1.1 INTRODUCTION

Consumer behaviour is a complex and multidimensional field that delves into the actions and decisions individuals undertake when purchasing, using, and disposing of products and services. Understanding consumer behaviour involves exploring various factors such as psychological, social, cultural, and economic influences that shape preferences and choices. Consumers are influenced by their needs, desires, perceptions, and external stimuli, making their behaviour dynamic and often unpredictable. Marketers and businesses keenly study consumer behaviour to tailor products, services, and marketing strategies to meet the evolving demands of the market.In the contemporary landscape, digital advancements, social media, and globalization have added new dimensions to consumer behaviour, amplifying the role of online reviews, peer recommendations, and brand perception.

L'Oréal Paris, a globally recognized beauty and cosmetics brand, has left an indelible mark on the industry since its inception in 1909. Renowned for its commitment to innovation and scientific research, L'Oréal Paris offers a diverse array of skincare, haircare, makeup, and fragrance products, catering to a wide spectrum of beauty needs. The brand has consistently blended luxury with accessibility, making high-quality beauty products attainable for consumers worldwide. From iconic items like the True Match foundation to the Revita lift skincare range, L'Oréal Paris products reflect a harmonious balance between cutting-edge technology and a timeless commitment to enhancing natural beauty.Consumer behaviour towards L'Oréal Paris products reflects a dynamic interplay of preferences, perceptions, and purchasing decisions within the beauty and cosmetics market. L'Oréal Paris, a globally recognized brand, has positioned itself as a trendsetter, influencing consumer choices through a diverse range of skincare, haircare, and makeup offerings.

Understanding consumer behaviour involves exploring factors such as individual preferences, lifestyle choices, and the impact of marketing strategies. L'Oréal Paris caters to a broad demographic, with consumers making choices based on product efficacy, brand reputation, and personal aesthetic preferences

1.2 STATEMENT OF THE PROBLEM

Through this research report we want to find out the consumer behaviour towards L'Oréal Paris products. So the statement of the problem is "Consumer behaviour towards L'Oréal Paris products."The statement of the problem regarding consumer behaviour towards L'Oréal Paris

products could revolve around understanding the factors influencing consumers' purchasing decisions, perceptions, and preferences within the beauty and cosmetics market.

1.3 SIGNIFICANCE OF THE STUDY

The examination of consumer behaviour towards L'Oréal Paris products holds   paramount significance for the brand's sustained success and growth. Understanding how consumers engage with and perceive these products provides a comprehensive view of market dynamics. It enables L'Oréal Paris to tailor its offerings to meet the ever-changing preferences and expectations of its diverse customer base. By unraveling the intricacies of consumer decision-making, the brand gains crucial insights that guide product development, marketing strategies, and overall business planning. Additionally, this understanding helps L'Oréal Paris build and reinforce brand loyalty, fostering enduring connections with its consumers. In the competitive beauty industry, where trends evolve rapidly, staying attuned to consumer behaviour positions L'Oréal Paris at the forefront of innovation, allowing the brand to anticipate shifts in the market and respond effectively. Ultimately, the study of consumer behaviour is not merely a research endeavour; it is a strategic imperative that empowers L'Oréal Paris to navigate the beauty landscape successfully, ensuring its products remain not only relevant but also preferred by its discerning audience.

1.4 SCOPE OF THE STUDY

 The study of consumer behaviour towards L'Oréal Paris products holds a comprehensive scope, delving into intricate facets that influence consumers' choices. Analysing the myriad factors guiding purchasing decisions is essential, encompassing elements such as brand perception, product preferences, and the effectiveness of marketing strategies employed by L'Oréal Paris. In-depth exploration may include market research to discern demographic patterns, the impact of cultural influences on consumer perceptions, and the evolving role of social media in shaping beauty preferences. By meticulously examining these dimensions, the study aims to equip L'Oréal with insights crucial for tailoring products and refining marketing approaches to align seamlessly with dynamic consumer expectations.

1.5 OBJECTIVES OF THE STUDY

- Identify the primary motivations that drive consumers to choose L'Oréal Paris products, exploring factors such as brand loyalty, product efficacy, and perceived value.

- Assess how consumers perceive the L'Oréal Paris brand, examining aspects like brand image, trustworthiness, and associations with beauty trends.

- Investigate specific product preferences among consumers, including preferences for skincare, makeup, and haircare products, to tailor the product lineup accordingly.

- Evaluate the impact of L'Oréal Paris' marketing strategies on consumer behaviour, including the effectiveness of advertising, social media campaigns, and promotional activities.

- Examine demographic factors such as age, gender etc to identify target consumer segments and customize marketing efforts for diverse audiences.

1.6 RESEARCH METHODOLOGY

The study is designed as an analytical and descriptive one. Primary data were used for the smooth conduct of the study.

SOURCES OF DATA COLLECTION

The study uses both primary and secondary data.

• Primary Data

Primary Data is the one that is being collected by the researcher itself and is being collected for the first time. Researcher has collected this data with a specific purpose of studying the problem. Primary Data in the research process would be collected by filling up questionnaires from 50 respondents.

• Secondary Data

Secondary Data is the data that already exists and in ready to use format and gathered by somebody else. Secondary Data that would be used by researcher in the research process as supportive documents are from the various newspaper articles, magazines related to specific industry, books in the specific field of advertising and various different internet sites.

POPULATION

Population refers to the entire group of individuals or instances that meet specific criteria and are the subject of a study. Target population for this research would be 50 respondents.

SAMPLE

The sample for study of consumer behaviour towards L'Oréal Paris products would consist of a specific group of people chosen to represent the larger population. This selection might consider factors such as age, demographics etc.

SAMPLE SIZE

Sample size refers to the number of participants or observations included in a study. The researcher selected 50 sample for the study.

SAMPLING METHOD

Sampling methods are the ways to choose people from the population to be considered in a sample survey. For the purpose of this study, the data were collected from 50 respondents using convenience sampling method.

TOOLS OF ANALYSIS

The collected data were analysed with the help of following tools:

- Questionnaire is used to collect the data from the selected samples.
- The data collected will be tabulated in the form of charts and graphs will be used to present the data.

1.7 LIMITATIONS OF THE STUDY

- Respondents may provide socially desirable responses, impacting the accuracy of data, especially when evaluating subjective elements like brand perception.
- Consumer preferences can evolve over time, and the study may not capture rapid changes in trends or external factors that influence purchasing behaviour.
- The study might face challenges in fully capturing cultural nuances and variations, given the diverse global market of L'Oréal Paris, potentially leading to generalized findings.
- External factors such as economic conditions, global events, or industry changes could influence consumer behaviour, and these external variables may not be fully controlled in the study.

1.8 CHAPTERISATION

The project report has been presented in the following format:

- Chapter-I : Introduction This chapter includes the research problem, need for study/significance of the project, objectives of the study, hypotheses, Rationale/justification, and limitations of the study.

- Chapter-II : Review of Literature.
- Chapter-III : Industry and company profile.
- Chapter-IV : Data Analysis and Interpretation .
- Chapter-V : Summary of Findings, suggestions, and Conclusions