

1. Introduction

The history of cosmetics spans at least 6,000 years of human history, and in almost every society on earth. In the Western world, the use of cosmetics became prominent in the Middle Ages, typically among members of the upper classes. Although it is generally believed that cosmetics as they are now known originated in the Far East, the study of non-industrial cultures indicates the use of cosmetics in every part of the world. The war paint of native Americans, the tattooing and scarification (making of superficial incisions of the skin) practiced by many peoples (the Maori of New Zealand and numerous African cultures, for instance), and the use of woad (a plant dye used by ancient Britons to paint their bodies blue) are all forms of cosmetic used for psychological intimidation of the enemy as well as adornment (Draelos, 2007). The general term cosmetics is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips, or eyes. The U.S. Food and Drug Administration (FDA), which regulates cosmetics in the United States, defines cosmetics as products "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition includes any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this particular category. Of the major firms, the oldest and the largest is L'Oréal, was founded by Eugene Schueller in 1909 as the French Harmless Hair Coloring Company. The market was developed in the United States during the 1910s by Elizabeth Arden, Helena Rubinstein, and Max Factor. These firms were joined by Revlon just before World War II and Estée Lauder just after (Mayell, 2004). The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty, grooming and choice of personal care products. According to Whittaker (2007) there are more than 3,300 companies manufacturing and distributing cosmetic and skin care products in the United States alone.

1.1 Worldwide Cosmetic Market

On the off chance that you take a view at the overall cosmetic industry, deals reach about \$170 Billion dollars a year. It's circulated pretty consistently around the globe with ~\$40 billion in the Americas, ~\$60 billion in Europe, ~\$60 billion in Australia and Asia, and another \$10 billion in Africa. The Western world spends more per individual yet India and Asia are rapidly making up for lost time.

1.1.1. 5 Primary Cosmetic Segments

The cosmetic industry (aka beauty industry or personal care industry) can be broken down into 5 segments. Sales are distributed roughly by the %'s given.

1. Hair Care – 20%
2. Skin Care – 27%
3. Fragrance – 10%
4. Make-up – 20%
5. Other – 23%

Market researchers like to break these up into even more segments but these 5 cover everything.

Hair Care Market: Around 20% of every single cosmetic product sold are for the hair. Shampoos make up most by far of this business sector since nearly everybody utilizes cleanser. Other huge business sector fragments incorporate conditioners, styling products, hair shading, and relaxers. Right now, the greatest players in this class are Procter and Gamble (Pantene) and L'Oreal.

Skin Care Market: The scope of products that are offered for the skin care business sector are a great deal more different than the hair care market. Skin care makes up around 27% of the aggregate cosmetic industry and incorporates skin creams, chemicals, facial products, hostile to skin inflammation, and against maturing products. Of the considerable number of beautifiers, healthy skin products can be the absolute most costly with 2 ounces of product routinely offering for >\$200. Ladies wouldn't fret spending truckloads of money to keep their skin looking youthful. The

greatest organizations in this business sector incorporate Procter and Gamble (Olay) and Unilever (Vaseline).

Make-up Market: The make-up cosmetic business sector speaks to around 15% of the cosmetic business and incorporates anything from lipstick to nail shine. Included are things like blush, eye shadow, foundation, and so on. The variety of products is unlimited and the quantity of shading varieties are essentially limitless. You can invest a ton of energy as a corrective scientific expert taking a shot at new shades of commonplace products. The business sector is profoundly divided so there isn't generally one overwhelming player. Maybelline and Clinique are the critical brands.

Fine Fragrance: This business sector fragment has truly taken a hit in the most recent couple of years yet regardless it makes up around 10% of the cosmetic business so some organizations are as yet profiting. This is the most astounding benefit section of the cosmetic business yet buyers are flighty. Just a couple brands (like Chanel #5) can keep going for quite a while. Fine aromas travel every which way like mold and organizations need to keep on reformulating their varieties

Other: The "other" class speaks to 23% of the cosmetic business and is comprised of things like toothpaste, antiperspirants, sunscreens, and other individual consideration products not yet said. Really, a number of these products could fall under one of the classifications as of now said however the business likes to keep them isolated at whatever point they do stories on the different markets. The prevailing organizations are a large portion of the same as of now specified, P&G, L'Oreal, and Unilever.

While the cosmetic business is viewed as an "adult" industry (that implies representatives don't expect much critical development) it is an entirely solid industry. Regardless, individuals need to smell and look great so notwithstanding when the economy hits a retreat individuals will at present purchase cleanser. The late monetary conditions illustrate, they do purchase less, yet they do continue purchasing.

1.2 Indian Cosmetic Sector and Its History:

Bearing a long heritage cosmetic and beauty, aesthetic make up products are being used since golden days and nowadays it appears like a booming economy in India.

1.2.1 Opportunities of Global brands in India

Global brands rapidly foraying into Indian market have a soft yet sharp target, which is the high-spending lot, which is brand conscious consumers, who are open to experiment sans compromising on the quality. This shift in preferences has led to a new type of demand among consumers turning soft target of global brands. Inspired from international trends, lifestyle and fashion, Indian consumers are aspired to use mostly international cosmetics or other grooming products. Today, consumers have multiple product options to choose, especially with the upsurge of online retail, which has brought least approachable international range of products to the country, making the beauty market a tough yet constantly emerging land of opportunities.

Bringing customised international products to suffice Indian beauty palate, the international beauty brands have introduced range of products in the market. To name a few, Maybelline New York, Lakmé, L'Oréal Paris, Za, MAC and Bobbi Brown are the leading brands have forayed in the country and have plans to dominate the cosmetics business.

Recollecting the past, while foraying into Indian market in 2013, Marta Prieto, EMEA (Europe, Middle East, India and Africa), Bobbi Brown Cosmetics had stated, "Emerging markets are going to be my growth sources. In the next three years, I am targeting turnover of \$5 million from the Indian market.

Of the entire wellness industry which is poised to touch Rs1,00,000 cr by 2015 with a CAGR of 15-17 per cent, from about Rs70,000 cr in 2012, beauty care would continue to dominate the industry with almost 50 per cent market share.

"Overall, there is an immense economic optimism championed by a young Indian population that is aware, well-travelled and more exposed and connected than ever before. This growth can also be attributed to the increased initiatives by both domestic and international beauty players who are ensuring that country is aligned to the global products and services offered. These are exciting times to be in India and Shiseido's Za has entered the market just when it is about to explode," said Benjamin Suzuki,

Managing Director, Shiseido India.

From sachet to salon professional range, the international brands are leaving no stone unturned to lure Indian consumers. And betting high on the phenomenal growth foreseen ahead in the wellness and grooming sector, product quality and durable impact will be the prime differentiating factor for an international brand's success in the country. As per the recent FICCI report, the Rs 285 -290 billion beauty care market has grown at a rate 15 to 20 per cent.

The swift growth of the beauty business has not only impacted Indian firms to encourage competition in the space, but has also lured numerous international brands to the country. Speaking on the same, Lori Leib, Creative Director, Bodyography, a boutique professional make-up line from USA, said, "Today in India, there are very few professional make-up lines that can cater to the wide range of salons and professional make-up artists across the country. With Bodyography cosmetics, the professional makeup artist is empowered to create a variety of looks, even at home."

Similarly, Spawake, a premium skin care cosmetics brand, developed independently by Japan's KOSÉ Corporation added their views over the opportunities offered by Indian beauty market.

"The skincare segment in the Indian market is flooded with natural ingredients based products. All spawake products are formulated with Japan's original sea-sourced active ingredients and developed under advance Japanese technology with key ingredients like seaweed extracts and sea salts. These ingredients being exotic are found majorly in premium skincare segment. Therefore, we seek to occupy a large share of the total space in premium mass segment in the future," said Nomura San, Director & CEO, Spawake.

1.2.2 Changing trends & eCommerce

Capitalising high on the changing global trends and easy online presence, most of the international brands have entered Indian market via leading online retail platforms like Flipkart, Myntra, Snapdeals and others.

"India is a dynamic market and beauty conscious consumers seek convenience and value propositions that meet their exacting requirements. While they are willing to

experiment, they tend to stick to a brand that works well for them,” said Daniel Bauer, Lakmé Expert.

According to the research agency Nielsen, Lakmé is the current market leader, with a 17.7 per cent market share in cosmetics and Lakmé has a reputation for aggressive expansion.

Sharing her views over the products offered by international beauty brands, Puja Taluja, Bollywood Make-up and Beauty Expert, said, “I completely rely on the international beauty brands, when it comes to experimenting global trends. Bobby Brown has finally arrived in India with a fantastic range of colours when it comes to eye shadows, blushers or lipsticks. MAC also always introduces good range of products.”

No doubt, India is an attractive name for global brands making an entry or planning an entry, the catch is however, to ensure a sustainable business model.

1.2.3 History:

Bearing a long and growing heritage of beauty and cosmetic, aesthetic makeup products is being used since olden days and nowadays it appear like a booming economy in India, which could be largest cosmetic consuming country in the world. While the demand of beautifying substances is growing day by day.

Since 1991 with the liberalisation along with the crowning of many Indian women at international beauty paegents, the cosmetic industry has come into lime light in a bigger way. Subsequently there has been a change in cosmetic consumption and this trend is fuelling growth in the cosmetic sector. Indian cosmetic industry had a rapid growth in last couple of years. While this is due to increasing purchasing power and increasing fashion conciousness, the industry is expected to maintain the growth momentum during next couple of years. In Indian cosmetic industry both electronic and print media are playing important roles in spreading awareness about cosmetic products and increasing fashion conciousness among Indian customers.

Due to the development of satellite television and number of television channels as well as internet in the modern day, the indian customers are constantly being updated about new cosmetic products, translating into the desire to purchase them.

1.3 OBJECTIVES:

- To evaluate the branding strategies for Leading cosmetic companies in India..
- To study the marketing strategies of leading cosmetic companies.
- To study the 4ps of marketing in cosmetics industry.
- To analyze the reason behind the success of any cosmetic company in India.

2. LITERATURE REVIEW

Research has shown that brand qualities are seen as vital components in a customer's basic leadership. There are seven components that can affect shoppers' image devotion towards certain brands (Lau et al, 2006). The elements were brand name, Product quality, value, Design, store environment, price and administration quality, promotion.

Advertising technique and correspondence is not the benefit of substantial organizations; it additionally assumes a critical part in little and medium-sized endeavors (SMEs). Organizations use showcasing correspondence to publicize different brands they offer to build their glory and picture, pull in more clients and expansion their productivity (overlooking quality change, value lessening, development, and so on., (Jirák and Köpplová, 2009, p. 137).

Cosmetic brands use different correspondence techniques and distinctive parts of the correspondence blend in appreciation of their promoting. Cosmetic organizations spread their products in media and by means of web; in any case we can likewise see their adverts on blurbs, transport implies, transport stops, institutional projects, shopping packs, bills, shirts or pens. They likewise utilize guerilla promoting, direct mailing, spam, and so forth. In any case, it is important to bring up that the cosmetic brands in this study incline toward customary and demonstrated types of correspondence. It is for the most part squeeze publicizing and afterward sometimes discounts, tests, rewards, club cards, direct correspondence in the shop, displays, pages, informal communities, for example, online WOM4, occasions, sponsorship, and so on. Press publicizing, for example, magazines for ladies and way of life magazines, is the wonders in the cosmetic business. Different pages of such magazines are intended for corrective publicizing which offers the potential for organizations to draw in future clients. (Jirák and Köpplová, 2009, p. 136) When contrasted and adverts in TV which are costly, showcasing in magazines and daily papers speaks to a decent chance to approach a bigger number of existing and new customers inside a sensible spending plan. (Krulišová, 2013, p. 21) Magazines additionally have different points of interest. They are sold in an expansive number of duplicates which implies that they can repeat countless (albeit the vast majority of the magazines have more photographs and pictures than content). Lifespan of data is additionally moderately long. Then

again, magazines are viewed as a latent and moderate type of promoting. Now and again, a high volume of adverts reduces the correspondence adequacy. (De Pelsmacker, et al., 2003, p. 257) A particular sub-classification of magazines will be magazines for ladies that are as of now fundamentally examined on scholastic grounds. They are additionally as often as possible talked about by overall population – at informal organizations and in everyday interpersonal correspondence. These days, magazines for ladies assume a critical part as they speak to the promoting and way of life marvels. Be that as it may, as we would see it, they are not only an advertising apparatus as these sorts of magazines impact individuals with particular leisure activities, (for example, cooking, culture or dating), way of life, form or style at specific age (as a rule between ages 18 and 55). Publicizing content and pictures speak to a huge piece of way of life magazines.

Brand reliability is characterized as keeping desirable over a particular product or administration. Trust that reliability is nearly connected with different components, one of the principle ones being the experience of utilization. Clients might be faithful inferable from high changing obstructions identified with specialized, efficient or mental variables, which make it expensive or troublesome for the client to change. In another perspective, clients may likewise be faithful since they are fulfilled by the brand, and consequently need to proceed with the relationship.

Renowned brand names can disperse product advantages and prompt higher review of publicized advantages than non-acclaimed brand names (Keller, 2003). There are numerous new brand names and choices accessible in the commercial center. Customers may like to trust major acclaimed brand names. These prestigious brand names and their pictures pull in shoppers to buy the brand and achieve rehash obtaining conduct and diminish cost related exchanging practices (Cadogan and Foster, 2000). Besides, mark identity gives connections to the brand's enthusiastic and self-expressive advantages for separation. This is vital for brands, which have just minor physical contrasts and devoured in a social setting where the brand can make a noticeable picture about the purchaser itself.

Brand name is the formation of a picture or the advancement of a brand personality and is a costly and tedious procedure. The improvement of a brand name is a fundamental part of the procedure since the name is the premise of a brand's picture.

Brand name is imperative for the firm to draw in clients to buy the product and impact rehash buying conduct. Customers have a tendency to see the products from a general point of view, connecting with the brand name all the qualities and fulfillment experienced by the buy and utilization of the product.

Product Quality includes the elements and attributes of a product or administration that bears on its capacity to full fill expressed or suggested needs. At the end of the day, product quality is characterized as "wellness for use" or 'conformance to prerequisite' (Russell and Taylor, 2006). Buyers may rehash the buy of single brands or switch around a few brands because of the substantial nature of the product sold. Material is vital in product quality since it influences the hand feel, composition and other execution parts of the product. Further, customers relate actually to shading, and could choose or dismiss an product in light of shading. On the off chance that the shading does not engage them or compliment their own particular shading, they will dismiss the product. Practical traits in beautifying agents incorporate fast dry, breathable, waterproof, lightweight, lastly, toughness. For example, a few buyers use beauty care products for work and some for recreation and games, as they need a great deal of development, while sturdiness is an essential thought in acquiring beautifiers. Fussbudget or quality awareness is characterized as a consciousness of and longing for fantastic products, and the need to settle on the best or flawless decision versus purchasing the main product or brand accessible. This demonstrates quality attributes are likewise identified with execution

Cost is likely the most vital thought for the normal purchaser (Cadogan and Foster, 2000). Customers with high brand faithfulness will pay a premium cost for their favoured image, in this way, their buy aim is not effectively influenced by cost. Furthermore, clients have a solid faith in the cost and estimation of their most loved brands to such an extent that they would contrast and assess costs and option brands (Keller, 2003). Customers' fulfillment can likewise be worked by contrasting cost and saw expenses and values. In the event that the apparent estimations of the product are more prominent than cost, it is watched that buyers will buy that product. Faithful clients will pay a premium regardless of the fact that the cost has expanded on the grounds that the apparent danger is high and they want to pay a higher cost to stay away from the danger of any change (Yoon and Kim, 2000).

Long haul connections of administration faithfulness make steadfast clients more value tolerant, since devotion debilitates clients from making value examination with different products by looking. Cost has progressively turned into a point of convergence in buyers' judgments of offer quality and also their general evaluation of the retailer (De Ruyter et al., 1999). Value imparts to the business sector the organization's expected quality situating of its product or brand. Value awareness is characterized as finding the best esteem, purchasing at deal costs or the most minimal value decision.

Design is visual appearance, which incorporates line, shape and subtle elements influencing customer discernment towards a brand (Frings, 2005). Brands that supply up-to-date bundle pull in faithful buyers who are design cognizant.

Design pioneers or devotees typically buy or keep on repeatedly buy their products in stores that are exceedingly trendy. They pick up fulfillment from utilizing the most recent brands and plans which likewise fulfills their sense of self. An examination explored the corner market in ladies' beautifying agents, and the outcomes demonstrated that beauty care products purchasers were turning out to be more demanding and were requesting products with more appealing configuration; moreover, customers tend to utilize distinctive cosmetics designs for various events (Duff, 2007). Design awareness is by and large characterized as a familiarity with new plans, evolving designs, and alluring styling, and the yearning to purchase something energizing and popular.

The store environment was the absolute most vital element in retail showcasing achievement and store life span (Omar, 1999). Positive characteristics of the store, which incorporate store area, store format, and in-store boosts, influence brand dependability to some degree. Store area and number of outlets are critical in changing customer shopping and acquiring designs. In the event that purchasers observe the store to be exceptionally available amid their shopping trip and are fulfilled by the store's combination and administrations, these customers may get to be steadfast a short time later (Lovelock, 2010). Therefore, a store's climate is one of the variables that could impact buyer's basic behaviour. The stimuli in the store, such as the characteristic of other shoppers and salespeople, store layout, noises, smells,

temperature, shelf space and displays, sign, colors, and merchandise, affect consumers and serve as elements of product attributes, which may in turn, affect consumer decision making and satisfaction with the brand (Lovelock, 2010). On the other hand, background music played in the stores affects attitudes and behavior. The slow-beat musical selection leads to higher sales volume as consumers spend more time and money in a conducive environment. The channel convenience of the brands had significant influence on buying behaviour (Lin and Chang, 2003). This means that the accessibility to this product/brand in the store is important when purchasing low involvement products. Consumers will not go to another store just to find the brand. Instead, they will stay put and choose another brand.

Promotion is a marketing mix component, which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviors (Lovelock, 2010). This shows that promotion, especially through advertising, can help establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brands. Promotion is an important element of a firm's marketing strategy (Clow , 2010). Promotion is used to communicate with customers with respect to product offerings, and it is a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users.

A common definition of service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements (Lovelock, 2010). Service quality is a kind of personal selling, and involves direct interactions between salespeople and potential buyers. Consumers like to shop at specific stores because they like the services provided and are assured of certain service privileges. The impact of salespeople-consumer relationships will generally result in long term orientation of consumers towards the store or brand. Trust in salespeople appears to relate to overall perceptions of the store's service quality, and results in the consumer being very satisfied with the stores in the end. Additionally, personalization (i.e. reliability, responsiveness, personalization and tangibles) significantly influence consumers'

experience and evaluation of service, and in turn, affects the brand loyalty of consumers (To and Leung, 2001). The quality of a service as perceived by customers had three dimensions: functional (or process) dimension, technical (or outcome) dimension, and image. Furthermore, it was also argued that utilizing only functional quality attributes to explain and/or predict consumers' behavior might be a misspecification of service quality and had low predictive

3. Research Methodology

3.1 Research design

This investigated study is aimed at empirically substantiating to identify the effect of certain Brand factors on brand value of a company. The study is based upon the analysis of primary data. The data directly collected from the source for a specific purpose related to the study is called primary data. The primary data, for this study, has been collected from direct filling of a questionnaire, one of the prominent tools for primary data collection. A questionnaire is set of questions used for gathering information and data from individuals.

3.2 Instrument

A questionnaire was developed for the purpose to collect data from the respondents of different areas. The questionnaire contains two sections: the first section was based on Demographical section. While the second part of questionnaire was based on dependent variable, (Brand value) and independent variables (Emotions, Mental Association, Brand Loyalty, Accessibility, Brand Performance). A set of 17 questions for the questionnaire has been designed. All the statistical figures for research were composed through self-administered structured questionnaire. This questionnaire was a close ended questionnaire with multiple choice questions. Consecutively to get appropriate information from respondents.



Fig. 1: Factors responsible for brand value

3.3 Procedure of data collection

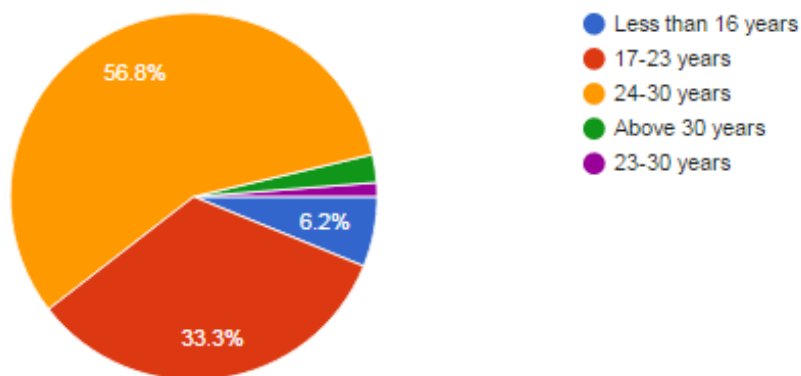
The relevant population for our research was all the female consumers of India. So far data collection targeted Delhi and Haryana. The survey was carried out on a convinience sample of the female cosmetics consumers aged "between" 16 to 30. The questionnaire was floated online through Google forms. Questionnaire has been circulated using the online mode.

4. Data Analysis

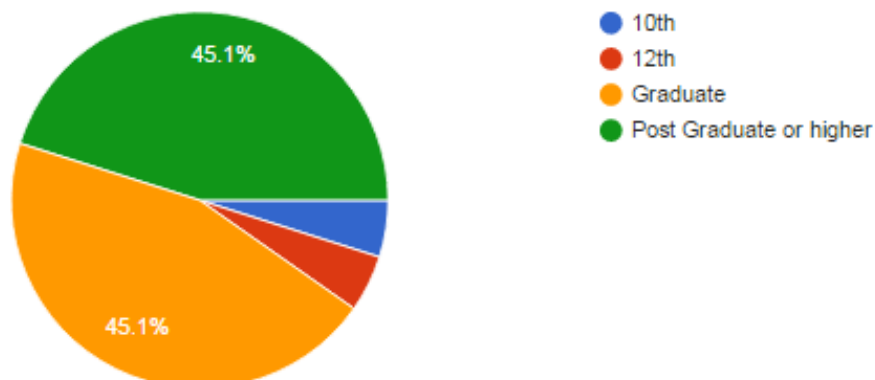
4.1 Overview of respondents

In the surveyed 200 respondents with majority of the respondents in the age group of 24-30 Years (66.7%). Majority of the respondents were students (76%) who are doing post-graduation (72%) and spend less than Rs 1000 monthly (80%) on cosmetic products.

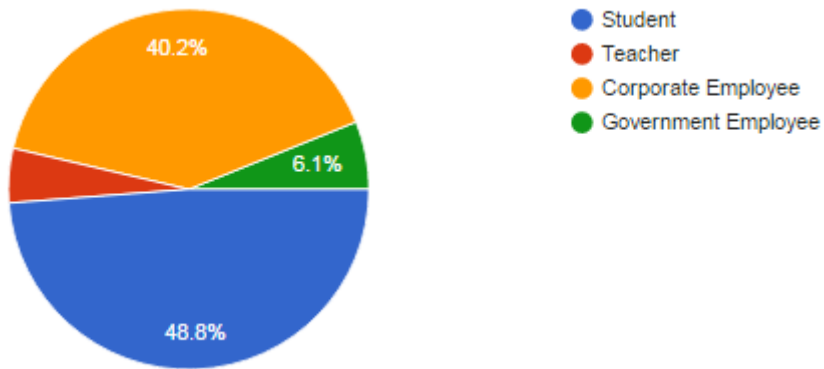
Age



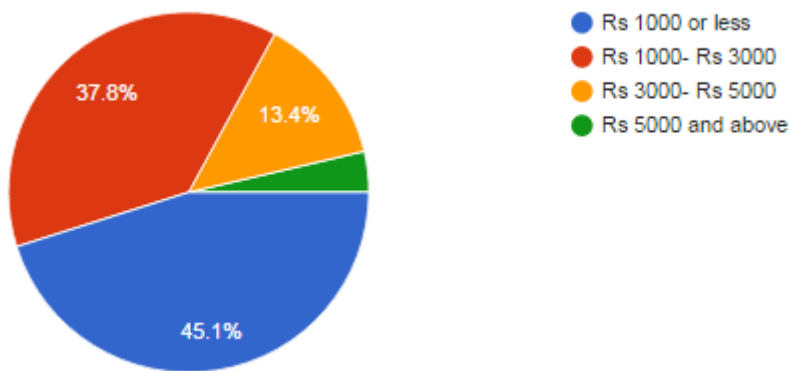
Educational Qualifications



Occupation



Monthly Expenditure on Cosmetics



It was reported that the most frequently used brands in India are Lakme (67.1%) and Maybelline (47.6%).

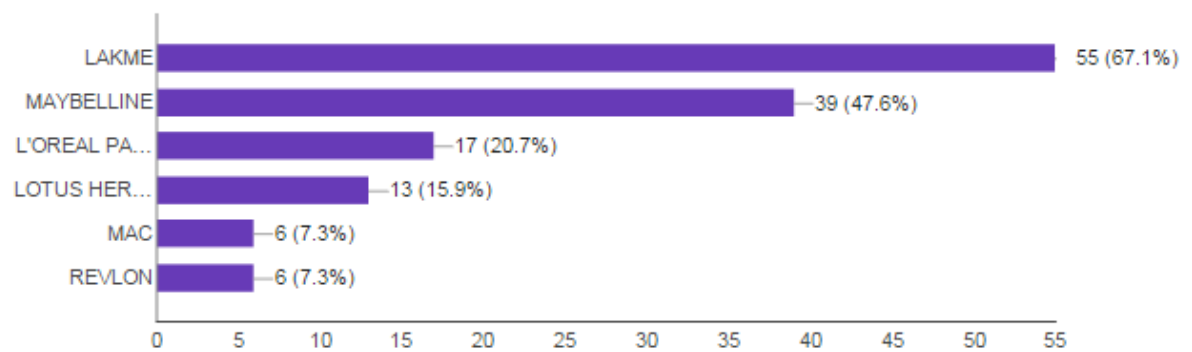


Fig. 2: Most frequently bought brands.

4.2 Analysis of Independent Factors

4.2.1 Emotions:

Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations. Emotional branding is successful when it triggers an emotional response in the consumer, that is, a desire for the advertised brand (or product) that cannot fully be rationalized. Emotional brands have a significant impact when the consumer experiences a strong and lasting attachment to the brand comparable to a feeling of bonding, companionship or love. Examples of emotional branding include the nostalgic attachment to the Kodak brand of film, bonding with the Jim Beam bourbon brand, and love for the McDonald's brand.

Additionally, if only “emotion” factor is considered, then Lakme comes out as a clear winner. Under this category three questions were asked. According to this survey 52% of the respondents feel sense of pride in owning Mac whereas Lakme comes up as a runner up with 48% share.

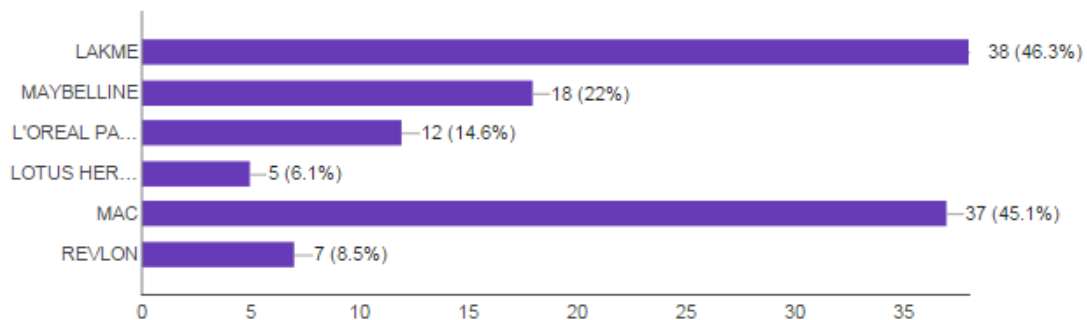


Fig. 3: Sense of pride in owning a particular brand

The survey suggested that 52.4% respondents admire Lakme where as 31.7% admire MAC.

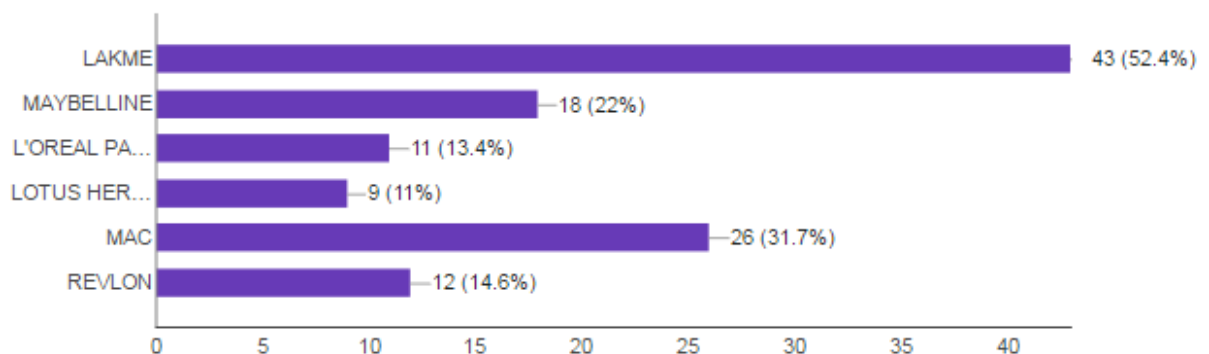


Fig. 4: Sense of Admiration in owning a particular brand

It is also to be noted that 60% of the respondents feel joyful when they realise that they are associated with Lakme. Maybelline comes second in this category with 36% share.

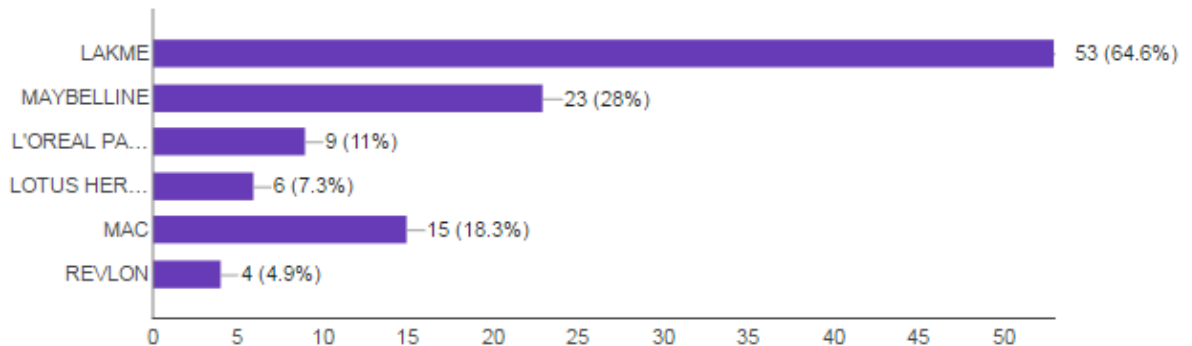


Fig. 5: Sense of Joy in association with a particular brand

4.2.2 Mental Association:

Under the factor mental association three questions were asked which were related to safety and security, trust, and innovation.

According to this survey, 64% of the respondents feel the sense of safety and security while using Lakme, followed by Maybelline which covers 48% of the market share in this category

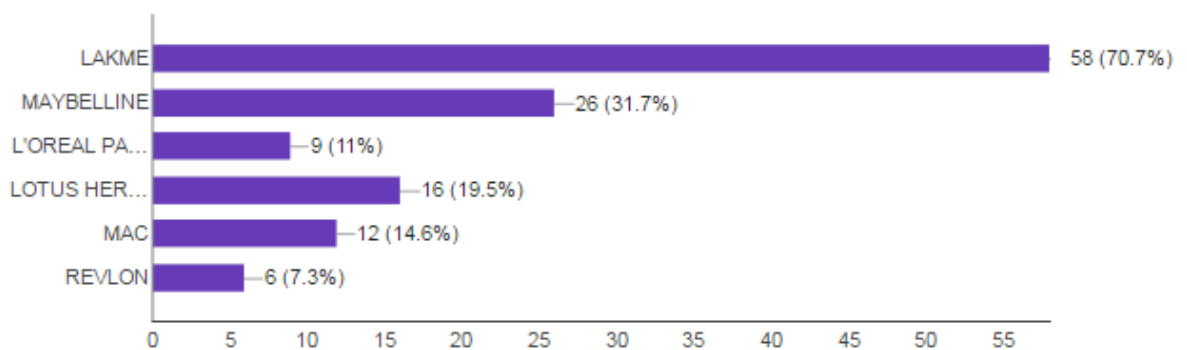


Fig. 6: Sense of Safety and Security in owning a brand

Lakme came out to be the most trusted brand among the respondents with 52% share followed by Maybelline with 40%.

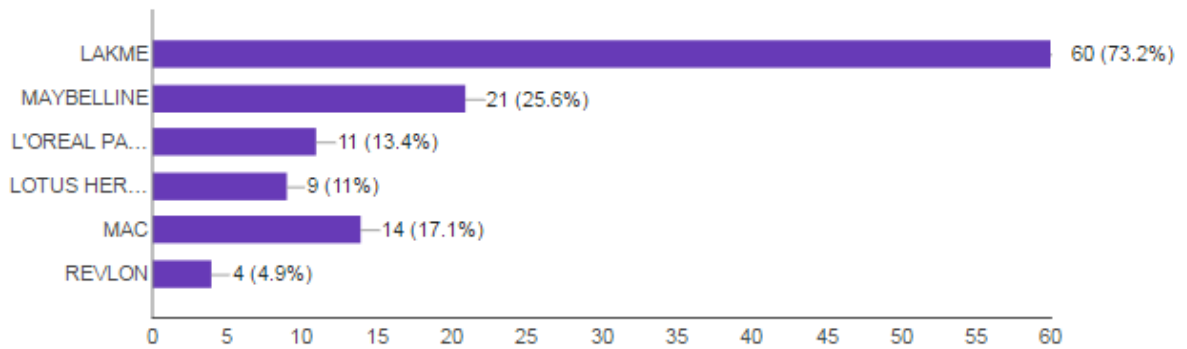


Fig. 7: Sense of Trust on a particular brand

43.9% people feel that Lakme is the most innovative brand followed by Maybelline with 34.1% share.

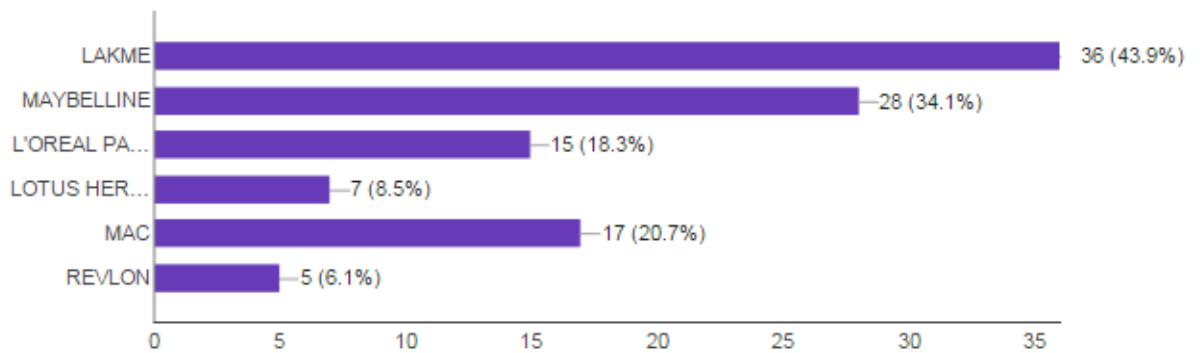


Fig. 8: Feeling of Innovation in owning a brand

4.2.3 Brand loyalty

Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment. It can also be demonstrated with other behaviours such as positive word of mouth advocacy. Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers.

Under brand loyalty three questions were asked to find out the brand with which loyalty of maximum customers is associated. In this survey factors associated were willingness to pay more, willingness to recommend, willingness to wait for the brand if it is not available currently.

The survey showed that 41.5% respondents are willing to pay more for Lakme. MAC is also not far behind with 40.2% share of respondents. Third comes Maybelline with 18.3% share of respondents.

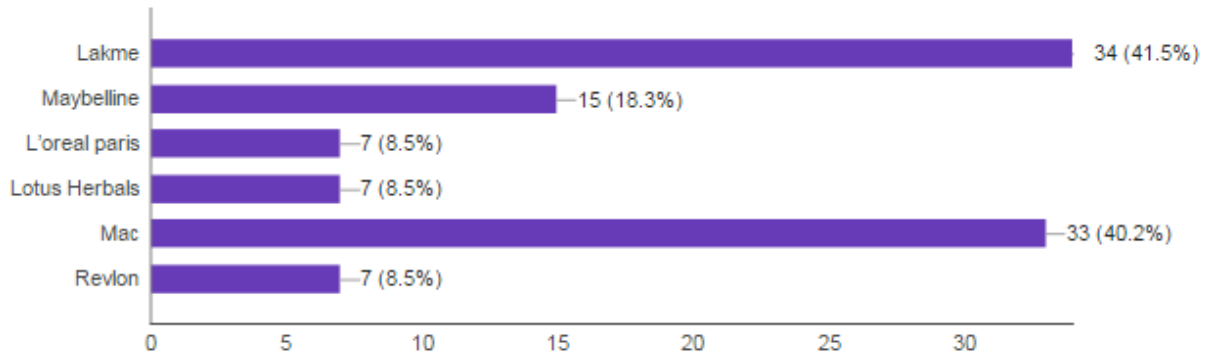


Fig. 9: Willingness to pay more for a particular brand

According to the survey, 68.3% respondents will recommend Lakme to other people followed by Maybelline with 29.3% share of respondents.

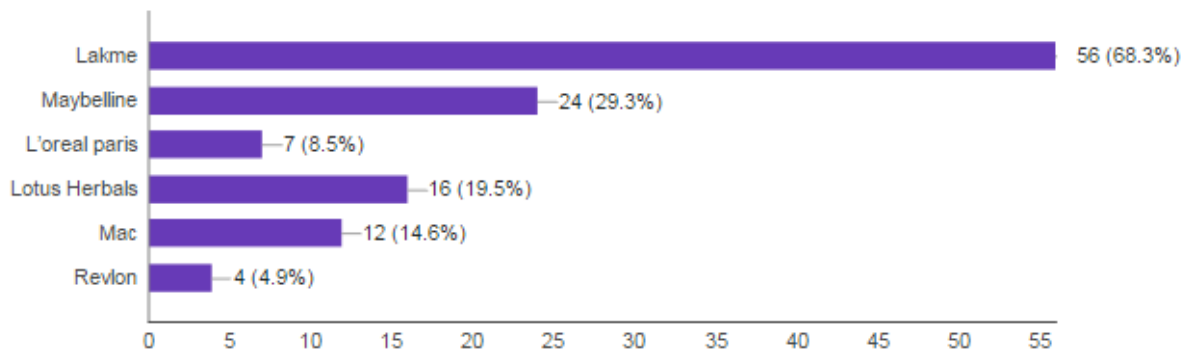


Fig. 10: Willingness to recommend to others for a particular brands

One of the most important factors that comes under Loyalty is willingness to wait. According to this survey, 57.3% of respondents are willing to wait for Lakme if its products are not available in the store. The second rank is of Maybelline with 39% share of respondents.

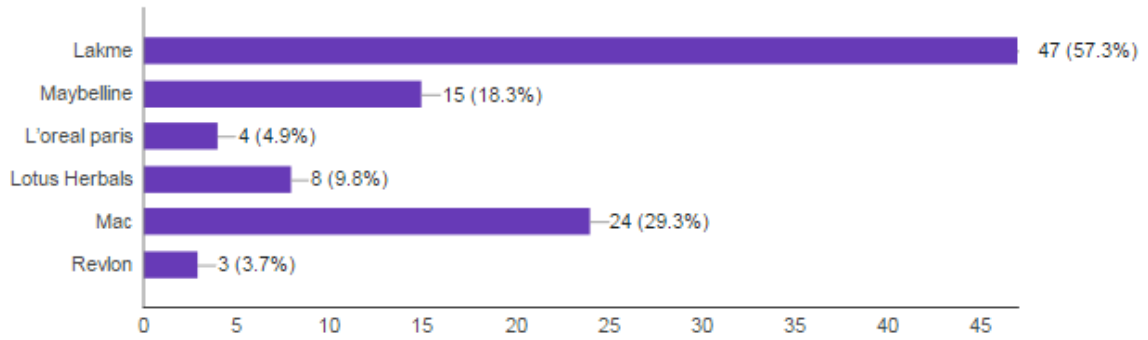


Fig. 11: Willingness to wait if a particular brand is not available

4.2.4 Accessibility

Easy accessibility of the products is very important for the brand. Under the factor “Accessibility”, three questions were asked on the basis of Number of physical store, variety of products on each physical store, and easy availability of products online.

78% of respondents feel that Lakme has maximum offline store presence followed by Maybelline with 43.9% share of respondents.

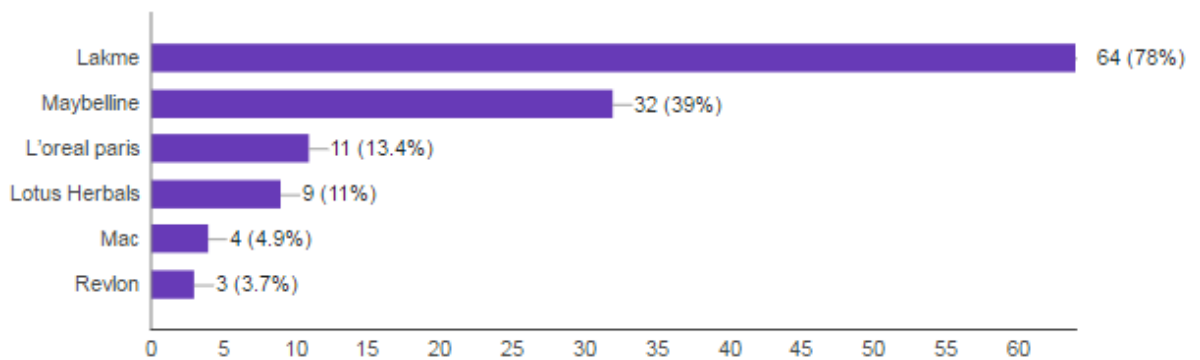


Fig. 12: Physical store presence for different brands

81.7% of respondents feel that Lakme has the maximum variety of products in each physical store followed by Maybelline with 37.8% share of respondents.

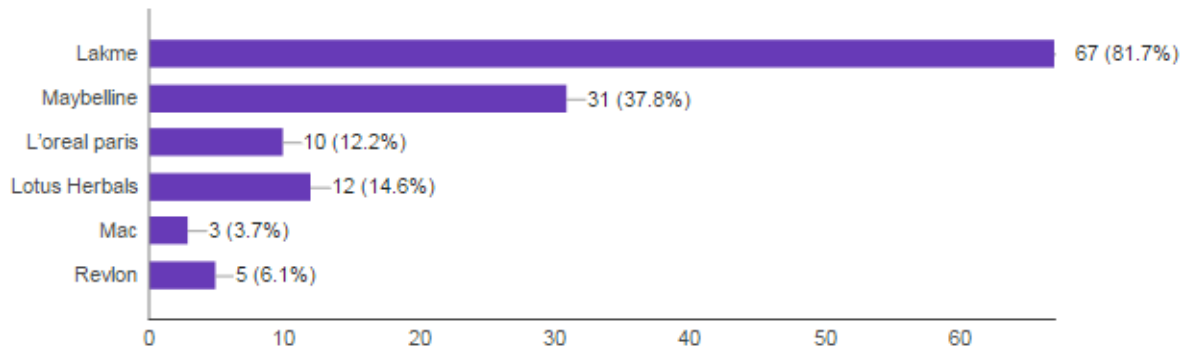


Fig. 13: Variety of products in each physical store

According to this study 76.8% of the respondents feel that maximum products of Lakme are available online, followed by Maybelline with 43.9% share of respondents.

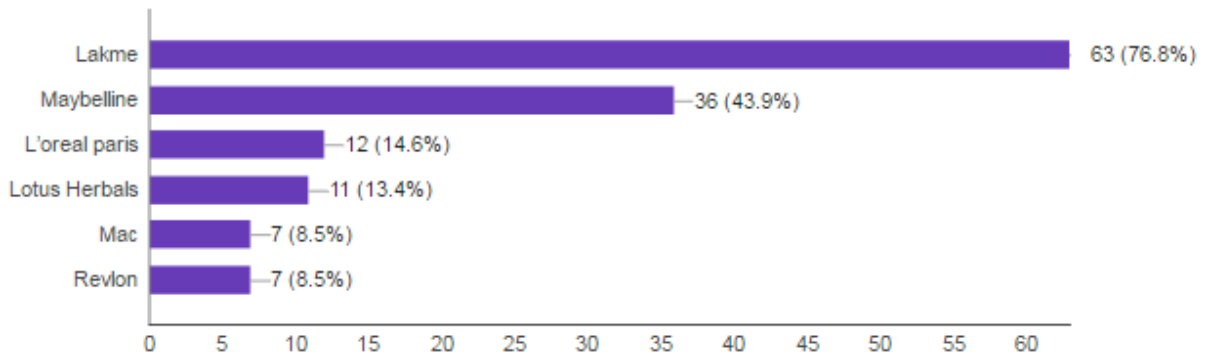


Fig. 14: Online presence of different brands

4.2.5 Brand Performance

In this study, Brand Performance is judged on the basis of two factors and these are frequency of buying of a particular brand, and value for money.

According to the survey, it is evident that Lakme is the most frequently bought brand by 70.7% of respondents followed by Maybelline with 45.1% share of the respondents.

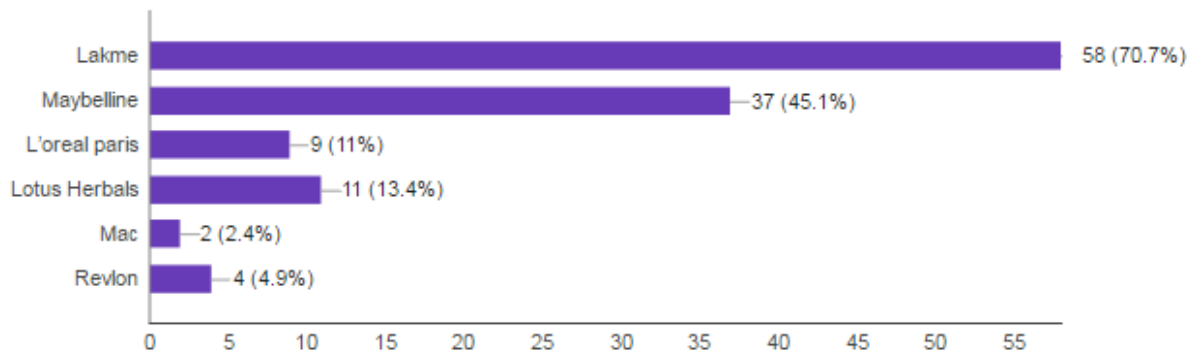


Fig. 15: Frequently bought Brands

The survey shows that, 67.1% of respondents feel that Lakme provides the best value for money followed by Lotus Herbals with 28% share of respondents.

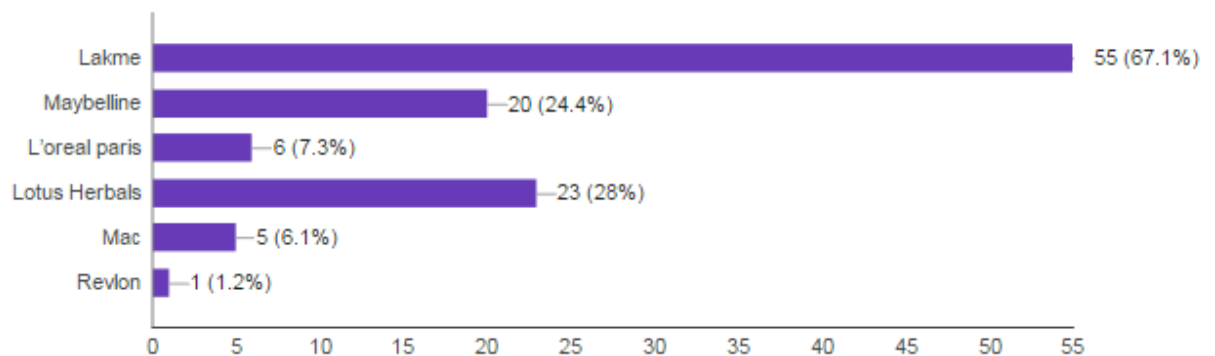


Fig. 16: Maximum Value of Money provided by different Brands

4.3 Dependant Variable: BRAND VALUE

Brand Value in this study was analysed by two factors which are, desire to own the brand and willingness to spend premium price.

According to the survey, 61% of the respondents are willing to own MAC despite of not using MAC earlier. It is followed by Lakme with 20.7% share of respondents.

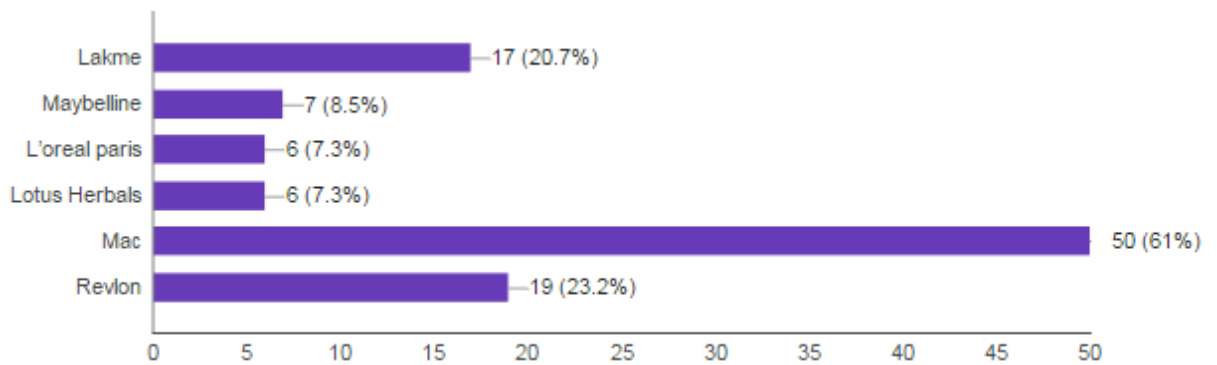


Fig. 17: Desire to own a Brand

According to this survey, 46.3% of the respondents are willing to pay premium price for MAC despite of not using MAC. It is followed by Lakme with 26.8% share of respondents.

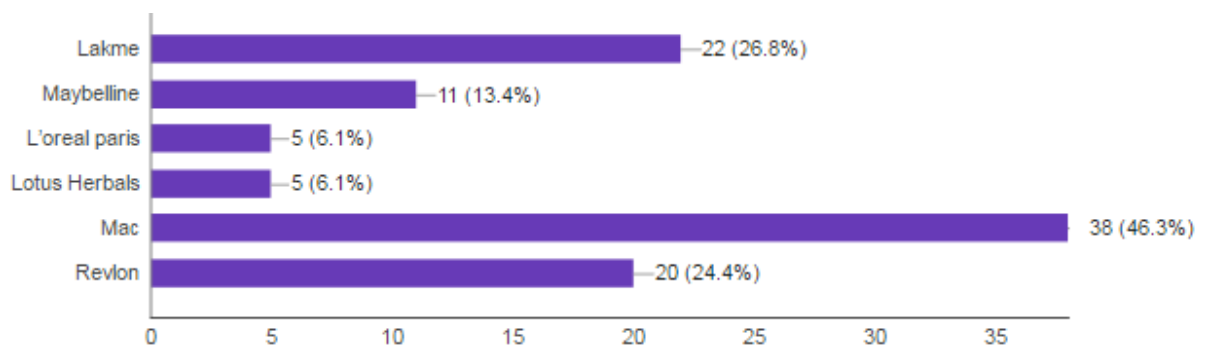


Fig. 18: Willingness to pay premium price

4.4 Summary of Findings:

The study was carried through primary data collection and through the analysis of primary data, it was concluded that that the most frequently used brand in India is Lakme, whereas the most desired brand is MAC.

Lakme is the global leader in cosmetics, with 25 global brands. It has five key areas of expertise- hair care, skincare, make-up and fragrances. This company has over 63,358 employees working currently. And it sells its products around in 130 countries all over the world. Its consolidated sales are recorded in over 17,063 in millionaires .The company manufacture well above 4.7 billion units annually. It also has investments above 560 million euro s in R&D investments

After analysing the collected primary data, it is very much evident from the analysis that Lakme is leading brand among the price sensitive Indian market but when it comes to premium cosmetic brands MAC is the most desirable brand among respondents. The reason behind the success of Lakme in affordable cosmetic products and what make MAC, the most desirable brand among Indians were studied through secondary analysis.

The more similarity in pricing strategy, Lakme industry has the higher market competitiveness. Skin care products are categorized for analysis as:

Low price segment (45 to 200 INR)

Numbers of available products are more in moisturizing, sun care and whitening categories,so intense competition observed in these categories. In anti-acne category only few products are available, so less competition is observed. No company is offering anti-aging products in low price range. Except Estee Lauder all major companies are following mass marketing.

Moderate price segment (200 to 800 INR)

More products are available in sun care and anti-aging categories but not as that of low price segment, so somewhat more competition in this category. In moisturizing, anti-acne and skin whitening categories very few products are available, so less competition in this category.

High end price segment (800-5000 INR)

Only two cosmetic companies are focused on this segment. They are Revlon and MAC, that too not in all categories. No product is available in anti-acne category, so less competition in this category. Whereas in other categories products are available but not as that of low price segment, so moderate to low competition is seen in this category.

Overall price analysis:

In India most of the cosmetic companies launch their products at low price. Some companies like L'Oreal are not only focusing on low price market but also focused on premium market and companies like Estee Lauder are mainly focusing on premium market. As India is price sensitive market, so companies should price their products accordingly.

Promotion: More the cosmetic companies are the same distribution channel, the higher the competition in the market. The competition between Lakme, L'oreal, Lotus etc. is high because they adopt the same distribution channels. Various methods of product promotion adopted by Lakme. This Company promote or advertise their products through special magazines and through websites. For magazine advertisement it prefer special magazines compared to television advertisement. That's why this company as to retain the exclusive image of the product since they are high end brands.

On the analysis and interpretation of research conducted. It was found that certain findings are very critical and are directly or indirectly affecting the Lakme products.

- There is a good awareness of Lakme cosmetics products among the consumers.
- The quality of Lakme is very satisfactory viewed by the majority of customers.
- There is a neck to neck competition between L'Oreal, Maybelline, VLCC, Revlon etc
- 75% of the customers are fully satisfied with existing quality While 25% are partly satisfied.
- Majority of women are using Lakme products.
- Consumers prefer the Lakme products because it provides good quality, good results, good services, etc and it all fulfills their needs.

Product Differentiation Strategy of MAC:

Enhancers: Develop different blends of pigments to match customer's needs in international markets (BRIC)

Develop different durability/intensity of pigments and viscosity to meet PRO versus consumer/ customer needs.

Drivers: Durability of long lasting pigments and relatively large product sizes.

Quality Aesthetics: Distinct packaging and limited edition.

Pricing Strategy:

Value-in-Use Premium Pricing strategy: Consumer benefit is given more importance in MAC than the cost of the product cost

Company/Product Life-cycle: Brand extensions justify premium "skimming" price and Multi-segment Pricing

Comparable Prices to Competitors:

- Differentiations
- Focus on customer loyalty
- Cost of switching

Product Line Pricing:

- Complementary Products

Promotional Strategies:

1. Word of Mouth:

- Free products for professionals, celebs and media
- Builds credibility, awareness

2. Motivating Action Communication:

- "Back to MAC" - Rewarding top performers, motivating high potentials

- CRM

3. Social media:

- Customer Participation on website, FB and Twitter
- Message comprehension, frequency

LAKMÉ

5. COMPANY PROFILE

Lakme is an Indian brand of cosmetics, owned by Unilever and run by CEO Pushkaraj Shenai. Lakme started as a 100% subsidiary of [Tata Oil Mills](#) (Tomco), part of the Tata Group; it was named after the French opera Lakme, which itself is the French form of Lakshmi, the goddess of wealth, also renowned for her beauty. Indian cosmetic Lakme was started in 1952, famously because the then 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 its chairman. In 1996 Tata sold off their stakes in Lakme Lever to HLL, for Rs 200 Crore (45 million US\$), and went on to create Trent and Westside. Even today, when most multinational beauty products are available in India, Lakme still occupies a special place in the hearts of Indian women.

Lakme also started its new business in the beauty industry by setting up Lakme Beauty Salons all over India. Now HUL (Hindustan Unilever Limited) has about 110 salons all over India providing beauty services. Lakme' has been ranked as 47th most trusted brand in India by The Brand Trust Report The company is the title sponsor for Lakme Fashion Week (LFW) a bi-annual fashion event which takes place in Mumbai.

Makeup types

Cosmetics include skin-care creams, lotions, powder, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup ,towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. A subset of cosmetics is called "make-up," which refers primarily to colored products intended to alter the user's appearance. Many manufacturers distinguish between decorative cosmetics and care cosmetics.

Most cosmetics are distinguished by the area of the body intended for application.

- Face Primer, Come in various formulas to suit individual skin concerns. Most are meant to reduce the appearance of pore size, prolong the wear of makeup, and allow for a smoother application of makeup. Applied before foundation.

- Eye Primer, Used to prolong the wear of eye shadows on the eye as well as intensify color payoff from shadows.
- Lip gloss, is a sheer form of lipstick that is in a liquid form.
- Lipstick, lip gloss, lip liner, lip plumper, lip balm, lip conditioner, lip primer, and lip boosters. Lip stains have a water or gel base and may contain alcohol to help the product stay on the lips. The idea behind lip stains is to temporarily saturate the lips with a dye, rather than covering them with a colored wax. Usually designed to be waterproof, the product may come with an applicator brush or be applied with a finger.
- Concealer, makeup used to cover any imperfections of the skin. Concealer is often used for any extra coverage needed to cover blemishes, or any other marks. Concealer is often thicker and more solid than foundation, and provides longer lasting, and more detailed coverage. Some formulations are meant only for the eye or only for the face.
- Foundation, used to smooth out the face and cover spots or uneven skin coloration. Usually a liquid, cream, or powder, as well as most recently, a light and fluffy mousse, which provides excellent coverage as well. Foundation primer can be applied before or after to get a smoother finish. Some primers come in powder or liquid form to be applied before foundation as a base, while other primers come as a spray to be applied after you are finished to help make-up last longer.
- Face powder, used to set the foundation, giving a matte finish, and also to conceal small flaws or blemishes.
- Rouge, blush or blusher, cheek coloring used to bring out the color in the cheeks and make the cheekbones appear more defined. This comes in powder, cream, and liquid forms.
- Contour powder/creams, used to define the face. It can be used to give the illusion of a slimmer face or to even modify a person's face shape as desired. Usually a few shades darker than one's own skin tone and matte in finish to create the illusion of depth. A darker toned foundation/concealer can be used instead to contour to create a more natural look.

- Highlight, used to draw attention to the high points of the face as well as to add glow to the face. It comes in liquid, cream, and powder form. Often contains shimmer, but sometimes does not. A lighter toned foundation/concealer can be used instead to highlight create a more natural look.
- Bronzer, used to give skin a bit of color by adding a golden or bronze glow. Can come in either matte, semi matte/satin, or shimmer finishes.

Mascara is used to darken, lengthen, and thicken the eyelashes. It is available in natural colors such as brown and black, but also comes in bolder colors such as blue, pink, or purple. There are many different formulas, including waterproof for those prone to allergies or sudden tears. Often used after an eyelash curler and mascara primer. There are now also many mascaras with certain components to help lashes to grow longer and thicker. There are specific minerals and proteins that are combined with the mascara that can benefit, as well as beautify.

5.1 MISSION:

BEAUTY FOR ALL

For more than a century, Lakme has devoted itself solely to one business: beauty. It is a business rich in meaning as it enables all individuals to express their personality gain self-confidence itself and open up to others.

Beauty is a language.

Lakme has set itself the mission of offering men & women worldwide the best cosmetics innovation in terms of quality; efficacy & safety .It purses this goal by infinite diversity of beauty needs and desires all over the world.

Beauty is universal.

Since its creation by a researcher, the group has pushing back the frontiers of knowledge. Its unique research arms it to continually explore new territories & invent the products of the future, while drawing inspiration from beauty rituals the world over.

Beauty is science.

By drawing on the diversity on its teams, & the richness & the complementarily of its brand portfolio, Lakme has made the universalisation of beauty its project for the years to come.

Lakme offering beauty for all.

5.2 PRODUCTS AND SERVICES OFFERED:

Lakme is world renown and great cosmetic company .a wonderful gift hamper for today's women.

5.2.1 CATEGORIES

1. Lakme lipstick
2. Lakme eyeliner
3. Lakme kajal
4. Lakme strawberries face wash

5. Lakme radiant rose powder
6. Lakme nail enamel remover
7. Lakme shampoo
8. Lakme deep pore cleansing milk

5.3 MARKETING STRATEGIES FOR CONSUMER SATISFACTION:

5.3.1 Promotional strategies

- Promotional posters.
- Launch of beauty magazines.
- Advertisement through film Commercials.
- Open spa to promote the Brand.
- Selecting reputed brand ambassador.
- Sponsoring and Social Responsibility.
- Start campaign for safe cosmetics which will be started in February 2013.

5.3.2 Positioning strategies:

- Most innovative.
- High Quality, Advanced products & affordable price.
- Only cosmetic brand in world that has products in all the segments Consumer, Luxury, Professional & Pharmaceuticals.

5.3.3 Distribution strategies:

- Widen distribution network by giving various incentives to distributors, retailers, stockiest etc in order, not to lose self-space Product Modification
- By modifying the product by adding SPF, so that lips can be protected from harmful.

5.4 FUTURE PLANS:

- The company plans to open 110 cosmetics shops outlets across the globe next year, the share of Indian market to Lakme turnover of euro 15.8 billion small, but is growing.

With other emerging economies India's contribution to global cosmetics amounts to 60%.

- Lakme turns to cheap products to spur future growth.
- Lakme is focusing on south market & is planning to open 10 stores in Chennai & Hyderabad.
- The company has drawn up a fresh strategy, including aggressive discounts & opening up of new stores.
- At present the company is operating 25 stores in 8 Indian cities under a franchise agreement with retail major Future group.

5.5 THEORITICAL PERSPECTIVE:



Fig. 19: Marketing Mix

- Marketing Mix refers to the ingredients or the tools or the variable which the marketer mixes in order to interact with a particular market
- “Marketing Mix is a set of marketing tools that the firm uses to pursue its marketing objectives in the target market”
- Marketing mix is a term used to describe the combination of the four inputs which constitute the core of a company’s marketing system: the product; the price structure; the promotional activities, and the distribution system.
- Marketing mix represents the total marketing programmed of a firm. It involves decisions with regard to product, price, place and promotion. Marketing mix is a blending of decisions in the ‘4 Ps’.

Four major ingredients of marketing mix are:

- Product

A product is any good or service that consumers want. It is a bundle of utilities or a cluster of tangible and intangible attributes. Product component of the marketing mix involves planning, developing and producing the right type of products and services. It deals with the dimensions of product line, durability and other qualities. Product policy of a firm also deals with proper branding, right packaging, appropriate color and other product features. The total product should be such that it really satisfies the needs of the target market. In short, product mix requires decisions with regard to

- Size and weight of the product.
- Quality of the product.
- Design of the product.
- Volume of output.
- Brand name.
- Packaging.
- Product range.

- Price.

Price is an important factor affecting the success of a firm. Pricing decisions and policies have a direct influence on sales volume and profits of business.

Price is, therefore, an important element in the marketing mix. In practice, it is very difficult to fix the right price. Right price can be determined through pricing research and test marketing.

Demand, cost, competition, govt. regulation, etc. are the vital factors that must be taken into consideration in the determination of the price. Price mix involves decisions regarding base price, discounts, allowances, freight payment, credit, etc.

- Promotion.

Promotion component of the marketing mix is concerned with bringing products to the knowledge of customers and persuading them to buy. It is the function of informing and influencing the customer.

Promotion mix involves decisions with respect to advertising, personal selling and sales promotion. All these techniques help to promote the sale of products and to fight the competition in the market.

No single method of promotion is effective alone and, therefore, a promotional campaign usually involves a combination of two or more promotional methods.

Growing competition and widening market have made simultaneous use of more than one promotional method all the more necessary. Combination of two or more methods in a single promotional campaign requires an effective blending of promotional inputs so as to optimize the expenditure on each.

- Place (Distribution)

This element of marketing mix involves a choice of the place where the products are to be displayed and made available to the customers. It is concerned with decisions relating to the wholesale and retail outlets or channels of distribution. The objective of selecting and managing trade channels is to provide the products to the right customer at the right time and place on a continuing basis. In deciding where and through whom

to sell, management should consider where the customer wants the goods to be available.

A manufacturer may distribute his goods through his own outlets or he may employ wholesalers and retailers for this purpose. Irrespective of the channel used management must continuously evaluate channel performance and make changes whenever performance falls short of expected targets. In addition, management must develop a physical distribution system for handling and transporting the products through the selected channels. In the determination of distribution mix or marketing logistics, a firm has to make decision with regard to the mode of transporting of goods to middle-men, use of company vehicles or both.

MAC

6. COMPANY PROFLIE

MAC is an international Cosmetics brand, founded by Taskan and Angelo Targeted to fashion industry professionals in 1984.

In 1991, First US store opened in NYC Greenwich Village.

Estee Lauder gains control (bought 51%) and MAC Aids Fund introduced in 1994.

Also Lauder purchased remaining 49%, MAC had sales of ~ \$100 mill in 1998.

Currently MAC sells to consumers in 79 countries.

Timeline of MAC Brand:



Fig. 20

6.1 MAC's Brand Promise:

MAC promises on 4 things:

1. Distinctive
2. Valued
3. Consistently delivered
4. Kept over time

Elaborately MAC brand promises a creative makeup experience giving you the confidence to stand out and be stylish.



Fig. 21

6.2 Statements of MAC's Vision:

- A time when creativity and beauty rule for all ages , all races, all sexes.
- To create confidence and celebrate individuality through the MAC look.
- Plaful irreverence, cool confidence, socially-aware.

6.3 MAC Brand Culture:

- Artefacts: Eye-catching, chic, stylish High profile backstage make up studio
- Rural Values: Elite, Equality
- Fashions: Makeover.

6.4 MAC Objectives:

- In long term objective is to consistently deliver trusted creativity.
- In short term objective is to staying ahead of fashion and trends.

6.5 Brand Essence:



Fig. 22

1. Product: MAC products are colorful, bold, custom. Matches every skin tone. Cutting-edge seasonal lines.
2. Environment: Backstage makeup studio, Cosmopolitan, Professional.
3. Behavior: involves low-pressure, collaborative, expert advice, trusted, playful.
4. Communication: Word-of-Mouth, SEO(Search engine optimization), Print & Outdoor advertising Public Relations.

6.6 MAC Brand Pleasure:

1. Personal Satisfaction:
 - Creative license
 - Individuality
 - Confidence
 - Style
2. Group/Belonging:
 - Aspirational
 - Social badge

- Insider
- Fashionista
- 3. Cultural/ Elite Equality:
 - Diversity of Icons
 - Special attention paid to opinion leaders
 - Staff of make-up artists

6.7 Branding Strategies of MAC:

6.7.1 Product Differentiation Strategy:

1. Enhancers:
 - Develop different blends of pigments to match customer's needs in international markets(BRIC)
 - Develop different durability/intensity of pigments and viscosity to meet PRO versus consumer/ customer needs.
2. Drivers:
 - Durability of long lasting pigments and relatively large product sizes.
3. Quality Aesthetics:
 - Distinct packaging and limited edition.

6.7.2 Pricing Strategy:

2. Value-in-Use Premium Pricing strategy:
 - Consumer benefit > cost
3. Company/Product Life-cycle:
 - Brand extensions justify premium "skimming" price
 - Multi-segment Pricing
4. Comparable Prices to Competitors:
 - Differentiations
 - Focus on customer loyalty
 - Cost of switching
5. Product Line Pricing:
 - Complementary Product

6.7.3 Promotional Strategies:

4. Word of Mouth:
 - Free products for professionals, celebs and media
 - Builds credibility, awareness
5. Motivating Action Communication:
 - "Back to MAC" - Rewarding top performers, motivating high potentials
 - CRM
6. Social media:
 - Customer Participation on website, FB and Twitter
 - Message comprehension, frequency

6.7.4 Economies of scope through product family strategy:

Aggregated materials and production processes over brand extensions lowers VC, allows for more frequent extensions.

6.8 MAC Cosmetics Social media strategy triumphs over L'Oreal, Benifit and Chanel:

MAC Cosmetics runaway social media in cosmetics sector:

The cosmetics sector has a long way to go to rival the most compelling brands in the social media space, particularly if you compare the sector as a whole to the fashion retail space. The report, Color Cosmetics Social Engagement Report analyses the social media strategies of 20 of the UK's most recognizable cosmetic brands including MAC, Clinique, L'Oreal, Chanel, Benefit, Estee Lauder, Clarins, Dior, Maybelline and Lancome.

Uniquely, the report doesn't just rank the brands that produce the greatest volume of content or have the largest following but looks at how brands engage with their customers, where they engage with them and how brands are benefiting from this engagement.

MAC Cosmetics was revealed as the runaway leader, dominating the colour cosmetics sector due to the seamless integration between its social channels and brand website.

It has a highly targeted content strategy that is fulfilling the needs of consumers, earning shares and interactions on the key social media platforms including Facebook, Twitter and YouTube.

6.9 A Multi-Faceted Approach to Marketing:

Direct Mail and QR codes:



Fig. 23

Recently, the MAC Cosmetics team launched a new campaign that combines direct mail with mobile marketing. Many times, retail stores will use direct mail to reach out to possible customers or distribute rewards coupons to consumers enrolled in their loyalty programs. Rather than targeting potential customers locally or offering exclusive discounts to rewards program members, MAC took a slightly different approach with their recent campaign.

Customers who shop at MAC's U.S. flagship store in New York City and sign up for the retailer's mailing list at check out receive special deliveries from the retailer. But these deliveries aren't coupons or free products. To say thank you for recent purchases, MAC Cosmetics has created a postcard with a friendly note and a scan-able QR code. When a mobile user scans the code, they have the option of viewing a series of tutorial videos related to some of MAC Cosmetics' most popular products. Customers can easily access tips and tricks from professional makeup artists on how to make the most of their recent purchases.

6.10 Social Awareness by MAC:



Fig. 24

1. Viva Glam Aids Fund:
 - Counseling Session for an HIV+ Woman
 - Safer-sex kits (Condoms, Lube, Dental Dams and Information)
 - Deliveries of dietetically sound meals
 - Pair of school Shoes for a child orphaned by Aids.
2. MAC PRO
3. Cruelty-free products
4. Back to MAC recycling

7. CONCLUSION

Lakme is the global leader in cosmetics, with 25 global brands. It has five key areas of expertise- hair care, skincare, make-up and fragrances. This company has over 63,358 employees working currently. And it sells its products around in 130 countries all over the world. Its consolidated sales are recorded in over 17,063 in millionaires .The company manufacture well above 4.7 billion units annually. It also has investments above 560 million euro s in R&D investments

On the analysis and interpretation of research conducted. It was found that certain findings are very critical and are directly or indirectly affecting the Lakme products.

- There is a good awareness of Lakme cosmetics products among the consumers.
- The quality of Lakme is very satisfactory viewed by the majority of customers.
- There is a neck to neck competition between L'Oreal, Maybelline, VLCC, Revlon etc
- 75% of the customers are fully satisfied with existing quality While 25% are partly satisfied.
- Majority of women are using Lakme products.
- Consumers prefer the Lakme products because it provides good quality, good results, good services, etc and it all fulfills their needs.

The competition is fierce in the multi-channel retailing environment. A business that hopes to grow and prosper requires a comprehensive logistics and transportation strategy, executed flawlessly. The dilemma for management lies in trying to meet consumers' growing expectations while keeping costs in check. In response to these issues of multi-channel growth, more and more carriers are branching out to offer logistics services.

Those businesses that work to build successful relationships with logistics and transportation vendors will find that their efforts lead to improved customer service and profitability. It's not an easy task, but it is certainly one that's achievable with the tools and technology available today.

Lakme has been found to be the most preferred brand it meet the promise made to the customer. Consumer relies on the Lakme products because it provides **good quality, good results, good services, etc. So that customer may prefer Lakme products.**

While conducting survey I found that the customer may like the showrooms of the Lakme products. They still likes the easily availability of various products. So the Lakme products customers are fully satisfied to use the products.

The MAC cosmetics brand has experienced great success by evolving to stay relevant, utilizing effective positioning in terms of core values, brand personality and customer relationships as wel as consistently delivering the brand promise over time.

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9. ANNEXURE

Questionnaire used in this study is given below:

A STUDY TO UNDERSTAND THE BRANDING STRATEGIES OF LEADING COSMETIC COMPANIES IN INDIA

(This questionnaire is being circulated to study the Brand image and position of leading Cosmetic companies in India)

1. Age *

- Less than 16 years
- 17-23 years
- 24-30 years
- Above 30 years

2. Education *

- 10th
- 12th
- Graduate
- Post Graduate or higher

3. Occupaton *

- Student
- Teacher
- Corporate Employee
- Government Employee

4. Monthly expenditure on cosmetics *

- Rs 1000 or less
- Rs 1000-Rs3000
- Rs 3000-Rs5000
- Rs 5000 and above
-

FACTORS FOR MEASURING BRAND VALUE

5. Which of the following brands do you use generally? *

- LAKME
- MAYBELLINE
- L'OREAL PARIS

- LOTUS HERBALS
- MAC
- REVLON

EMOTIONS

6. You would feel sense of pride in owning the brand *

- LAKME
- MAYBELLINE
- L'OREAL PARIS
- LOTUS HERBALS
- MAC
- REVLON

7. You admire the brand *.

- LAKME
- MAYBELLINE
- L'OREAL PARIS
- LOTUS HERBALS
- MAC
- REVLON

8. You feel joyful when you realise that you are associated with the brand *

- LAKME
- MAYBELLINE
- L'OREAL PARIS
- LOTUS HERBALS
- MAC
- REVLON

MENTAL ASSOCIATION

9. You feel safe and secure while using the following brands *.

- LAKME
- MAYBELLINE
- L'OREAL PARIS
- LOTUS HERBALS
- MAC

- REVLON

10. Which of the following brands do you trust the most? *

- LAKME
- MAYBELLINE
- L'OREAL PARIS
- LOTUS HERBALS
- MAC
- REVLON

11. You feel the brand is innovative

- LAKME
- MAYBELLINE
- L'OREAL PARIS
- LOTUS HERBALS
- MAC
- REVLON

LOYALTY

12. You would like to pay more for particular brand *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

13. You would recommend the brand to others *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

14. You would wait for the brand if it is not available currently *.

- Lakme

- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

ACCESSIBILITY

15. The brand has good offline store presence (Number of stores) *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

16. All the products of the brand are available online *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

17. All the products of the brand are available in nearby stores (Variety of products in each physical store) *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

BRAND PERFORMANCE

18. Most frequently bought brands *

- Lakme
- Maybelline

- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

19. According to you which brand provide value for money *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

BRAND VALUE

20. The brand you desire to own (Despite of not using the brand frequently) *.

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

21. You are willing to spend premium price for the brand *

- Lakme
- Maybelline
- L'oreal paris
- Lotus Herbals
- Mac
- Revlon

ADHERENCE SHEET

Particulars	Last Date	Signature of Mentors	
Title of the Project/Area of Topic Finalization	21-Jan-16		
Literature Review/Objectives of the study	02-Feb-16		
Methodology	18-Feb-16		
Questionnaire/Data Collection tools	03-Mar-16		
Data Collection	17-Mar-16		
Analysis	24-Mar-16		
Conclusion and Recommendations	01-Apr-16		
First Draft	15-Apr-16		
Final Report/Binding and Submission	04-May-16		