

# **A STUDY ON ONLINE CONSUMER BUYING BEHAVIOUR OF LAKME**

## **Project Report**

Submitted by

**AGLIN M V**

**Reg. No. AM22COM001**

Under the guidance of

**DR. MARY SRUTHY MELBIN**

In partial fulfillment of requirements for award of the post graduate degree of

**Master of Commerce and Management**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

Affiliated to

**MAHATMA GANDHI UNIVERSITY**

Kottayam-686560

**March 2024**

**ST.TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM****Certificate of Plagiarism Check for Dissertation**

<b>Author Name</b>	AGLIN M V
<b>Course of Study</b>	Master of Commerce & Management
<b>Name of Guide</b>	Dr. MARY SRUTHY MELBIN
<b>Department</b>	Commerce (Regular)
<b>Acceptable Maximum Limit</b>	20%
<b>Submitted By</b>	library@teresas.ac.in
<b>Paper Title</b>	A STUDY ON ONLINE CONSUMER BUYING BEHAVIOUR OF LAKME
<b>Similarity</b>	2% AI 7%
<b>Paper ID</b>	1577278
<b>Submission Date</b>	2024-03-27 16:39:19

Signature of Student

Signature of Guide

Checked By  
College Librarian

\* This report has been generated by DrillBit Anti-Plagiarism Software

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**  
**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited at 'A++' Level (Fourth Cycle)**



**CERTIFICATE**

This is to certify that the Project Report titled “A STUDY ON ONLINE CONSUMER BUYING BEHAVIOUR OF LAKME” submitted by **AGLIN M V** towards partial fulfilment of the requirements for the award of post graduate degree of **Master of Commerce and Management** is a record of bonafide work carried out during the academic year 2023-2024.

**Supervising Guide**

**Dr. Mary Sruthy Melbin**  
**Assistant Professor**  
**Dept. of Commerce**



**Head of the Department**

**Ms. ELIZABETH RINI K F**  
**Assistant Professor**  
**Dept. of Commerce**

**Place: Ernakulam**

**Date: 22/04/2024**

24/04/24  
**Dr. Chendan Raj SM**

## **DECLARATION**

I, **AGLIN M V** hereby declare that this dissertation titled, '**A STUDY ON ONLINE CONSUMER BUYING BEHAVIOUR OF LAKME**' has been prepared by me under the guidance of **Dr. Mary Sruthy Melbin**, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

**Place: ERNAKULAM**

**AGLIN M V**

**Date:     /     / 2024**

## ACKNOWLEDGEMENT

I wish to acknowledge all those who helped us to complete this study. I thank God almighty for helping me and guiding me in the right path and who made all things possible.

I take this opportunity to express my profound gratitude and deep regards to my guide **Dr. Mary Sruthy Melbin**, Assistant professor, St. Teresa's college, Ernakulam for her exemplary guidance, monitoring and constant encouragement throughout the course of this study. The blessings, help and guidance given by her time to time shall carry us a long way in the journey of life on which we are about to embark. She has taken pain to go through the project and make necessary corrections as and when needed. We express our sincere thanks to the Director **Rev. Sr. Emeline CSST**, Provincial Superior and Manager **Rev. Dr. Sr. Vinitha CSST**, Principal **Dr. Alphonsa Vijaya Joseph** and **Ms. Elizabeth Rini**, Head of the Department of Commerce, to all other faculties of the department of commerce, St. Teresa's College, for their support and valuable suggestions.

I would like to express my thanks to all respondents and colleagues in developing the project. I also extend heartfelt thanks to my family for their constant encouragement without which this project would not be possible.

**AGLIN M V**

## CONTENTS

SL. NO	DESCRIPTION	PAGE NO
1	Introduction	
2	Review Of Literature	
3	Theoretical Framework	
4	Data Analysis And Interpretation	
5	Findings, Suggestions And Conclusion	
6	Bibliography	
7	Appendix	

## LIST OF TABLES

SL NO	DESCRIPTION	PAGE NO
4.1	Age	
4.2	Gender	
4.3	Income	
4.4	Occupation	
4.5	Online Platform Preference	
4.6	Type of Consumer	
4.7	Descriptive statistics on online buying behaviour	
4.8	Gender wise distribution of online buying behaviour	
4.9	Age wise distribution of online buying behaviour	
4.10	Income wise distribution of online buying behaviour	

<b>4.11</b>	<b>Normality of Variables related to online buying behaviour</b>	
<b>4.12</b>	<b>Hypothesis 1 : Mann-Whitney U test</b>	
<b>4.13</b>	<b>Hypothesis 1 : Kruskal Wallis test</b>	
<b>4.14</b>	<b>Hypothesis 1 : Kruskal Wallis test</b>	
<b>4.15</b>	<b>Factors influencing online consumer buying behaviour</b>	
<b>4.16</b>	<b>Hypothesis 2 : Model Summary on online marketing and Purchasing habit</b>	
<b>4.17</b>	<b>Hypothesis 2 : ANOVA</b>	
<b>4.18</b>	<b>Hypothesis 2 : Coefficient with respect to online marketing and purchasing habit</b>	
<b>4.19</b>	<b>Mean and std. deviation of various factors</b>	
<b>4.20</b>	<b>Mean and std. deviation of various factors based on gender</b>	

<b>4.21</b>	<b>Mean and std. deviation of various factors based on age groups</b>	
<b>4.22</b>	<b>Mean and std. deviation of various factors based on income levels</b>	
<b>4.23</b>	<b>Normality of Variables related to level of satisfaction</b>	
<b>4.24</b>	<b>Hypothesis 3 : Mann-Whitney U test</b>	
<b>4.25</b>	<b>Hypothesis 3 : : Kruskal-Wallis test</b>	
<b>4.26</b>	<b>Hypothesis 3 : Kruskal-Wallis test</b>	

# LIST OF FIGURES

SL NO	DESCRIPTION	PAGE NO
4.1	Age	
4.2	Gender	
4.3	Income	
4.4	Occupation	
4.5	Online Platform Preference	
4.6	Type of Consumer	

# **CHAPTER 1**

## **INTRODUCTION**

## 1.1 INTRODUCTION

An essential component of modern business involves understanding how consumers behave in the Marketplace. It is the study of variables that affect consumer's decisions, behaviours and attitudes – from making purchases to influencing others. Through the analysis of this behaviour businesses can develop deeper understanding of their consumer base and make informed decisions enhance both revenue and profitability. Businesses can better understand their consumer's requirements, interests and reasons for making purchases by doing consumer behaviour research. Businesses can meet consumer's expectations and enhance consumer satisfaction by creating efficient marketing strategies based on understanding of why individuals choose particular goods or services. Determining the behaviour of consumers guarantees long term sales stability and promotes a greater understanding of consumers.

Consumer buying behaviour refers to the study of people, groups or organisations as well as all the actions connected to the acquisition, utilisation and disposal of products and services. The manner in which consumer's feelings, attitudes and preferences influence their purchasing decision is known as consumer behaviour. One of the major challenges faced by marketers today is understanding consumer and purchasing behaviour. Consumer behaviour studies how consumers make decisions about what to buy as well as how they use and interact with goods and services. Consumers actively make decisions. They choose what to buy, frequently according to their income. Based on a variety of conditions, including their financial situation, they could alter their choices.

Lakme is known as the "Beauty Sutra" for Indian women, encouraging them to express their distinct beauty and sensuality. Lakme provides savvy goods and services that are based on a thorough understanding of Indian women's requirements. They support Indian women in expressing themselves in a way that is sensual, unique, expressive, vibrant, and natural. She is motivated by Lakme to fully express her femininity, attractiveness, and sensuality. Lakme is the first cosmetic brand in the country to introduce makeup to Indian women and takes pride in being the beauty specialist for more than 65 years. It is a holistic beauty brand that offers skin care products, colour cosmetics, and beauty services via the Lakme Salon network. The Lakme Fashion Week, the biggest fashion event of its kind in the nation, is a manifestation of its affinity with beauty and fashion. The primary cosmetics goods that Lakme sells are coloured

lipsticks, eyeliners, and skincare creams. Its e-commerce portal was established in December 2018. Under Lakme Lever, Lakme also operates 485 beauty salons as of 2021. The biannual Lakme Fashion Week, which takes place in Mumbai, is sponsored by the brand. Lakme the leading Indian beauty brand, always innovates to provide a vast array of high-performance, excellent skincare products, cosmetics, and beauty salon services. With its products that are perfect for a range of Indian skin tones, Lakme also provides its customers with a holistic beauty experience by integrating global cosmetic technology with a deep awareness of the demands of Indian women.

## **1.2 SIGNIFICANCE OF THE STUDY**

The key component of any business is its customers. They should be given utmost consideration and respect. The demand and supply forces in the market are driven by customers. Therefore, it is very crucial to analyse their tastes, preferences, behaviour and so on. This study will be helpful to understand the online buying behaviour of consumers towards Lakme products. It also helps the cosmetic industry to understand the important factors to be considered while formulating the marketing strategies and promotions.

## **1.3 SCOPE OF THE STUDY**

The scope of the study is focused on the online consumer buying of Lakme with special reference to Ernakulam district. This study is conducted to analyse the online consumer buying behaviour, factors influencing the consumer buying behaviour, effectiveness of the online marketing strategies and satisfaction levels of the consumers.

## **1.4 STATEMENT OF THE PROBLEM**

Research conducted on consumer buying behaviour is varied and extensive since changes in technology, economy, and society have an impact on consumer behaviour. They explore aspects like customer behaviour, perception, choice to buy, and the performance of national and international cosmetic brands in various parts of the world. In the current competitive

environment, understanding consumer purchasing patterns is critical to ensure the success of any new product or service. This knowledge helps marketers develop effective introduction and marketing tactics. Thus, the current investigation centres on the variables impacting consumers' purchasing decisions about Lakme.

## **1.5 OBJECTIVES OF THE STUDY**

- To analyse the online buying behaviour of consumers.
- To identify the factors influencing online consumer buying behaviour.
- To evaluate the effectiveness of online marketing strategies.
- To evaluate the consumer satisfaction levels.

## **1.6 RESEARCH QUESTIONS**

- What is the online buying behaviour of consumers?
- What are the factors influencing the online consumer buying behaviour with respect to Lakme?
- What is the effectiveness of online marketing strategies of Lakme?
- What is the level of satisfaction of the consumers of Lakme?

## **1.7 HYPOTHESIS**

- Ho : There is no significant difference in the online buying behaviour of consumer based on their gender, age and income.

H1 : There is a significant difference in the online buying behaviour of consumers based on their gender, age and income.

- Ho : There is no association between online marketing and purchasing habit.

H1 : There is association between online marketing and purchasing habit.

- Ho : There is no significant difference in the level of satisfaction of consumers based on their gender, age and income.

H1 : There is a significant difference in the level of satisfaction of consumers based on their gender, age and income.

## **1.8 METHODOLOGY**

### **1.8.1 RESEARCH DESIGN**

The current research includes both descriptive and analytical study. It is descriptive in the sense that it tries to identify the various characteristics of research problem under study and the present situation of the issue. It is analytical in the sense that it analyses and interprets the data in order to arrive at conclusions.

### **1.8.2 COLLECTION OF DATA**

Both primary and secondary data have been used to study the objectives.

### **1.8.3 SAMPLING DESIGN**

- Sampling technique : Convenient sampling technique is used to collect data.
- Area of study : Ernakulam
- Sample size : 100 samples

### **1.8.4 TOOLS OF ANALYSIS**

The data collected from respondents has been classified, analysed and interpreted keeping in view the objectives of the study. Data collected are properly presented through tables, bar diagrams and pie charts, thereby making it easy to draw inferences. The statistical tool used includes Non-parametric tests such as Kolmogorov-Smirnov test, Mann-Whitney U test and

Kruskal-Wallis test for testing the hypothesis formulated. Also, percentage analysis is drawn for the data collected.

## 1.9 LIMITATIONS

- The area of study was limited to Ernakulam only.
- Lack of accuracy in primary data and secondary data.
- The selected sample might not give a true representation of population.

## 1.10 KEY WORDS

- **Consumer buying behaviour** - The purchasing habits of consumer is a complicated and dynamic decision-making process and also an activity that involves deciding whether to purchase, use or discard products and services. A deep understanding of target consumer's behaviours and their purchasing decisions is crucial to develop an effective marketing plan.
- **Online buying behaviour** - It is the process by which consumers use internet to find, select, buy, use and dispose goods and services. Online shopping has become popular because consumers can easily purchase goods from anywhere.
- **Factors influencing buying behaviour** - There are wide range of factors that affect consumer behaviour. So every business should identify the variables that influence the behaviour of consumers. The major factors include social, psychological, cultural, economical and personal factors.
- **Influence of cosmetic products** – One of the major leading sectors in the economy is the cosmetics sector. Cosmetics enhance physical beauty and personal hygiene. The demand for these products vary depending on the personal needs and purchasing power.

## 1.11 CHAPTERISATION

- **CHAPTER 1-INTRODUCTION:** This is an introduction chapter that includes introduction, significance, scope, objectives, hypothesis, methodology, limitation, keywords of the study.
- **CHAPTER 2-REVIEW OF LITERATURE:** This chapter deals with the details of past studies conducted by researchers relating to the topic of the study.
- **CHAPTER 3-THEORETICAL FRAMEWORK:** This chapter includes the theoretical works relating to the study. The definitions of important terms and concepts relating to the study are portrayed in this chapter.
- **CHAPTER 4-DATA ANALYSIS AND INTERPRETATION:** This chapter includes the analysis of primary data collected using tables and charts. Different tests are also used.
- **CHAPTER 5-FINDINGS, SUGGESTIONS AND CONCLUSION:** This chapter deals with the findings and suggestions derived from the study.

**CHAPTER 2**

**REVIEW OF LITERATURE**

## 2.1 LITERATURE REVIEW

Various authors have conducted studies relating to this Topic. This chapter reviews the literature provided by eminent authors in this particular topic. There are extensive studies, reports and books available on this topic. I have reviewed some literature pertaining to the topic under study.

**Vandana Sabharwal, Savita Maan, Sanjeev Kumar (2014)** studied “Women buying behaviour and consumption pattern of facial skin care products”. The current study concentrated on the factors, usage patterns, and brand ownership of cosmetics among female consumers. A total of 150 women from the cities of Hisar, Bhiwani, and Fatehabad were surveyed, and the responses they gave were gathered. The sample was collected from women using structured questionnaire. It covers women's facial skin care products, including cleansers, toners, moisturisers, and anti-aging creams. Additional factors while buying skin care products include quality, naturalness, and compatibility with different skin types. In accordance to the study, moisturiser came out to be the most often utilised product across all age groups. Chi-square test is being used in this study. It was discovered that aged ladies favoured toners and anti-aging products. Of all the cosmetic items, Ponds and Vaseline were deemed to be the most well-liked and popular. Products like Lakme, Olay, and Amway are primarily used and purchased by people in upper economic brackets. The most popular brand among women is Vaseline, which is followed by Ponds, Faire & Lovely, Lakme, and Clean & Clear.

**Meena Madhavan, K Chandrasekar (2015)** studied the consumer buying behaviour. It examines the basic studies on consumer purchasing patterns. This encompasses models of consumer purchasing actions, variables affecting purchasing behaviour, and categories of purchasing behaviour and the process by which consumers take decisions. The information has been obtained from secondary sources such as databases, reputable publications, websites, textbooks, and so on. The type of research is theoretical in nature. It analyses the concepts and theories of consumer buying behaviour.

**Kameswara Rao Poranki (2016)** studied “The intricacies of consumer perception and behaviour of consumers of cosmetics in India”. The primary data was obtained from 100 respondents through simple random sampling; of them, 60 were exclusively Lakme customers. The respondents' age categories were 18–20, 21–24, 24–29 and some were over 30. The investigator had constructed adequate goals for this investigation and also acquired secondary data from the websites of the company being investigated as well as from a variety of published sources. This research study tested the hypothesis based on the data in accordance with the formulated hypothesis. This study makes it very clear that Lakme controls the Indian cosmetics market in regard to customer satisfaction across all age groups and financial status brackets. Of the 100 respondents, 60 use Lakme products, while only 20 use L'Oreal, 15 use Garnier, and 5 use Lotus cosmetics. It was discovered that consumers were applying makeup during the test, including blushers, foundation, mascara, eyeliner, and face powder. At last, it turned out that 53 of Lakme's customers are extremely pleased with the company's products, and 48 of the company's customers are pleased with the services they receive.

**Zahid Ahmed, Ling Sua, Kalsoom Rafique, Sher Zaman Khan, Sadaf Jamil (2017)** The topic of this study is consumer purchasing behaviour, particularly as it relates to e-commerce in Pakistan. By using the Likert scale method to construct the scale for the questionnaire's elements, a survey-style questionnaire was developed. The factors influencing consumers' purchasing decisions have been examined using descriptive statistics using SPSS because the study had a clear problem description, specific hypotheses, and extensive knowledge. Correlation and regression analysis have been used in this study.

**Rithika M, Neethu Suraj (2017)** conducted “A study on consumer preference on Lakme products in Mangaluru”. The study's data was collected in two stages. First-hand information was mainly collected by means of distributing questionnaires. information obtained indirectly. The information obtained from a variety of secondary sources such as books, online journals,

and past project reports from the campus library. Students and instructors at the Mangaluru city educational institution are the target audience for this study. Calculations are carried out using a simple percentage analysis. To conduct surveys, a Google Form is used. There are 50 respondents in the sample used in the research. The convenience sample method was used for choosing the respondents. This study includes descriptive and analytical methods.

**Vandana Sonwaney, Snehal Chincholkar (2019)** This study is an effort to identify the factors which impact online consumer buying behaviour. This study also focused on non-metro cities consumers which are the future potential for e-retailers. Total 78 samples have been taken from defined tier-III cities. The data were collected through questionnaires and further analysed by employing the various statistical tests. A sample of respondents chosen from each of the six cities, and 78 of the 102 samples that were obtained were selected for study. For the data, random sampling was used. Psychological factors and some demographic factors have been found significantly impacting consumer buying decisions.

**Rambabu Lavuri, D Sreeramulu (2019)** conducted a study on “Personal care products: A study on women buying behaviour”. This paper examined women's purchasing habits with reference to personal care goods. A systematic questionnaire was used to carry out a survey with 172 respondents. The survey comprised both broad demographic inquiries and targeted inquiries aimed at examining the purchasing patterns of customers of personal care items. Using SPSS 23.0, the data was analysed using descriptive statistics, percentages, ANOVA analysis, and correlation. The ANOVA analysis results indicate each of the following demographic factors have a significant mean difference when it comes to purchasing personal care products: brand name, quality, price, brand loyalty, affordability, sellers recommendations, and past usage experiences. Factors that influence like brand ambassadors and family and friend recommendations have a significant impact on the purchasing behaviour of female respondents. The correlation analysis results suggest that marital status has a significant impact on consumer purchasing behaviour.

**Manjula M L (2022)** studied “Consumer buying behaviour of cosmetic products”. The purpose of this research is to find out how female consumers purchase cosmetics. The aim of this research is to examine Mysore city's customer purchasing patterns. When conducting a primary survey to obtain data, factors like how often people purchase, brand recognition, list of beauty products, satisfaction level, preferred volume of cosmetics, and price range are taken into consideration. Data is gathered from 100 female respondents who belong to various age groups,

levels of income, and desired retail stores using a convenient sample technique. By Chi-square analysis, it is possible to support the hypothesis that there are no significant differences in the factors influencing consumers' decisions to purchase cosmetic products.

**Arabinda Bhandari, T. Shraddha Vete (2023)** The primary goal of the research is to figure out how female consumers purchase beauty products. An attempt was made using this to figure out the various elements that affect and influence female consumers for purchasing a product. In accordance to this study, a number of variables, including price, brand, quality, advertising, and packaging, have a major effect on the purchasing decisions made by female consumers. Total female respondents taken for the study was 100. In this study how advertising affects cosmetics brands' identities and perceptions. A study reveals that the majority of Indian use Lakme products do so. The goods meet both the needs of the business and the desires of the customers. The study discovers that people liked to have a wide range of things easily accessible. Free gifts are given away and advertised online and in the major local newspapers throughout the promotional seasons. The Lakme product's identity and image concentrate primarily on domestic goods, with a strong emphasis on celebrity recognition. Every year, Lakme introduces new items as part of their marketing plan. Lakme will persist in providing cosmetics companies with valuable insights into their customers, helping them to create appropriate goods, appropriately price them, and improve their profitability.

**Aishwarya Singh, Nupoor Nikhil Deshkar (2023)** The study aims to evaluate the elements that affect the decision to purchase cosmetic items. For the study, the snowball sampling approach has been modified, and primary data from 117 respondents was obtained. Chi-square and other similar techniques have been used to identify the variables influencing the purchasing of beauty goods. Descriptive statistical tools like percentage, mean and standard deviation was used. The paper's conclusions concentrate on how customers make decisions. Women view cosmetics as an essential component of daily living, which is good news for companies who offer cosmetics. The results reveal that women are prone to purchase cosmetics and that they shop cautiously to get the most value for their money. The next factor they take into consideration is brand choice. Respondents regularly repurchase their preferred brand of goods and once more. Based on the statistics, it can be seen that respondents between the ages of 26 and 30 exhibit a greater interest with buying cosmetic goods. The respondents find cash on delivery to be more safe and practical. The above data makes it very clear that women prefer the NYKAA brand above LAKME and SUGAR, MAC and so on.

## CHAPTER 3

# THEORETICAL FRAMEWORK

## 3.1 THEORETICAL FRAMEWORK

According to Philip Kotler, a consumer is defined as a person or party who pays a fee for a product or service to fulfill his or her needs. In the chain of distribution for products and services, they are the final consumers. The person who buys a product for their own use and consumption is known as the consumer. Although a consumer cannot resell the good, product, or service, they still have the right to use it for personal use and self-employment. The person who uses products or services in the end is known as the consumer.

Based on the nature of consumption, consumers can be classified into 3 types :

- **Direct Consumers:** History reveals that in the earliest phases of civilization, individuals made what they needed to survive for themselves and their families. They created everything they needed, including food, clothes, and shelter, for their own consumption and that of their families. Because of this, the producers were making things for their own use. As a result, they were sometimes referred to as direct producers or consumers.

- **Consumers by exchanging products:** As civilization and time progressed, people came to understand the advantages of trade. As a result, they tried to concentrate on one or a small number of products before trying to swap the product for another product. The transaction began with the barter system and is currently carried out through the monetary system. This will give rise to the idea of marketable surplus, whereby producers create products not only for their own consumption but also for the purpose of holding onto excess or surplus items in order to exchange them for other goods. For instance, a farmer growing pulses might produce them for his own use as well as to trade any extra or surplus pulses to a producer of another good, like paddy.
- **Modern Consumers:** These customers exclusively visit the market to make cash purchases of the goods and services offered there. In this case, the producers are also making products or services that are sold directly to customers. Instead of paying cash, these customers purchase all goods and services. The result of the monetary system is the contemporary consumer.

Consumers are of great importance to the economy. For many reasons, consumers are vital to businesses and brands. First and foremost, clients are the lifeblood of any organization. Without them, it could not exist. Since consumers are the source of income needed for a business to survive and grow, they must make every effort to attract and keep them as clients. Understanding consumer buying behaviour is crucial in today's competitive business world.

### **Characteristics of Consumer Buying Behaviour**

1. **Bargaining:** The attitude of buyers often indicates their leaning towards bargaining. They prefer to purchase products at a discounted price as instructed by the vendor. The consistent price policy is not framed by Indian buyers either. In the Indian market, bargaining is still common.
2. **Price vs. Quality:** Consumers emphasize price more than product diversity. For this reason, they choose expensive products. A small shift has occurred as a result of consumers starting to pay higher for products of greater quality.
3. **Trademark or Brand Consciousness:** This is the attribute of the buyer's behaviour that indicates he is now conscious of the brand of the products and perceives them to be real and of superior quality.

4. **Modifying Consumption Trends:** The current consumption pattern is changing due to greater understanding, rising incomes and standards of living, and a desire for greater luxuries. Both the wealthy and the poor are purchasing more sewing machines, refrigerators, tape recorders, and coolers, among other items.
5. **The purchasing decisions made by women are becoming more and more valuable.** In households where the spouses provide the income, women make purchases of all kinds.
6. **Credit and Guarantee:** Due to the availability of credit and guarantee options in the market, new purchasing motives are emerging quickly. Trade and commerce are expanding because of these amenities.
7. **Complaining:** Consumers have begun to recognize their rights. They have begun to voice their problems in the media and in their representations before the relevant authorities and forums. They have the option to file a complaint with the consumer forum in order to be compensated for the losses or damages they have incurred.

### **Consumer Buying Behaviour**

Consumer buying behaviour refers to the activities that customers perform (both online and offline) prior to making purchase of goods or services. Search engine optimisation, social media post interactions, and various other actions could be involved in this process. Understanding this process is important for organizations because it allows them to more effectively modify their marketing campaigns. Consumer behaviour refers to the choices and actions that individuals or households make during the selection, acquisition, use, and eventual disposal of a good or service. The way that customers interact with the market is influenced by numerous psychological, sociological, and cultural factors. The process consists of several steps, including problem identification, data collection, option exploration, purchase selection, and post-purchase experience evaluation. During these stages, a variety of factors may influence consumers, such as individual beliefs and values, societal norms, advertising campaigns, product attributes, and external circumstances.

### **Consumer Buying Process**

When purchasing a product, customers undergo a series of continuous processes. There are five stages involved in the consumer buying process. These stages include:

- **Identification of Need or Problem:** This is the first step in the consumer's realisation that they have a need or an issue that needs to be resolved. This urge may be driven by external (advertising, suggestions, etc.) or internal (hunger, thirst, etc.) sources.
- **Information Search:** The customer starts looking for information about possible solutions as soon as they identify a requirement. You can conduct this search externally by consulting friends, relatives, reviews, ads, etc or internally by depending on your own experiences or knowledge.
- **Evaluation of Alternatives:** During this phase, the customer assesses the various options that are available to meet their needs or address their issues. Based on variables including price, features, brand reputation, quality, and other relevant considerations, they evaluate different goods and services.
- **Purchase Decision:** The consumer choose to buy a specific good or service after evaluating their options. A number of variables, such as financial limitations, prior experiences, suggestions and personal preferences, may have an impact on this choice.
- **Purchase:** Purchasing the selected commodity or service is what this stage is about. It could involve deciding on a certain brand, model, or variation, figuring out the quantity, and finishing the purchase.

Examining how people and companies make purchases and support brands is the focus of consumer behaviour research. These fields primarily investigate behaviour, motivations, and psychology. To make the ultimate purchasing decision in the best interests of the product or service provider as well as the customer, it is crucial to understand that the purchasing journey is made up of numerous minor and significant consumer behaviour. Since consumer behaviour is fundamental to how consumers make decisions, it needs to be properly recognised, characterized and taken into consideration in all service encounters.

Businesses need to have an in-depth knowledge of consumer behaviour in order to develop effective marketing strategies and provide goods and services that meet the needs and wants of their clients. Marketers need to examine and comprehend data on consumer behaviour in order to identify trends and patterns, predict demand, and make informed decisions about product design, price, promotion, and distribution. Businesses can better understand their customers' requirements, interests, and reasons for making purchases by doing consumer behaviour

research. Businesses can meet customer expectations and enhance customer happiness by creating efficient marketing strategies based on insights into why people purchase particular goods or services. Long-term sales stability is ensured and a greater understanding of clients is fostered by comprehending consumer behaviour.

### **Importance of understanding consumer buying behaviour**

Businesses in all sectors of the economy need to understand consumer purchasing behaviour because it gives them vital insights into the preferences, driving forces, and decision-making processes of their target market. Businesses can better fulfill consumer wants and desires by customising their marketing strategies, product offers, and customer experiences by understanding why people purchase particular goods or services. Increased loyalty and profitability are the ultimate results of this greater understanding. The importance of understanding consumer buying behavior is highlighted in the following points:

- Product and service providers can enhance their marketing and communication by having a greater awareness of consumer behaviour. A sports equipment manufacturer, for instance, may have seen that more of its clients buy their goods online than directly. They can then make better use of this information to boost their online product marketing.
- Understanding consumer behavior can help a product or service provider identify growth opportunities and develop strategies to improve customer retention. It's also a great way to identify any problems that may be impacting their business, such as an outdated website or slow response times from customer support teams.
- Businesses can develop a product that is specifically fitted to the needs of their customers by attaining knowledge about them. Customer satisfaction will rise as a result, and that will boost loyalty.
- Understanding consumer behaviour can help firms deliver better customer service, which is an indispensable part of every business. Businesses can enhance their customers' perception of their brand by implementing behavioural modifications that are better understood by the consumer. For instance, you might prefer to look into the cause of a high volume of complaints regarding deliveries that are running late. You may find that there are problems with your delivery routes or shipping times. After

determining the issue, you may take the necessary action to resolve it so that your clients receive their orders on schedule.

- Being aware of how customers behave is essential to operating a profitable company. Businesses must understand what customers want, when they want it, and where to get it. Businesses may accurately foresee market trends by having a greater understanding of consumer behaviour, which enables them to make more educated decisions about how to run their operations. Businesses that are aware of their customers' demands will be better equipped to offer goods and services that better suit their needs. Increased revenue and brand loyalty from dedicated customers may result from this.
- Companies can take advantage of consumer behaviour to maintain relevance by learning how customers engage with them and how to make improvements. If you run a restaurant, for instance, and you see that people who are sitting on the left side of the establishment tend to purchase more food, you might consider moving all of your tables to that location. Alternatively, you might increase the size of the plates or even switch up the kind of desserts you provide if you find that customers acquire more dessert when it's delivered on a smaller plate. These kinds of changes enable firms to continue producing money and keeping customers satisfied, which helps them stay relevant.
- Product and service suppliers might benefit from having an in-depth knowledge of consumer behaviour. By defining their target market, figuring out what that market needs, and creating goods and services to satisfy those needs, it helps them increase sales.
- It is insufficient to only produce a good or service and hope that people will purchase it. As an entrepreneur, you should understand the needs and behaviours of your customer base. Additionally, you need to know how, when, and how much they are willing to pay on what you are selling. You can use this information to develop ideas which are interesting to consumers. Understanding the demands and desires of your target market can help you develop novel goods and services that excel those of your rivals. You can even make them seem more attractive than other products on the market.

## **LAKME**

Lakme takes pride in being an expert on Indian beauty for more than 50 years. It was the first cosmetic brand in the country to introduce makeup to Indian women. It is a complete beauty

brand that includes skin care products, colour cosmetics, and beauty services delivered through the Lakme Beauty Salon network. Its affinity for style and beauty is demonstrated by the Lakme Fashion Week, currently the biggest fashion show of its kind in the nation. Lakme continuously innovates to offer a wide range of high performance and world class cosmetics and skincare products that have earned recognition from the People for the Ethical Treatment of Animals (PETA). Its combine international cosmetic technology with an in-depth understanding of the Indian woman's needs and offer a comprehensive beauty experience to the customers through products that are ideal for a variety of Indian skin tones.

Himalaya Herbals, Khadi Naturals, Biotique, Jovees, Forest Essentials, Lakme, VLCC, and Shahnaz Husain are a few of the leading Indian brands. It's interesting and motivating to see the path these firms have taken to achieve worldwide success. However, there is one brand that holds the distinction of being the first domestic cosmetic brand in India, along with a lengthy and captivating history. It's Lakme.

When India gained independence from nearly two centuries of British domination, its economy was incredibly unstable and the country had very little wealth. The recently formed nation was finding its bearings and trying to self-govern in order to develop a strong economy. Among the many products that the country was importing at the time, money flowing out of the country through the purchase of imported cosmetics and beauty products grabbed the concern of the then Prime Minister, Jawaharlal Nehru. He approached his friend and entrepreneur, J.R.D. Tata to establish a cosmetics manufacturing company that catered to specific Indian climates and skin to engage the Indian audience and protect precious foreign exchange from leaving the country. Thus began the motion wheel of what would become the first, and one of the largest, Indian cosmetics companies. Tata Oil Mills Company (TOMCO) was a Tata group company established in present-day Kochi (erstwhile Cochin) in the year 1920. The company's primary business was to crush Copra and produce coconut oil, primarily, for export. With time, the company expanded and also widened its product portfolio to manufacture soaps, cooking oils, detergents, shampoos, perfumed oils, eau de cologne, etc. J.R.D. Tata, through TOMCO, capitalized on the opportunity and formed an indigenous cosmetics company as a subsidiary company in collaboration with two reputed French firms – Robert Piguet and Renoir in the year 1953. It is significant that this collaboration and any other future collaborations were only for knowledge contributions with no equity participation by such foreign collaborators. Choosing a name for the brand was the first challenge. A name that combined the essence of India with the grandeur of France has been given to the French partners. The French term Lakme, which

refers to the Indian goddess Lakshmi, the embodiment of beauty and wealth, was the title of a very well-liked opera that was performing in Paris at the time.

Lakme started off as a company with a broad range of personal care products in small, rented premises in Mumbai. After starting their commercial operations, Lakme expanded quickly and added more products to their brochure in a couple of years. As the manufacturing operations grew, employee shifts became necessary. Lakme entered a new era in 1961 when Simone Tata, the wife of Naval Tata, took the role of Managing Director. Lakme expanded under her savvy business sense as the brand connected with the Indian market by offering skincare, makeup, and other feminine hygiene products. Its range of male grooming products was also very successful. Through ongoing research and an updated development laboratory, the brand was able to adapt to the shifting preferences of consumers. This allowed Lakme to innovate and consistently offer newer and better items to its ever-expanding product range. The company took the risk of creating its own line of branded beauty salons, opening its first location in 1980. The beauticians who ran the salons were trained and certified at their respective beauty schools, and they provided a broad variety of cosmetic treatments. In 1982, Simone Tata was appointed as Lakme's Chairperson. Under the Tata umbrella, the brand continued its growth to become one of India's top players in the beauty and personal care industry. However, TOMCO, Lakme's parent company, merged with Hindustan Unilever (erstwhile Hindustan Lever) in 1993. This resulted in Lakme forming a 50:50 partnership with Hindustan Unilever in 1996. After two years, in the year 1998, Lakme sold all its brands to Hindustan Unilever, but, has continued to lead the cosmetics market in India with a significant market share. Lakme Lever Pvt. Ltd., a fully owned subsidiary of FMCG (Fast Moving Consumer Goods) giant Hindustan Unilever since 1998, has continued its upward growth under the HUL umbrella. Lakme's salon business has expanded its footprint to more than 450 owned, managed, and franchisee salons with a precision focus on safety, quality of operations, expert treatments, and prudent cost optimization. Lakme Lever Pvt. Ltd. reported 275 crore in revenue from the sale of its goods and services for the fiscal year 2022. In the fiscal year 2023, revenue increased by 19.3% to INR 328 crore, mostly as a result of a strong recovery following the COVID-19 pandemic.

As India's first indigenous cosmetics brand, Lakme has shown its creativity and sustainability in the last seven decades. The brand grew exponentially and added many segments to its business under the Tata umbrella. It continued its successful journey strengthening its footprint under HUL. Today, the iconic brand has become a household name, claiming a lion's share of

the Indian market. Lakme is poised to take on any challenges that may arise in the future and continue to enjoy its unrivaled status in the cosmetics and beauty market.

### **Online Marketing Strategies of Lakme**

- **Social Media Presence:** Lakme maintains an active presence on social media platforms like Facebook, Instagram, Twitter, and YouTube. They post engaging information related to beauty tips, makeup tutorials, product launches, and collaborations. Lakme uses visual storytelling through high-quality images and videos to showcase their products and inspire their audience.
- **Influencer Partnerships:** Lakme makes use of alliances with content producers, beauty bloggers, and social media influencers. Influencer marketing is big business in the beauty sector. They work together with influencers to market their goods, produce interesting content, and connect with more people. Influencers frequently post tutorials, reviews, and firsthand accounts of their interactions with Lakme products.
- **User-Generated Content:** Lakme promotes user-generated content by conducting contests and campaigns that allow participants to post their cosmetic looks while tagging the brand or utilizing particular hashtags. This boosts interaction and provides testimonials from happy clients as well as social proof.
- **Lakme uses content marketing as a means of educating and interacting with their audience.** They produce educational articles, blog entries, and video tutorials on subjects related to makeup, skincare, and beauty. In addition to establishing Lakme as an authority in the beauty sector, this material helps the brand gain credibility and drives natural traffic to their website.
- **E-commerce and Online Shopping:** Lakme's website and e-commerce platforms provide it a strong online presence. They highlight their product line, make their website easy to use, and include informative product descriptions. Online buying makes it easier for customers browse and buy Lakme products, which improves their whole purchasing experience.
- **Email Marketing and Personalization:** Lakme uses email marketing to maintain a relationship with its customers. A customized email featuring discounts, offers, and news about new products is sent out to customers based on their past purchases and personal preferences. This promotes repeat business and fosters relationships with customers.

- **Online Advertising and Remarketing:** Lakme uses remarketing campaigns, search engine marketing (SEM), and display ads as examples of online advertising strategies. They specifically target people who have expressed interest in cosmetics and beauty, making sure their brand is at the top of the customer's decision-making process.
- **Virtual Try-On and AR Features:** Lakme has embraced technology by providing augmented reality (AR) features and virtual try-on experiences. Consumers can virtually try on various makeup looks or shades using their webcams or mobile devices, which helps them make more educated selections when making purchases. Lakme's emphasis on visual content, interacting with influencers, user-generated content, and tailored communication has contributed to their success in digital marketing.

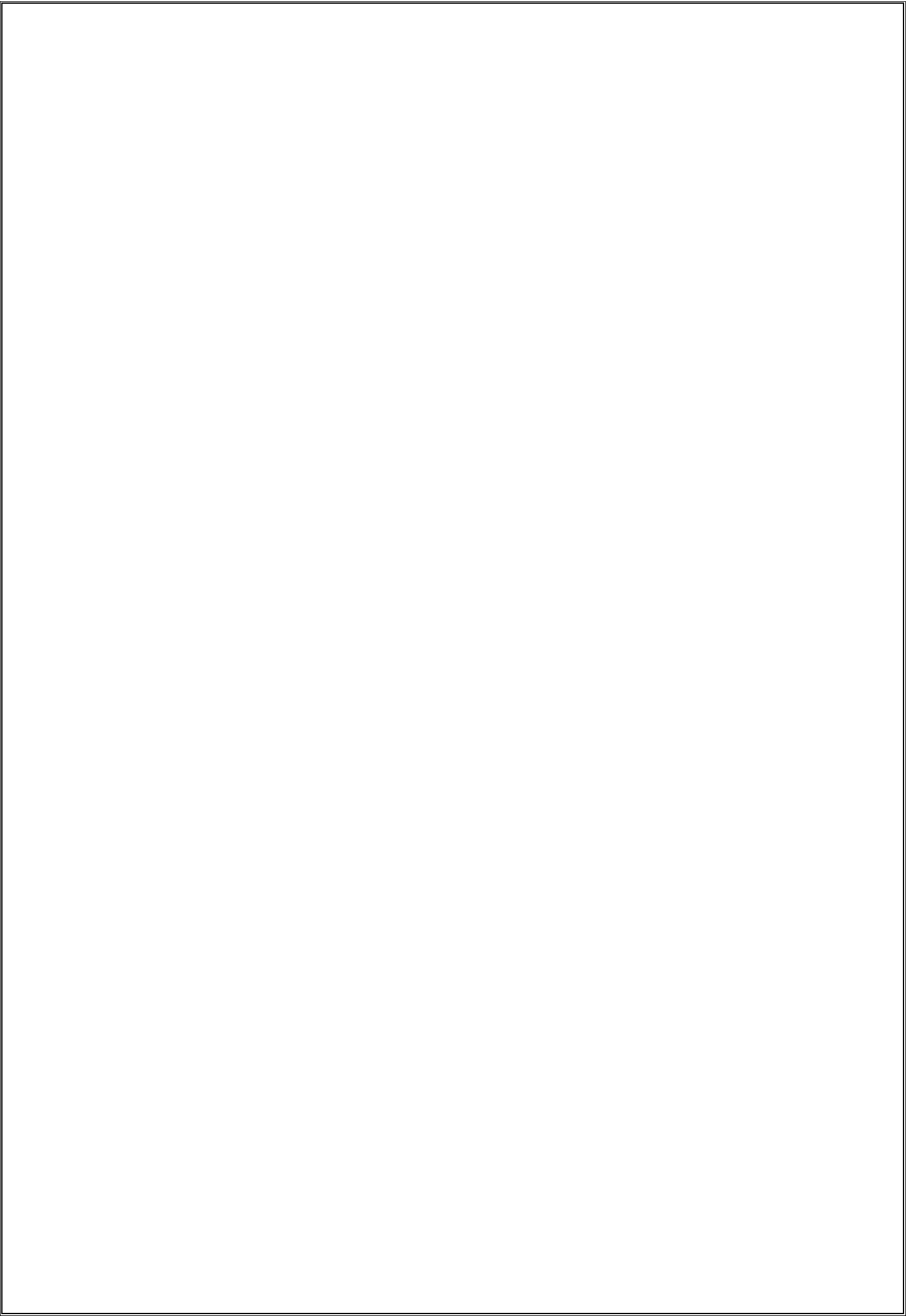
## **Strategies**

- **Product:** The vast range of products and services helps Lakme to occupy a significant share in the domestic market. Nearly about three hundred items of Lakme brand are got used by professional hair artists in salons as well as individuals both in the domestic and international market. Product folio of Lakme includes the products for Face, Eyes, lips, nails, tools and brushes and make-up kit.
- **Place:** The first company in India to deal with cosmetics on a wide scale and have a presence throughout the entire nation is Lakme. Its extensive distribution network consists of one thousand sales locations with beauty consultants. It currently has 110 beauty salons operating in India. Customers can readily obtain the products by using the services of merchants, wholesalers, and distributors. In addition to its outlets, hypermarkets, supermarkets, bargain stores, convenience stores, and beauty parlours carry the products.
- **Price:** The majority of Indians consider twice before spending money on anything. Among female consumers, Lakme is the most popular brand. The company's pricing strategy targets customers. The company has embraced a fair pricing strategy because it aims to reach the masses and wants to attract as many clients as possible by entering both the urban and rural markets. It understands that offering reasonable and cost-effective prices will draw in big numbers and ultimately boost earnings.

- **Promotion:** It has embraced a vigorous marketing strategy to advertise its product everywhere. Television, newspapers, radio, billboards, fashion magazines, and social media sites like Facebook, Twitter, YouTube, and blogs are all used to promote the ad campaigns. It recruited a lot of unique faces or celebrities to promote its goods through ads since it believes in the power of stars. It serves as the official sponsor of the Lakme Fashion Week fashion show. The company has established the training program through the Lakme Beauty Training Academy in Delhi, Mumbai, and Chennai, which will help those who are interested once they attend fashion week. Through the "Colours of Love" contest, which was based on a Valentine Day special, Lakme India, a popular household beauty brand in India, helped girls cherish their loved one. The focus was on the recently released Enrich Satin lipstick range. People were attracted to the 70 lipstick shades that were available, which promotes product sales. The official Lakme India Facebook page, "I Love Lakme," announced the competition and posed the question, "What's the colour of your love?" to its followers. The contest's primary goal is to provide every woman with access to a glimpse of the product. The variety of lipstick shades was effectively disseminated through this medium, and customers were genuinely drawn to and delighted with the product.

In March of 2015, Lakme launched a Lakme Makeup Pro. Using augmented reality, this app allows users to have one-on-one experiences with its creators, giving them the opportunity to try on various looks while receiving their full attention. The app's design allows it to target women between the ages of 16 and 34 who live in urban or semi-urban areas. As of right now, the app has been downloaded 650,000 times, and users have logged in 4 million times.

Makeup Pro provided Lakme a competitive advantage over its rivals by being the first real-time makeup app available in the Indian market. By making purchases with this app, consumers can have a flawless shopping experience. In addition to the TV commercial, Lakme is promoting the campaign in-store and in print media. With Kareena and Ananya Kapoor representing the company, sales of the product are positively impacted. Along with well-known model Lisa Haydon, other Indian film stars Shraddha Kapoor and Katrina Kaif have also acted in the commercial campaigns.



# **CHAPTER 4**

## **DATA ANALYSIS AND INTERPRETATION**

### **4. DATA ANALYSIS AND INTERPRETATION**

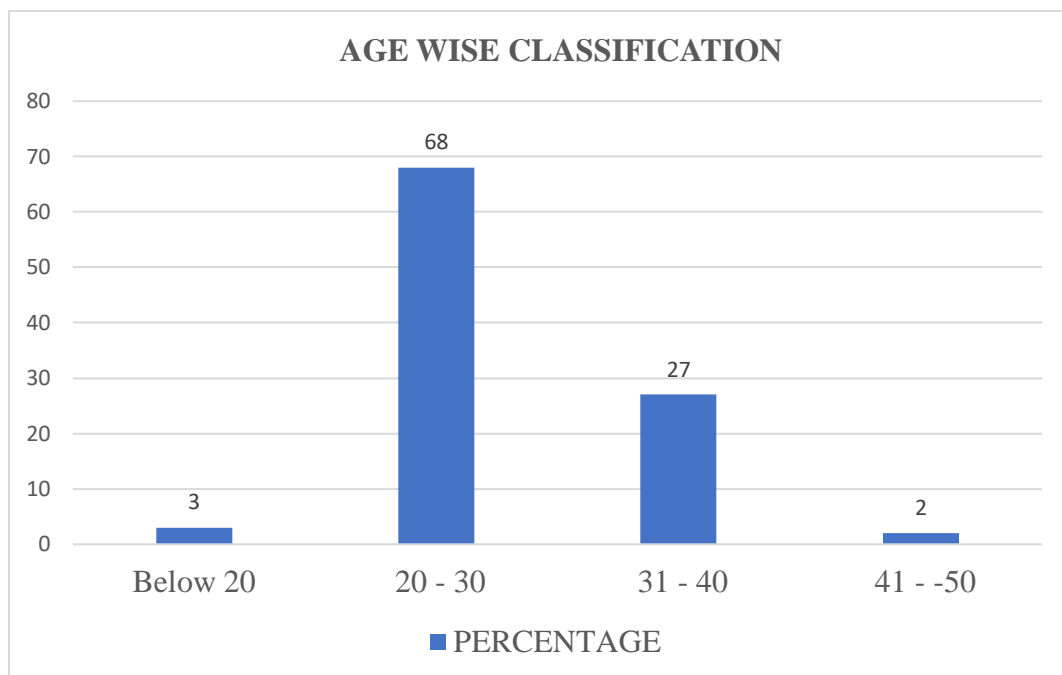
It has been discovered that social factors have a big impact on consumer's decisions to purchase cosmetics. Data analysis is crucial because it makes it feasible to study the data more precisely. To enable more efficient research, data analysis involves transforming all of the data into a defined format.

#### 4.1 AGE WISE CLASSIFICATION

AGE	FREQUENCY	PERCENTAGE
Below 20	3	3.0
20 - 30	68	68.0
31 - 40	27	27.0
41 - 50	2	2.0
Total	100	100.0

Source: Primary Data

**FIGURE 4.1**



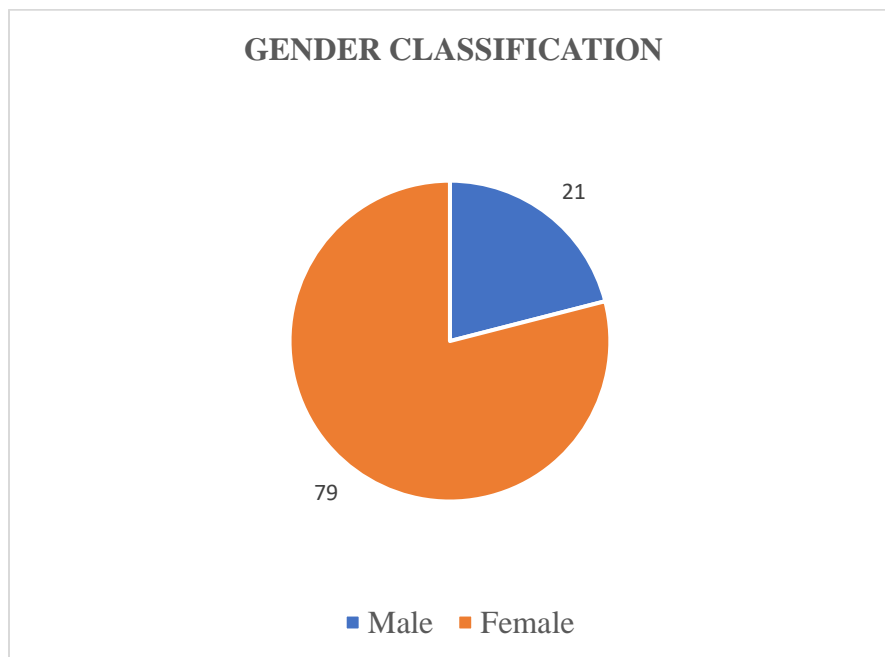
Interpretation: The above table 4.1 represents the distribution of age of consumers. The age group of 20-30 accounts for the majority (68%) and 31-40 (27%). Less consumers fall into below 20 (3%) and 41-50 (2%) age groups.

#### 4.2 GENDER WISE CLASSIFICATION

<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Male	21	21.0
Female	79	79.0
Total	100	100.0

Source: Primary Dat

**FIGURE 4.2**



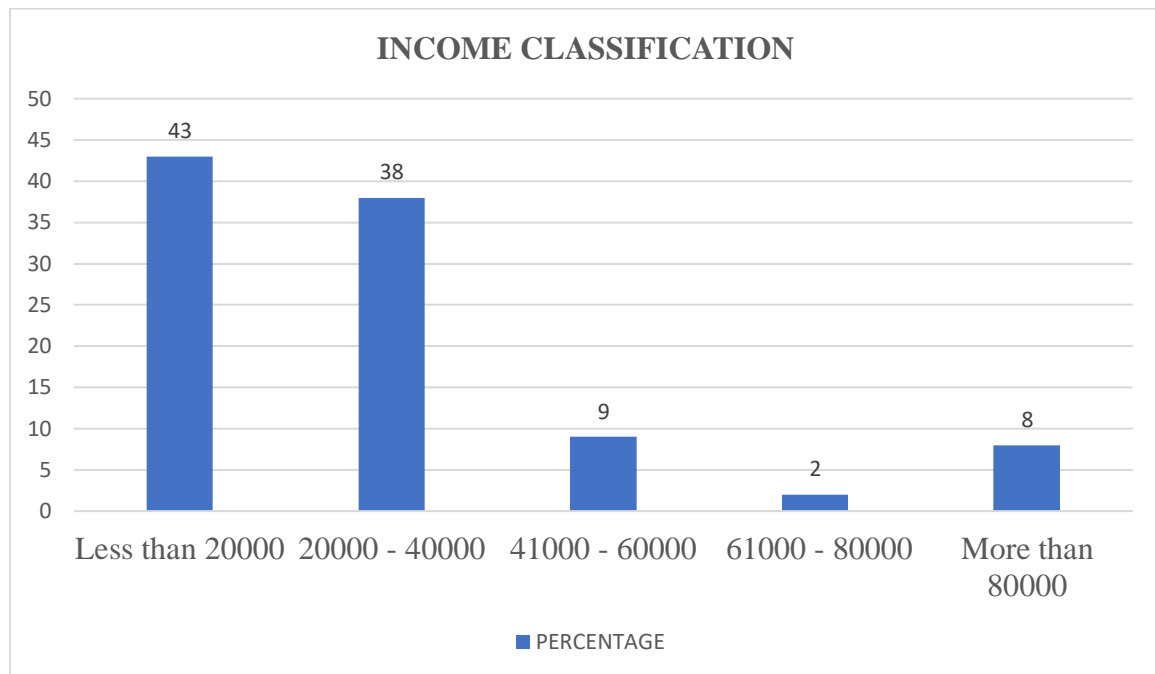
Interpretation: The above table 4.2 represents the gender distribution of consumers. Out of 100 respondents, 21% of people are male while 79% of people are female.

### **4.3 INCOME CLASSIFICATION**

INCOME	FREQUENCY	PERCENTAGE
Below 20000	43	43.0
20000 - 40000	38	38.0
41000 - 60000	9	9.0
61000 - 80000	2	2.0
More Than 80000	8	8.0
Total	100	100.0

Source: Primary Data

**FIGURE 4.3**



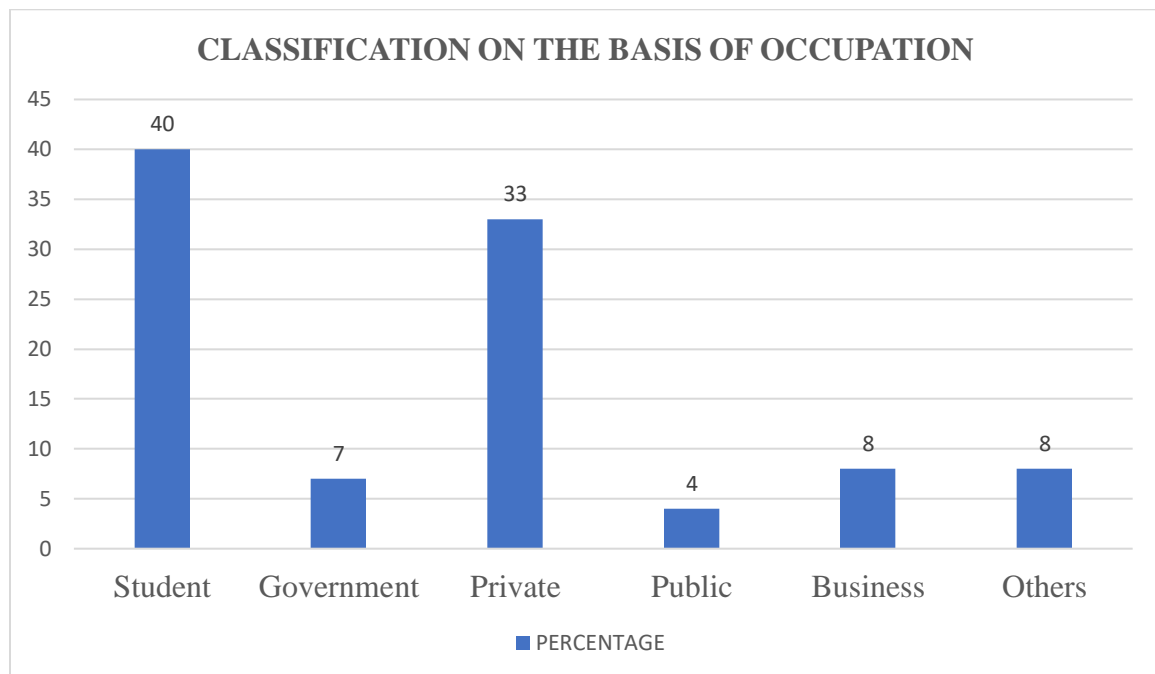
Interpretation: The above table 4.3 represents the distribution of consumers base on income levels. Out of 100, majority (43%) earn less than 20000, followed by 38% of people who earns between 20000 and 40000. The percentage of consumers with higher income categories is lower. 9% of consumers earn between 41000 and 60000, 2% between 61000 and 80000 and 8% earn more than 80000.

#### 4.4 CLASSIFICATION ON THE BASIS OF OCCUPATION

OCCUPATION	FREQUENCY	PERCENTAGE
Student	40	40.0
Government	7	7.0
Private	33	33.0
Public	4	4.0
Business	8	8.0
Others	8	8.0
Total	100	100.0

Source: Primary Data

**FIGURE 4.4**



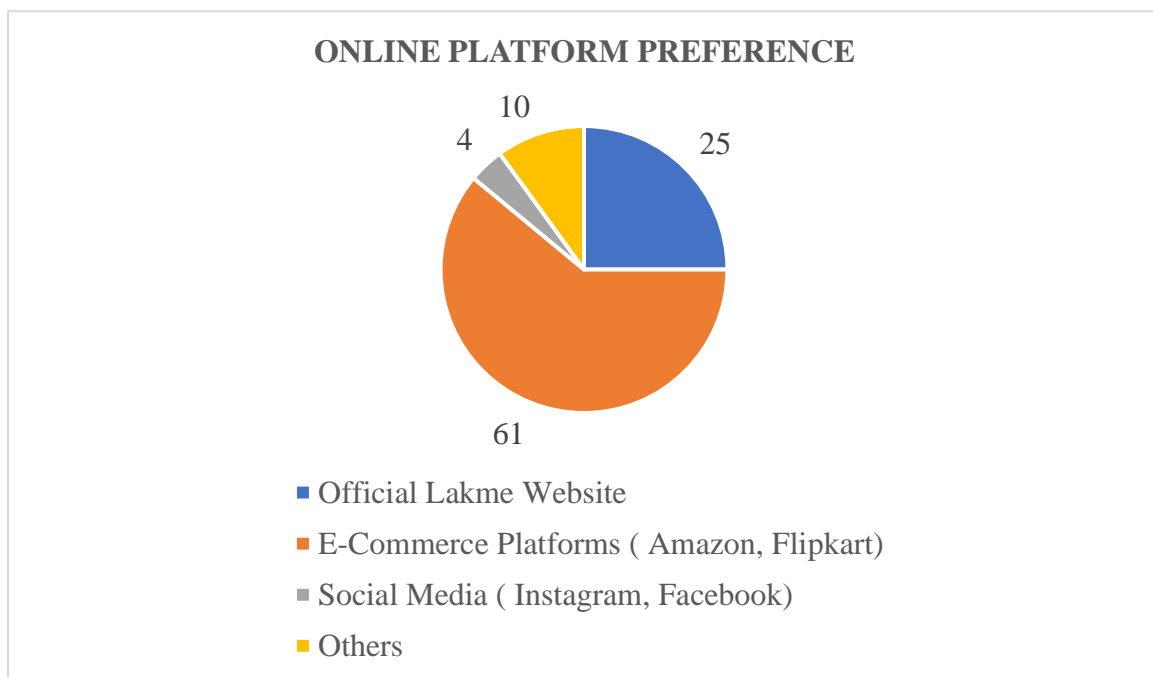
Interpretation: The above table 4.4 represents the distribution of consumers based on occupation. Out of 100, 40% belongs to students, 33% belongs to private sector, 8% include business and others and 7% belongs to government and 4% belongs to public sector.

## 4.5 ONLINE PLATFORM PREFERENCE

ONLINE PLATFORM PREFERENCE	FREQUENCY	PERCENTAGE
Official Lakme Website	25	25.0
E-Commerce Platforms (Amazon, Flipkart)	61	61.0
Social Media (Instagram, Facebook)	4	4.0
Others	10	10.0
Total	100	100.0

Source: Primary Data

**FIGURE 4.5**



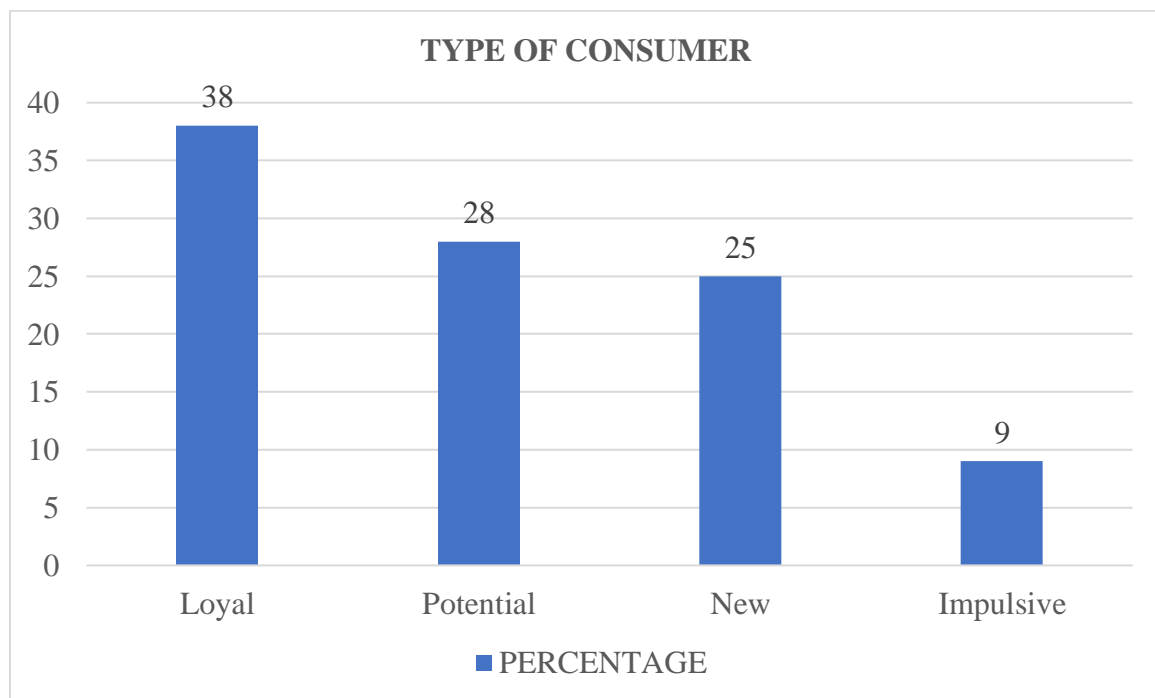
Interpretation: The above table 4.5 represents the preference of consumers for online platforms. The official Lakme website is preferred by 25% of consumers while the majority (61%) prefer e-commerce platforms like Amazon and Flipkart. Only 4% use social media and 10% select other platforms.

## 4.6 TYPE OF CONSUMER

TYPE OF CONSUMER	FREQUENCY	PERCENTAGE
Loyal	38	38.0
Potential	28	28.0
New	25	25.0
Impulsive	9	9.0
Total	100	100.0

Source: Primary Data

**FIGURE 4.6**



Interpretation: The above table 4.6 represents the type of consumers based on behaviour. Out of 100, loyal consumers accounts for the majority (38%) and are followed by potential consumers (28%) and new consumers (25%). Only 9% belongs to impulsive category.

## **Objective 1 : To analyse the online buying behaviour of consumers**

### **Hypothesis :**

Ho : There is no significant difference in the online buying behaviour of consumers based on their gender, age and income.

H1 : There is a significant difference in the online buying behaviour of consumers based on their gender, age and income.

Table 4.7

#### **Descriptive Statistics on online buying behaviour**

	<b>Mean</b>	<b>Std. Deviation</b>
Purchase Frequency	1.9200	0.81253
Engage with Lakme's online content	1.9600	0.82780

Interpretation: Table 4.7 represents the mean and std. deviation within the data for both variables. From the above table, it can be inferred that the average number of times the respondents buy Lakme products in a given period is 1.92. The respondents' purchase frequency has a significant degree of variability, as indicated by the standard deviation of 0.81253. Some people might buy things more often than the average individual, while others buy less regularly. The average score of respondents who interact with Lakme's online content is roughly 1.96. The respondents' degree of involvement with Lakme's online content appears to vary somewhat, as indicated by the standard deviation of 0.82780. While some people might participate more actively, others might not.

Table 4.8

Gender wise distribution of online buying behaviour

<b>Gender</b>		<b>Purchase Frequency</b>	<b>Engage with Lakme's online content</b>
Male	Mean	2.0952	2.4762
	N	21	21
	Std. Deviation	0.88909	0.92839
Female	Mean	1.8734	1.8228
	N	79	79
	Std. Deviation	0.79044	0.74695
Total	Mean	1.9200	1.9600
	N	100	100
	Std. Deviation	0.81253	0.82780

Interpretation: The above table 4.8 shows the purchase frequency and engagement with Lakme's online content among males and females. Males have a higher purchase frequency (2.0952) and engage more with Lakme's online content (2.4762) while females have a lower purchase frequency (1.8734) and engagement with its online content (1.8228). The higher means for both variables among men indicate that men are more likely than women to buy Lakme items and interact with the company's online content.

Table 4.9

Age wise distribution of online buying behaviour

<b>Age</b>		<b>Purchase Frequency</b>	<b>Engage with Lakme's online content</b>
Below 20	Mean	2.0000	2.3333
	N	3	3
	Std. Deviation	1.00000	1.52753
20-30	Mean	1.7794	1.7941

	N	68	68
	Std. Deviation	0.82581	0.76410
31-40	Mean	2.2593	2.3704
	N	27	27
	Std. Deviation	0.65590	0.79169
41-50	Mean	2.0000	1.5000
	N	2	2
	Std. Deviation	1.41421	0.70711
Total	Mean	1.9200	1.9600
	N	100	100
	Std. Deviation	0.81253	0.82780

Interpretation: The above table 4.9 shows the purchase frequency and engagement with Lakme's online content among different age categories. When compared to other age groups, the age group 31–40 typically has the highest mean purchase frequency, meaning they purchase Lakme products more frequently. The mean frequency of purchases for the 20–30 age group is somewhat lower than the average for all age groups. The age groups below 20 and 41-50 have similar mean purchase frequencies, both slightly above the overall average. The age range of 31 to 40 exhibits the highest average degree of engagement with Lakme's online content, suggesting a higher level of active participation with the brand's online platform. The under-20 age group has high levels of engagement even though they make fewer purchases. (lower purchase frequency). Compared to the overall average, the mean engagement level is slightly lower in the 20–30 age group. Of the categories under analysis, the age range of 41 to 50 has the lowest mean degree of participation. The age range below 20 also shows significant engagement even though they purchase less frequently, but the age group between 31 and 40 has the highest engagement and frequency of purchases. This implies that younger consumers may be effectively engaged by Lakme's online material, which could have an impact on their future purchasing behaviour.

Table 4.10

## Income wise distribution of online buying behaviour

<b>Income level</b>		<b>Purchase Frequency</b>	<b>Engage with Lakme's online content</b>
Below 20000	Mean	1.6047	1.6744
	N	43	43
	Std. Deviation	0.69486	0.71451
20000 – 40000	Mean	2.3421	2.4474
	N	38	38
	Std. Deviation	0.70811	0.72400
41000 - 60000	Mean	1.8889	1.5556
	N	9	9
	Std. Deviation	1.05409	0.72648
61000 – 80000	Mean	1.0000	1.0000
	N	2	2
	Std. Deviation	0.00000	0.00000
More than 80000	Mean	1.8750	1.8750
	N	8	8
	Std. Deviation	0.83452	0.99103
Total	Mean	1.9200	1.9600
	N	100	100
	Std. Deviation	0.81253	0.82780

Interpretation: The above table 4.10 shows the frequency of purchase as well as the engagement with Lakme's online content within different income groups. The highest mean purchase frequency (2.3421) is seen among people making between 20,000 and 40,000 rupees per month, with those making over 80,000 rupees per month (1.8750) coming in second. Individuals with monthly incomes less than 20,000 rupees had the lowest mean frequency of purchases (1.6047). The group of individuals who make between 20,000 and 40,000 rupees a month also has the highest average interaction with Lakme's online content (2.4474). The lowest mean engagement (1.5556) is seen among those making between 41,000

and 60,000 rupees per month. Income level and the frequency of purchases as well as the level of engagement with Lakme's online content seem to be positively correlated. People with higher incomes are more likely to buy Lakme items and interact with the brand's online content more regularly. Based on the data, it appears that Lakme's marketing campaigns are reaching and connecting with consumers who are in higher income levels.

Table 4.11

Checking normality of variables related to online buying behaviour with respect to purchase frequency and engagement with online content

Null Hypothesis	Test	Sig.	Decision
The distribution of Purchase Frequency is normal with mean 1.92 and standard deviation .81253.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Engage with Lakme's online content is normal with mean 1.96 and standard deviation .82780.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

a. Lilliefors Corrected

Interpretation: Table 4.11 presents the results of the normality tests conducted on variables related to online buying behaviour of respondents. The null hypothesis for each test is that the distribution of the respective variable is normal, with specified mean and standard deviation. The tests were performed using the One-Sample Kolmogorov-Smirnov Test, and the significance level was set at .050. For all two variables tested it addressed the purchase frequency and engagement with online content -the p-values obtained were .000, leading to the rejection of the null hypothesis in each case. Therefore, based on these tests, the distributions of the variables are not considered normal. The Lilliefors correction was applied to calculate asymptotic significances. These results provide insights into the distributional characteristics of the variables related to online buying behaviour. The results show that there is no normal

distribution for either purchase frequency or engagement with Lakme's online content. We reject the null hypothesis that the distributions are normal with p-values of .000 for both tests. This implies that there are significant variations from a normal distribution in the data for both variables.

Table 4.12

Mann-Whitney U Test related to online buying behaviour of consumers based on their gender with respect to purchase frequency and engagement with online content

Null Hypothesis	Test	Sig.	Decision
The distribution of Purchase Frequency is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.256	Retain the null hypothesis.
The distribution of Engage with Lakme's online content is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.002	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Interpretation: Table 4.12 summarizes the results of the Mann-Whitney U tests conducted to examine the relationship between purchase frequency and engagement with online content based on gender. The p-value is 0.256 (>than 0.050) for the distribution of Purchase Frequency among Gender groups. This implies that the Purchase Frequency of the various Gender categories is not significantly different. As a result, the null hypothesis is maintained. The p-value for Engage with Lakme's online content distribution across gender groups is 0.002 (<than 0.050). This suggests that the various gender groups have significantly different degrees of engagement. As a result, null hypothesis is rejected. This suggests a person's gender affects how they interact with Lakme's online content. Retain the null hypothesis for Purchase Frequency, implying that Gender does not significantly affect purchase frequency. Reject the

---

null hypothesis for Engage with Lakme's online content, suggesting that there is a significant difference in engagement with Lakme's online content between genders.

Table 4.13

Kruskal-Wallis Test with respect to online buying behaviour of consumers based on their age with respect to purchase frequency and engagement with online content

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
The distribution of Purchase Frequency is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.043	Reject the null hypothesis.
The distribution of Engage with Lakme's online content is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.015	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Interpretation: Table 4.13 summarizes the results of the Kruskal-Wallis tests conducted to examine the purchase frequency and engagement with online content based on age. There is a significant difference in purchase frequency between age groups, as indicated by the p-value (0.043). There appears to be a significant difference in the amount of time spent on the company's website between age groups, as indicated by the p-value of 0.015. It seems that age affects the frequency that people buy as well as how engaged they are with Lakme's online material. The null hypothesis is rejected, suggesting that the frequency of purchases varies significantly between age groups. We also reject the null hypothesis, suggesting that there is a significant difference in how each age group engages with Lakme's online content.

Table 4.14

Kruskal-Wallis Test with respect to online buying behaviour of consumers based on their income with respect to purchase frequency and engagement with online content

Null Hypothesis	Test	Sig.	Decision
The distribution of Purchase Frequency is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.000	Reject the null hypothesis.
The distribution of Engage with Lakme's online content is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Interpretation: Table 4.14 summarizes the results of the Kruskal-Wallis tests conducted to examine the purchase frequency and engagement with online content based on income. The p-value of 0.000 suggests that there is a significant variation in the frequency of purchases among different income brackets. There appears to be a substantial difference in engagement in online content between income levels, as indicated by the p-value of 0.000. It seems that income level affects the frequency of purchases as well as the interaction with Lakme's online material. The null hypothesis is rejected, suggesting a significant variation in the frequency of purchases across various income brackets. We reject the null hypothesis, showing significant variations in online content engagement across income levels for Lakme.

## Objective 2 : To identify the factors influencing online consumer buying behaviour

Table 4.15

Factors influencing the online consumer buying behaviour of consumers

<b>Factors</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Coefficient of variation</b>
Quality	3.7400	0.44084	11.79
Price	4.5800	0.49604	10.83
Brand reputation	2.4400	0.49889	20.45
Convenience	3.2700	0.44620	13.65
Product reviews	4.4800	0.50212	11.21
Promotional offers / discounts	3.2000	0.40202	12.56

Interpretation: Table 4.15 summarises the factors influencing the online consumer buying behaviour of consumers. Consumers are most influenced by pricing and product reviews, which have high average ratings of 4.58 and 4.48, respectively, when making purchases. Despite having the lowest rating (2.44), brand reputation exhibits the most response variability. Among the factors evaluated, price emerges as the most influential, with an impressive mean rating of 4.58 out of 5. This suggests that consumers prioritize affordability when making buying choices. Product reviews also have a significant influence, with a commendable mean rating of 4.48, indicating the importance of peer feedback and social validation in shaping consumer behaviour. Conversely, brand reputation receives the lowest mean rating of 2.44, indicating relatively lesser importance placed on brand image alone. Notably, brand reputation also exhibits the highest variability among responses, implying a more diverse range of opinions among consumers. Quality, convenience, and promotional offers/discounts fall in between, with mean ratings of 3.74, 3.27, and 3.20 respectively.

### **Objective 3 : To evaluate the effectiveness of online marketing strategies**

#### **Hypothesis :**

Ho : There is no association between online marketing and purchasing habit.

H1 : There is association between online marketing and purchasing habit.

Table 4.16

Model Summary on online marketing and purchasing habit

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.716a	0.513	0.508	0.58079

a. Predictors: (Constant), Online marketing

Interpretation: Table 4.16 offers a summary of a regression model examining the relationship between online marketing and purchasing habit of consumers. The correlation coefficient (R) of .716a indicates a moderate positive linear relationship between the predictors-online marketing-and purchasing habit. The R Square value of 0.513 suggests that approximately 51.3% of the variance in purchasing habit can be explained by the included online marketing. The adjusted R Square, a more conservative measure, is 0.508, indicating a slight reduction due to the number of predictors in the model. The standard error of the estimate is 0.58079, representing the variability in predicting purchasing habit scores. Overall, the model indicates a moderate level of explanation for purchasing habit based on the online marketing, though further analysis of individual predictors and their coefficients is needed for deeper insights. The model summary shows a reasonably strong relationship between online marketing and purchasing habits, with an R-square value of 0.513, meaning that approximately 51.3% of the variance in purchasing habits can be explained by online marketing. The coefficient for online marketing (0.716) indicates that for every unit increase in online marketing efforts, there is an estimated increase of 0.716 units in purchasing habits, holding other variables constant. The adjusted R-square value (0.508) indicates that the model is strong and not overly influenced by irrelevant variables. In conclusion, this model suggests that online marketing significantly influences purchasing habits, and the relationship between the two variables is meaningful and statistically significant. It's crucial to remember that purchasing behaviour may also be influenced by other variables that are not taken into account by the model.

Table 4.17

ANOVA with respect to online marketing ang purchasing habit

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.782	1	34.782	103.114	.000b
	Residual	33.058	98	0.337		
	Total	67.840	99			

a. Dependent Variable: Purchasing habit

b. Predictors: (Constant), Online Marketing

Interpretation: Table 24 presents the results of an analysis of variance (ANOVA) assessing the relationship between online marketing and purchasing habit. The ANOVA table is divided into two main components: "Regression" and "Residual." The "Regression" component accounts for the variability in purchasing habit explained by the regression model, while the "Residual" component represents unexplained variability. The sum of squares for regression is 34.782, indicating the extent to which the model explains variability in purchasing habit, while the sum of squares for the residual is 33.058, representing unexplained variability. The F value of 103.114 suggests that the regression model is statistically significant in explaining purchasing habit, with a p-value (Sig.) of .000, indicating strong evidence against the null hypothesis. Therefore, the online marketing collectively have a significant impact on purchasing habit of consumers. The regression sum of squares (34.782) shows how much of the variation in consumers' buying patterns can be attributed to the online marketing predictors in the model. This figure is significant ( $p < 0.001$ ), suggesting that the regression model does an excellent task of describing the differences in consumers' spending patterns. The residual sum of squares (33.058) measures the unexplained variation in purchasing habits, not accounted for by the model. This value represents random error or variability that the model does not capture. The total sum of squares (67.840) indicates the total variation in purchasing habits, both explained and unexplained. The F-statistic (103.114) tests the overall significance of the regression model. Here, the F-statistic is significant ( $p < 0.001$ ), indicating that the regression model as a

whole is statistically significant in predicting purchasing habits. In conclusion, the ANOVA results reinforce the findings from the model summary, indicating that online marketing significantly influences purchasing habits. The model indicates that a substantial amount of the variability in purchasing habits, as evidenced by the significant F-statistic and regression sum of squares. This suggests that investing in online marketing efforts can have a great impact on consumer purchasing behaviour. However, it's important to acknowledge that there may still be other factors that influence purchasing habits, not accounted for by the model.

Table 4.18

Coefficient with respect to online marketing and purchasing habit

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta		
1	(Constant)	0.559	0.150		3.738	0.000
	Online Marketing	0.729	0.072	0.716	10.154	0.000

a. Dependent Variable: Purchase habit

Interpretation: Table 4.18 provides the coefficients from a regression analysis examining the relationship between online marketing and purchasing habit. The table presents unstandardized and standardized coefficients, along with t-values and significance levels for the predictor included in the model. The "Constant" term indicates the intercept of the regression equation, with a coefficient of 0.559 and a significant t-value of 0.716. Among the predictors, "online marketing" shows the highest unstandardized coefficient of 0.729, indicating that for every unit increase in this predictor, purchasing habit increases by 0.729 units, with a highly significant t-value of 0.716. The coefficients shed light on the strength and direction of the relationship between online marketing and purchasing habit, providing valuable insights for businesses aiming to enhance consumer satisfaction and well-being.

Job Satisfaction=0.559 + (0.729×online marketing). This equation represents the relationship between the predictor-online marketing and job satisfaction. The predictor's coefficient indicates the change in purchasing habit associated with a one-unit change in the predictor. For

instance, for every unit increase in the score related to "online marketing," purchasing habit is expected to increase by 0.729 units. This equation can be used to predict purchasing habit levels based on the scores or ratings of the online marketing strategies included in the model. The constant (intercept) suggests a baseline level of purchasing habit when online marketing is zero, estimated at 0.559 units. The coefficient for online marketing (0.729) indicates that for every unit increase in online marketing, there's an estimated increase of 0.729 units in purchasing habit, holding other variables constant. The standardized coefficient (Beta) of 0.716 confirms that online marketing has a significant positive impact on purchasing habits. Both coefficients have highly significant t-values (3.738 and 10.154 respectively), indicating strong statistical significance. Online marketing significantly influences purchasing habits, with each unit increase in online marketing correlating with a notable increase in purchasing behaviour. This suggests that businesses should invest resources in online marketing strategies to effectively drive consumer purchasing habits. Continuous monitoring and optimization of online marketing efforts can increase their impact on consumer behaviour.

#### **Objective 4 : To evaluate the consumer satisfaction levels**

##### **Hypothesis :**

Ho : There is no significant difference in the level of satisfaction of consumers based on their gender, age and income.

H1 : There is a significant difference in the level of satisfaction of consumers based on their gender, age and income.

Table 4.19

Mean and Std. Deviation of factors influencing the online buying behaviour of consumers

	<b>Mean</b>	<b>Std. Deviation</b>
Quality	3.3400	0.57243
Affordability	3.1800	0.64165
Discount & Offers	2.9300	0.74203
Brand Reputation	3.3800	0.54643
User Experience	3.2600	0.56174

Customer Service	3.2100	0.57375
------------------	--------	---------

Interpretation: The table 4.19 represents the mean and standard deviation for several factors related to purchasing decisions such as Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, and Customer Service. The mean values represent the average rating given by consumers for each factor, with higher values indicating more positive perceptions. The standard deviation measures the dispersion or variability of responses around the mean for each factor. A smaller standard deviation indicates that ratings tend to be closer to the mean, while a larger standard deviation indicates greater variability in ratings. Quality, Brand Reputation, and User Experience have relatively high mean ratings, suggesting that consumers generally perceive these factors positively when making purchasing decisions. Affordability, Discount & Offers, and Customer Service have slightly lower mean ratings, suggesting that there may be room for improvement in these areas to better meet consumer expectations. The standard deviations across all factors are relatively small, indicating that ratings tend to gather around the mean for each factor. This suggests a certain level of consistency in consumer perceptions across different aspects of purchasing decisions. Overall, businesses should focus on enhancing factors such as Quality, Brand Reputation, and User Experience while also addressing any shortcomings in Affordability, Discount & Offers, and Customer Service to better align with consumer preferences and improve overall satisfaction. Among the parameters taken into consideration, quality has the highest mean rating (3.34), suggesting that customers give quality priority when making decisions about what to buy. With a mean rating of 3.38, brand reputation comes in second, indicating that reputation has a big impact on consumer decisions. The significantly lower mean ratings for affordability, user experience, and customer service suggest that, although still significant, they might not be given the same priority as quality and brand reputation. Discount & offers received the lowest mean rating (2.93), suggesting that while discounts and offers are considered in purchasing decisions, they may not be as influential as other factors. Overall, these ratings provide insights into the relative importance of different aspects in shaping consumer preferences and purchasing habits, with quality and brand reputation emerging as key drivers.

Table 4.20

Mean and Std. deviation of Factors influencing the consumers based on gender

Gender		Quality	Affordability	Discount & Offers	Brand Reputation	User Experience	Customer Service
Male	Mean	3.2857	3.2381	3.0476	3.3333	3.3810	3.2857
	N	21	21	21	21	21	21
	Std. Deviation	0.56061	0.62488	0.74001	0.57735	0.58959	0.71714
Female	Mean	3.3544	3.1646	2.8987	3.3924	3.2278	3.1899
	N	79	79	79	79	79	79
	Std. Deviation	0.57819	0.64907	0.74412	0.54107	0.55353	0.53292
Total	Mean	3.3400	3.1800	2.9300	3.3800	3.2600	3.2100
	N	100	100	100	100	100	100
	Std. Deviation	0.57243	0.64165	0.74203	0.54643	0.56174	0.57375

Interpretation: Table 4.20 represents the mean and standard deviation of various aspects based on gender. In case of quality, both males and females rated it relatively high, with females having a slightly higher mean rating (3.3544) compared to males (3.2857). Affordability received lower mean ratings from both genders, with females rating it slightly lower (3.1646) than males (3.2381). Discount & Offers were rated the lowest among all factors by both genders, with females giving it a slightly lower mean rating (2.8987) compared to males (3.0476). Brand Reputation received relatively high mean ratings from both males (3.3333) and females (3.3924), showing its importance in purchasing decisions for both genders. User Experience and Customer Service were rated similarly by both genders, with females giving slightly lower mean ratings compared to males. Overall, while there are slight variations in the mean ratings between genders for each factor, the general trends indicates that quality and brand reputation are consistently important factors in purchasing decisions for both males and females, while affordability and discount & offers are relatively less prioritized.

Table 4.21

Mean and Std. deviation of Factors influencing the consumers based on age

Age		Quality	Affordability	Discount & Offers	Brand Reputation	User Experience	Customer Service
Below 20	Mean	3.6667	3.6667	2.6667	3.6667	3.6667	3.0000
	N	3	3	3	3	3	3
	Std. Deviation	0.57735	0.57735	1.15470	0.57735	0.57735	0.00000
20-30	Mean	3.2206	3.0294	2.7647	3.2794	3.1176	3.1029
	N	68	68	68	68	68	68
	Std. Deviation	0.54212	0.62224	0.62576	0.54212	0.50459	0.52233
31-40	Mean	3.5926	3.4815	3.3333	3.5926	3.5556	3.4815
	N	27	27	27	27	27	27
	Std. Deviation	0.57239	0.57981	0.83205	0.50071	0.57735	0.64273
41-50	Mean	3.5000	3.5000	3.5000	3.5000	3.5000	3.5000
	N	2	2	2	2	2	2
	Std. Deviation	0.70711	0.70711	0.70711	0.70711	0.70711	0.70711
Total	Mean	3.3400	3.1800	2.9300	3.3800	3.2600	3.2100
	N	100	100	100	100	100	100
	Std. Deviation	0.57243	0.64165	0.74203	0.54643	0.56174	0.57375

Interpretation: Table 4.21 represents the mean and standard deviation of various aspects based on age. Customers below 20 years rated quality the highest (3.67), followed by those aged 31-40 (3.59), indicating that these age groups prioritize quality more than others. Customers aged 20-30 rated affordability the lowest (3.03), while those aged 31-40 rated it the highest (3.48), indicating that aged customers may prioritize affordability more than younger ones. Customers below 20 years rated discounts and offers the lowest (2.67), indicating that they may be less influenced by discounts compared to other age groups. Customers aged 31-40 rated brand reputation the highest (3.59), followed closely by those aged below 20 (3.67), suggesting that these age groups place a significant importance on brand reputation. Customers aged 20-30 rated user experience the lowest (3.12), while those aged below 20 rated it the highest (3.67), indicating that younger customers may prioritize a better user experience more than older ones. Customers aged below 20 rated customer service the lowest (3.00), while those aged 31-40 rated it the highest (3.48), suggesting that aged customers may prioritize good customer service more than younger ones. Different age groups have varying priorities when it comes to factors influencing their purchasing decisions. Younger customers (below 20) prioritize quality and user experience more, while aged customers (31-40) prioritize affordability and brand reputation. Understanding these age-related preferences can help businesses formulate their marketing strategies and product offerings to better appeal to different demographic segments.

Table 4.22

Mean and Std. deviation of Factors influencing the consumers based on income

Income level		Quality	Affordability	Discount & Offers	Brand Reputation	User Experience	Customer Service
Below 20000	Mean	3.1395	2.8837	2.6279	3.2326	3.0698	2.9302
	N	43	43	43	43	43	43
	Std. Deviation	0.51554	0.49806	0.65550	0.47994	0.45750	0.40210
20000 – 40000	Mean	3.5526	3.5789	3.4211	3.5789	3.5526	3.6316
	N	38	38	38	38	38	38
	Std. Deviation	0.55495	0.59872	0.68306	0.55173	0.55495	0.58914
41000 - 60000	Mean	3.4444	3.1111	2.6667	3.5556	3.3333	3.1111
	N	9	9	9	9	9	9
	Std. Deviation	0.52705	0.78174	0.50000	0.52705	0.50000	0.33333
61000 – 80000	Mean	2.5000	2.5000	2.5000	2.5000	2.0000	2.5000

	N	2	2	2	2	2	2
	Std. Deviation	0.70711	0.70711	0.70711	0.70711	0.00000	0.70711
More than 80000	Mean	3.5000	3.1250	2.6250	3.2500	3.1250	3.0000
	N	8	8	8	8	8	8
	Std. Deviation	0.53452	0.35355	0.51755	0.46291	0.35355	0.00000
Total	Mean	3.3400	3.1800	2.9300	3.3800	3.2600	3.2100
	N	100	100	100	100	100	100
	Std. Deviation	0.57243	0.64165	0.74203	0.54643	0.56174	0.57375

Interpretation: Table 4.22 represents the mean and standard deviation of various aspects based on income. Customers with an income between 20000 and 40000 have the highest mean rating for quality (3.55), indicating that they prioritize quality more than other income groups. Customers with an income above 80000 have the highest mean rating for affordability (3.13), showing that higher-income individuals may prioritize affordability less compared to lower-income groups. Customers with an income below 20000 have the lowest mean rating for discounts and offers (2.63), indicating that they may be less influenced by discounts compared to other income groups. Customers with an income between 20000 and 40000 have the highest mean rating for brand reputation (3.58), showing that they place a significant emphasis on brand reputation. Customers with an income below 20000 have the highest mean rating for user experience (3.07), suggesting that they prioritize a better user experience more than other income groups. Customers with an income between 20000 and 40000 have the highest mean rating for customer service (3.63), showing that they prioritize good customer service more than other income groups. income level significantly influences consumer preferences and priorities in purchasing decisions. Higher-income individuals tend to prioritize affordability less compared to lower-income groups. Brand reputation is particularly important for customers with incomes between 20000 and 40000. Lower-income individuals prioritize quality and user experience more, while higher-income individuals prioritize customer service and brand reputation. Understanding these income-related preferences can help businesses formulate their marketing strategies and product offerings to better appeal to different income segments.

Table 4.23

Checking normality of the variables related to satisfaction of consumers towards various factors

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
The distribution of Quality is normal with mean 3.34 and standard deviation .57243.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Affordability is normal with mean 3.18 and standard deviation .64165.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Discount & Offers is normal with mean 2.93 and standard deviation .74203.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Brand Reputation is normal with mean 3.38 and standard deviation .54643.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of User Experience is normal with mean 3.26 and standard deviation .56174.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Customer Service is normal with mean 3.21 and standard deviation .57375.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

a. Lilliefors Corrected

Interpretation: Table 4.23 represents the results of the normality tests conducted on variables related to consumer satisfaction. The One-Sample Kolmogorov-Smirnov Test was done to assess whether the distributions of various factors (Quality, Affordability, Discount & Offers,

Brand Reputation, User Experience, Customer Service) follow a normal distribution with specified means and standard deviations. The reported significance levels (p-values) for all tests are extremely low (0.000), leading to the rejection of the null hypothesis in each case. The results shows that the distributions of Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, and Customer Service are not normal. This suggests that the data for these factors do not conform to a normal distribution pattern. It's essential to consider this deviation from normality when conducting further statistical analyses or making inferences based on these data sets. Additionally, alternative statistical methods appropriate for non-normally distributed data may be considered for subsequent analyses

Table 4.24

Mann-Whitney U Test related to customer satisfaction towards various factors based on gender

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
The distribution of Quality is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.595	Retain the null hypothesis.
The distribution of Affordability is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.658	Retain the null hypothesis.
The distribution of Discount & Offers is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.431	Retain the null hypothesis.
The distribution of Brand Reputation is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.693	Retain the null hypothesis.
The distribution of User Experience is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.250	Retain the null hypothesis.
The distribution of Customer Service is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.387	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Interpretation: The Independent-Samples Mann-Whitney U Test was done to determine whether the distributions of various factors (Quality, Affordability, Discount & Offers, Brand

Reputation, User Experience, Customer Service) differ significantly between genders. The reported significance levels (p-values) for all tests are above the standard threshold of 0.05, indicating that there is no significant difference in the distributions of these factors between genders. The results suggest that there is no statistically significant difference in the perceptions or ratings of Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, and Customer Service between genders. Therefore, we retain the null hypothesis for all tests, suggesting that there is no proof to suggest that the distributions of these factors vary significantly between genders in the studied population. It implies that gender does not significantly influence the perceptions or ratings of these factors.

Table 4.25

Kruskal-Wallis Test related to customer satisfaction towards various factors based on age

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
The distribution of Quality is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.017	Reject the null hypothesis.
The distribution of Affordability is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.007	Reject the null hypothesis.
The distribution of Discount & Offers is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.003	Reject the null hypothesis.
The distribution of Brand Reputation is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.065	Retain the null hypothesis.
The distribution of User Experience is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.002	Reject the null hypothesis.
The distribution of Customer Service is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.015	Reject the null hypothesis.

---

Asymptotic significances are displayed. The significance level is .050.

Interpretation: The Independent-Samples Kruskal-Wallis Test was done to assess if the distributions of various factors (Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, Customer Service) are the same across categories of Age. The reported significance levels (p-values) for the tests indicate whether to reject or retain the null hypothesis. For Quality, Affordability, Discount & Offers, User Experience, and Customer Service, the p-values are lower than the significance level of 0.05. Therefore, we reject the null hypothesis for these factors. This suggests that there are significant differences in the distributions of these factors across age groups. For Brand Reputation, the p-value (0.065) is more than 0.05. Thus, we retain the null hypothesis for Brand Reputation. This shows that there is no significant difference in the distribution of Brand Reputation across age groups, based on the data. The results shows that age has a significant influence on the perceptions or ratings of Quality, Affordability, Discount & Offers, User Experience, and Customer Service. However, there is no significant difference in the distribution of Brand Reputation across age groups. These findings emphasize the importance of considering age demographics when analysing factors influencing consumer behaviour and preferences.

Table 4.26

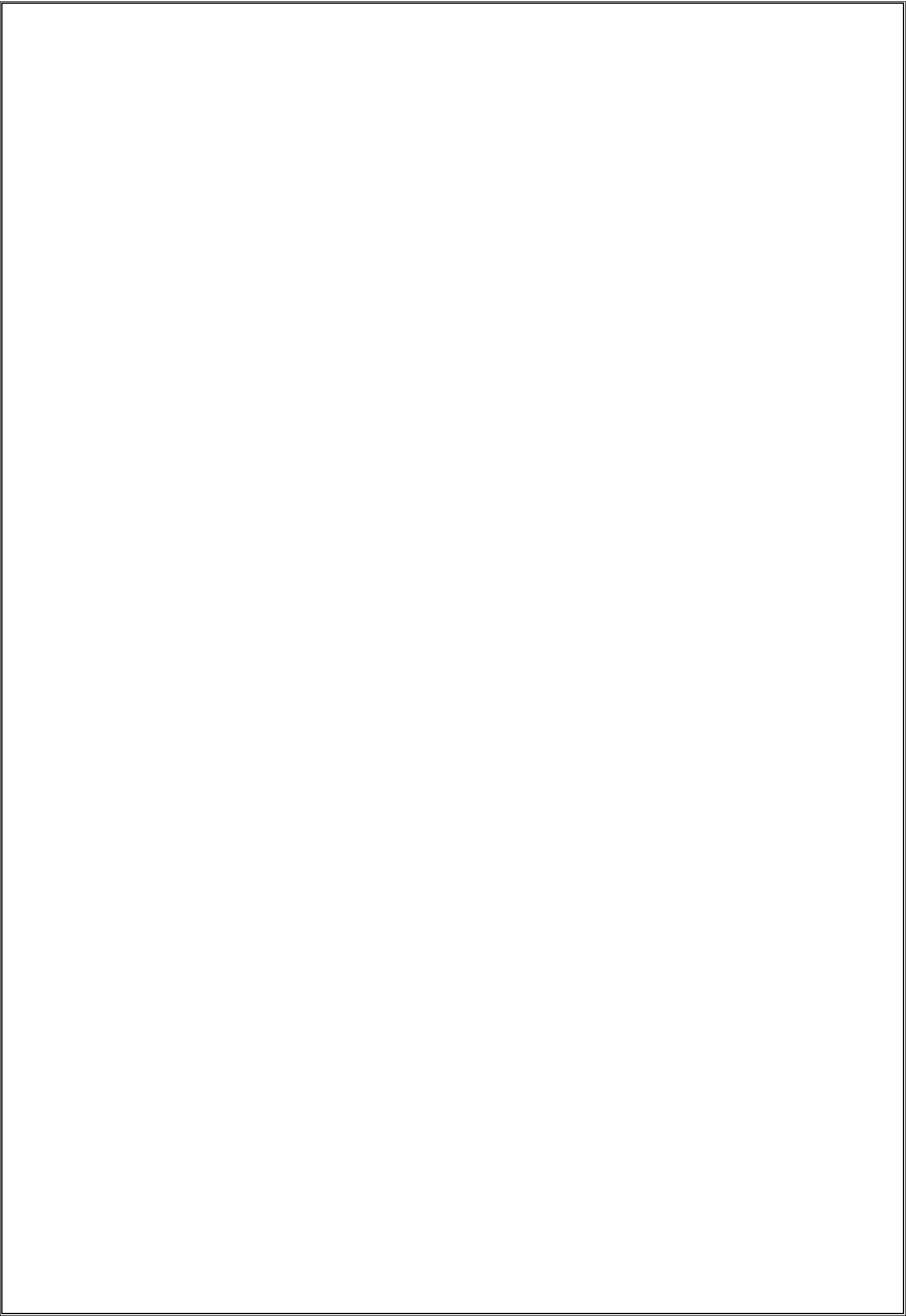
Kruskal-Wallis Test with respect to various factors influencing consumers based on their income

Null Hypothesis	Test	Sig.	Decision
The distribution of Quality is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.004	Reject the null hypothesis.
The distribution of Affordability is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.000	Reject the null hypothesis.
The distribution of Discount & Offers is the same across	Independent-Samples Kruskal-Wallis Test	0.000	Reject the null hypothesis.

categories of Income level.			
The distribution of Brand Reputation is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.007	Reject the null hypothesis.
The distribution of User Experience is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.000	Reject the null hypothesis.
The distribution of Customer Service is the same across categories of Income level.	Independent-Samples Kruskal-Wallis Test	0.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Interpretation: The Independent-Samples Kruskal-Wallis Test was done to examine if the distributions of various factors (Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, Customer Service) are the same across categories of Income level. The reported significance levels (p-values) for each test are below the significance level of 0.05. The results indicate that there is sufficient proof to reject the null hypothesis for all these factors. Therefore, we can conclude that there are significant differences in the distributions of Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, and Customer Service across different income groups. Overall, the findings suggest that level of income significantly influences the perceptions or ratings of Quality, Affordability, Discount & Offers, Brand Reputation, User Experience, and Customer Service. Businesses may need to consider these differences in perceptions across income levels when designing marketing strategies or product offerings to effectively target different income segments.



# **CHAPTER 5**

## **FINDINGS, SUGGESTIONS AND CONCLUSION**

### **5.1 SUMMARY**

The title of the project is “A STUDY ON ONLINE CONSUMER BUYING BEHAVIOUR OF LAKME”. The main aim of the study is to analyse the online consumer buying behaviour towards Lakme products. The other objectives were to identify the factors influencing the consumer buying behaviour, to evaluate effectiveness of online marketing strategies and consumer satisfaction levels.

### **OBJECTIVES**

- To analyse the online buying behaviour of consumers.

- To identify the factors influencing online consumer buying behaviour.
- To evaluate the effectiveness of online marketing strategies.
- To evaluate the consumer satisfaction levels.

## RESEARCH QUESTIONS

- What is the online buying behaviour of consumers?
- What are the factors influencing the online consumer buying behaviour with respect to Lakme?
- What is the effectiveness of online marketing strategies of Lakme?
- What is the level of satisfaction of the consumers of Lakme?

## HYPOTHESIS

- Ho : There is no significant difference in the online buying behaviour of consumer based on their gender, age and income.  
H1 : There is a significant difference in the online buying behaviour of consumers based on their gender, age and income.
- Ho : There is no association between online marketing and purchasing habit.  
H1 : There is association between online marketing and purchasing habit.
- Ho : There is no significant difference in the level of satisfaction of consumers based on their gender, age and income.  
H1 : There is a significant difference in the level of satisfaction of consumers based on their gender, age and income.

## 5.2 FINDINGS

Demographic data:

- The study represents that out of 100 respondents 21 were male and 79 were female. Therefore, female responses have exceeded male responses.

- The study reveals that majority of the respondents belong to 20-30 age category. This means that Lakme's products are more preferred by them.
- The study shows that out of 100 respondents, equal number of responses belong to category of business and others. Most of the respondents are students.
- It is clear from the study that majority of the respondents are having monthly income below 20000.
- The study shows that most of them prefer e-commerce platforms for purchasing.
- It is clear that most of the respondents are loyal consumers.
- The study shows that majority of them purchases makeup products.
- The study reveals that its promotional strategies are very effective in making customers purchase the products.
- The study reveals that majority pf the consumers are satisfied with it's products and online shopping experience.

## **1. To analyse the online buying behaviour of consumers**

**Ho1 : There is no significant difference in the online buying behaviour of consumer based on their gender, age and income.**

- The study reveals that Ho1 (The distribution of Purchase Frequency is same across categories of Gender) is retained. Therefore, purchase frequency and gender are independent. There is no relation between them.
- The study reveals that Ho1 (The distribution of Engage with Lakme's online content is the same across categories of Gender) is rejected. Therefore, engage with online content and gender are dependent. There is relation between them.
- The study reveals that Ho1 (The distribution of Purchase Frequency is the same across categories of Age) is rejected. Therefore, purchase frequency is dependent on age. There is relation between purchase frequency and age.
- The study reveals that Ho1 (The distribution of Engage with Lakme's online content is the same across categories of Age) is rejected. It implies that there is a significant difference in how each age group engages with Lakme's online content.

- The study reveals that Ho1 (The distribution of Purchase Frequency is the same across categories of Income level) is rejected. It implies that there is a significant variation in the frequency of purchases across various income brackets.
- The study reveals that Ho1 (The distribution of Engage with Lakme's online content is the same across categories of Income level) is rejected. It suggests that there is a significant variation in online content engagement across income levels for Lakme.

## **2. To identify the factors influencing the online consumer buying behaviour**

- The study reveals that among the factors evaluated, price emerges as the most influential. This suggests that consumers prioritize affordability when making buying choices. Also, there is relatively consistent perceptions among respondents.
- The study reveals that price is followed by product reviews. Product reviews also have a significant influence indicating the importance of peer feedback and social validation in shaping consumer behaviour. Also, there is a bit more variability in consumer perceptions compared to price.
- Among other factors, quality is relatively more important to consumers, followed by convenience and then promotional offers/discounts.
- The study reveals that brand reputation has less influence on consumers. Also. There is considerable variability in consumer perceptions regarding brand reputation.

## **3. To evaluate the effectiveness of online marketing strategies**

### **Ho2 : There is no association between online marketing and purchasing habit**

- The study reveals that Ho2 is rejected. Regression model indicates that online marketing significantly influences the purchasing habit. This indicates that there is relationship between online marketing and purchasing habit. It's crucial to remember that purchasing behaviour may also be influenced by other variables that are not taken into account by the model.
- The study reveals that Ho2 is rejected. The ANOVA model indicates that online marketing significantly influences purchasing habits. This implies that there is relationship between online marketing and purchasing habit.

- The study reveals that Ho2 is rejected. Online marketing significantly influences purchasing habits, with each unit increase in online marketing correlating with a notable increase in purchasing behaviour.

#### **4. To evaluate the consumer satisfaction levels**

**Ho3 : There is no significant difference in the level of satisfaction of consumers based on their gender, age and income**

- The study reveals that Ho3 is accepted because there is no significant difference in the perceptions of quality, affordability, discounts and offers, brand reputation, user experience and customer service between genders. It implies that gender does not significantly influence the perceptions or ratings of these factors.
- The study reveals that Ho3 is rejected because age has a significant influence on the perceptions or ratings of Quality, Affordability, Discount & Offers, User Experience, and Customer Service.
- The study reveals that Ho3 is accepted because p-value is more than significance level. This suggests that there is no significant difference in the distribution of brand reputation across age groups.
- The study reveals that Ho3 is rejected. It indicates that level of income significantly influences the perceptions of all these factors.

### **5.3 SUGGESTIONS**

The cosmetics industry is moving towards the mountains and clouds in the modern world. As customers become more aware of it, demand for it is rising quickly. Therefore, professionals might use the study's findings to evaluate their approaches to use cosmetic products.

- People are diverting to herbal products because they are becoming more aware of their skin care. Lakme can advertise its herbal products to increase interest in them, which will boost sales.

- Lakme should also provide more offers to attract more customers. The business can offer coupons to its new and prospective consumers in order to encourage them to make huge purchases.
- It is clear that majority of the respondents face problems in case of payment. Therefore, payment methods like cash on delivery should be encouraged.
- The study shows that some of the respondents face problems while returning products. So, the company should take necessary measures.
- Understanding the gender, age and income-related preferences can help business formulate their marketing strategies and product offerings.
- Majority of the people prefer to buy makeup products. The company should take necessary actions to increase the sales of other cosmetic products.
- Most of the consumers have not tried its virtual try on tools. It is better for the business to increase its awareness on the augmented reality features.

## 5.4 CONCLUSION

In a highly competitive world, understanding the consumer buying behaviour is crucial for marketers because it enables them to effectively communicate with customers. They can narrow the market gap and highlight the items that are required and the products that are no longer in use by studying how consumers choose a product. Lakme's strong marketing approach, which is built with digital marketing as its core, has helped it establish itself as one of the most capable companies in the beauty and fashion industries. Lakme connects their audience and turns them into customers by offering a variety of cosmetic products.

It is evident from the study that Lakme as a brand has a huge impact on its consumers with regard to quality, affordability, price, brand reputation, product reviews and offers. The project focuses on various ways in which how consumers are influenced by the factors and online marketing strategies. Also, it analyses the level of satisfaction of consumers towards Lakme products.

This paper discussed the ways in which e-commerce platforms have altered, how consumers choose to purchase online, and the elements influencing how consumers decide to use online platforms for their purchase of cosmetics products. The research was effectively completed in

accordance with stated objectives and hypothesis. It is concluded that the study's listed factors and online marketing strategies have an positive impact on consumer's online purchasing decisions.

# **BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

- Sabharwal, V., Maan, S., & Kumar, S. (2014). Women buying behaviour and consumption pattern of facial skin care products. *International Journal of Management and Social Sciences Research (IJMSSR)*, 3(9).
- Madhavan, M., & Kaliyaperumal, C. (2015). Consumer buying behavior-an overview of theory and models. *St. Theresa Journal of Humanities and Social Sciences*, 1(1), 74-112.
- Poranki, K. R. (2016). The intricacies of consumer perception and behaviour of consumers of cosmetics in India. *Research Journal of Social Science and Management*.
- Ahmed, Z., Su, L., Rafique, K., Khan, S. Z., & Jamil, S. (2017). A study on the factors affecting consumer buying behavior towards online shopping in Pakistan. *Journal of Asian Business Strategy*, 7(2), 44.
- Sonwaney, V., & Chincholkar, S. (2019). Identifying the factors impacting online consumer buying behaviour. *International Journal of Scientific and Technology Research*, 8(08), 445-456.
- Lavuri, R., & Sreeramulu, D. (2019). Personal care products: a study on women consumer buying behaviour. *International Journal of Research & Review*, 6(6), 271-279.
- Manjula, M. L. (2022). Consumer buying behavior of cosmetic products-A study. *Asian Journal of Multidimensional Research*, 11(10), 57-60.
- Bhandari, A., & Vete, T. S. (2023). Factors Influencing Cosmetics Buying Behaviour among Female Customers in Bangalore City. *Modern Research in Consumer Behaviour and Marketing Research*, 33.
- Rithika, M., & Suraj, N. A Study on Consumer Preference on Lakmeproducts in Mangaluru. *Sustainable Marketing*, 33.
- Singh, A., & Deshkar, N. N. Global Perspective On WomenS Obsessions Towards Online Beauty Products. *Worldwide International Inter Disciplinary Research Journal*, 1.

## WEBSITES

- [www.lakme.com](http://www.lakme.com)
- [www.economictimes.com](http://www.economictimes.com)

# APPENDIX

# QUESTIONNAIRE

## A STUDY ON ONLINE CONSUMER BUYING BEHAVIOUR OF LAKME

My name is Aglin M V and I'm currently pursuing MCM at St. Teresa's College, Ernakulam. As a part of my study I'm conducting a research on the topic 'A study on online consumer buying behaviour of Lakme'. I kindly request you to spare your time for filling this.

Thank you for your support.

### 1.Age

- Below 20
- 20-30
- 31-40
- 41-50
- Above 50

### 2. Gender

- Male
- Female
- Other

### 3. Income level

- Below 20000
- 20000 – 40000
- 41000 - 60000
- 61000 – 80000
- More than 80000

### 4. Occupation

- Student
- Government
- Private
- Public

- Business
- Others

5. How frequently do you purchase Lakme products online?

- Rarely
- Occasionally
- Frequently
- Always

6. Which online platform do you prefer for purchasing?

- Official Lakme website
- E-commerce platforms (Amazon, Flipkart)
- Social media (Instagram, Facebook)
- Others

7. How do you typically research Lakme products before making a purchase? (select all that apply)

- Recommendation from Others
- Researching on social media
- Reading articles or blogs
- Visiting brand website

8. How often do you engage with Lakme's online content?

- Rarely
- Occasionally
- Frequently
- Always

9. What are the problems faced while shopping Lakme products online? (Select all that apply)

- Not delivered on time
- Damaged products
- Payment
- Return of products
- None of these

10. What type of consumer are you to Lakme?

- Loyal
- Potential
- New
- Impulsive

11. What are the factors that influence your decision to purchase Lakme products online?

(select all that apply )

- Quality
- Price
- Brand reputation
- Convenience
- Product reviews
- Promotional offers / discounts

12. Which Lakme product categories do you prefer to purchase online? (Select all that apply)

- Skincare
- Haircare
- Makeup
- Others (please specify)

13. How effective do you find its promotional campaigns in enticing you to make purchase?

- Not effective
- Slightly effective
- Moderately effective
- Very effective
- Extremely effective

14. How often do you come across its online advertisement while browsing the internet?

- Very often
- Sometimes
- Rarely
- Never

15. Have you ever used Lakme's virtual try-on tools or augmented reality features?

- Yes
- No

16. Do you believe that Lakme's collaboration with influencers influential in promoting their products?

- Strongly agree
- Agree
- Disagree
- Strongly disagree

17. Please rate the level of satisfaction while you make purchase

	Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied
Quality				
Affordability				
Discount & Offers				
Brand Reputation				

User Experience				
Customer Service				

18. How would you rate the variety of products available for purchase on Lakme website?

- Limited
- Adequate
- Good
- Excellent

19. How likely are you to recommend Lakme to others?

- Very likely
- Likely
- May be
- Unlikely

20. How would you rate your overall satisfaction with Lakme's products and online shopping experience?

- Very satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

