DECLARATION

I hereby declare that the project entitled **"Measurement of Brand awareness and Brand Perception"** submitted for the MBA Degree is my original work and the project has not formed the basis for the award of any degree, internship, fellowship or any other similar titles.

Signature of the Student: Avneet Kaur
Place: Mohali
Date: 29-03-2014

CERTIFICATE

This is to certify that the project entitled **"Measurement of Brand awareness and Brand Perception"** is the bonafide work carried out by ***Avneet Kaur,*** student of MBA, Rayat Bahra Institute of Management, Mohali, during the year 2014, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration and that the project has not formed the basis for the award previously of any degree, diploma, internship, fellowship or any other similar title.

Signature of the Guide: Ms Amita Rani
Place: Mohali
Date: 29-03-2014

ACKNOWLEDGEMENT

"It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception."

On the very outset of this report, I would like to extend my sincere & heartfelt obligation towards our Director Dr O.P. Midha for giving me an opportunity to do this project and also all the facility members for their precious support.

I would express my gratitude to Ms Amita Rani for her guidance and support to complete the project report.

My novice of the practical world would not have got me far, had it not been under the direction of these people-

- Ms Jasleen Kaur, Student of DAV College,
- Mr Yogesh Pahwa, Dealer of L'Oreal Paris

Last but not least I wish to acknowledge the support of my family, friends, and each and every member contributed to this project.

ABSTRACT

The project highlights on the topic of "The measurement of brand awareness and brand perception"

The main purpose of the study is to determine the brand image, perception, attitudes and behavior of the target audience with regard to the corporate L'Oreal Paris brand as well as the products and personality of the L'Oreal Paris. This also denotes the purchasing pattern of customers towards the brand.

The research methodology adopted for this study is descriptive. A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variable of interest in a situation. As far as data is concerned structured undisguised questionnaire was used to collect the primary data. The sampling technique involved in this research is stratified sample, and the questionnaires are distributed to a sample size of 50

Analysis techniques are used to obtain finding and arrange information in a logical sequence from the raw data collected. The tools that are used for analysis are Charts, Percentage, Analysis, and Interval estimation.

From this study we can come to conclusion that high level of brand awareness is an important driver with regard to influencing purchasing behaviour. Majority of the customers believe that the branded products will have a good quality, the opinion about the branded products will always be positive among the customers. This research clearly reveals that branded products are always status related and enhances the sales of the products. L'Oréal has to develop actions to enhance the brand imagery that this group associates with the L'Oréal brand positively. These actions should lead to long-term strategic and market-related benefits (e.g. market share) for L'Oréal within the target audience of this study.

TABLE OF CONTENT

S.NO	TITLE	PAGE NO
	Declaration	1
	Certificate	2
	Acknowledgement	3
	Abstract	4
	Table of contents	5
	List of tables	6
	List of figures	7
CHAPTER-1	INTRODUCTION	9-12
1.1	Introduction	9
1.2	Company Profile	10
1.3	Products offered by L'Oreal Paris	11
1.4	Brand ambassador of L'Oreal Paris	12
CHAPTER-2	REVIEW OF LITERATURE	13-15
CHAPTER-3	NEED OF THE STUDY	16-17
CHAPTER-4	RESEARCH METHODOLOGY	18-22
4.1	Scope of the study	19
4.2	Area of Study	19
4.3	Objective of study	19
4.4	Research Design	19
4.5	Sampling Method	20
4.6	Tools used for interpretation	21
4.7	Limitation of Study	21-22
CHAPTER-5	DATA ANALYSIS AND INTERPRETATION	23-46
CHAPTER-6	FINDINGS	47-48
CHAPTER-7	CONCLUSION AND RECOMMENDATIONS	49-51
	BIBLIOGRAPHY	52
	ANNEXURE	53-56

LIST OF TABLES

S.NO	PARTICULARS	PAGE.NO
5.1	TABLE SHOWING THE OCCUPATION PROPORTION OF THE RESPONDENTS.	24
5.2	TABLE SHOWING THE GENDER PROPORTION OF THE RESPONDENTS.	25
5.3	TABLE SHOWING THE INCOME LEVEL OF THE RESPONDENTS.	26
5.4	TABLE SHOWING RESPONDENTS WHO ARE AWARE OF L'OREAL PARIS	27
5.5	TABLE SHOWING CONSUMER'S BUYING ASPECT OF L'OREAL PARIS'S PRODUCTS	28
5.6	TABLE SHOWING CUSTOMER'S 1st PREFERENCE TOWARDS L'OREAL PARIS'S	29
5.7	TABLE SHOW'S HOW RESPONDENTS CAME TO KNOW ABOUT L'OREAL PARIS'S	30
5.8	TABLE SHOWING WHICH IS THE BEST PRODUCT OF L'OREAL PARIS	31
5.9	TABLE SHOWING WHETHER L'OREAL PARIS IS COSTLY?	32
5.10	TABLE SHOWING CUSTOMER'S OPION TOWARDS L'OREAL PARIS'S ADVERTISEMENT	33
5.11	TABLE SHOWING THE CUSTOMERS PURCHASING PATTERN OF L'OREAL PARIS	34
5.12	TABLE SHOWING THE AVAILIBILITY OF L'OREAL PARIS IN ALL OUTLETS	35
5.13	TABLE SHOWING PROPOTIONATE OF RESONDENTS AWARE OF L'OREAL PARIS AMBASSADOR	36
5.14	TABLE SHOWING PROPOTIONATE RESPONDENTS AWARE OF MEN'S PRODUCT	37
5.15	TABLE SHOWING THE SATISFACTORY LEVEL OF RESPONDENTS	38
5.16	TABLE SHOWING THE PRCE COMPARISON OF L'OREAL PARIS WITH OTHER PRODUCTS	39
5.17	TABLE SHOWING IF L'OREAL PARIS PRODUCTS ARE PROMISING OR NOT	40
5.18	TABLE SHOWING BUDGET FOR COSMETIC OF RESPONDENTS PER MONTH	41
5.19	TABLE SHOWING ATTRIBUTES WHICH COMES IN THE MIND OF RESPONDENTS WHEN THEY HEAR OF L'OREAL PARIS	42
5.20	TABLE SHOWING IF PEOPLE THINK THAT L'OREAL PARIS IS STATUS ORIENTED OR NOT	43
5.21	TABLE SHOWING IF L'OREAL PARIS IS LEADER IN INDUSTRY OR NOT	44
5.22	TABLE SHOWING IF CUSTOMERS WILL SWITCH OVER IN CASE OF RISE IN PRICE OF L'OREAL PARIS.	45
5.23	TABLE SHOWING CUSTOMERS INFLUENCING OTHER PEOPLE TO BUY L'OREAL PARIS	46

LIST OF FIGURES

S.NO	PARTICULARS	PAGE.NO
1.1	FIGURE SHOWING PRODUCTS OFFERED BY L'OREAL PARIS	11
1.2	FIGURE SHOWING BRAND AMBASSADOR OF L'OREAL PARIS	12
5.1	CHART SHOWING THE OCCUPATION PROPORTION OF THE RESPONDENTS.	24
5.2	CHART SHOWING THE GENDER PROPORTION OF THE RESPONDENTS.	25
5.3	CHART SHOWING THE INCOME LEVEL OF THE RESPONDENTS.	26
5.4	CHART SHOWING RESPONDENTS WHO ARE AWARE OF L'OREAL PARIS	27
5.5	CHART SHOWING CONSUMER'S BUYING ASPECT OF L'OREAL PARIS'S PRODUCTS	28
5.6	CHART SHOWING CUSTOMER'S 1st PREFERENCE TOWARDS L'OREAL PARIS'S	29
5.7	CHART SHOW'S HOW RESPONDENTS CAME TO KNOW ABOUT L'OREAL PARIS'S	30
5.8	CHART SHOWING WHICH IS THE BEST PRODUCT OF L'OREAL PARIS	31
5.9	CHART SHOWING WHETHER L'OREAL PARIS IS COSTLY?	32
5.10	CHART SHOWING CUSTOMER'S OPION TOWARDS L'OREAL PARIS'S ADVERTISEMENT	33
5.11	CHART SHOWING THE CUSTOMERS PURCHASING PATTERN OF L'OREAL PARIS	34
5.12	CHART SHOWING THE AVAILIBILITY OF L'OREAL PARIS IN ALL OUTLETS	35
5.13	CHART SHOWING PROPOTIONATE OF RESONDENTS AWARE OF L'OREAL PARIS AMBASSADOR	36
5.14	CHART SHOWING PROPOTIONATE RESPONDENTS AWARE OF MEN'S PRODUCT	37
5.15	CHART SHOWING THE SATISFACTORY LEVEL OF RESPONDENTS	38
5.16	CHART SHOWING THE PRCE COMPARISON OF L'OREAL PARIS WITH OTHER PRODUCTS	39
5.17	TABLE SHOWING IF L'OREAL PARIS PRODUCTS ARE PROMISING	40
5.18	CHART SHOWING BUDGET FOR COSMETIC OF PER MONTH	41
5.19	CHART SHOWING ATTRIBUTES WHICH COMES IN THE MIND OF RESPONDENTS WHEN THEY HEAR OF L'OREAL PARIS	42
5.20	CHART SHOWING IF PEOPLE THINK THAT L'OREAL PARIS IS STATUS ORIENTED OR NOT	43
5.21	CHART SHOWING IF L'OREAL PARIS IS LEADER IN INDUSTRY	44
5.22	CHART SHOWING IF CUSTOMERS WILL SWITCH OVER IN CASE OF RISE IN PRICE OF L'OREAL PARIS.	45

5.23	CHART SHOWING CUSTOMERS INFLUENCING OTHER PEOPLE TO BUY L'OREAL PARIS	46

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The average person is exposed to 2500 advertising messages per day through various media channels such as billboards, magazines and newspapers, television, radio, online etc. As human beings, we have a limited amount of 'storage space' in which we retain these brands and it is therefore very important for the future success of brands that the people in charge of managing them are aware of who the target audience is, what it is in their lives that they want brands to fulfil, and how the current image, perception or attitude of YOUR brand compares to that of your competitors' brands.

Nowadays, a successful brand can be a determining factor in whether or not a business is successful (Haig, 2004). The process of branding involves creating and managing an identity for your brand through which a clear message is expressed. It is important that the values and images associated with the brand are clearly identified by the organization, regularly 'checked' to determine whether they are (still) relevant and consistently portrayed at every touch point with the consumer. It is vital that the manufacturers / marketers of the brand understand what the consumers' wants and needs are and that they are able to anticipate what they will be in the future. 'Smart' organizations understand how important it is to create an emotional link between brands and consumers, and even form relationships with them, in order to create a situation of loyal consumers rather than just satisfied consumers. The purpose of this research report is to perform a brand audit in order to measure the brand image of the corporate L'Oréal brand.

This will / should prove to be valuable information for L'Oréal as it will inform them as to whether or not their current brand positioning is aligned with what the consumer desires, and through uncovering the current brand image profile, L'Oréal will be aware of whether or not action is needed in order to improve the image.

1.2 COMPANY PROFILE

The **L'Oréal Group** is a French cosmetics and beauty company, headquartered in Clichy, Hauts-de-Seine, France. It is the world's largest cosmetics company, and has a registered office in Paris It has developed activities in the field of cosmetics, concentrating on hair colour, skin care,sun protection, make-up, perfumes and hair care, the company is active in the dermatological, tissue engineering and pharmaceutical fields and is the top nanotechnology patent-holder in the United States.

LOREAL IN INDIA

L'Oréal, the world leader in cosmetics, is synonymous with beauty, innovation and scientific excellence in more than 130 countries.

In India, they employ over 1,000 people across six sites including: four regional offices, a factory in Chakan, Pune and their headquarters in Mumbai. Our continuous commitment to research and development ensures we continue to deliver innovative, safe, high quality products to Indians.

Success starts with the people. Most people of L'Oreal Paris are precious asset - respect for people, their ideas and differences, is the only path to sustainable long-term growth. That's why they value individual talent over process and structure.

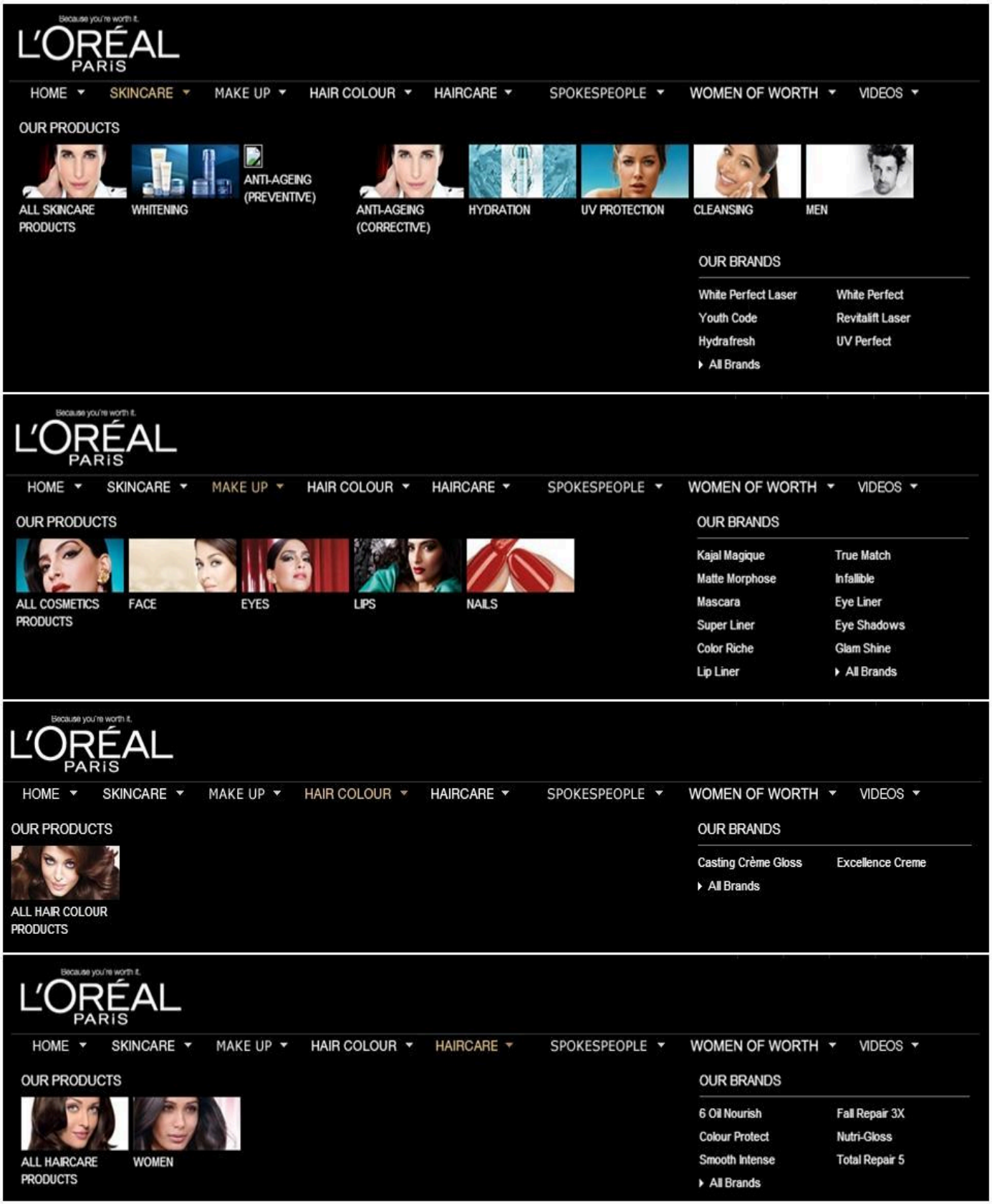
They embrace responsibility to their employees, their consumers, their environment and the communities in which they operate.

In India, Lor'el Pasir has encouraged scientific education for women through their Scholarship programme 'For Young Women in Science' in association with their global partners - UNESCO. Our programme 'Hairdressers Against AIDS' fights against ignorance about AIDS by training a network of hairdressers about AIDS prevention so they can pass the message on to the public. 'Beautiful Beginnings' provides training in beauty services to underprivileged women.

1.3 PRODUCTS OFFERED BY L'Oreal Paris

In India, L'Oreal Paris offer variety of products which includes

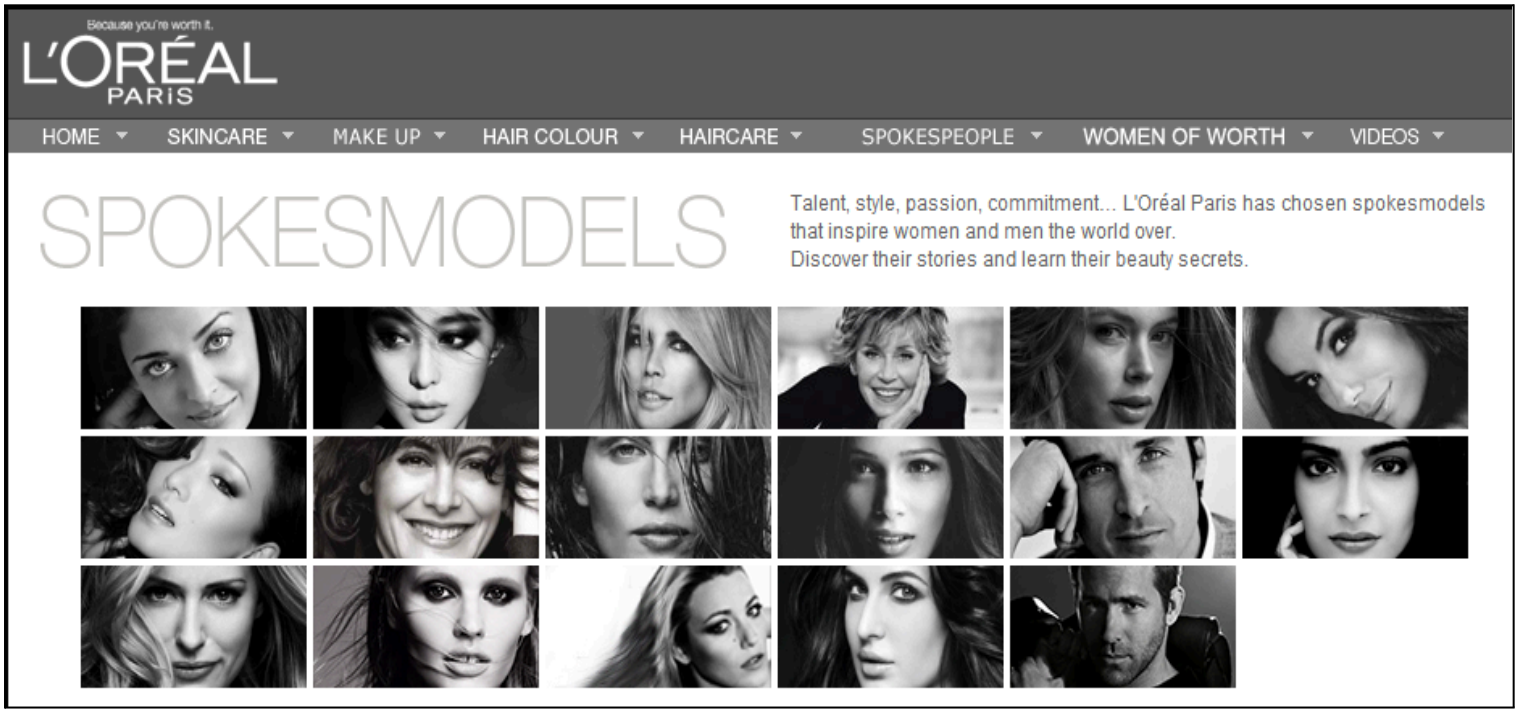
- Skin care
- Make up
- Hair color
- Hair care (Figure 1.1)



1.4 BRAND AMBASADOR IN INDIA

Talent, style, passion, commitment. L'Oréal Paris has chosen spokesmodels that inspire women and men the world over.

(Figure 1.2)



Indian models who have been Brand ambassador of L'Oréal Paris are:

- Aishwarya Rai Bachan
- Freida Pinto
- Sonam Kapoor
- Katrina Kaif

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

2.1 Hanna Bornmark, Kristianstad University

According to theory, consumer choose a brand they recognize, before an unfamiliar brand. If the consumer do not choose according to theories, what are the factors that have a greater effect on the buying behaviour?

There is not much research about the effect of brand awareness on brand choice, which is why this subject was investigated. One of the purpose of this dissertation was to do a research about brand awareness, to see to what extent it matters when purchasing the first time in an unfamiliar environment. One of the objectives was to determine if there were any differences in buying behaviour between the choosen cultures. The research group was limited to the students from China, India and Iran at Kristianad University. Due to the low number of participants from India, we had to exclude them from our analysis.

The research questions were important since they structured the problem that was to be answered and made it easier to limit the scope of the dissertation. The questionnaire that was handed out reflected our research questions. This made it possible to observe which product the students recognized most and which product recognized the least.

The conclusion of the dissertation was that all investigated factors had some importance for choice of brand, while quality had a greater effect on brand choice than brand awareness. Further, there was no difference in buying behaviour between the cultures. Finally, it was not possible to state any difference in buying behaviour the first time compared to today.

2.2 Stephenn Webb

Brand awareness and perception is important when trying to market a product or service into a new or already established market. This study's focal point rests on the ultimate questions:"How does brand awareness and perception affects consumer purchasing?". The process involves a comprehensive understanding of the most current literature on marketing and marketing theories, as well as a thorough review of three company rebranding case studies and a comparison between them all, and an in-depth look at the design elements and features of branding and the branding process. Additionally, interviews were undertaken, as well as compiling survey data pertaining to each of four predetermined objective to back up

the researched literature. This research determines that brand design as a significant impact on consumer purchasing.

2.3 Ingrid Staisch, University of Stellenbosch

The purpose of this introductory chapter is to introduce the reader to brands, as well as the widely researched field of consumer behaviour. The primary field of research with which this study is concerned is ‘Branding’. However, the author felt it also necessary to introduce the reader to some of the theories on consumer behaviour due to the fact that there are many similarities between these closely related fields of research and that many concepts and theories in consumer behaviour are used throughout this research report.

CHAPTER 3

NEED OF THE STUDY

3.1 NEED OF STUDY

A brand awareness and Brand perception survey was needed because of following reasons:

- To know the consumer perception toward L'Oreal Paris.
- To know how does consumer feel about the products of L'Oreal Paris?
- To know awareness of L'Oreal Paris brand amongst respondents.
- To know how the sales can be boosted.
- To know how to create brand equity of L'Oreal Paris.
- To know effectiveness of advertisement on creating Brand image.
- To know if the brand is adding value to products or not.
- To know if the cost of L'Oreal Paris is reasonable or not.
- To know if people are aware of brand ambassadors of L'Oreal Paris or not.
- To know the satisfaction level of consumers for L'Oreal Paris.
- To compare the brand with other brands.
- To know which product is most popular amongst users.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 SCOPE OF THE STUDY

This study helps to find the impact of the brand name among customers with reference to:

- Find how far people are aware and attracted towards the brand name of L'Oreal Paris.
- Find the relationship between the quality of the product and brand name of L'Oreal Paris.
- Find the satisfaction level of the customers in different ways towards L'Oreal Paris.

4.2 AREA OF STUDY

The population of study was people of Jalandhar. Sample is taken randomly from Students of DAV College and HMV College, Jalandhar.

4.3 OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- To measure the brand awareness and brand perception.

SECONDARY OBJECTIVE

The following are considered to be the secondary objectives of this research study:

- To measure / determine the brand image, perceptions, attitudes and behavior of the target audience with regard to the corporate L'Oréal brand as well as the products and personality of the L'Oréal brand.
- To measure / determine the value drivers for the target audience when purchasing cosmetic, hair and body products.
- To interpret the results of the measurements based on statistical analysis.

4.4 RESEARCH DESIGN

Research design is the framework or plan for a study that guides the collection and analysis of the data. It is a map or blue print according to which research is to be conducted. The research design is given below,

A) NATURE OF RESEARCH:

The research design followed for this study is descriptive research for analyzing the collected data, an in-depth research analysis was framed and various statistical tools and techniques were also used for the purpose.

B) DESCRIPTIVE RESEARCH :

Descriptive research includes surveys and fact-findings enquiries of different kinds. The Major purpose of descriptive research is description of the state of affairs as it exists at present. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlation methods.

4.5 SAMPLING METHOD:

DATA TYPE:

The two main types of data for present study have been primary data and secondary data.

A) PRIMARY DATA:

Primary data is collected in the form of questionnaire. Through the questionnaire which consists of a number of questions printed in a definite order on a set of forms, the respondents were expected to read and understand the questions itself. The respondents need to answer the questions on their own and according to their perception.

B) SECONDARY DATA:

Secondary data consists of information that already exists. Somewhere, having been collected for specific purpose in the study. The secondary data for this study was collected from various books, internet etc.

The methodology adopted to collect the primary data was interview schedule, which includes a structured questionnaire to be given to the respondents, the respondents would be guided by the interviewer to fill the questionnaire and direct observation method was also adopted.

QUESTIONNAIRE

The study relies to a great extent on primary data and some extent to secondary data. In order to gather primary data from the respondents a non-disguised questionnaire was designed, keeping in view the objectives of the study.

The questionnaire consists of the following type of questions:

DICHOTOMOUS:

Here the questions asked have only two alternatives from which the respondents were free to choose one. An example question is quoted below is used in the questionnaire

- Do you give preference to branded mobiles while buying cellular phones?

  a) Yes b) No

OPEN ENDED QUESTION:

Here the respondents are given full freedom to answer anything. Open ended questions are the type of question used to get suggestion from the respondent in order to give feedback to the organization

MULTIPLE CHOICES:

Here the questions asked have a set of given alternatives from which the respondents may choose one or more alternatives.

- Which mobile you like to prefer?

  a) Sony b) Samsung c) Micromax d) HTC e) Nokia

CLOSED ENDED QUESTION:

These types of questions do not allow the respondents to give answer freely. Closed ended question are the type of questions with a clear delineated set of alternatives that confine the respondents to choose one of them.

PERIOD OF STUDY:

The period of study has been from 20 March 2014- 22 March 2014

4.6 TOOLS USED FOR INTERPRETATION

CHARTS:

Bar chart and pie charts are used to get a clear look of the tabulated values.

PERCENTAGE ANALYSIS:

Percentage analysis refers to a special kind of ratio. Percentages are used in making comparisons between two or more series of data. Percentage relates the data figure with the base figure studied.

$$= \frac{d}{n} \times 100$$

Where, d = number of respondents

n = base or the sample group

4.7 LIMITATIONS OF THE STUDY

- The survey was limited to Jalandhar city due to the limitation of time.
- The study was conducted under of assumption that the information given by the respondents is authentic.

- Most of the respondents are students and are not earning anything so result may confine to students only.
- The respondents were reluctant to answer due to their busy schedule.
- Many respondents were biased in their responses.

CHAPTER 5

DATA ANALYSIS
AND
INTERPRETATION

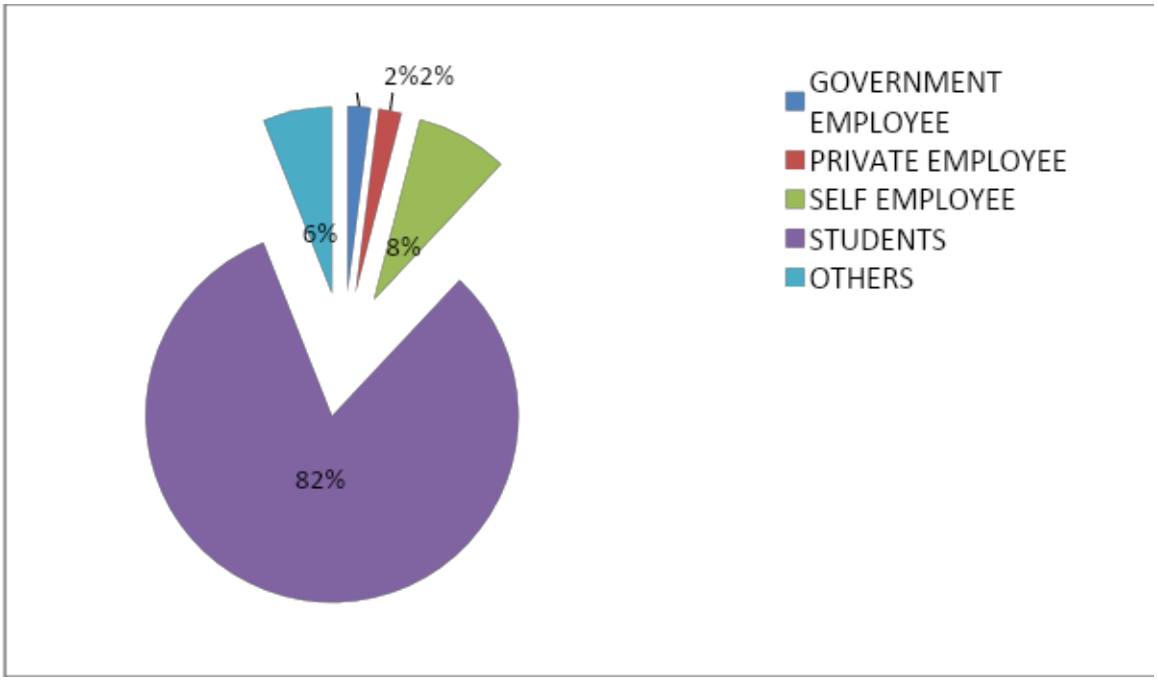
TABLE NO 5.1

TABLE SHOWING THE OCCUPATION PROPORTION OF THE RESPONDENTS

PARTICULARS	**RESPONDENTS**	**PERCENTAGE**
GOVERNMENT EMPLOYEE	1	2
PRIVATE EMPLOYEE	1	2
SELF EMPLOYEE	4	8
STUDENTS	41	82
OTHERS	3	6
TOTAL	50	100

CHART NO. 5.1

CHART SHOWING THE OCCUPATION PROPORTION OF THE RESPONDENTS



INFERENCE: It is inferred that 82% people who responded for the questionnaire are students.

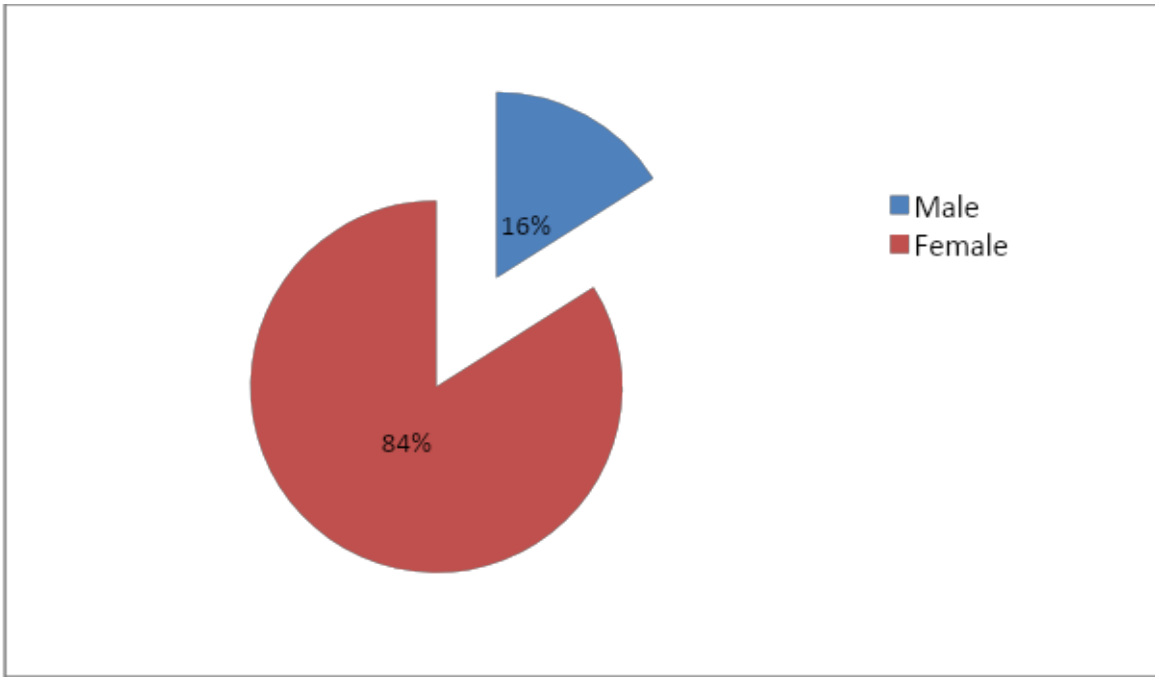
TABLE NO. 5.2

TABLE SHOWING THE GENDER PROPORTION OF THE RESPONDENTS

PARTICULARS	**RESPONDENTS**	**PERCENTAGE**
MALE	8	16%
FEMALE	42	84%
TOTAL	50	100

CHART NO. 5.2

CHART SHOWING THE GENDER PROPORTION OF THE RESPONDENTS



INFERENCE: The chart denotes 84% of respondents who answered the questionnaire are female.

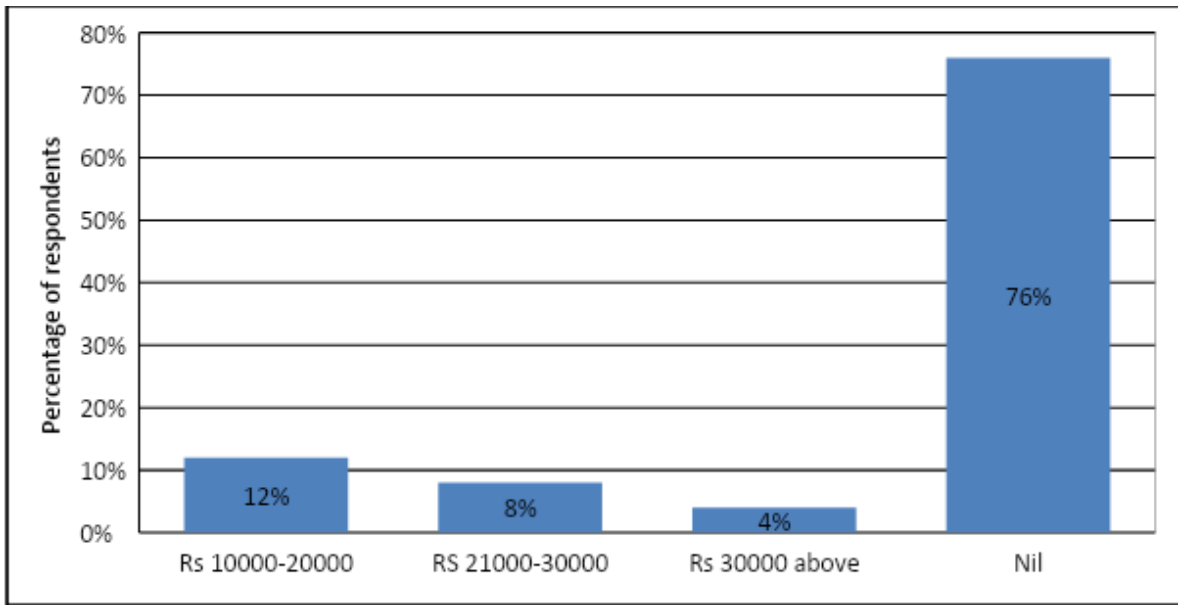
TABLE NO. 5.3

TABLE SHOWING THE INCOME LEVEL OF THE RESPONDENT

PARTICULARS	**RESPONDENTS**	**PERCENTAGE**
Rs.10,000- Rs.20,000	6	12%
Rs.21,000-Rs.30,000	4	8%
Rs.30,000 ABOVE	2	4%
NIL	38	76%
TOTAL	**50**	**100**

CHART NO.5.3

CHART SHOWING THE INCOME LEVEL OF THE RESPONDENTS



INFERENCE: It shows that 76% of respondent's income level falls Nil because the research was performed amongst students.

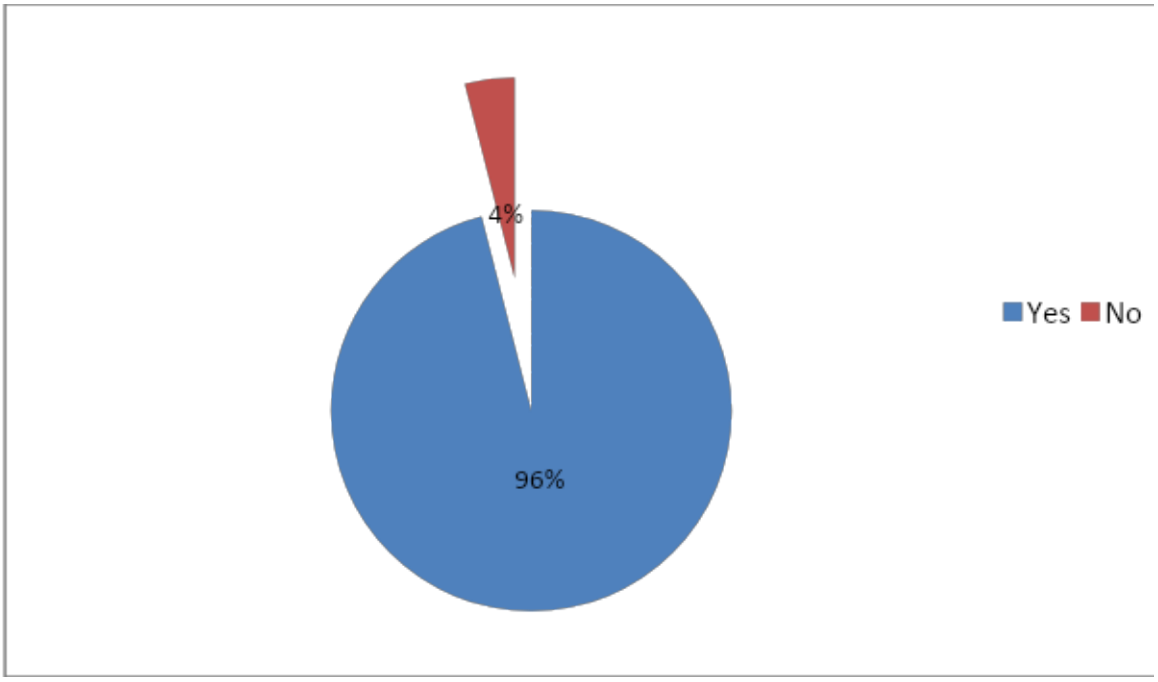
TABLE NO. 5.4

TABLE SHOWING THE NO OF RESPONDENTS WHO ARE AWARE OF L'OREAL PARIS

PARTICULARS	**RESPONDENTS**	**PERCENTAGE**
YES	48	96%
NO	2	4%
TOTAL	**50**	**100**

CHART NO. 5.4

CHART SHOWING THE RESPONDENTS AWARE OF L'OREAL PARIS



INFERENCE: It shows that 96% of respondents are aware of L'Oreal Paris.

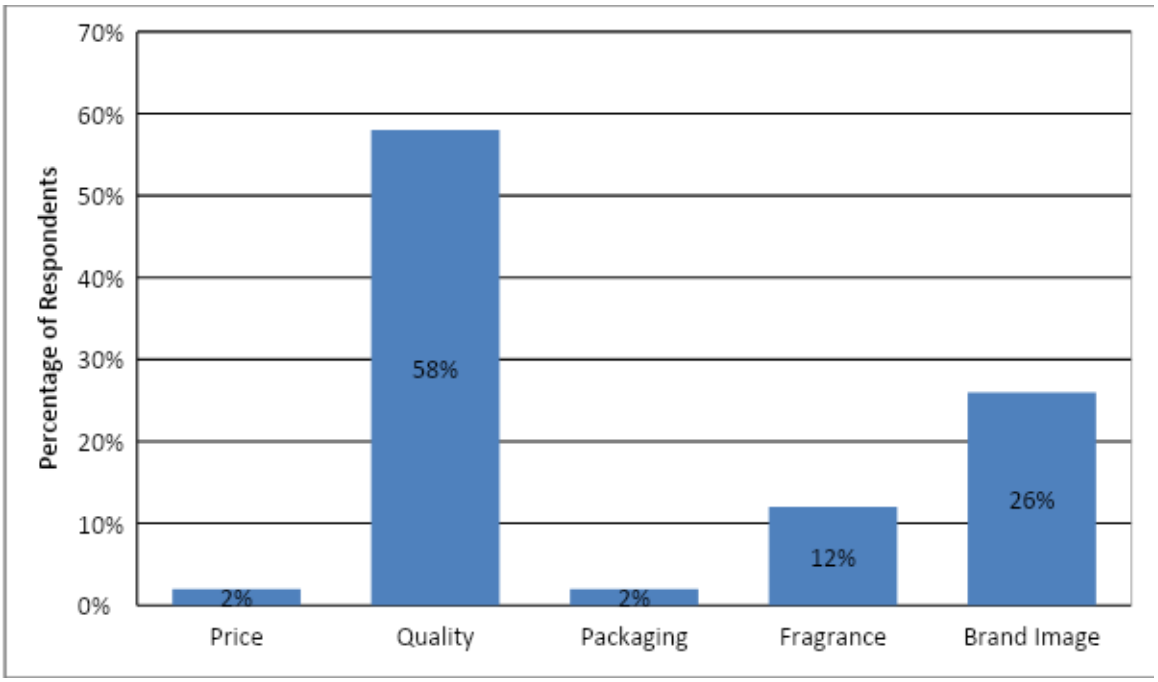
TABLE NO. 5.5

TABLE SHOWING CONSUMER'S BUYING ASPECT OF L'OREAL PARIS'S PRODUCTS

PARTICULARS	**RESPONDENTS**	**PERCENTAGE**
PRICE	1	2%
QUALITY	29	58%
PACKAGING	1	2%
FRAGRANCE	6	12%
BRAND IMAGE	13	26%
TOTAL	50	100

CHART NO.5.5

CHART SHOWING CONSUMER'S BUYING ASPECT OF L'OREAL PARIS'S PRODUCTS



INFERENCE: It is observed that customers prefer purchasing L'Oreal Paris for its quality.

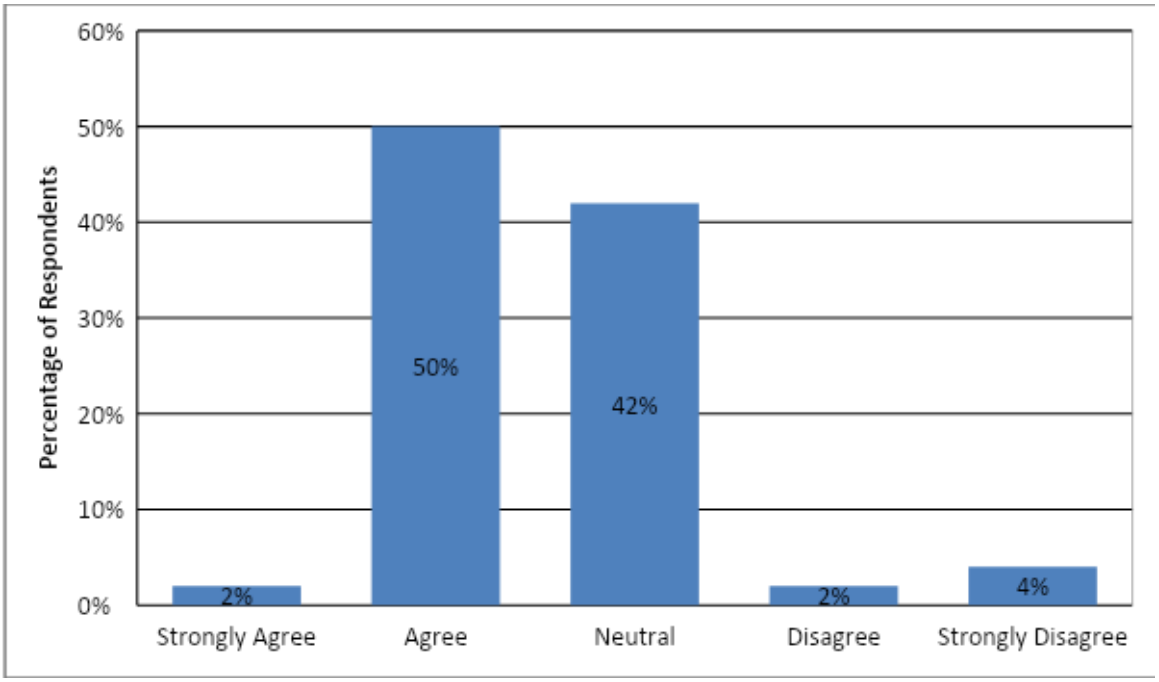
TABLE NO.5.6

TABLE SHOWING CUSTOMER'S 1st PREFERENCE TOWARDS L'OREAL PARIS'S

PARTICULARS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	1	2%
AGREE	25	50%
NEUTRAL	21	42%
DISAGREE	1	2%
STRONGLY DISSAGREE	2	4%
TOTAL	50	100

CHART NO.5.6

CHART SHOWING CUSTOMER'S 1st PREFERENCE TOWARDS L'OREAL PARIS'S



INFERENCE It is inferred that only 12% of respondents strongly agree L'Oreal Paris is their 1st preference.

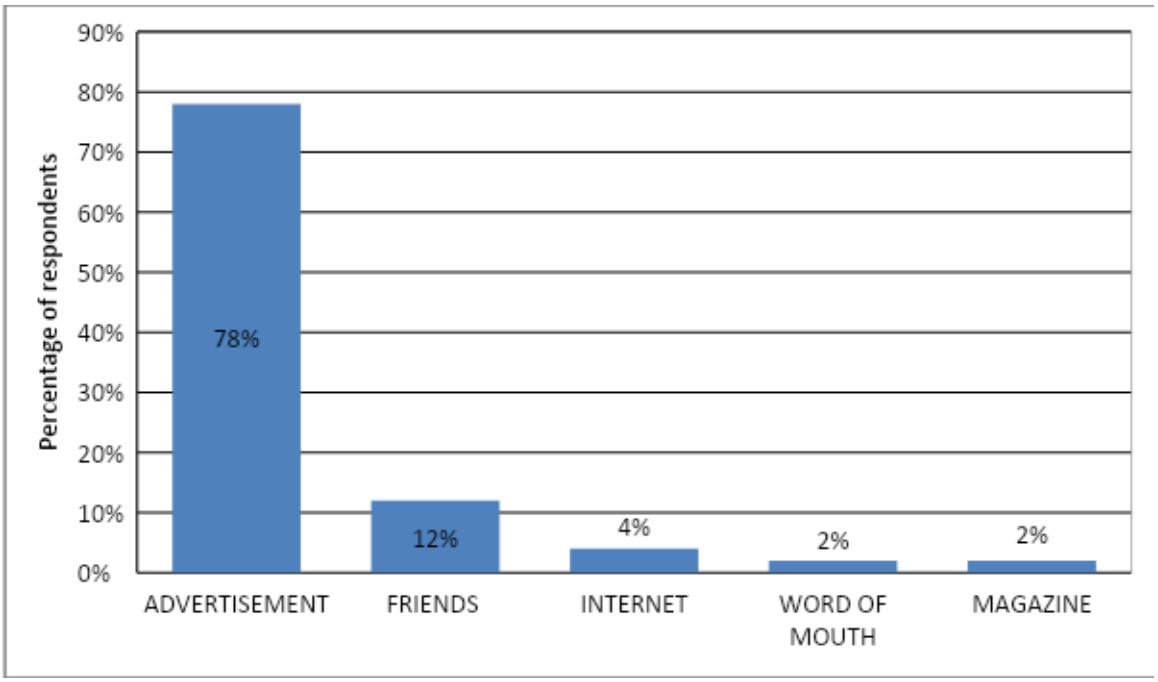
TABLE NO. 5.7

TABLE SHOW'S HOW RESPONDENTS CAME TO KNOW ABOUT L'OREAL PARIS'S

PARTICULARS	RESPONDENTS	PERCENTAGE
ADVERTISEMENT	39	78%
FRIENDS	6	12%
INTERNET	2	4%
WORD OF MOUTH INFLUENCE	1	2%
MAGAZINE	1	2%
TOTAL	50	100

CHART NO. 5.7

CHART SHOW'S HOW RESPONDENTS CAME TO KNOW ABOUT L'OREAL PARIS'S



INFERENCE It is found that L'Oreal Paris influenced 78% of its customers through advertisements.

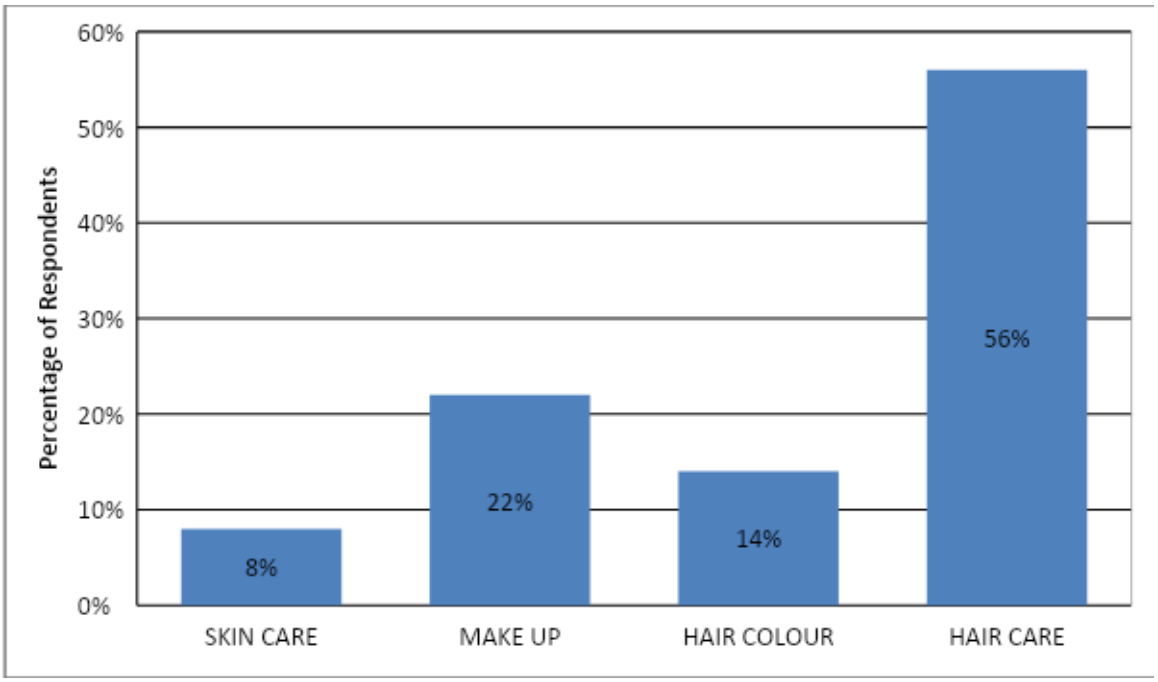
TABLE NO.5.8

TABLE SHOWING WHICH IS THE BEST PRODUCT OF L'OREAL PARIS

PARTICULARS	RESPONDENTS	PERCENTAGE
SKIN CARE	4	8%
MAKE UP	11	22%
HAIR COLOUR	7	14%
HAIR CARE	28	56%
TOTAL	50	100

CHART NO. 5.8

CHART SHOWING WHICH IS THE BEST PRODUCT OF L'OREAL PARIS



INFERENCE: It is found that 56% of customers like Hair care products of L'Oreal Paris.

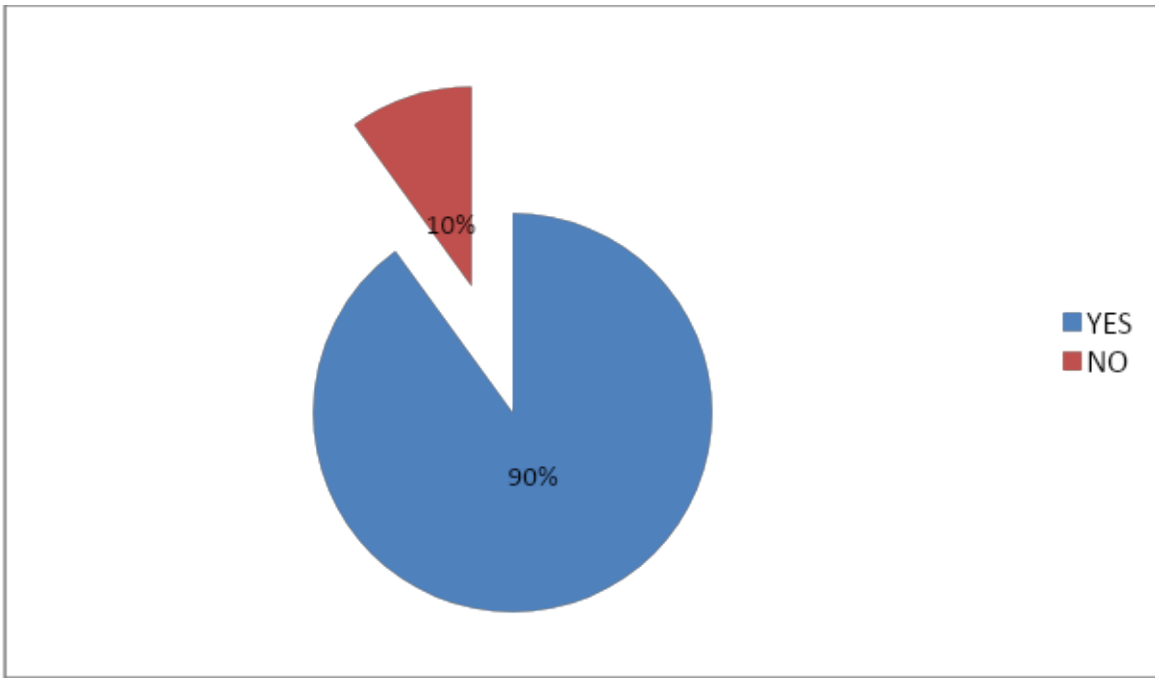
TABLE NO.5.9

TABLE SHOWING WHETHER L'OREAL PARIS IS COSTLY?

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	45	90%
NO	5	10%
TOTAL	**50**	**100**

CHART NO. 5.9

CHART SHOWING WHETHER L'OREAL PARIS IS COSTLY?



INFERENCE: It denotes that 90% of respondents feel L'Oreal Paris is costly.

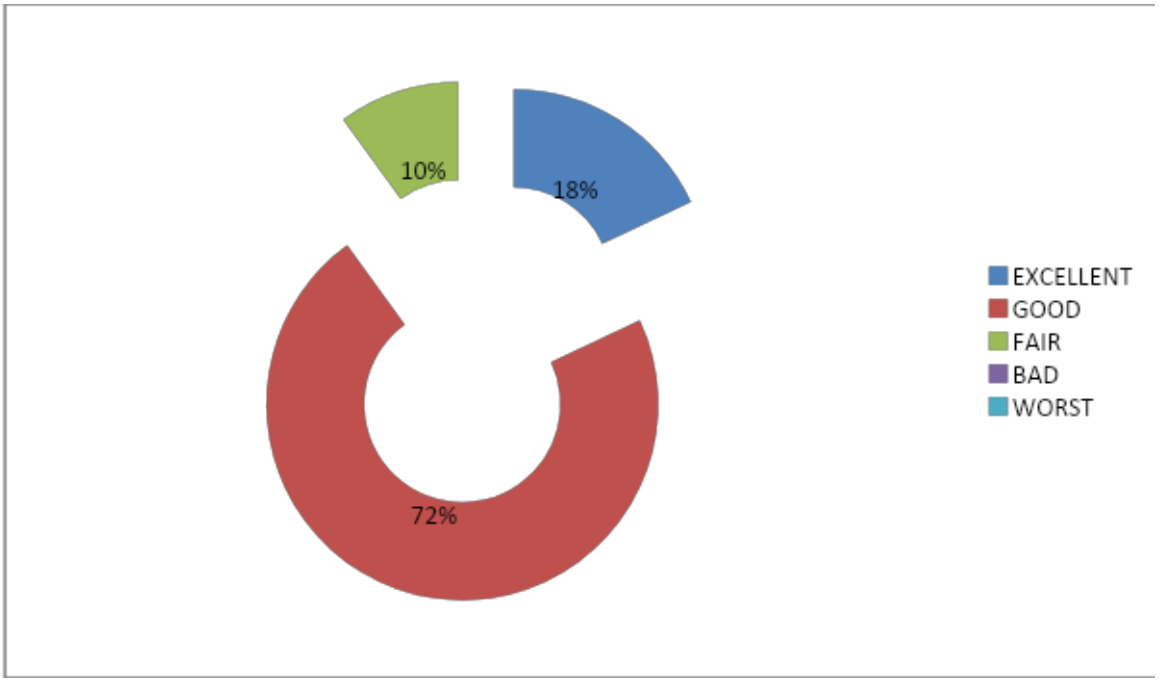
TABLE NO. 5.10

TABLE SHOWING CUSTOMER'S OPION TOWARDS L'OREAL PARIS'S ADVERTISEMENT

PARTICULARS	RESPONDENTS	PERCENTAGE
EXCELLENT	9	18%
GOOD	36	72%
FAIR	5	10%
BAD	0	0%
WORST	0	0%
TOTAL	50	100

CHART NO. 5.10

CHART SHOWING CUSTOMER'S OPION TOWARDS L'OREAL PARIS'S ADVERTISEMENT



INFERENCE: It is inferred that 72% of respondents feel the advertisement is good.

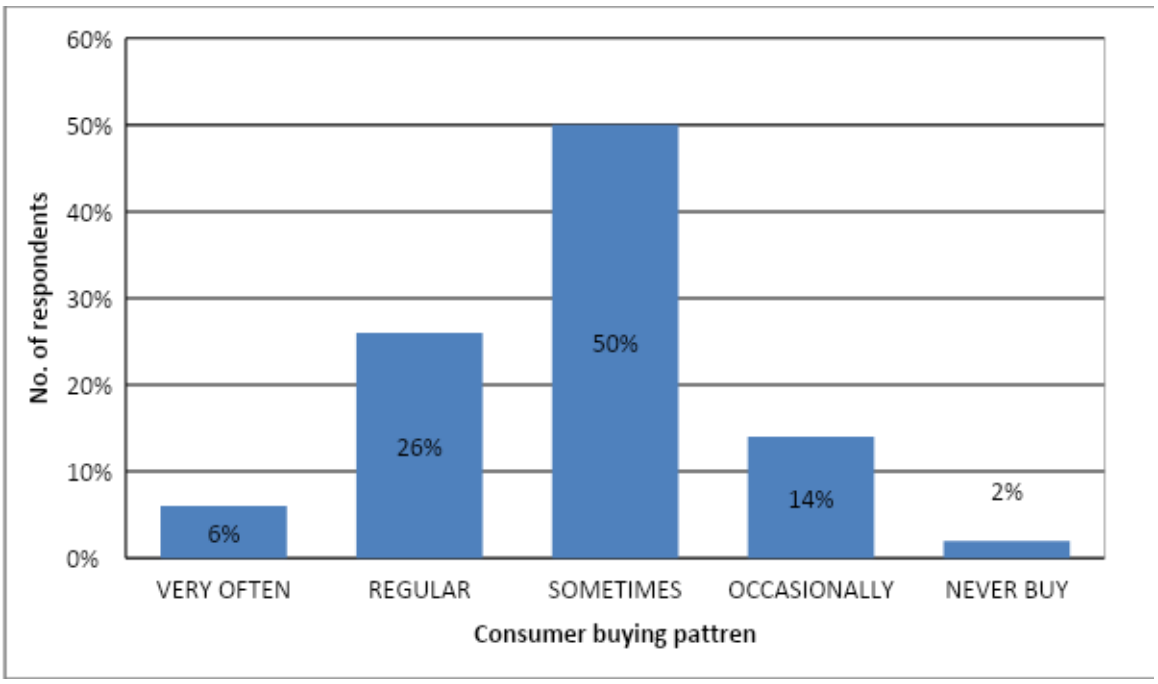
TABLE NO. 5.11

TABLE SHOWING THE CUSTOMERS PURCHASING PATTERN OF L'OREAL PARIS

PARTICULARS	RESPONDENTS	PERCENTAGE
VERY OFTEN	3	6%
REGULAR	13	26%
SOMETIMES	25	50%
OCCASIONALLY	7	14%
NEVER BUY	2	4%
TOTAL	135	100

CHART NO. 5.11

CHART SHOWING THE CUSTOMERS PURCHASING PATTERN OF L'OREAL PARIS



INFERENCE:The chart denotes 50% of the respondents purchase L'Oreal Paris only sometimes.

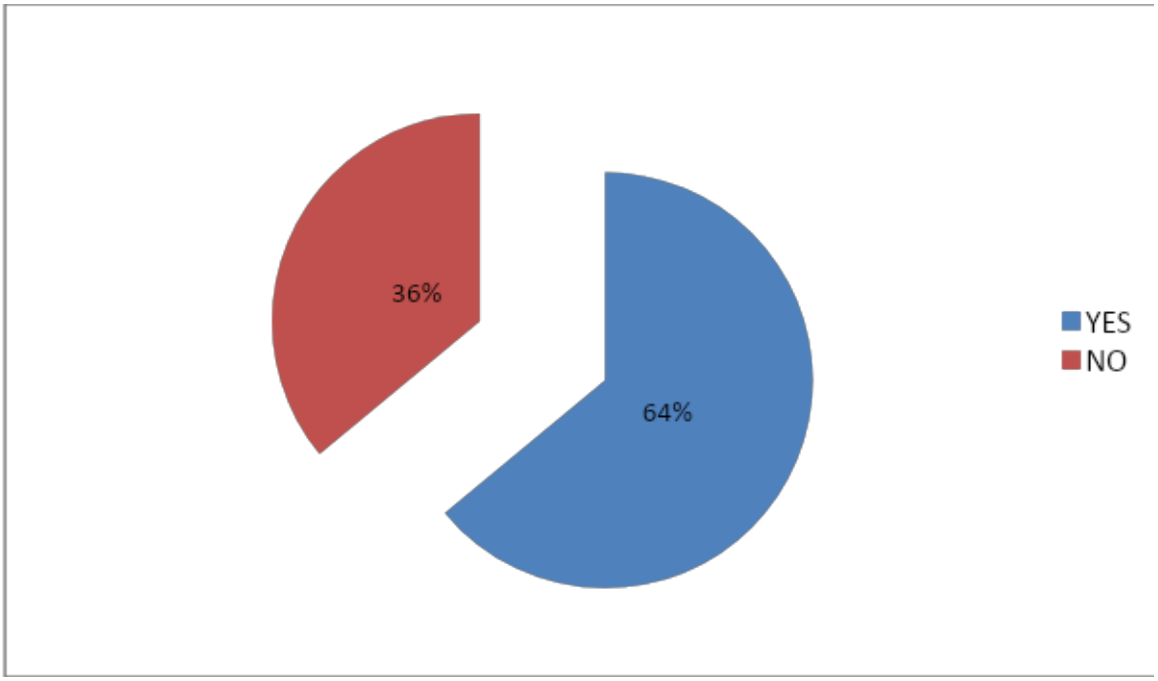
TABLE NO. 5.12

TABLE SHOWING THE AVAILIBILITY OF L'OREAL PARIS IN ALL OUTLETS

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	32	64%
NO	18	36%
TOTAL	**50**	**100**

CHART NO. 5.12

CHART SHOWING THE AVAILIBILITY OF L'OREAL PARIS IN ALL OUTLETS



INFERENCE: It is inferred that the majority of respondents say L'Oreal Paris is available in all outlets.

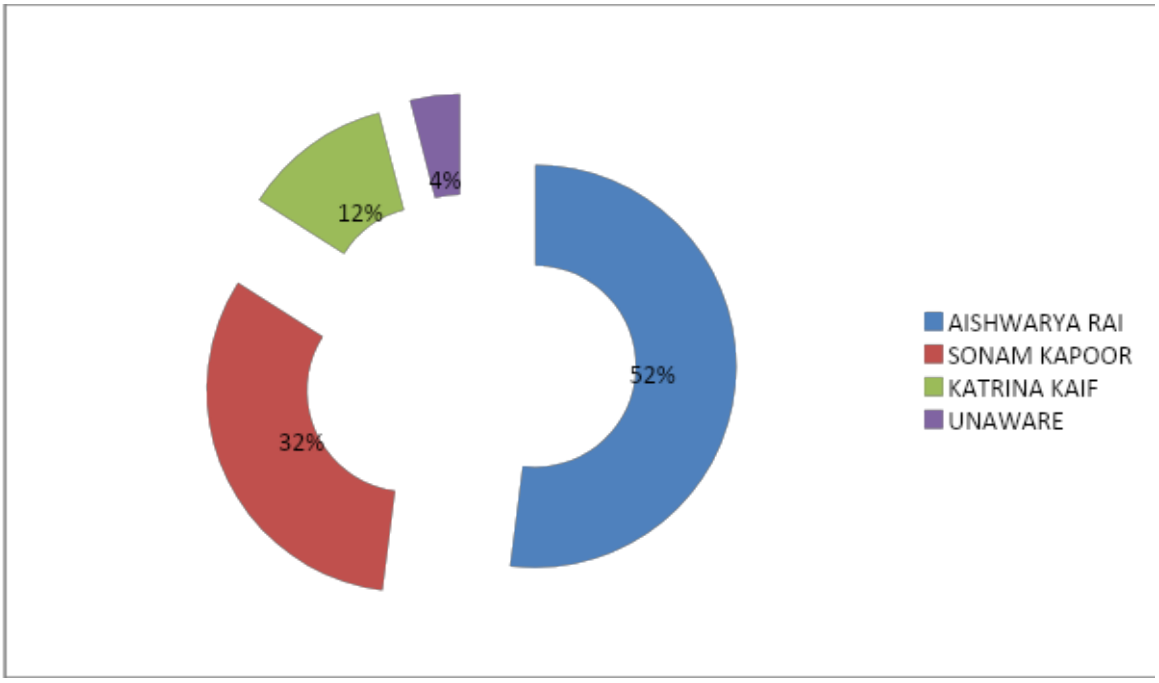
TABLE NO. 5.13

TABLE SHOWING PROPOTIONATE OF RESONDENTS AWARE OF L'OREAL PARIS BRAND AMBASSADOR

PARTICULARS	RESPONDENTS	PERCENTAGE
AISHWARIYA RAI	26	52%
SONAM KAPOOR	16	32%
KATRINA KAIF	6	12%
UNAWARE	2	4%
TOTAL	**50**	**100**

CHART NO. 5.13

CHART SHOWING PROPOTIONATE OF RESONDENTS AWARE OF L'OREAL PARIS BRAND AMBASSADOR



INFERENCE: It is observed that 52% of respondents are aware of the ambassador Aiswarya Rai, 32% are aware of Sonam Kapoor as an ambassador and only 12 % knows about Katrina Kaif, The new ambassador of L'Oreal Pariis.

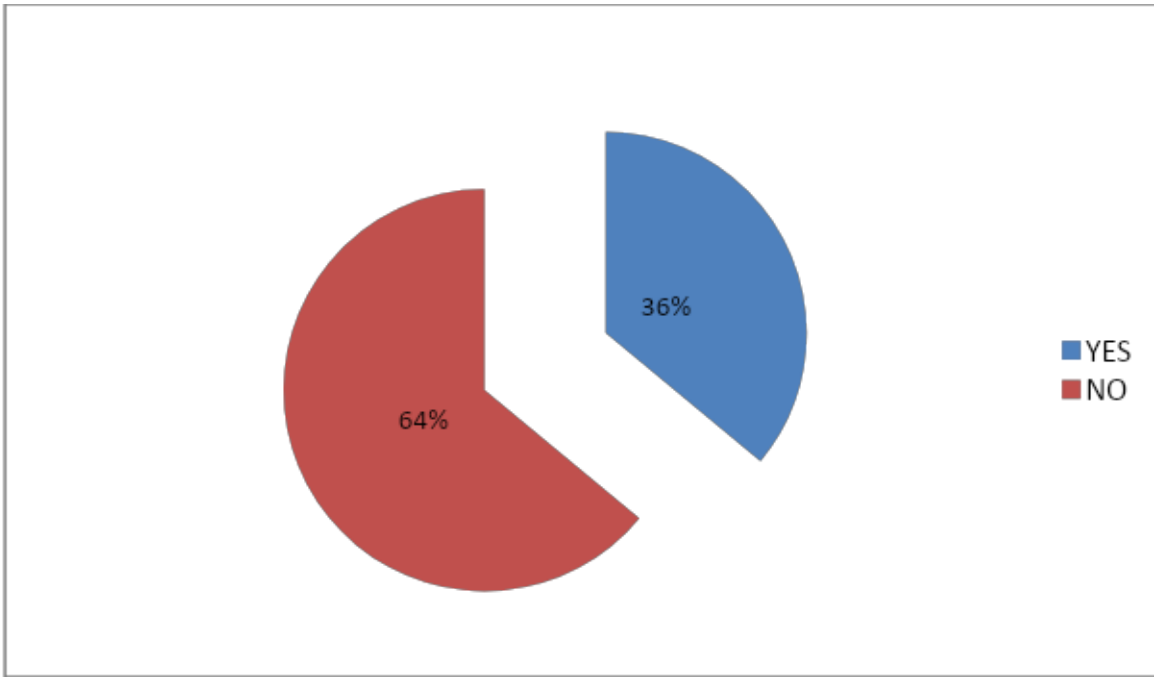
TABLE NO. 5.14

TABLE SHOWING PROPOTIONATE OF RESPONDENTS AWARE OF MEN'S PRODUCT

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	18	36%
NO	32	64%
TOTAL	**50**	**100**

CHART NO.5.14

CHART SHOWING PROPOTIONATE OF RESPONDENTS AWARE OF MEN'S PRODUCT



INFERENCE: It is inferred that only 36 % of respondents are aware of men's product.

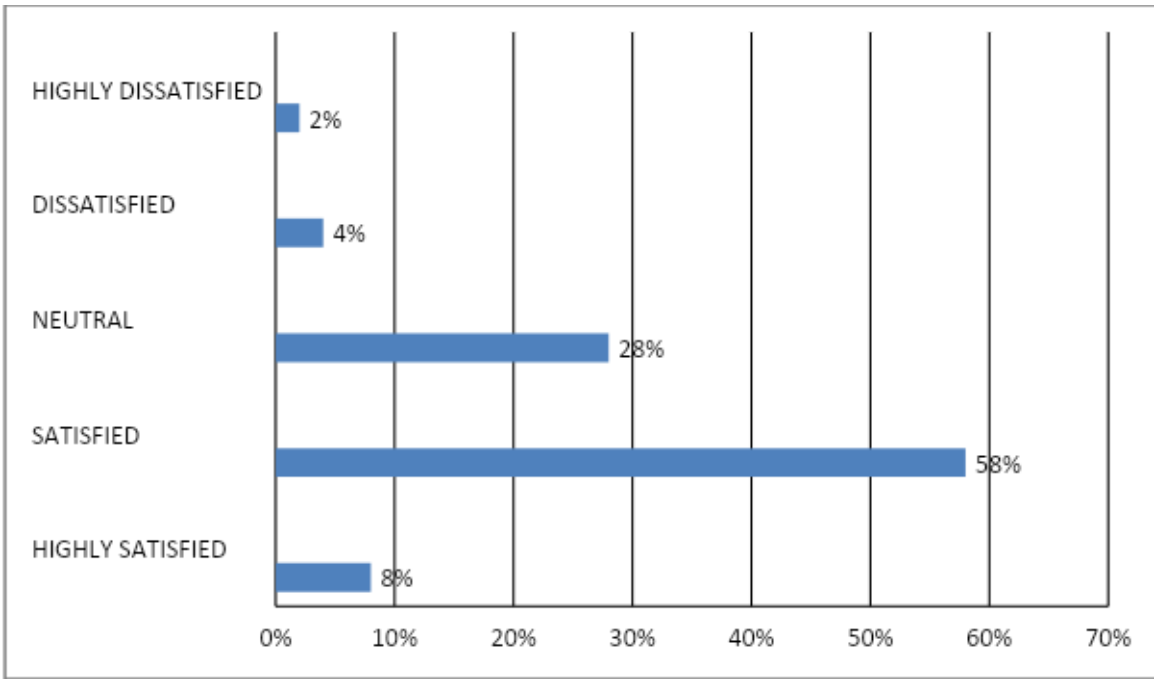
TABLE NO. 5.15

TABLE SHOWING THE SATISFACTORY LEVEL OF RESPONDENTS

PARTICULARS	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	4	8%
SATISFIED	29	58%
NEUTRAL	14	28%
DISSATISFIED	2	4%
HIGHLY DISSATISFIED	1	2%
TOTAL	50	100

CHART NO. 5.15

CHART SHOWING THE SATISFACTORY LEVEL OF RESPONDENTS



INFERENCE:It is observed that the satisfactory level of 58% majority respondents is satisfied.

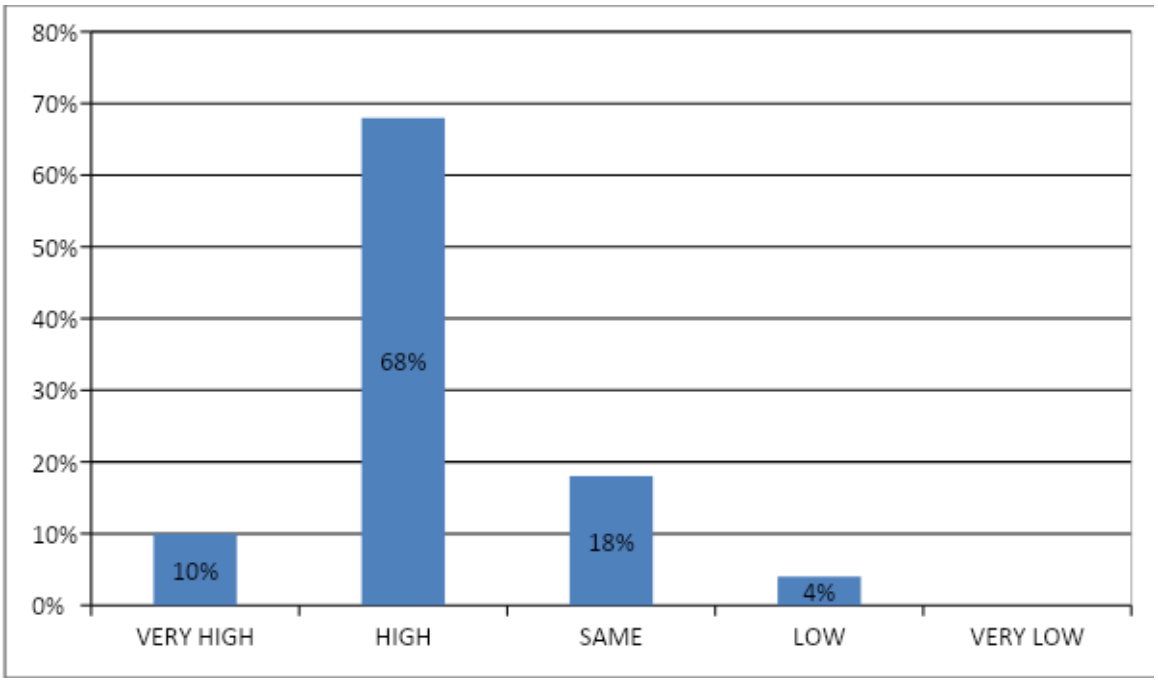
TABLE NO. 5.16

TABLE SHOWING THE PRCE COMPARISON OF L'OREAL PARIS WITH OTHER PRODUCTS

PARTICULARS	RESPONDENTS	PERCENTAGE
VERY HIGH	5	10%
HIGH	34	68%
SAME	9	18%
LOW	2	4%
VERY LOW	0	0%
TOTAL	50	100

CHART NO. 5.16

CHART SHOWING THE PRCE COMPARISON OF L'OREAL PARIS WITH OTHER PRODUCTS



INFERENCE: The chart denotes 68% of the respondents feel the price of L'Oreal Paris in high

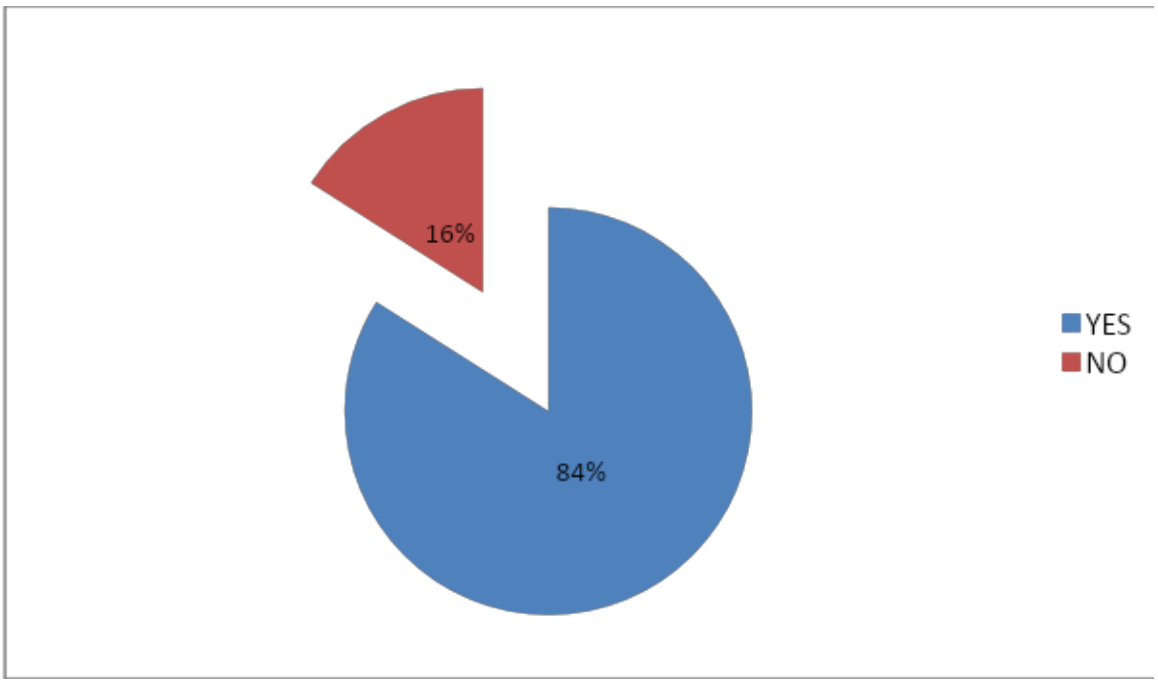
TABLE NO. 5.17

TABLE SHOWING IF L'OREAL PARIS PRODUCTS ARE PROMISING OR NOT

PARTICULARS	**RESPONDENTS**	**PERCENTAGE**
YES	42	84%
NO	8	16%
TOTAL	50	100

CHART NO. 5.17

CHART SHOWING IF L'OREAL PARIS PRODUCTS ARE PROMISING OR NOT



INFERENCE: It is found that 84% of customers feel that result of L'Oreal Paris is promising.

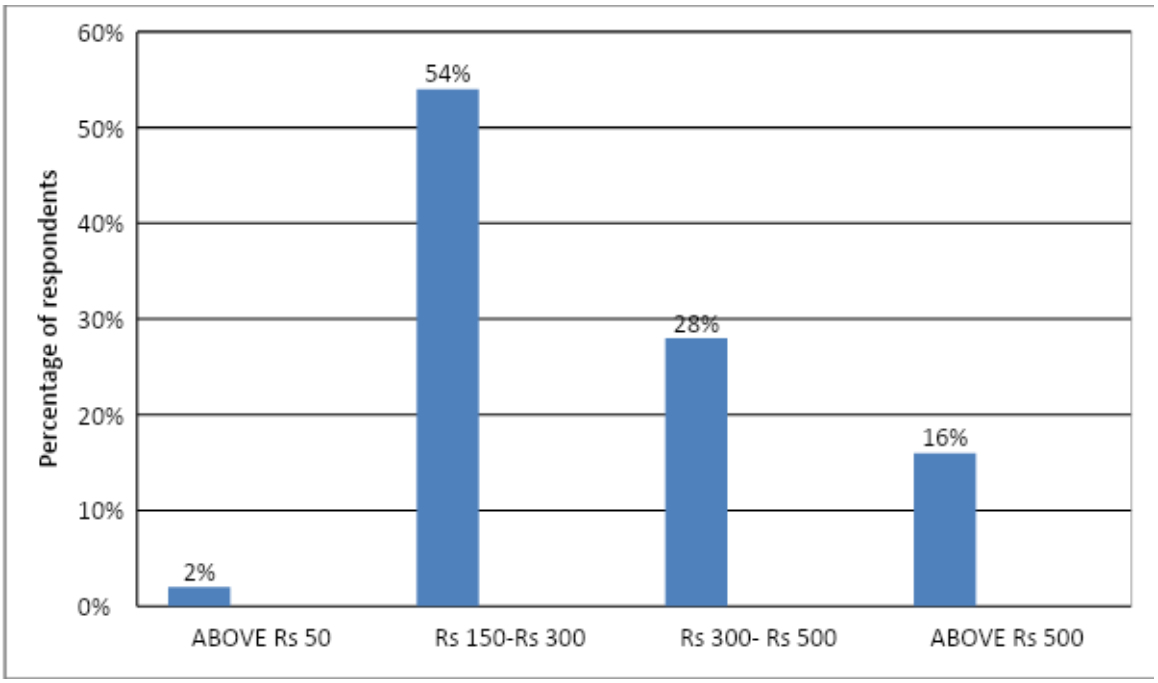
TABLE NO. 5.18

TABLE SHOWING BUDGET FOR COSMETIC OF RESPONDENTS PER MONTH

PARTICULARS	RESPONDENTS	PERCENTAGE
ABOVE Rs.50	1	2%
Rs.150-Rs.300	27	54%
Rs.300-Rs.500	14	28%
ABOVE Rs.500	8	16%
TOTAL	50	100

CHART NO. 5.18

CHART SHOWING BUDGET FOR COSMETIC OF RESPONDENTS PER MONTH



INFERENCE: It is found that only 16% of respondent's budget is above 500.

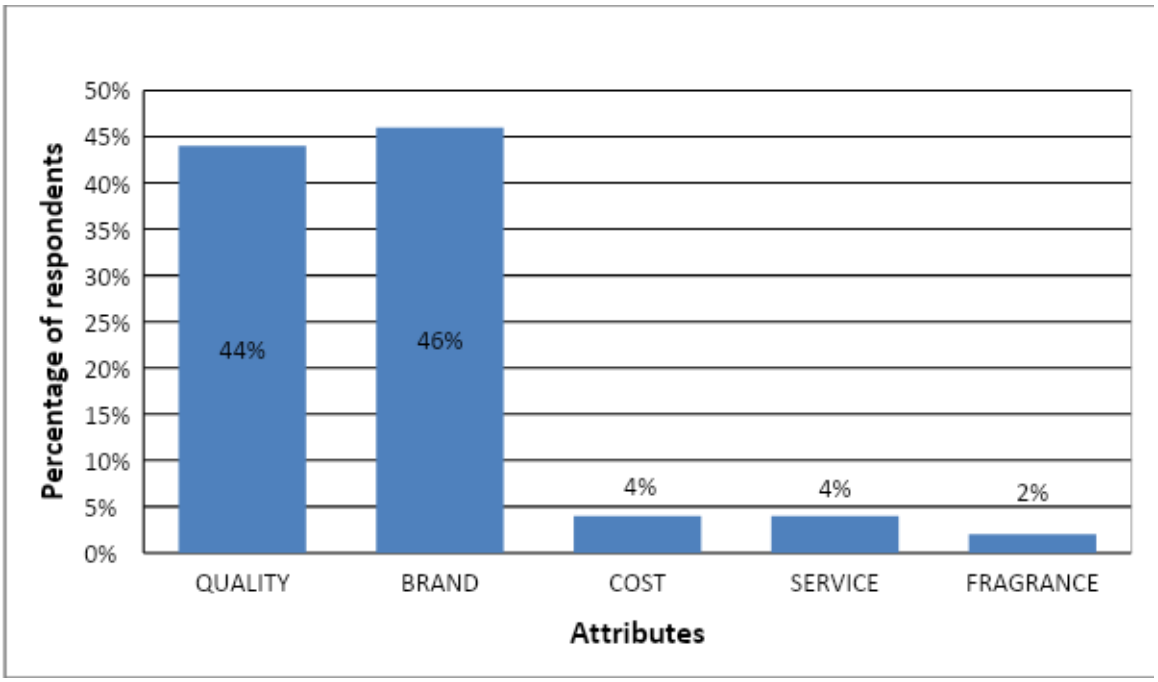
TABLE NO. 5.19

TABLE SHOWING ATTRIBUTES WHICH COMES IN THE MIND OF RESPONDENTS WHEN THEY HEAR OF L'OREAL PARIS.

PARTICULAR	RESPONDENTS	PERCENTAGE
QUALITY	22	44%
BRAND	23	46%
COST	2	4%
SERVICE	2	4%
FRAGRANCE	1	2%
TOTAL	50	100

CHART NO. 5.19

SHOWING ATTRIBUTES WHICH COMES IN THE MIND OF RESPONDENTS WHEN THEY HEAR OF L'OREAL PARIS.



INFERENCE- It is inferred 46% people think of brand and 44% think of Quality when they talk about L'Oreal Paris.

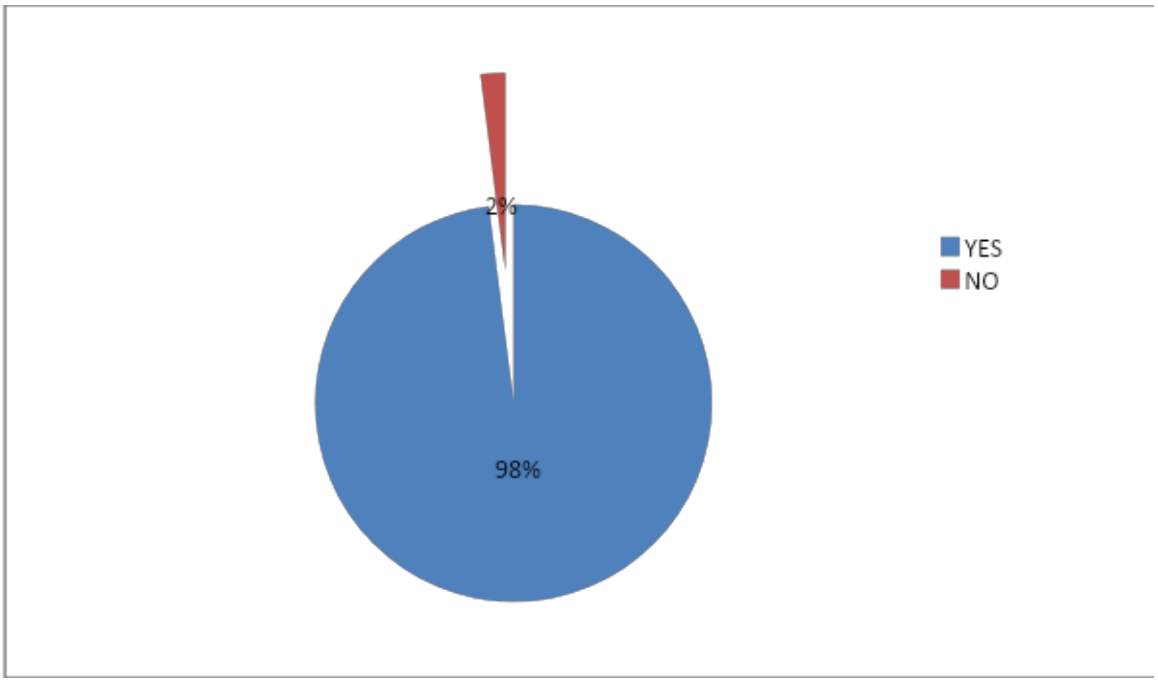
TABLE NO. 5.20

TABLE SHOWING IF PEOPLE THINK THAT L'OREAL PARIS IS STATUS ORIENTED OR NOT.

PARTICULAR	RESPONDENTS	PERCENTAGE
YES	49	98%
NO	1	2%
TOTAL	50	100

CHART NO. 5.20

CHART SHOWING IF PEOPLE THINK THAT L'OREAL PARIS IS STATUS ORIENTED OR NOT.



INFERENCE- It is observed that 98% Respondents have view that L'Oreal Paris is status oriented.

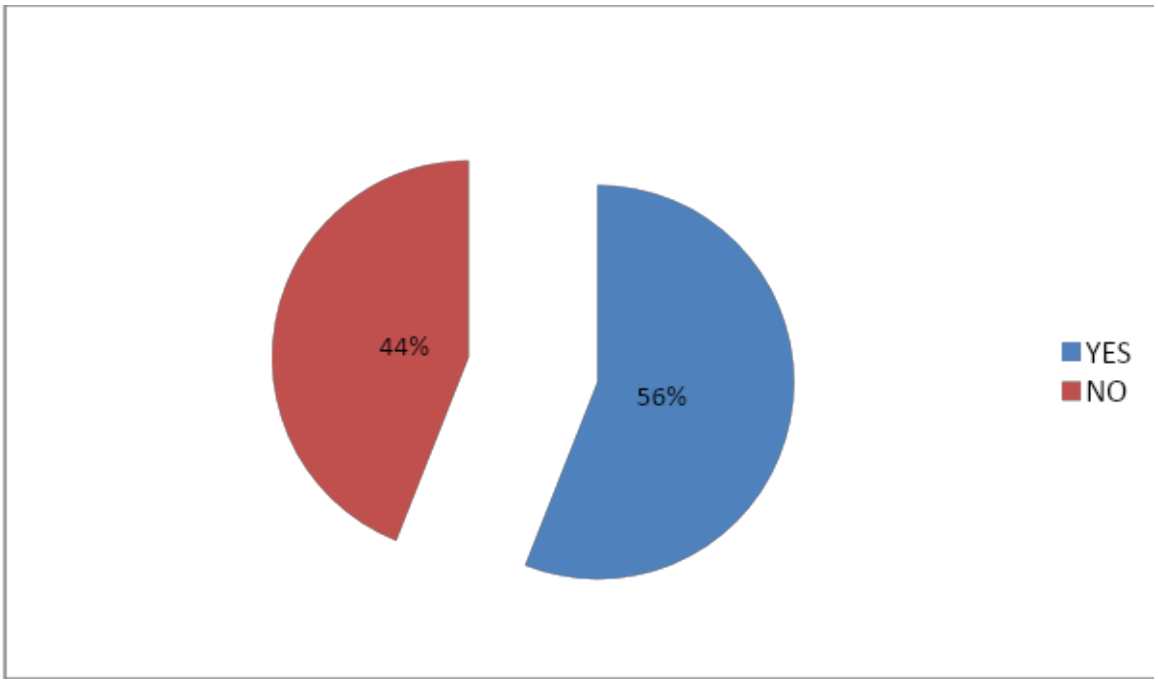
TABLE NO. 5.21

TABLE SHOWING IF L'OREAL PARIS IS LEADER IN INDUSTRY OR NOT.

PARTICULAR	RESPONDENTS	PERCENTAGE
YES	28	56%
NO	22	44%
TOTAL	50	100

CHART NO. 5.21

CHART SHOWING IF L'OREAL PARIS IS LEADER IN INDUSTRY OR NOT.



INFERENCE- It is found that 56% people thinks that L'Oreal Paris is leader of industry. And 44% thinks following is leader:

Oriflame	Garniers
Ponds	Avon
Matrix	Sunsilk
Lakme	Pantene

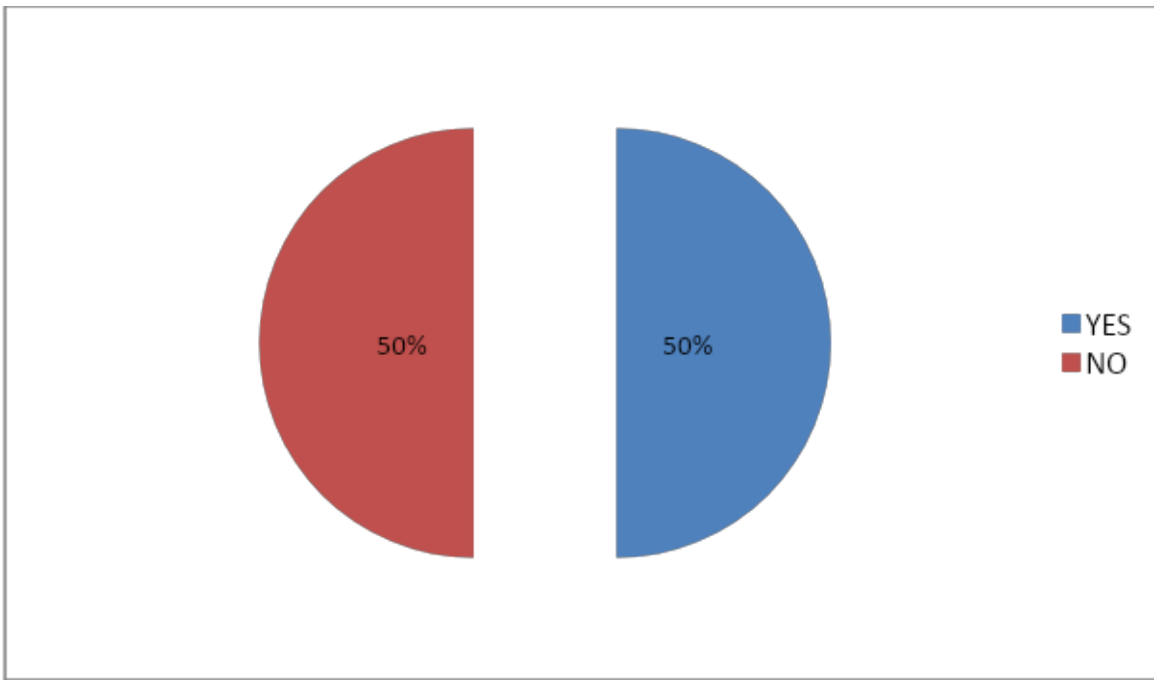
TABLE NO. 5.22

TABLE SHOWING IF CUSTOMERS WILL SWITCH OVER IN CASE OF RISE IN PRICE OF L'OREAL PARIS

PARTICULAR	RESPONDENTS	PERCENTAGE
YES	25	50%
NO	25	50%
TOTAL	50	100

CHART NO. 5.22

CHART SHOWING IF CUSTOMERS WILL SWITCH OVER IN CASE OF RISE IN PRICE OF L'OREAL PARIS



INFERENCE: It is found that 50% of people will switch to other brand if prices of L'Oreal Paris rises and 50% will not switch.

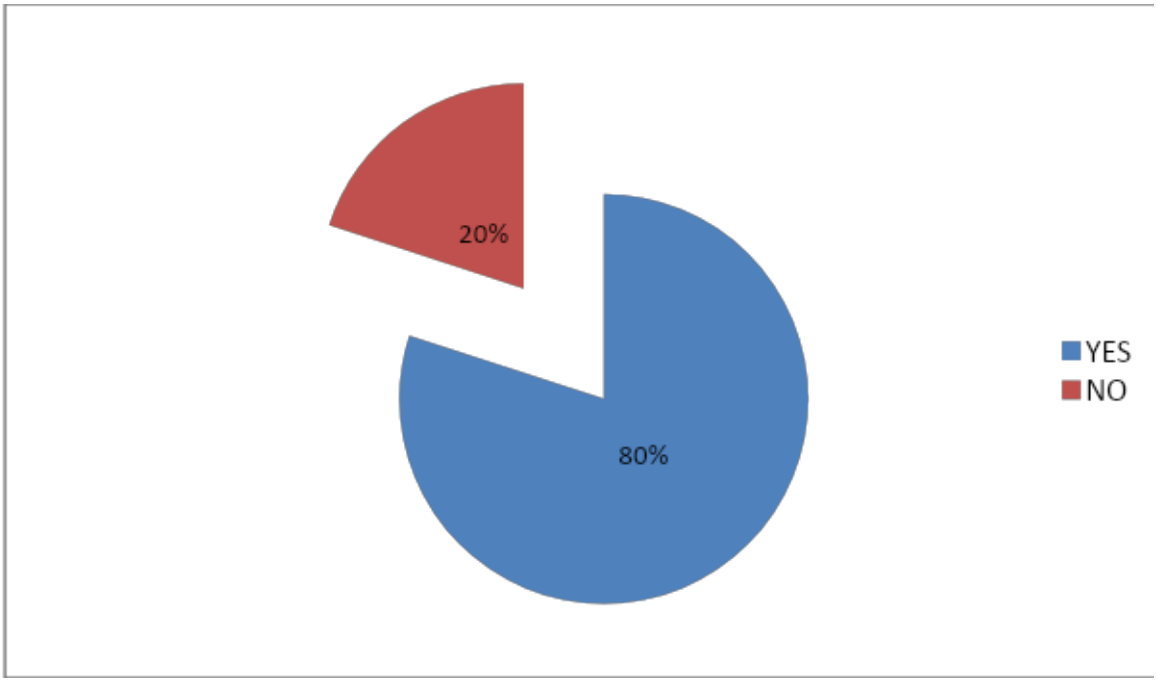
TABLE NO. 5.23

TABLE SHOWING CUSTOMERS INFLUENCING OTHER PEOPLE TO BUY L'OREAL PARIS

PARTICULAR	RESPONDENTS	PERCENTAGE
YES	40	80%
NO	10	20%
TOTAL	50	100

CHART NO.5.22

CHART SHOWING CUSTOMERS INFLUENCING OTHER PEOPLE TO BUY L'OREAL PARIS



INFERENCE: It is found that 80% of respondents would like to recommend L'Oreal Paris to their friends and relatives.

CHAPTER 6

FINDINGS

6.1 FINDINGS

It is inferred from these charts and tables that:

- 82% people who responded for the questionnaire are students.
- 84% of respondents who answered the questionnaire are female.
- 76% of respondent's income level falls Nil because the research was performed amongst students.
- 96% of respondents are aware of L'Oreal Paris.
- Customers prefer purchasing L'Oreal Paris for its quality.
- Only 12% of respondents strongly agree L'Oreal Paris is their 1st preference.
- L'Oreal Paris influenced 78% of its customers through advertisements.
- 56% of customers like Hair care products of L'Oreal Paris.
- 90% of respondents feel L'Oreal Paris is costly.
- 72% of respondents feel the advertisement is good.
- 50% of the respondents purchase L'Oreal Paris only sometimes.
- The majority of respondents say L'Oreal Paris is available in all outlets.
- 52% of respondents are aware of the ambassador Aiswarya Rai, 32% are aware of Sonam Kapoor as an ambassador and only 12 % knows about Katrina Kaif, The new ambassador of L'Oreal Pariis.
- Only 36 % of respondents are aware of men's product.
- The satisfactory level of 58% majority respondents is satisfied.
- 68% of the respondents feel the price of L'Oreal Paris in high
- 84% of customers feel that result of L'Oreal Paris is promising.
- 16% of respondent's budget is above 500.
- 46% people think of brand and 44% think of Quality when they talk about L'Oreal Paris.
- 98% Respondents have view that L'Oreal Paris is status oriented.
- 56% people thinks that L'Oreal Paris is leader of industry. And 44% thinks following is leader: Oriflame, Garniers, Ponds, Avon, Matrix, Sunsilk, Lakme and Pantene
- 50% of people will switch to other brand if prices of L'Oreal Paris rises and 50% will not switch.
- 80% of respondents would like to recommend L'Oreal Paris to their friends and relatives.

CHAPTER 7

CONCLUSION

AND

RECOMMENDATIONS

7.1 CONCLUSION

The various tests conducted on the data obtained from the implementation of the questionnaire allowed me to understand the various drivers for purchasing personal care products. I could identify that a high level of brand awareness is an important driver with regard to influencing purchasing behaviour. A few analyses with regards to the desirability for the brand indicated that there was a difference in the levels of desire according to ethnicity. It was shown that the ethnic group which had the most desire for the brand also displayed the most positive behaviour with regard to purchases (behaviour). Further tests were performed which gave a clear indication that it is possible to see the effect that a favourable perception / attitude of the corporate / product L'Oréal brand has on influencing behavioural intention and ultimately the end behaviour (purchases). In terms of identifying whether or not the current value proposition of L'Oréal is suited to the target audience, the overall impression of the author is that it would be a strategically important move if L'Oréal were to try to develop a stronger emotional bond with their target audience, a well as to find ways in which to 'sell' to the consumer unique self-expressive benefits which can be gained when using L'Oréal branded products. The survey also revealed the weaker presence of L'Oréal amongst the black ethnic group. The author believes that this weakly tapped market could be a valuable additional income stream for L'Oréal if they were to develop actions to enhance the brand imagery that this group associates with the L'Oréal brand positively. These actions should lead to long-term strategic and market-related benefits (e.g. market share) for L'Oréal within the target audience of this study.

7.2 RECOMMENDATIONS

L'Oréal Paris concentrate on marketing and communication efforts and adjust its advertising accordingly, in order to reflect a more accepted brand imagery for the ethnic group with respect to the L'Oréal brand, through meeting the desires, social and self-expressive needs of the this group more accurately. By identifying what it is that this segment values the most in personal care products, the brand can adjust its value proposition accordingly in order to increase its market share. By providing a superior value proposition, and meeting the problems, desires and needs of the consumer more appropriately, the brand can head towards enhancing and improving the customer satisfaction and loyalty metrics. The survey did give an indication that the respondents valued functional and emotional benefits the most when using L'Oréal products, but it is important for the organization to keep in mind that in this industry, functional benefits are very easily imitated. The organization has a more endurable, and sustainable competitive advantage when they consider their brand from a product perspective, an organization perspective, a person perspective, as well as from a symbolic perspective. When the brand only fixates on the product at hand, they are very susceptible to imitation. Only by viewing the brand from the other three perspectives is the brand able to derive a more durable and sustainable value proposition. I suggest that L'Oréal focus on developing brand strategies concerned with being able effectively to improve the satisfaction of emotional needs on the part of the population in question. Solid and enduring brand relationships are important developments in this regard, and a manner in which this can be achieved is by encouraging loyalty (considered a brand asset) towards the brand by using tools such as incentive programmes for the consumer. Through creating a loyal consumer base there is more of a guarantee of future sales and profits, which in turn contributes to positive brand equity ,Incentives, or frequent- purchasing programmes, are just some of the ways in which L'Oréal can improve the preference for and loyalty towards the brand, which in turn would discourage brand switching.

BIBLIOGRAPHY

BOOKS:

- Aaker, D. A., 1991. Managing Brand Equity: Capitalizing on the Value of a Brand Name.
- Philip Kotlar., Marketing Management.
- Research Methodology – C.R. Kothari

WEBSITES:

- http://www.forbes.com/technology/enterprisetech/2004/09/20/cxld0920itloyalty.html
- .http://www.studymode.com/essays/Factors-Affecting-The-Location-Of-Retail-578148.html
- http://en.wikipedia.org/wiki/L'Or%C3%A9al

ANNEXTURE

Following things are attached with project:

- Questionnaire
- Posters of L'Oreal Paris

QUESTIONNAIRE

SURVEY ON BRAND AWARENESS OF L'OREAL PARIS

DEMOGRAPHIC INFORMATION

- Name:
- Age:
- Gender:

Male	Female

- Occupation:

Government employee	Private employee	Self employee	Student	Others

- Income level:

Rs.10000-20000	Rs.21000-30000	Rs.30000 Above

L'OREAL PARIS SURVEY

1. Are you aware of L'Oreal Paris:

Yes	No

2. What makes you to buy L'Oreal Paris:

Price	Quality	Packaging	Fragrance	Brand image

3. L'Oreal Paris would be my 1st preference

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

4. How do you know about L'Oreal Paris?

Advertisement	Friends	Internet	Word of mouth influence	Magazine

5. Which product of L'Oreal Paris do you think is best?

Skin Care	Make up	Hair colour	Hair care

6. Do you think L'Oreal Paris is costly?

Yes	No

7. How do you feel about the advertisements?

Excellent	Good	Fair	Bad	Worst

8. How frequently you purchase L'Oreal Paris products?

Very often	Regular	Sometimes	Occasionally	Never buy

9. Is L'Oreal Paris available in all outlets?

Yes	No

10. Who is the Indian brand ambassador of L'Oreal Paris?

_____

11. Are you aware of various men's products?

Yes	No

12. What is your satisfactory level towards L'Oreal Paris?

Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied

13. How is L'Oreal Paris price compared to other products?

Very high	High	Same	Low	Very low

14. Does L'Oreal Paris gives result as it is promising?

Yes	No

15. What is your budget for cosmetics per month?

Above Rs.50	Rs.150-300	Rs.300-500	Above Rs.500

16. What is the 1st word comes to your mind when you hear L'Oreal Paris?

Quality	Brand	Cost	Service	Fragrance

17. Do you think L'Oreal Paris is status oriented?

Yes	No

18. Do you think L'Oreal is the leader of the cosmetic industry?

Yes	No

19. If no who according to you is the leader?

_____

20. Would you continue to buy L'Oreal Paris even if price rises?

Yes	No

21. Do you prefer L'Oreal Paris brand to your friends and relatives?

Yes	No

Thank You!