PERCEPTION STUDY TOWARD LAKME KA贾AL

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Abstract

The aim of the conceptual paper is to examine the perception towards lakme kajal of women who uses the kajal, challenges and constraints of other brand in the market. The demand for kajal is rapidly changing and know people won’t something which sophisticated hygienic natural, plus the variety lakme has a positive impact in the market toward kajal or any other cosmetic product, kajal enhances the beauty of women’s eye. Nonetheless, several other studies found the opposite as it was somewhat difficult to make direct correlation between kajal and eyeliner and also with other verities of kajal.

Key word :- brand preferences, usage of Lakme kajal, Age, Income

Introduction

Kajal is habitually made by mixing galena (lead sulfide) and other ingredient, giving it the deep black color. Synonymous with beauty and mystery, Surma (Soorma) Kohl or Kajal have defined and altered the women’s makeup arena for centuries. A staple cosmetic for almost every woman, Kohl or Kajal and Soorma as it is known in India, has held great significance for women of all ages and from all kinds of cultural backgrounds. Regardless of whether a woman knows how to do make up or not, a kohl pencil or kajal has always been a part of pleasing to the eye one’s look. With just a few strokes it makes the eyes more fascinating.

Origin

The term kohl has been derived from the Arabic name ‘Kuhl’, and has Biblical references in Hebrew as well. Even though the terms for kajal has an Arabic origin, this essence was first used in Egypt during the Protodynastic period in 3100 B.C. Kohl was used by ancient Egyptians as a form of beautification for the eyes, and also as a cure for any eye ailment. They believed that Kohl could protect the eyes from the cruel sun rays, and therefore large amounts were used to line the upper and lower lash lines. This was known as ‘Galena eye paint’. Apart from being widely used in ancient Egypt, Kohl was also used by several African tribes, who used it not only for their eyes, but for drawing distinct lines around the forehead, nose and other body parts as well.

In South Asia and in particularly India, kohl has several other terms as well, depending on the region, state or language. In Punjabi and Urdu, it is known as ‘Surma’, in Malayalam it is called ‘Kanmashi’, ‘Kaadige in Kannada, in Telugu it is Kaatuka, and in Tamil it is known as Kan Mai. For most Indian women, kohl or kajal is a makeup fashion accessory used to beautify the eyes, however in some cases; it is also used as a dot around the children’s neck in order to protect
them from the evil eye. Apart from cultural and religious significance, kohl has always been a biggest part of various Indian dance forms and their attires. Bharatnatyam and Kathakali dancers have since time immemorial used kohl to heavily line their eyes and make them appear larger.

The Making

A lot goes into the preparation of a soorma and for centuries the same practice has been followed for the most part. A white, thin muslin cloth is first dipped into sandalwood juice, which is then left to dry in the shade. The cloth is dipped and dried in the sandalwood juice several times all through the day. Following this process, a wick is made out of the cloth which is then used to light a lamp made out of mud and castor oil. A container made out of Brass is kept over the lamp with a little wide gap left open in between. The lamp is left burning overnight, and the following day a few drops of ghee or clarified butter are added to the soot left at the bottom of the lamp. This mixture is then placed in a clean and dry box, and is ready to be used.

In today’s day and age however, kohl has been sophisticated and redefined in several ways, and one can easily find ready-made kohl pencils in the market, which come in various styles, as well as colors. One can find kohl in the form of pencils, chubby sticks, powder, gel, and even in liquid forms. The most common form, however, is that of the pencil, which nowadays comes in two styles: the ones that can be sharpened, and the ones that can be twisted in a retractable form. The prices differ according to the brand, and the style.

Trendsetter

For Indian women, makeup is imperfect without the use of a kohl pencil or kajal, and several makeup artists have come up with new and ground-breaking ways in which one can use kohl and make the eyes look more meaningful and beautiful. Moreover, several Indian film songs have notable the beauty of kohl and its importance in women’s beautification process. Popular Indian film actresses like Kareena Kapoor, Rani Mukherjee, Aishwarya Rai, Bipasha Basu, and Sonam Kapoor have been known for their use of Kohl pencils and dark eye makeup which has become a benchmark for Indian fashion and style.

Innovations

Over the last decade or so, kohl eyeliners have been used for a variety of types of eye makeup. From simple to the more dramatic kind, a kohl pencil can be used to attain any and every kind of eye makeup technique. The most popular way of applying kohl is the tight lining effect where the eyeliner is used against the water line right beneath the lashes of the upper eyelid. Apart from this, the winged-eye technique is also very popular, particularly amongst young girls who love to flaunt this look with red or neutral lip colors which give off a more era and retro look.
Global Appeal

Several international makeup brands like Chanel, MAC, and Bobbi Brown have popularized the term ‘kohl’ in their eye liners by naming them ‘kohl eye pencils’. In addition to that, several international celebrities like Selena Gomez, Amanda Seyfried, Kristen Stewart, and Cameron Diaz have sported the intense kohl look on several occasions.

RESEARCH OBJECTIVE

The objective of this research was to understand the perception towards lakme kajal

Proposed Hypotheses are as follows:

H10: more than 20% of respondent who are working uses lakme kajal everyday
H1a: less than 20% of respondent who are working uses lakme kajal everyday

H20: Average age of respondents who uses lakme kajal is less than 25
H2a: Average age of respondents who uses lakme kajal is more then 25

H3a: The level of agreement to the statement ‘usage of lakme kajal is dependent on income)
H3a: The level of agreement to the statement ‘usage of lakme kajal is independent on income)

Review of Literature

When consumers perceive an advertisement for a certain brand as promoting another, it is not only ineffective, but even counterproductive (Kamen, 1987; Poiesz and Verhallen, 1989) it produces an effect that the advertiser specially wants to avoid. Therefore, perception, although infrequently studied, is a phenomenon that has an impact over its consumers, and researchers. Unremitting attention and measures of consumer behavior and perception should be added to the more predictable measures to increase the sales of a product (Poiesz and Verhallen, 1989).

Consumer behavior is studied so that we can come to know that how perception and attitude of a person decides that what should be the buying pattern of the consumers (Poiesz and Verhallen, 1989).

A. Sengupta and Noopur Agrawal Not only the consumer behavior but the perception of consumers, may be the subject of people buying the products of lakme (Poiesz and Verhallen,
Correct identification and uncertainty are not perfectly related. It is possible that the recipient of the message cannot attribute any particular brand to an advertising message, in which case he/she is not really confused, but simply does not have any idea.

A consumer confusing brands thinks he/she recognize the brand. Depending upon what is the perception of the consumers, it can be positive or negative. (Häcker and Verhallen, 1988; Poiesz and Verhallen, 1989). Negative perception refers to the scope to which the respondents will not buy the product. Positive brand perception refers to the degree to which the other respondents are willing to buy the product. Positive Brand perception is an advantage for a brand. Negative brand perception may be a threat to a clear positioning of the product amongst the women.

Brengman et al. (2001) found that Consumers most vulnerable to brand perception generally have higher level of knowledge about the products which they are using.

Products are becoming more and more objectively similar with respect to their functionality and product presentation (Poiesz and Verhallen, 1989). Ha (1996) refers to the degree of resemblance and immediacy of advertisements. (De Pelsmacker and Geuens, 1997a). the more the proximity the more consumers are prone to buy the products.

**RESEARCH METHODOLOGY**

The methodology is for this research is through online survey. Based on the researcher's prepared questionnaires for employees to investigate the perception study towards lakme kajal. The research is based on 56 respondents which represents the entire population. Selection of sample units is based on every availability and accessibility, thus it is non-probabilistic convenience sampling. This research contain responses from different INCOME, BRAND PREFERENCE, frequency of usage, different age group. Measurement techniques are: excel based techniques is been used to come up with the solution. (P test t test and chi-square test are used to test the hypothesis)

**DEMOGRAPHICS**
### AGE
- 16-25 yrs: 73%
- 25-30 yrs: 21%
- 30-50 yrs: 4%

### Brand Preferences
- Lakme: 57%
- Maybelline: 19%
- L'Oreal: 7%
- Himalaya: 9%
- Huda: 2%
- Sephora: 2%
- Colourbar: 2%
- (blank): 2%

### Frequency of Usage
- Everyday: 45%
- Occasionally: 43%
- Occasionally (one's in a week): 12%
DATA ANALYSIS

Hypothesis 1: Test of Proportions

**H1o:** more than 20% of respondent who are working uses lakme kajal everyday

**H1a:** less than 20% of respondent who are working uses lakme kajal everyday

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**Observation:** We fail to reject the Null; more than 20% of respondent who are working uses lakme kajal everyday

**Insight:** women feel beautiful after wearing kajal they get confidence about their self when you look good you feel good and make good impact in the offices and in front of client and seeing that company has introduce the 9 to 5 cosmetic for office going women
Hypothesis 2: Test of Means

**H2o:** Average age of respondents who uses lakme kajal is less than 25

**H2a:** Average age of respondents who uses lakme kajal is more than 25

**Observation:** Reject the Null; the average age of respondent who uses lakme kajal is more than 25

**Insight:** Not compulsory all women all the women uses the lakme kajal there age is in between 16 to 20 or 25 there are many women above 25 uses lakme kajal . kajal is the only factor where you any age of women can wear what if its above 50 where as for other cosmetic there is a age factor usage of maximum usage of lakme kajal from women whose age is near by 20 to 30 regularly
Hypothesis 3: Test of Independence (chi-Square test)

**H3a**: The level of agreement to the statement ‘usage of lakme kajal is dependent on income’

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### Chi Square Analysis

- T = 18.55
- Chi Square = 224.02
- P-value < α
- Reject the null hypothesis

**Observation**: We reject the Null; the level of agreement to the statement ‘usage of lakme kajal is independent on income’

**Insight**: Company trying to every women in the world and standard of living has increased now women has also started earning so usage of the lakme kajal is not dependent on the income because simultaneously coming try to low down the cost so the every women can afford the kajal
CONCLUSION
The findings of this study shows that lakme has a good demand in the market in terms of kajal because of variety quality hygienic packing and also the low cost acceptance of lakme brand is very high in the but there are many other player so lakme has to sustain his place in the market has to come up with more idea in cosmetic industry lakme got that high Hick in the market because of marketing. They received more social support and thus showed and high customer satisfaction

The level of customer satisfaction comes only when company has good to offer and is the customer is satisfied they have a brand loyalty

We have observed that maximum respondent connected to lakme has a good trust on it in cosmetic sector

Lakme is the clear market leader across all age groups and income levels. Majority of the respondents i.e. 32 respondents out of total 56 respondents are using lakme products. With Maybelline in the second number having 11 regular customers of it. This shows that lakme has more number of women using it. The dissertation shows that maximum number of the respondents are using make up products of their brand like mascara, kajal eyeliner, foundation, face powder, blushers etc. next the eople are investing maximum in skin care products. 17 respondents do find their cosmetics to be healthy respondents are satisfied with the products of lakme

LIMITATIONS
As the study was conducted through e-questionnaire so only few online user responses were part of the research and so offline user responses were not part of the research. There were no personal interviews conducted. Since we opted to survey a sample rather than the entire population, we had only limited responses. The research findings cannot be universally applied

SUGGESTIONS
Affordable cosmetic products must be launched, drawing less than 1000 rupees per month. This will attract mores of young women towards it and will further increase the market share of the company.

Lakme should also concentrate on the cosmetic products for the mails. As today even boys are becoming more concerned of the way they are looking. More and more boys are turning out to be metro sexual. This category will rise in the future and lakme must concentrate on catching them so that the company can generate more sales from them.

Lakme must not limit itself to serve only the women, as it will be ignoring a large chunk of looks conscious and metro sexual boys. 4. It would be wise for the company to target young people in the above category and grow along with them as they and the nation prospers.
Lakme can start contests for free makeover of women, as it was being started by dove, sun silk and ponds in collaboration - are beautiful.

lakme has tied up with HUL hence it must advertise in these websites also. It can also advertise in other beauty related sections of websites like vogue.com and feminaindia.com. Youth sites like mtstylecheckvindia.com, facebook.com, orkut.com, twitter.com etc can also be

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