ABSTRACT

On November 16th 2009, Lux launched its first Lux Beauty Lounge outlet in Permata Hijau area, offering a luxurious bathing experience of Lux Stars to Indonesian women. The initial goal is to extend the brand positioning of Lux as “the soap of stars” further in the heart of its consumer and preserve their loyalty towards its liquid soap product.

Upon entering the end of the first period of Lux Beauty Lounge at February 13th 2010, Lux management team was quite pleased with the successful opening and current operational of Lux Beauty Lounge that was executed by Indika as the event organizer. But Lux management team were also eager to study how does people behave towards Lux Beauty Lounge, and how far does it managed to meet the expectations of its participants.

The purpose of this research is to study how the consumer behaves towards Lux Beauty Lounge and how far this activity has met its objectives and expectations of its participants. Thus it became our objective to conduct a thorough qualitative research to a proper panelist candidates and gaining various insight that could be use to improve future Lux Beauty Lounge implementations.

In this project, we are using a qualitative methodology which is the Focus Group Discussion (FGD) as a proper way to gain insight and regarding perception, attitude, behavior, and motivation towards the Lux Beauty Lounge by listening to panelist.

Keywords: Lux Beauty Lounge, Experiential Marketing, Qualitative Research, Focus Group Discussion, Consumer Insight