**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

**2.1 REVIEW OF LITERATURE**

According to Franzen & Bouwman (2001) a brand can be defined as a sign or a symbol of recognition in form of logos, labels, names and colours which evokes associations in people and is commercially linked to saleable goods and services. It is a source of value to both consumers well as the companies. By maintaining a strong brand firms achieve loyalty and steady future sales. L’Oreal invests significantly in advertising L’Oreal brand. In fact, the brand L’Oreal is highlight of almost all marketing communications that the firm undertakes irrespective of the product. By highlighting the name ‘L’Oreal experts’ the firm aims to send a signal that it is expert and hence trustworthy at producing the particular product. L’Oreal also uses the word ‘Paris’ in its branding; this is to associate L’Oreal with Paris, the Meccah of fashion. Associating a brand with Paris automatically symbolises a high end fashion product and this strategy is wisely used by L’Oreal to influence its customers who may exhibit desire for French fashion.

As Franzen & Bouwman (2001) puts it, “brands that succeed in strategically linking emotions to them are generally connected to products that have something to do with these emotions.” In other words, when the emotional response reflects the brand and also the very product itself, the brand-owner has succeeded in what all companies seek to do today, to create a unified message to the consumer.

To understand customer behaviour, Heslop (2007:3) states that marketers must know how consumers perceive their market offers in competition, while Kotler and Armstrong (2011) recommend to marketing researchers the key effects of internal and external factors on consumer purchases, such as, cultural, social, personality and psychological characteristics.

Kotler & Armstrong (2006) introduce a model of buyer behaviour - Figure 1. In that model, he describes consumer behaviour as a black box, which includes two parts - buyer's characteristics and buyer's decision process - where marketers always want to know the influence of stimuli on buyer's buying process via customer's characteristics. They state culture as "the most basis" of customer's needs and behaviour; hence any failure in engaging different cultures "can result in ineffective marketing and embarrassing mistakes". They also define social factors as an important constituent influencing consumer behaviour with diverse classes and segments from groups, families, communities, and roles to social status. As a part of a group, members tend to conform group trends in order to increase the feeling of belongingness

(Paul Baines, Chris Fill & Kelly Page, 2011; Noel, 2009:54), and this in turn affects the personal choices of products and brands

(Kotler and Armstrong, 2011). Baines et al (2012) list psychological characteristics in personality aspect, whereas, Kotler & Armstrong (2011) and Noel (2009:14) hold a similar view of the psychological factors as a vital element that does a further effect on a person's buying choices.

In that, Kotler and Armstrong (2011:148) as well as Asch and Wolfe (2001:25) suggest perception as the key pre-process in a people's mind when they are exposed under an amount of information, that influences to the buyer's decision process.

(Britton, 2012) There is a lot of existing research on the kind of effect advertising relating to fashion and beauty have on women. The impact on self-esteem, self-confidence have been studied previously. But, there is very little research how cosmetics influence women and manipulate their appearances. The research used the survey method for data collection, the survey questioned usage, habits and beliefs of students (particularly female) towards makeup. The results show that the cosmetic industry has a significant influence on college women. College women form a major part of the cosmetic industry. However, they don’t change their makeup habits and routines very often. There was no correlation between self-esteem and an individual’s

and video reviews. Which shows th particular usage, habits and beliefs. Though, there was a relationship between the levels of self-monitoring and an individual’s cosmetic habits.

(DeBelen, 2016), There are various makeup trends in the society that are coming up. These trends are also changing rapidly, with new styles, aspirations and ideas. With the major change that are showing in the industry, there is a psychology behind it. The research is conducted to understand the reason behind the rapid changes, impact of consumers and advertisements on these changes. Advertisements do not have a great influence over today’s consumer. There are various other factors that influence a consumer like online reviews, blogs, testimonials at psychological influences are extremely impactful.

(Silverio, 2010), There have been certain grooming activities and habits that everyone is expected to follow, from brushing one’s teeth to flossing etc. People who don’t follow these are frowned and looked down upon. In the recent years, along with these activities, wearing makeup has also become an important process. How long a woman takes to wear makeup differs from one to other. The study helps in understanding whether a woman values herself more or less when she is wearing makeup. The study used the survey method to collect data and mainly filled in by students. The study found that women feel more in place when they have makeup on. They had a sense of content when they had makeup on. Most women are unsure about how they feel when they don’t have makeup on. But even so, having no makeup on didn’t make them feel unattractive. Lastly, most women felt that they felt uncomfortable wearing more than usual amount of makeup.

(Alex L. Jones, 2016), The study tries to evaluate the impact applying makeup can having on identity. Most variation in attractiveness comes between individuals due to the difference I identities. The study includes understanding how cosmetic and identity affect attractiveness by studying professionally applied makeup. Study 1, 33 YouTube models were rated before and after they were made to wear professional makeup. Study 2 included super models who went through the same process. The study concludes by establishing that professionally applied cosmetics have a larger effect than self-applied makeup. But, the effect of individual differences in facial appearances is way more important in perceptions of attractiveness.

(Joseph, 2017) This particular study was conducted to understand the perception and awareness among college students towards online shopping. The level of awareness, factors that affect online shopping along with challenges encountered while shopping online are taken into account for the study. The data was collected from 60 students studying in college. Most of students have a positive perception towards online shopping. Most of them agree that shopping online saves time, allows purchase at any time, provides access to information, and better security. The pull factors that affect online shopping are ease, security in payment, product variety, promotion, website reputation etc. There are also a bunch of secondary factors that affect online shopping, namely, money, delivery time and fee, return policy etc.

(Mohamed, Hussein, Zamzuri, & Haghshenas, 2014) The study was conducted in give information about an individual’s online shopping continuance intention. The research has used two theories, Expectation Confirmation Theory and Technology Acceptance Model. For research context, an online marketplace which connects buyers and sellers in the country of Malaysia has been used. To collect data, convenience approach was used. According to the results of the study, satisfaction contributes to individual online shopping continuance intention. Along with satisfaction, the usefulness of a website as perceived by the user also contributes to continuance intention. The research helps increase the understanding of role of satisfaction, perceived use of websites towards continuance intention.

(Jung Eun Lee, 2014) The study was conducted to inspect the effects of high vs low price discounts by combining existing literature on price discounts, perceived risks and purchase intentions for products sold online. Effect of price discounts on perceived risks, along with the following effect of these risk perceptions on online purchase intentions. The study used an experimental design. The results reflected how the discount size helps increase the customer’s perceived risks and these regulate the bond between price discount and purchase intentions. The study helps provide a better consideration of customer’s risk perceptions for online price discounts, which allows retailers to decide discounts in order to attract customers.

(Rakesh & Khare, 2012) This research evaluates the influence of deal proneness on Indian consumer’s shopping behavior online. Online shopping attracts heavy investment from retailers. Shopping websites available on the online platform offer a lot of discounts and promotions to attract customers to shop online. However, online retailing is in the early stages of development and growth in India. The results of the study indicate that Indian customers are not influenced by offers, deal or other promotions offered online by retailers. Promotions may not be viewed as an important attribute while making purchases online for products and services in India.

(Dr. G. K. Deshmukh, 2016) For customers, the experience involved is very different from shopping online as compared to the traditional shopping. It is possible to touch and feel the products before the purchase in the traditional mode of shopping, but online shopping allows only for visual assessment. The objective of this paper is to understand online shopping behavior of consumers in the Indian continent. The research includes an empirical study of around 100 online consumers to recognize their online shopping behavior by making use of the Structural Equation Modeling. The main finding of this research portrays the demographics of customers, variety of products, sellers, and characteristics of websites have a positive influence on the intention and the behavior of the customers in India.

(Sohail) Technology has revolutionized over the past couple of years, but still people take time to accept and adopt the use of technology in their daily lives. There’s still a lack of acceptance from the customer’s side, and this resistance poses a challenge to most marketers. The usage of internet amongst the people in Pakistan has increased at a constant rate but adoption of shopping using online portals is still slow. This papers aims at creating a model based on the level of acceptance of technology. The model helps understand other facts that also affect the intentions behind online shopping. 150 responses to a survey were collected. The research made use of regression analysis in order to evaluate the model. The results of the research show that perceived ease of use and perceived enjoyment are the two main factors that affect shopping online intention.

**3.1 THEORETICAL FRAMEWORK**

**L’Oreal Paris**

L’Oreal was founded in the year 1909 by Eugene Schueller, a French chemist who developed an innovative hair color formula. Today, the L’Oreal Group is the world's largest cosmetics and beauty company and it’s headquarter is in the Paris suburb of Clichy, France. It got its start from the hair color business but soon it developed activities in the field of cosmetics, concentrating on skin care, sun protection, make up, perfumes and hair care. L’Oreal main branches are Cosmetics, The Body Shop and Dermatology. L'Oreal is active in the dermatological and pharmaceutical fields, however Cosmetics is the key revenue generator (See Exhibit I). It is also the top nanotechnology patent-holder in the United States. L’Oreal famous advertising slogan is "Because I’m worth it". It has recently been replaced by "Because you're worth it". Its portfolio of brands includes the cosmetics range of L'Oreal Paris and Maybelline NY, shampoo range Garnier, luxury products such as Lancome and active cosmetics such as Vichy. Its closest global competitor in the premium make-up segment is Revlon.

India’s contribution to the growth of the global cosmetics market is about 60 percent. The beauty and the wellness sector in India are on a boom. L’Oreal started its operations in India thirteen years ago. The share of the Indian market to L'Oreal's turnover of 15.8 billion is small, but is growing. It operates in India through its wholly owned subsidiary, L’Oreal India has four divisions — consumer products, professional products, active cosmetics and luxury products. The biggest contributor to its revenue in India is the consumer products division led by its strongest brand in terms of sales -Garnier.

L’Oreal India has recently setup its own manufacturing plant in Pune. It imports most of its products from its facilities abroad and manufactures the rest in Pune. The Indian subsidiary headed by Chief Operating Officer Dinesh Dayal, who has been with the company for 20 years, is one of the key officials responsible for the formation and operations of L'Oreal India. The operations in India are conducted through a judicial mix of global and local methods of advertising to appeal to the Indian consumers.

L’Oreal advertising account is handled by Mccann Erickson. L’Oreal India has discovered over the years, the behavior of the Indian consumers and has realized that the Indian consumer is not as price conscious as is portrayed. The brand is more expensive than the average FMCG, but offers a true value for money. The company’s growth in India can be attributed to its innovation of new products, supply chain management, systems and structure. Being the world’s second largest cosmetics major, L’Oreal is planning to foray into the Rs 1,000 -crore Indian herbal and ayurvedic cosmetics industry. After identifying its targets, L’Oreal India is in advanced talks with Biotique and VLCC to acquire herbal/ayurvedic cosmetics brands. The group is taking the acquisition route to enter this niche sector. L’Oreal has thus identified India as one of its top five growing businesses globally. L'Oreal's research facilities in France, the USA, and Japan bring together more than 3,000 scientists and research staff. Their discoveries are published in leading scientific journals. L’Oreal’s innovations are patented, creating some 586 patents in 2004 alone.

Product Quality: Consumers often evaluate the effectiveness and quality of beauty and cosmetic products. Positive experiences with product performance can contribute to favorable consumer behavior.

Brand Reputation: L'Oreal Paris is a well-known and established brand in the beauty and cosmetics industry. The brand's reputation and image can impact consumers' trust and loyalty.

Marketing Strategies: L'Oreal Paris employs various marketing strategies, including advertising, influencer collaborations, and social media campaigns. These efforts can influence consumer perceptions and purchasing decisions.

Pricing: The price of L'Oreal Paris products compared to competitors may affect consumer behavior. Some consumers may be willing to pay a premium for perceived quality, while others may seek more affordable alternatives.

Customer Reviews: Online reviews and feedback from other consumers can significantly influence purchasing decisions. Positive reviews can build trust, while negative reviews may deter potential buyers.

Innovations and Trends: Consumer behavior can be influenced by industry trends and innovations. L'Oreal Paris's ability to stay updated with beauty trends and offer innovative products may attract a certain segment of consumers.

**PRODUCT STRATEGY**

L’Oreal operates in India through four main divisions: consumer products, professional products, active cosmetics and luxury products. The biggest contributor to its revenue in India is the consumer products division led by its strongest brand in terms of sales –Garnier.





In the hair color segment, Garnier operates in the mid-price and luxury segment. This has enabled itto garner a 20 per cent share in a market dominated by local hair colorants and dyes. Garnierattributes its performance to being the first player in India to introduce a cream-based hair colorbelow the price of Rs 100 (2002) and the first home-highlighting kit (2005).

**PRODUCT EXTENSION: -**

 Garnier mainly produces hair care products, including the Fructis line, and most recently, skin care products under the name, Nutritioniste, that are sold around the world. One of their key ingredients is a fruit concentrate used in all their products. It is a combination of fruit acids, vitamin B3, B6, fructose and glucose. Garnier, the L'Oreal- owned brand that shook upthe US hair care market with the introduction of Fructis in 2003, now has plans to bring over itsskin care collection too. While L'Oréal was focusing on hair color market in the initial stages of its launch, Maybelline was in the premium color cosmetic segment while Garnier in the "naturals"segment.

In 2000 L’Oreal launched its range of cos metics in to Indian market. Garnier concentrated on theNatural Hair care market with the main USP of strong hair. The brand positioned as a Unisex brand mainly used its international campaigns in India to appeal to the Indian consumer.Garnier believes in beauty through nature. Scientifically developed and enriched withselected natural ingredients, its products help look healthy and feel good every day.

 **LINE EXTENSION: -**

As mentioned above L’Oreal has been experimenting with their products a lot and hey spend a lot on R&D (SEE EXHIBIT II), they have done a huge line extension in their product line up. Garnier itself has five different varients in its hair care segment (Shampoo),named as Fructis, Fructis Oil Repair, Fructis Blonde, Fructis Men & Fructis Wave Definition.

Similarly L’Oreal Paris has six variants, named as Elvive, Elseve Absolute repair Shampoo, Elseve Vitamin Shampoo, Elseve Renuitrition, Vive Pro Thickening & Vive Pro Nutri Gloss. Similarly, thereare many more variants of other brands too.

**BRAND EXTENSION: -** Acquiring influential and well positioned brand is an important strategy of L'Oreal in developing its brand architecture. It achieves rapid growth by acquiring brand in same orrelated business and is continually seeking these opportunities in the worldwide scope. L’Oreal expanded its brand architecture by acquiring Maybelline brand in 1996, which was a very successful transaction. The Maybelline’s image was enhanced by branded L'Oreal while L'Oreal got complementary in its brand architecture. Recent years in Asia, it acquired the third skincare brand Mininurse in China and Japanese top luxury brand Shu Uemura. This shows that L’Oreal is very aggressive in building the brand architecture by acquiring other influential brands.

**PRODUCT DIFFERENTIATION:**

L’Oreal came with a product name Elvive Full Restore 5 which has differentiated itself from the other products of L’Oreal. Initially L’Oreal came up with brands like Elvive Smooth-Silk Light, Elvive Anti-Dandruff, Elvive Damage care etc. but after lauching Elvive Full Restore 5 they made it clear that this product is superior to the other as it includes all the important features for which a customer was using different products.

PACKAGING STRATEGY: - Most L'Oreal makeup products aren't bubble-wrapped on cardboard like Artmatic and Wet & Wild - both serviceable products. L'Oreal displays are elegant. , who get upclose and personal with their sister-viewers, confiding that, yes, L'Oreal DOES cost a little more ..."but I'm worth it.". This creates Consumer Affluence and hence customers are willing to pay a little extra for its product. The packaging strategy of Garnier products create a brand image in the mindof consumers, whenever a consumer sees the bright green packaging in hair care segment theyrelate it to Garnier.

Garnier, L'Oreal and Maybelline, the three brands of L’Oreal have been defined by their price segments and positioning. The company has been steadily increasing its product portfolio in the Indian market especially in the hair care segment. Its skin care brand of Garnier has been extended to a shampoo and hair conditioner under the Fructis brand, in spite of the presence of Garnier'sUltra Douc shampoo and hair conditioner. Its hair coloring portfolio has also been given a boost andthe company has decided to rope in Kareena Kapoor as its new brand ambassador for its hair colorbrand of Garnier Nutrisse. Garnier concentrated on the Natural Hair care market with the main USPof strong hair. The brand positioned as a Unisex brand mainly used its international campaigns inIndia to appeal to the Indian consumer.Garnier has been able to establish itself firmly in the Indian market and has clearly defined itstarget market which is the middle class and the upper middle class segment. Garnier has veryeffectively designed its promotional strategies by adapting to the changing customer demand. It haspenetrated firmly in the Indian market both in skin care as well as hair care products covering awide range from shampoos, conditioners, to gels, serums, hair mousse, anti-acne ointments, anti-wrinkle creams etc.

Two main natural ingredients of L’Oreal skin products are Fructose and Glucose. The role of Fructose and Glucose in nourishing hair is demonstrated in vitro culture of hair follicles. Fructoseand Glucose are fuel for hair. The main ingredients are-Fruit AHA (Alpha Hydroxy Acids), Green TeaExtract, Caffeine, Anti Storage Gingko, Grape Seed Oil, Vitamins B3 and B6 & Fruit Oils.

**ANALYSIS OF INDIAN MARKET**

Garnier being an important brand of L’Oreal in both hair care and skin care is available all round the globe easily. In Indian market the hair care prod ucts of garnier like “garnier fructis”, “ultradoux” etc is available in both organised and unorganized retail shops in India. The high end skincare products like “Nutritionsite” are available only in selected retail outlets in country. In India Garnier m anufactures its products in Pune whereas it’s registered office is in Mumbai. Topopularize its product line L’Oreal has occupied brand corners in many big malls and retail outletsin which garnier products get a major chunk. L’Oreal has tie ups with many big beauty salons andparlors who can promote and sell its products. Over the past decade the company has trained morethan 30,000 hairdressers in India in the use of its products. And it has helped to establish about 300salons in the past five years. The theory is simple: If there is no natural demand for your goods, stimulate it. “We have created a profession and a market,” Didier Villanueva, L’Oréal India’s countrymanager, said. “If you train people they will use your products.” Its sales in India, where it is No 2 behind Unilever, are growing at 35 per cent a year. This year, they are about €100 million (£71million). Although L’Oréal’s professional products division represents only 17 per cent of total revenues, hair color was the Paris- based group’s genesis and remains the creative heart of the business. Money-spinning mass-market brands such as Garnier are being pushed hard in India,where the company estimates there is a market of 50 million. Garnier products are easily available for sale on many websites in India.

**ADVANTAGES**

Product Quality: Consumers often evaluate the effectiveness and quality of beauty and cosmetic products. Positive experiences with product performance can contribute to favorable consumer behavior.

Brand Reputation: L'Oreal Paris is a well-known and established brand in the beauty and cosmetics industry. The brand's reputation and image can impact consumers' trust and loyalty.

Marketing Strategies: L'Oreal Paris employs various marketing strategies, including advertising, influencer collaborations, and social media campaigns. These efforts can influence consumer perceptions and purchasing decisions.

Pricing: The price of L'Oreal Paris products compared to competitors may affect consumer behavior. Some consumers may be willing to pay a premium for perceived quality, while others may seek more affordable alternatives.

Customer Reviews: Online reviews and feedback from other consumers can significantly influence purchasing decisions. Positive reviews can build trust, while negative reviews may deter potential buyers.

Innovations and Trends: Consumer behavior can be influenced by industry trends and innovations. L'Oreal Paris's ability to stay updated with beauty trends and offer innovative products may attract a certain segment of consumers.

To gather the most recent and specific information on consumers' behavior towards L'Oreal Paris products, you may want to explore recent market research reports, customer surveys, and social media discussions. Additionally, L'Oreal Paris's official website and social media channels may provide insights into customer feedback and engagement. Keep in mind that consumer preferences and behaviors can evolve, so it's essential to consider the most current information available.

 Consumer behavior towards L'Oreal Paris products can be influenced by various factors, and the brand may have certain advantages that contribute to positive consumer perceptions. Here are some potential advantages that may impact consumers' behavior:

Brand Recognition and Trust: L'Oreal Paris is a globally recognized and trusted brand in the beauty and cosmetics industry. Consumers often feel more confident in purchasing products from well-established brands with a positive reputation.

Product Innovation: L'Oreal Paris is known for its commitment to innovation in the beauty industry. The brand regularly introduces new products, formulations, and technologies, attracting consumers who are interested in staying up-to-date with the latest beauty trends.

Wide Product Range: L'Oreal Paris offers a diverse range of beauty and skincare products, catering to various consumer needs and preferences. The extensive product line allows consumers to find products that suit their individual requirements.

Quality Formulations: The brand is associated with quality formulations and effective beauty solutions. Consumers may be attracted to L'Oreal Paris products based on the perceived quality of ingredients and the results they deliver.

Professional Endorsements and Collaborations: L'Oreal Paris often collaborates with beauty professionals, makeup artists, and celebrities for product endorsements. Such collaborations can enhance the brand's credibility and appeal to consumers who value expert recommendations.

Effective Marketing and Advertising: L'Oreal Paris invests significantly in marketing and advertising campaigns. The brand's advertisements often focus on promoting a positive image, emphasizing product benefits, and showcasing the latest trends, which can influence consumer perceptions.

Accessible Pricing: While not necessarily considered a budget brand, L'Oreal Paris products are often positioned at a mid-range price point, making them more accessible to a broader consumer base compared to high-end luxury brands.

Social Responsibility and Sustainability Initiatives: Increasingly, consumers are considering the ethical and sustainability practices of brands. L'Oreal Paris has engaged in various sustainability initiatives, and this commitment may appeal to environmentally conscious consumers.

Global Presence: L'Oreal Paris's global presence allows the brand to adapt to diverse cultural preferences and beauty standards, making its products relevant and accessible to a wide range of consumers worldwide.

**DISADVANTAGES**

Price Sensitivity: Some consumers may find L'Oreal Paris products to be relatively more expensive compared to other brands available in the market. This could lead to price sensitivity, with budget-conscious consumers opting for more affordable alternatives.

Perceived Lack of Natural Ingredients: In recent years, there has been a growing demand for natural and organic beauty products. Some consumers may perceive L'Oreal Paris products as containing a higher proportion of synthetic ingredients, which could be a drawback for those seeking more natural options.

Animal Testing Controversy: Historically, L'Oreal has faced criticism for its involvement in animal testing. Although the company has made efforts to reduce animal testing and promote alternative testing methods, this issue may still deter some consumers who prioritize cruelty-free products.

Product Overwhelm: The extensive product range offered by L'Oreal Paris may be overwhelming for some consumers. Having a wide variety of products can be challenging for customers who prefer a more streamlined and straightforward shopping experience.

Inconsistency in Product Performance: While many consumers appreciate the quality of L'Oreal Paris products, there may be occasional reports of inconsistencies in product performance. Some individuals may have varying experiences with different formulations or specific products.

Packaging Concerns: In the era of increased environmental consciousness, some consumers may express concerns about the packaging of beauty products. If L'Oreal Paris does not emphasize sustainable packaging practices, it could be a drawback for environmentally conscious consumers.

Competition with Luxury Brands: L'Oreal Paris operates in a competitive market, and some consumers may view it as a mid-range brand rather than a luxury brand. This positioning may result in consumers exploring higher-end, luxury brands for perceived superior quality and exclusivity.

Sensitivity to Trends: L'Oreal Paris's emphasis on staying current with beauty trends may be seen as a disadvantage by some consumers who prefer timeless or classic products. Trend-focused consumers may constantly seek new releases, while others may find it challenging to keep up.

**CONSUMER BUYING BEHAVIOUR**

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

**CONSUMER BEHAVIOUR IN MARKETING**

Consumer behaviour is important in marketing because it explains how consumers make decisions about what products to buy when to buy them, and from whom to buy them.

Marketers can develop effective marketing strategies that target the right consumers with the right message at the right time by understanding consumer behaviour.

Here are some examples of how consumer behaviour affects marketing:

* **Segmentation**

Consumer behaviour research helps marketers behavioural segment markets. Marketers can modify their marketing messages and strategies to better appeal to each demographic by recognizing these segments.

* **Product design**

Understanding consumer behaviour can also aid in product development. Marketers can create products that better meet consumer needs and preferences by analysing customer requirements and tastes, leading to increased sales and customer satisfaction.

* **Pricing Strategies**

Marketers can use consumer behaviour data to determine the price points at which customers are willing to pay for a product, as well as the pricing strategies most likely to appeal to each market segment.

* **Branding**

Consumer behaviour research helps in the development of branding strategies. Marketers can create brand messages and strategies that resonate with consumers and build brand loyalty by understanding consumer attitudes and perceptions of brands.

**IMPORTANCE OF CONSUMER BUYING BEHAVIOUR**

Businesses invest a lot of time and resources in their product or service. Hence, it is absolutely essential that their offerings cater to the needs of their customers. Or they will incur huge amounts of losses.

So, in order to make sure that the products, as well as the brand, are well-accepted by the consumers, it is important to first know what consumers want and are likely to buy.

* **Better marketing and communications**

As living standards, trends, and technology keep changing, consumers’ choices also keep varying. Understanding how these factors affect customers’ buying habits helps organizations design their messaging accordingly. Thus, having insights into consumers’ purchase behaviour can help marketers in meeting their objectives.

* **Improve customer retention**

It is far more beneficial to retain an existing customer than to gain new customers. It’s easier to sell new products and services to your existing customers than to find new ones.

Entrepreneurs who are able to retain their customers and create strong relationships manage to create strong new brand loyalty for their businesses. Customer loyalty can prove to be a promoter of your business and spread positive word of mouth. Satisfied customers share their happy experiences with their friends and family.

So, retaining as many customers as possible should be the goal of entrepreneurs interested in growing their companies.

* **Increase customer loyalty**

Understanding customer behaviour helps in finding out ways to boost customer loyalty, which in turn, will lead to higher sales and a strong brand. Analysing trends in sales can aid in offering discounts as well as suggesting the best products and services to them.

* **Better plan inventory**

Researching customer attitudes helps companies plan inventory and stock raw materials. In the case of a service-based business, the management team can better plan their human resources. If businesses see a trend in demand for specific products, they are likely to send more purchase orders to their suppliers. Consumer behaviour data can help them to balance demand and supply.

* **Increase sales**

A company always aims to satisfy specific market niches. Even if the company operates in different sectors, it should target potential buyers in each segment. If you know your customers well, you can have better conversations with a high probability of closing the deal.

Knowing who you are selling to makes it possible to clearly define your objectives in the market. Learning more about consumer behaviours helps to define the main customers that come directly to the company. Your inventory should be stocked with products that meet the requirements of your potential buyers.

Instead of taking random shots and trying to sell to anyone, having knowledge about your customers’ likes and dislikes helps in making smarter decisions. Such a strategy has a higher chance of generating sales.

* **Research competition**

Studying consumer buying behaviour helps in understanding the competitive market. You can plan on how to position your products and services to offer competitive advantages. Find out answers to questions like:

* Is the customer already using a competitor brand?
* What drives a consumer to buy from your competitor?
* Are potential customers happy with the competitor brands?
* What are the gaps between your products and that of competitors?

**TYPES OF CONSUMER BEHAVIOUR FOR EFFECTIVE MARKETING STRATEGIES**

Marketers must understand several types of consumer behaviour to create effective marketing strategies and meet customer needs. This section will look at the four types of customer behaviour and how they affect businesses.

* **Complex buying behaviour**

When customers are actively involved in the purchasing decision process and are aware of the significant differences between the various brands, this happens. Before making purchasing decisions, consumers conduct extensive research, gather information, and evaluate alternatives.

* **Dissonance-reducing buying behaviour**

This type of behaviour happens when people make expensive or risky purchases and then feel uncomfortable or confused about their decision. Consumers may seek reassurance, information, or feedback from others to reduce confusion.

* **Habitual buying behaviour**

This happens when customers make purchases with minimal decision-making and marketing efforts or information search. Based on prior experiences, they have developed brand and customer loyalty also buying habits, and they may buy things out of habit, convenience, or familiarity.

* **Variety-seeking buying behaviour**

This type of behaviour happens when customers are not deeply involved in the purchase decisions but seek variety or uniqueness in their purchases. They may most often change brands or products to satisfy their curiosity or need for variety.

**FACTORS INFLUENCE CONSUMER BEHAVIOUR WHILE PURCHASING**

Consumer behaviour is influenced by many external factors and internal factors such as situational, psychological, environmental, and marketing factors, personal factors, family, and culture.

Businesses try to collect data so that they can make decisions on how they can reach their target audience in the most efficient way. While some influences may be temporary and others can be long-lasting, these factors can influence a person to buy or not buy. Let’s now look at some of these factors in detail.

* **Situational factors**

They are temporary in nature and include physical factors such as a store’s location, layout, colours, music, lighting, and even scent. Companies try to make these factors as favourable as possible. Other situational factors include holidays, time, and moods of the consumer.

* **Personal factors**

These factors include demographic factors such as age, gender, income, occupation, etc. It also depends on one’s interests and opinions. To further understand consumers, companies also look more closely at their lifestyles – their daily routine, leisure activities, etc.

* **Social factors**

This factor also includes social class, level of education, religious and ethnic background, sexual orientation, customer orientation, and people around you – family, friends, or social network. Different cultures have varying customs and rituals that influence how people live their lives and what products they purchase.

Generally, consumers in the same social class exhibit similar buying behaviour. Most market researchers believe a person’s family is one of the biggest determinants of buying behaviour.

* **Psychological factor**

A person’s ability to understand information, perception of needs, and mind-set influence consumer behaviour. One’s reaction to a marketing campaign will depend on one’s beliefs and state of mind.

**FIVE STAGES OF THE CONSUMER BUYING PROCESS**

There are five stages of the consumer buying process: finding a problem, gathering information, finding solutions, making a purchase, and reviewing the purchase.

**Find a Problem -** In this stage, the consumer first notices when they have a problem they want to solve. This could be anything from wanting an outfit for an upcoming event to needing a leaky pipe in their house fixed.

**Gather Information -** Next, consumers will want to figure out what might be causing their problem and how to fix their problem. They might turn to the internet for recommendations or more information about what might be causing their problem. For our examples, the person shopping for a new outfit might search for the best fabrics to wear to an outdoor wedding. The person with a leaky pipe might look into what causes a leaky pipe to see if they can fix the problem on their own.

**Find Solutions -** Once the consumer has finished gathering information, they will look for more specifics on how to fix their problem. They will start comparing brands and looking at reviews from others to help them decide on a solution. The person shopping might look for places with the nicest formal wear at the lowest prices. The person with the leaky pipe might look at reviews for the best plumbers in their area.

**Make a Purchase -** This is where the consumer will make a decision and spend money on a solution. For our examples, that would mean buying a new outfit and hiring a plumber.

**Review the Purchase -** Some consumers may leave a review on your website, some don’t. In either case, the consumer will personally review the product or service they received and determine whether they would recommend it to others or purchase from their chosen business again.

**CUSTOMER BEHAVIOUR PATTERNS**

Buying behaviour patterns are not synonymous with buying habits. Habits are developed as tendencies towards an action and they become spontaneous over time, while patterns show a predictable mental design.

Each customer has his unique buying habits, while buying behaviour patterns are collective and offer marketers a unique characterization. Customer behaviour patterns can be grouped into:

**1. Place of purchase**

Most of the time, customers will divide their purchases between several stores even if all items are available in the same store. Think of your favourite hypermarket: although you can find clothes and shoes there as well, you’re probably buying those from actual clothing brands.

When a customer has the capability and access to purchase the same products in different stores, they are not permanently loyal to any store unless that’s the only store they have access to. Studying customer behaviour in terms of choice of place will help marketers identify key store locations.

**2. Items purchased**

Analysing a shopping cart can give marketers lots of consumer insights about the items that were purchased and how much of each item was purchased. Necessity items can be bought in bulk while luxury items are more likely to be purchased less frequently and in small quantities.

The amount of each item purchased is influenced by the perishability of the item, the purchasing power of the buyer, unit of sale, price, number of consumers for whom the item is intended, etc.

**3. Time and frequency of purchase**

Customers will go shopping according to their feasibility and will expect service even during the oddest hours, especially now in the era of e-commerce where everything is only a few clicks away.

It’s the shop’s responsibility to meet these demands by identifying a purchase pattern and matching its service according to the time and frequency of purchases.

One thing to keep in mind: seasonal variations and regional differences must also be accounted for.

**4. Method of purchase**

A customer can either walk into a store and buy an item right then and there or order online and pay online via credit card or on delivery.

The method of purchase can also induce more spending from the customer (for online shopping, you might also be charged a shipping fee for example).

The way a customer chooses to purchase an item also says a lot about the type of customer he is. Gathering information about their behaviour patterns helps you identify new ways to make customers buy again, more often, and with higher values.

**CUSTOMER BEHAVIOUR SEGMENTATION**

Customer segmentation and identifying types of buyers have always been important. Now that personalization and customer experience are factors that determine a business’s success, effective segmentation is even more important.

Only 33% of the companies that use customer segmentation say they find it significantly impactful, so it’s important to find the segmentation technique that brings clarity and suits your business.

Traditionally, most marketers use six primary types of behavioural segmentation.

**1. Benefits sought**

A customer who buys toothpaste can look for four different reasons: whitening, sensitive teeth, flavour, or price.

When customers research a product or service, their behaviour can reveal valuable insights into which benefits, features, values, use cases, or problems are the most motivating factors influencing their purchase decision.

When a customer places a much higher value on one or more benefits over the others, these primary benefits sought are the defining motivating factors driving the purchase decision for that customer.

**2. Occasion or timing-based**

Occasion and timing-based behavioural segments refer to both universal and personal occasions.

Universal occasions apply to the majority of customers or target audiences. For example, holidays and seasonal events are when consumers are more likely to make certain purchases.

Recurring-personal occasions are purchasing patterns for an individual customer that consistently repeat over a while. For example, birthdays, anniversaries or vacations, monthly purchases, or even daily rituals such as stopping for a cup of coffee on the way to work every morning.

Rare-personal occasions are also related to individual customers but are more irregular and spontaneous, and thus more difficult to predict. For example, attending a friend’s wedding.

**3. Usage rate**

Product or service usage is another common way to segment customers by behaviour, based on the frequency at which a customer purchases from or interacts with a product or service. Usage behaviour can be a strong predictive indicator of loyalty or churn and, therefore, lifetime value.

**4. Brand loyalty status**

Loyal customers are a business’s most valuable assets. They are cheaper to retain, usually have the highest lifetime value, and can become brand advocates.

By analysing behavioural data, customers can be segmented by their level of loyalty so marketers can understand their needs and make sure they satisfy them.

Loyal customers are the ones who should receive special treatment and privileges, such as exclusive rewards programs to nurture and strengthen the customer relationship and incentivize continued future business.

**5. User status**

There are many different possible user statuses you might have depending on your business. A few examples are:

* Non-users
* Prospects
* First-time buyers
* Regular users
* Defectors (ex-customers who have switched to a competitor).

**6. Customer journey stage**

Segmenting the audience base on buyer readiness allows marketers to align communications and personalize experiences to increase conversion at every stage.

Moreover, it helps them discover stages where customers are not progressing so they can identify the biggest obstacles and opportunities for improvement, even on post-purchase behaviours.

Besides these traditional ways, another type of segmentation is the RFM model. This approach is popular among e-commerce marketers because it helps them create customer experiences around the information they’ve got about each customer segment.

RFM is a behavioral segmentation model and the three letters come from Recency, Frequency, and Monetary Value.

Here’s what these variables show you:

* Recency = how recently a customer placed the last order on your website;
* Frequency = how many times a customer purchased something from your website in the analyzed period of time;
* Monetary Value = how much each customer has spent on your website since the first order.

The RFM model analysis can be executed in 2 ways:

* Manually – exporting your database in a spreadsheet and analyzing your customers following the rules for RFM analysis;
* Automatically – through certain tools that are creating RFM dashboards.

RFM segmentation and analysis can reveal who your most loyal and profitable customers are and also:

* Reveal what brands and products are dragging your business down;
* Build custom recommendations for your customers;
* Solve certain Customer Experience problems.

Before making decisions based on gut feeling regarding your customers and your audience, observe their behaviour, listen to them and build a relationship that will make them stay loyal no matter how aggressive your competitors are.

**DATA ANALYSIS AND INTERPRETATION**

**Table 4.1**

**Age**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 18-24 years | 20 | 40 |
| 25-30 years  | 22 | 44 |
| 30-35 years  | 6 | 12 |
| Above 35 years | 2 | 4 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.1**

**Age**

**INTERPRETATION**

Table No.4.1 shows that 44% of the respondents belongs to the age group of 25 to 30 years. 40% of the respondents are from the age group of 18 to 24 years. 12% of them belongs to the age group of 30 to 35 years and rest (4%) of the respondents belongs to the age group of above 35 years.

**Table 4.2**

**Gender**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Male | 20 | 40 |
| Female  | 30 | 60 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.2**

**Gender**

**INTERPRETATION**

Table no.4.2 shows that 60% of the respondents are female. 40% of them are male.

**Table 4.3**

**Educational qualification**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| 10th or below | 5 | 10 |
| Higher secondary  | 10 | 20 |
| Graduate  | 20 | 40 |
| Post graduate  | 15 | 30 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.3**

**Educational qualification**

**INTERPRETATION**

Table No.4.3 shows that 40% of the respondents are graduates. 30% of the respondents are post graduates. 20% completed their higher secondary education while 10% of them have 10th or below 10th education.

**Table 4.4**

**Experience**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Below 1 year | 9 | 18 |
| 1-3 years | 11 | 22 |
| 3-5 years | 28 | 56 |
| Above 5 years | 2 | 4 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.4**

**Experience**

**INTERPRETATION**

Table No.4.4 shows that 56% of the respondents using L’Oréal Paris products from last 3 to 5 years. 22% of the respondents have 1 to 3-year experience while 18% of the respondents have below 1-year experience in using L’Oréal Paris products. 4% of the respondents using L’Oréal Paris products for above 5 years.

**Table 4.5**

**How often do you use L’Oréal Paris beauty products**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Daily  | 9 | 18 |
| Weekly  | 27 | 54 |
| Monthly  | 11 | 22 |
| Rarely  | 3 | 6 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.5**

**How often do you use L’Oréal Paris beauty products**

**INTERPRETATION**

Table No.4.5 shows that 54% of the respondents using L’Oréal Paris beauty products weekly. 22% of the respondents using L’Oréal Paris beauty products monthly while 18% use it daily. 6% of the respondents rarely using L’Oréal Paris beauty products.

**Table 4.6**

**Regular using L’Oréal Paris Products**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Skincare  | 6 | 12 |
| Make up | 24 | 48 |
| Haircare  | 17 | 34 |
| Others  | 3 | 6 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.6**

**Regular using L’Oréal Paris Products**

**INTERPRETATION**

Table No.4.6 shows that 48% of the respondents using L’Oréal Paris make up regularly. 34% of them using L’Oréal Paris hair care products while 12% of them using L’Oréal Paris skincare products. 6% of them said that they are using L’Oréal Paris other products.

**Table 4.7**

**Recommended L’Oréal Paris products to friends or family**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes  | 50 | 100 |
| No  | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.7**

**Recommended L’Oréal Paris products to friends or family**

**INTERPRETATION**

Table No.4.7 shows that the entire respondents recommended L’Oréal Paris products to friends or family.

**Table 4.8**

**Overall perception of L’Oréal Paris products**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| High quality  | 20 | 40 |
| Affordable  | 8 | 16 |
| Trendy/modern | 7 | 14 |
| Trustworthy  | 10 | 20 |
| Other  | 5 | 10 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.8**

**Overall perception of L’Oréal Paris products**

**INTERPRETATION**

Table No.4.8 shows that 40% of the respondents opined that L’Oréal Paris products have high quality. 20% of the respondents opined that L’Oréal Paris products are trustworthy. 16% of them said that it is affordable and 14% of the respondents said that L’Oréal Paris products are trendy/modern. 10% choose other option.

**Table 4.9**

**L’Oréal Paris advertisements influence your purchase decisions**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly influence | 23 | 46 |
| Somewhat influence | 25 | 50 |
| Do not influence at all | 2 | 4 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.9**

**L’Oréal Paris advertisements influence your purchase decisions**

**INTERPRETATION**

Table No.4.9 shows that 50% of the respondent’s purchase decision somewhat influenced by L’Oréal Paris advertisements. 46% of the respondent’s purchase decision strongly influence and 4% of them said that the advertisement do not influence them at all.

**Table 4.10**

**How often do you come across L’Oréal Paris advertisements**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very often | 33 | 66 |
| Occasionally  | 11 | 22 |
| Rarely  | 6 | 12 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.10**

**How often do you come across L’Oréal Paris advertisements**

**INTERPRETATION**

Table No.4.10 shows that 66% of the respondents very often come across L’Oréal Paris advertisements. 22% of the respondents occasionally and 12% of them rarely L’Oréal Paris advertisements.

**Table 4.11**

**Factors influencing purchase decision**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Brand reputation  | 18 | 36 |
| Product reviews  | 4 | 8 |
| Price  | 8 | 16 |
| Ingredients  | 10 | 20 |
| Celebrity endorsements  | 7 | 14 |
| Other  | 3 | 6 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.11**

**Factors influencing purchase decision**

**INTERPRETATION**

Table No.4.11shows that 36% of the respondents said that brand reputation influences their purchase decision. 20% said that ingredients, 16% said price and 14% of the respondents said that celebrity endorsement influence their purchase decision. 8% of the respondents said that products reviews and 6% said that other factor influence their purchase decision.

**Table 4.12**

**Satisfied with the performance of L’Oréal Paris products you have used**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very satisfied  | 15 | 30 |
| Satisfied  | 23 | 46 |
| Neutral  | 10 | 20 |
| Dissatisfied  | 1 | 2 |
| Very dissatisfied  | 1 | 2 |
| **Total** | **50** | **100** |

 Source: Primary Data

**Figure 4.12**

**Satisfied with the performance of L’Oréal Paris products you have used**

**INTERPRETATION**

Table No.4.12 shows that 46% of the respondents satisfied with the performance of L’Oréal Paris products they have used. 30% of the respondents very satisfied with it. 20% have neutral opinion. 2% each dissatisfied and very dissatisfied with it.

**Table 4.13**

**Place of purchase**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Physical stores | 12 | 24 |
| Online platforms | 20 | 40 |
| Both  | 18 | 36 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.13**

**Place of purchase**

**INTERPRETATION**

Table No.4.13 shows that 40% of the respondents purchase L’Oréal Paris products from online platforms. 36% of the respondents purchase L’Oréal Paris products from both physical stores and online platforms. 24% of them purchase L’Oréal Paris products from physical stores.

**Table 4.14**

**Consider trying new L’Oréal Paris product launches**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes  | 38 | 76 |
| No  | 1 | 2 |
| Maybe  | 11 | 22 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.14**

**Consider trying new L’Oréal Paris product launches**

**INTERPRETATION**

Table No.4.14 shows that 76% of the respondents consider trying new L’Oréal Paris product launches. 22% of the respondents maybe and 2% of the respondents never consider trying new L’Oréal Paris product launches.

**Table 4.15**

**How important is the availability of discounts or promotions in your decision to purchase L’Oréal Paris products**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very important  | 18 | 36 |
| Somewhat important  | 28 | 56 |
| Not important  | 4 | 8 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.15**

**How important is the availability of discounts or promotions in your decision to purchase L’Oréal Paris products**

**INTERPRETATION**

Table No.4.15 shows that 56% of the respondents said that availability of discounts or promotion is somewhat important in their decision to purchase L’Oréal Paris products. 36% of the respondents said that availability of discounts or promotion is very important in their decision to purchase L’Oréal Paris products. 8% of the respondents said that availability of discounts or promotion is not important in their decision to purchase L’Oréal Paris products.

**Table 4.16**

**Loyal customer to L’Oréal Paris**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Loyal to L’Oréal Paris | 35 | 70 |
| Open to trying different brands | 15 | 30 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.16**

**Loyal customer to L’Oréal Paris**

**INTERPRETATION**

Table No.4.16 shows that 70% of the respondents loyal to L’Oréal Paris. 30% of the respondents open to trying different brands.

**Table 4.17**

**Reason to switch to another brand**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Better quality  | 4 | 8 |
| Lower price | 19 | 38 |
| Innovation products  | 7 | 14 |
| Negative experience with L’Oréal Paris products | 10 | 20 |
| Other  | 10 | 20 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.17**

**Reason to switch to another brand**

**INTERPRETATION**

Table No.4.17shows that 38% of the respondents opined that lower price is the reason to switch to another brand. 20% each said that negative experience and other reason influence them to switch to another brand. 14% of the respondents said that innovation products and 8% said that better quality is the reason to switch to another brand.

**Table 4.18**

**Online reviews influence your decision to try a new L’Oréal Paris products**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Significantly  | 15 | 30 |
| Moderately  | 28 | 56 |
| Not at all | 7 | 14 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.18**

**Online reviews influence your decision to try a new L’Oréal Paris products**

**INTERPRETATION**

Table No.4.18 shows that 56% of the respondents opined that online reviews moderately influence their decision to try a new L’Oréal Paris products. 30% said significantly and 14% of the respondents said that online reviews not at all influence their decision to try a new L’Oréal Paris products.

**Table 4.19**

**Follow L’Oréal Paris on social media**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes  | 50 | 100 |
| No  | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.19**

**Follow L’Oréal Paris on social media**

**INTERPRETATION**

Table No.4.19 shows that the entire respondents follow L’Oréal Paris on social media.

**5.1 FINDINGS**

* 44% of the respondents belongs to the age group of 25 to 30 years.
* 60% of the respondents are female. 40% of them are male Majority of them are female
* 40% of the respondents are graduates
* 56% of the respondents using L’Oréal Paris products from last 3 to 5 years.
* 54% of the respondents using L’Oréal Paris beauty products weekly.
* 48% of the respondents using L’Oréal Paris make up regularly.
* the entire respondents recommended L’Oréal Paris products to friends or family.
* 40% of the respondents opined that L’Oréal Paris products have high quality.
* 50% of the respondent’s purchase decision somewhat influenced by L’Oréal Paris advertisements.
* 66% of the respondents very often come across L’Oréal Paris advertisements.
* 36% of the respondents said that brand reputation influences their purchase decision.
* 46% of the respondents satisfied with the performance of L’Oréal Paris products they have used.
* 40% of the respondents purchase L’Oréal Paris products from online platforms.
* 76% of the respondents consider trying new L’Oréal Paris product launches.
* 56% of the respondents said that availability of discounts or promotion is somewhat important in their decision to purchase L’Oréal Paris products.
* 70% of the respondents loyal to L’Oréal Paris.
* 38% of the respondents opined that lower price is the reason to switch to another brand.
* 56% of the respondents opined that online reviews moderately influence their decision to try a new L’Oréal Paris products.
* The entire respondents follow L’Oréal Paris on social media.

**5.2 SUGGESTIONS**

* Invest in loyalty programs or exclusive offers for repeat customers.
* Engage with consumers through personalized communication, providing them with incentives to continue choosing L'Oréal Paris over other brands.
* Ensure that L'Oréal Paris products are readily available in key retail outlets.
* Collaborate with a diverse range of retailers to expand distribution channels, making it easier for consumers to access and purchase products.
* Collaborate with a diverse range of retailers to expand distribution channels, making it easier for consumers to access and purchase products.
* Develop informative and engaging content to educate consumers about the benefits and proper usage of L'Oréal Paris products.
* This could include tutorials, guides, and information on ingredients, helping customers make informed decisions.
* Continue investing in research and development to stay ahead of beauty trends.
* Regularly introduce innovative products that meet evolving consumer preferences, demonstrating L'Oréal Paris's commitment to being a trendsetter in the beauty industry.
* Strengthen customer service channels to address consumer queries, concerns, and feedback promptly.

**5.3 CONCLUSION**

L’Oreal uses it marketing strategy according to ‘desire’ aspect more than anything else. It selects the targeted consumer segments and addresses the desires of this consumer segment by using appropriate marketing signals. L’Oreal’s marketing strategy involves proving to the customers that it is possible for them to achieve the same looks as the models in its advertisements by using L’Oreal products.

Understanding the intricacies of consumer behaviour towards L'Oréal Paris products provides valuable insights for the brand's marketing and product development strategies. Continued focus on brand reputation, innovation, and addressing consumer feedback can contribute to sustained success in the beauty and cosmetics market.

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**QUESTIONNAIRE**

**QUESTIONNAIRE RELATED TO THE STUDY OF CONSUMERS BEHAVIOUR TOWARDS L’OREAL PARIS PRODUCTS**

1. Name :
2. Age :
3. Gender:
4. Male
5. Female
6. Educational qualification:
	* 1. 10th or below
		2. Higher secondary
		3. Graduate
		4. Post graduate
7. Experience:
8. How often do you use L’Oréal Paris beauty products?
9. Daily
10. Weekly
11. Monthly
12. Rarely
13. Which L’Oréal Paris products do you use regularly? (Select all that apply)
14. Skincare (e.g., moisturizers, cleansers)
15. Makeup (e.g., foundation, lipstick)
16. Haircare (e.g., shampoo, conditioner)
17. Others (please specify)
18. Have you recommended L’Oréal Paris products to friends or family?
19. Yes
20. No
21. How would you describe your overall perception of L’Oréal Paris products?
22. High quality
23. Affordable
24. Trendy/Modern
25. Trustworthy
26. Other
27. To what extent do L’Oréal Paris advertisements influence your purchase decisions?
28. Strongly influence
29. Somewhat influence
30. Do not influence at all
31. How often do you come across L’Oréal Paris advertisements?
32. Very often
33. Occasionally
34. Rarely
35. What factors influence your decision to purchase L’Oréal Paris products? (Select all that apply)
36. Brand reputation
37. Product reviews
38. Price
39. Ingredients
40. Celebrity endorsements
41. Other
42. How satisfied are you with the performance of L’Oréal Paris products you have used?
43. Very satisfied
44. Satisfied
45. Neutral
46. Dissatisfied
47. Very dissatisfied
48. Where do you prefer to purchase L’Oréal Paris products?
49. Physical stores
50. Online platforms
51. Both
52. Would you consider trying new L’Oréal Paris product launches?
53. Yes
54. No
55. Maybe
56. How important is the availability of discounts or promotions in your decision to purchase L’Oréal Paris products?
57. Very important
58. Somewhat important
59. Not important
60. Are you loyal to L’Oréal Paris, or do you often try products from different brands?
61. Loyal to L’Oréal Paris
62. Open to trying different brands
63. What would make you switch to another brand? (Select all that apply)
64. Better quality
65. Lower price
66. Innovative products
67. Negative experiences with L’Oréal Paris products
68. Other
69. How much do online reviews influence your decision to try a new L’Oréal Paris products?
70. Significantly
71. Moderately
72. Not at all
73. Do you follow L’Oréal Paris on social media?
74. Yes
75. No