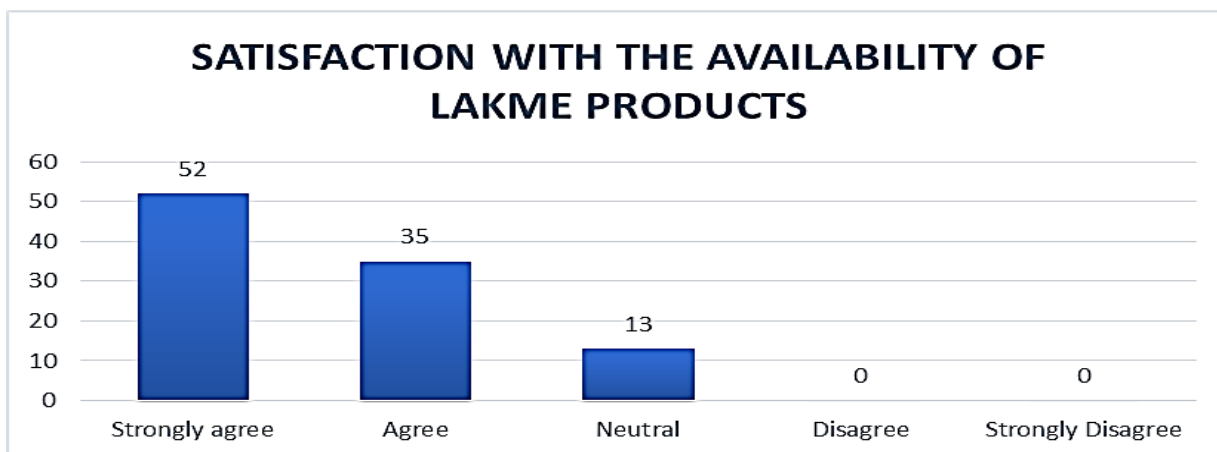


Figure 1: Satisfaction with the availability of Lakme Products

**Chi – Square**

**Null Hypothesis:** There is no significant association between age and customer satisfaction.

**Alternative Hypothesis:** There is a significant association between age and customer satisfaction.

Age group \* Overall, I am satisfied with the quality of Lakme products. Crosstabulation Count.

Table 2: Overall satisfaction with the Lakme Products

		Overall, I am satisfied with the quality of Lakme products.					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
age group	Below 20 years	12	7	1	1	0	21
	21-30 years	32	13	1	2	1	49
	31-40 years	13	6	2	3	0	24
	Above 40 years	6	0	0	0	0	6
Total		63	26	4	6	1	100

Table 3: Rank Factors

S.No.	FACTORS	I	II	III	IV	V	TOTAL	RANK
1	Product quality	102 (24)	104 (26)	75 (25)	24 (12)	13 (13)	336	III
2	Price	80 (16)	128 (32)	93 (31)	20 (10)	11 (11)	332	IV
3	Brand image	I (26)	104 (26)	87 (29)	28 (14)	9 (9)	338	II
4	Availability	110 (22)	136 (34)	66 (22)	20 (10)	12 (12)	344	

**8. FINDINGS**

- Percentage analysis indicates that all respondents were female, reflecting the primary consumer segment for cosmetic products. A significant proportion of respondents reported purchasing Lakmé products on a monthly basis, highlighting consistent usage and brand acceptance.
- The Likert scale analysis revealed that the majority of respondents expressed satisfaction with product availability and quality. More than half of the respondents agreed that Lakmé products maintain good quality standards, while a moderate percentage remained neutral regarding pricing, suggesting perceived affordability concerns among some consumers.
- The Chi-square test was applied to examine the relationship between age and overall satisfaction with product quality. The results indicated no strong variation in satisfaction levels across different age groups, implying that Lakmé products are well accepted among various age categories.

- Ranking analysis showed that availability emerged as the most influential factor affecting customer satisfaction and purchase decisions. Brand image and product quality followed in importance, while price was ranked comparatively lower. This suggests that easy accessibility and strong brand perception play a major role in influencing consumers.
- Overall, the analytical outcomes indicate a positive level of customer satisfaction towards Lakmé products, with availability, brand image, and product quality being the major contributing factors.

## 9. SUGGESSTIONS

- As a significant number of respondents purchase products monthly, loyalty programs and membership rewards can be introduced to encourage repeat purchases.
- Though most respondents perceive the products as high quality, efforts can be made to further improve product performance, especially regarding long-lasting results, where many respondents remained neutral.
- Customer feedback mechanisms can be strengthened to regularly monitor satisfaction levels and identify areas for improvement.

## 10. CONCLUSION

The study concludes that availability emerges as the most influential factor in purchase decisions according to the rank analysis. Most respondents are satisfied with product availability in nearby stores and malls, indicating effective distribution. Overall, the study highlights that maintaining product quality, strong brand image, competitive pricing, and wide availability will help Lakme sustain customer satisfaction and market position.

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