

A Study of Customer Satisfaction on Marketing Mix of Lakme: A Case of Opera Prime Salon, Raipur

Author:

Sadhana Jain

MBA – IV Semester, Amity Business School
Amity University, Chhattisgarh, India

Abstract

The beauty as well as salon industry in India has seen growth that is indeed outstanding, most especially in tier-II cities such as Raipur. This paper satisfies a number of customers and examines Lakme's Opera Prime Salon's marketing mix (7Ps) in Raipur. Data was in fact analysed through the use of descriptive statistics after surveying 50 customers by way of a quantitative approach. The findings indicate customer satisfaction

is greatly dependent on product quality, professionalism of staff, and service processes. There exist proposals of calculated recommendations for the enhancement of service quality and brand loyalty. The existing body of literature has certain gaps, but this study addresses these particular gaps by focusing in particular upon franchise-based branded salons. Emerging urban centers represent the particular context behind this study's focus.

Keywords:

Customer Satisfaction, Marketing Mix, Beauty Services, Lakme, Opera Prime Salon, Service Quality, Tier-II Cities

1. Introduction

The Indian beauty industry, valued at INR 80,370 crore in 2023, shows dynamic growth trends, with rising disposable incomes as well as evolving beauty consciousness together with digital influences. Lakme was by innovating as a brand when in 1952 it launched. Because of its salon ventures that diversify into beauty services, then it maintains market leadership.

Opera Prime Salon, which is a Lakme franchise within Raipur, does offer some premium services that are adapted well for the local clientele, but are aligned well with Lakme's national standards. Customer satisfaction within this particular emerging market context is evaluated in the present study with regard to how the various marketing mix components have an impact upon it (Product, Price, Place, Promotion, People, Process, Physical Evidence).

2. Research Objectives

- Research seeks to assess customer satisfaction with Lakme's product offerings.
- Personal selling methods serve to determine their effects on consumer purchase decisions.
- The assessment of 7Ps framework total customer satisfaction constitutes a vital evaluation objective.

3. Research Hypotheses

H1: Satisfaction with Lakme products has a positive correlation to complete customer satisfaction levels.

H2: The excellent personal selling approach at Opera Prime Salon helps customers make buying

choices for retail products.

4. Literature Review

- The post-pandemic customer satisfaction depends on hygiene practices along with staff certification and digital service expansion as demonstrated in recent research (Sharma & Bhatt, 2022; Arora, 2023; Gupta & Lee, 2022). Personalized beauty services lead customers to experience better quality in their service perception.

- Product transparency together with price fairness functions as major customer loyalty drivers according to research from Patel and Joshi (2022) and Sen (2023). The research expands existing findings by implementing the 7Ps model inside Indian urban locations beyond metropolitan areas.

- Research by Singh et al. (2024) demonstrated that digital tools creating opportunities for online consultations and follow-ups produced substantial enhancement of customer satisfaction particularly with the younger consumer groups of millennials and Gen Z customers. Modern salon service delivery requires technology integration because this combination brings engagement along with convenience needs that customers now value most.

- Venkatesh and Liu (2022) proved that when customers receive detailed information about additional costs at the start of their transaction their satisfaction grows significantly. Novice customers tend to experience deception from unannounced expenses unless the pricing details are clearly stated upfront.

- Research findings from Zhao and Fernandez (2023) confirm visible hygiene practices have transformed into essential factors which customers use to decide their satisfaction levels post-pandemic. Salon cleanliness has become the crucial factor which determines whether customers will return to the establishment.

- The successful power of customized product treatment experiences surpasses the favourability achieved by promoting brand prestige in isolation.

The research by Chaudhuri and Wong (2021) revealed that custom-formulated products developed within the salon deliver better satisfaction compared to using standard brand-name items.

5. Research Methodology

The research design implemented a quantitative method with descriptive characteristics. Fifty customers at Opera Prime Salon participated in the data collection through questionnaire surveys between January and March 2025. Research participants were selected by convenience sampling because the accessibility restrictions existed. The researchers analysed the answers by using percentage methods for statistical purposes.

Variables Studied:-

- Dependent Variable: Customer Satisfaction
- Independent Variables: 7Ps of Marketing Mix

Statistical Tools and Techniques Used:

- Tabulation and graphical representation of data through bar graphs and pie charts.
- The response trends were determined by percentage method and mean satisfaction levels were calculated using average method while ranking method identified the key marketing mix elements.

Ethical Considerations:

The study participants received an explanation about the research aim before providing voluntary consent. The collected data received complete confidentiality protection because it was dedicated exclusively to academic studies.

Research Instrument:

Three sections made up the research instrument which was used to gather data.

1. Part One contained demographic questions about subject age together with gender details as well as household income and salon visiting habits.
2. The instrument contains a Likert scale to evaluate Marketing Mix Evaluation (7Ps) through satisfaction assessments of Product, Price, Place, Promotion, People, Process, and Physical Evidence.
3. The tool included open-ended question types that sought qualitative feedback and suggestions from participants.

6. Data Analysis

Key Results:

Customers expressing positive views about Lakme's product quality amounted to 54%.

The good rating reached 62% among Opera Salon customers regarding service delivery quality.

Personal Selling showed effectiveness because Lakme staff applied consultative approaches which prompted customers to consider purchasing.

Customers highly valued the department's hygienic practices alongside its professional clinic environment as physical evidence according to graphical data.

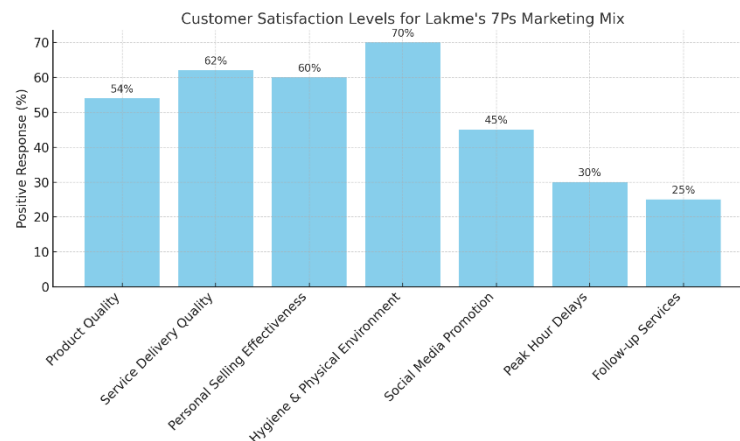


Fig 1.1- Customer Satisfaction Rating

7. Findings

Strongest Drivers of Satisfaction:

- Product quality and customization.
- Staff professionalism and courtesy.
- Service process efficiency.

Moderate Drivers:

- Promotional strategies via social media and influencer partnerships.

Weaknesses Identified:

- Inevitable service delivery delays at peak hours.
- The organization gives insufficient attention to personal service follow-ups.

8. Discussion

Research findings show People and Product alongside Process stand as the key determinants for beauty service sector.

Customers from tier-II cities consider both service quality and hygiene standards more important than price although they tend to be price-conscious.

The staff members received praise from most customers because they maintained both professional capabilities and friendly behaviour. When employees demonstrate friendly behaviour together with

good communication skills customers tend to seek continued service.

Tiwari & Johnson (2022) verified that process and people deliver stronger post-pandemic satisfaction predictions.

Social media promotions alongside influencer recommendations and interesting salon activities effectively capture the attention of people under 30 years old. The promotional techniques prove more effective than traditional advertising methods including posters and newspaper ads.

Personal selling holds essential importance for moving service customers toward buying products according to research by Verma & Wong (2023).

Many customers found pleasure in the pleasant Odors which Lakme products released. Research confirms that satisfactory smells together with a pleasant environment lead to increased consumer satisfaction while delivering enhanced shopping experiences.

9. Conclusion

The integrated performance of the 7Ps serves as the primary determinant for customer satisfaction at Opera Prime Salon.

The customer loyalty will strengthen through persistent educational programs and reliable operational protocols along with custom-made promotional strategies.

The franchising model proves to be an effective strategy which Lakme can apply for its expansion into additional tier-II urban networks.

Customers desire reliable service together with comparable product standards from every visit to your business. Client satisfaction weakens when even one minor service deliverance deviation occurs like prolonged wait times or prevention of follow-up appointments.

People aged 18-25 prefer cutting-edge customized beauty solutions in their services. Youth preferences require active product development which involves maintaining new trendy services to attract this demographic.

10. Recommendations

Product: Introduce region-specific product variants and highlight ingredient transparency.

Price: Implement loyalty-based discount programs.

Home service operations and online appointment features need to be expanded throughout the business locations.

The company should partner with niche social media influencers who appeal to young audience segments in Raipur.

The firm should provide continuous training that integrates hard and soft skills to its employees.

Developing personalized profiles within a client database will enable better service customization through enhanced customization.

The company should invest in refreshing their visual displays through “Instagrammable” salon spaces to enhance the physical evidence.

References

- Arora, R. (2023). Consumer perceptions of Lakme professional products. *Indian Journal of Marketing Research*.
- Gupta, S., & Lee, H. (2022). Promotion channels in beauty services. *Asian Journal of Integrated Marketing*.
- Patel, K., & Joshi, N. (2022). Ingredient awareness in beauty consumers. *Cosmetics and Wellness Review*.
- Sharma, R., & Bhatt, A. (2022). Emotional dimensions of salon service satisfaction. *Indian Journal of Relationship Marketing*.
- Tiwari, P., & Johnson, M. (2022). Marketing mix effects on beauty services satisfaction. *Global Journal of Experiential Services*.
- Verma, P., & Wong, D. (2023). Personal selling styles in salon industry. *Asia-Pacific Journal of Direct Marketing*.