AN ANALYSIS OF ROLE PLAYED BY BRAND LOYALTY TOWARDS LUXURY COSMETIC OF SUGAR BRANDPRODUCTS IN COIMBATORE

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Abstract

This study aims to determine the effect of service quality, brand identification, convenience, trustworthiness, and product quality on brand loyalty by mediating consumer satisfaction on Sugar cosmetic products in Coimbatore. The technique of collecting data is by means of a survey using a questionnaire. The data collected were 109 respondents consisting of women who use cosmetics and live in Coimbatore. The research methodology used is quantitative research methodology and Simple percentage analysis method. The results of this study and that service quality and brand identification have a significant positive effect on consumer satisfaction. Convenience, trust, and product quality have no effect on consumer satisfaction. The consumer satisfaction variable has a significant positive effect on brand loyalty.

Keywords: Service Quality, Brand Identification, Convenience, Trust, Product Quality, Consumer Satisfaction, and Brand Loyalty.

Introduction
Definition for Brand Loyalty and Luxury Cosmetic

Brand loyalty refers to a consumer's commitment and attachment to a particular brand,leading them to consistently choose and repurchase products or services from that brand over time. This loyalty is built on positive experiences, satisfaction with the brand, and a sense of trust and identification with the brand's values

Luxury Cosmetic

Luxury cosmetics refer to high-end beauty and skincare products that are positioned in the premium or luxury segment of the market. These products are characterized by their superior quality, exclusivity, and often higher price points compared to mass-market or mid-range cosmetic brands. Luxury cosmetics are typically associated with prestigious and well-known brands that emphasize premium ingredients, advanced formulations, elegant packaging, and a focus on delivering a luxurious and indulgent experience to the consumers.

About Sugar Brand Product

☐   Sugar Cosmetics is a makeup brand that offers a range of beauty products, including lipsticks, eyeliners, kajal, mascara, blush, foundation, and more. Sugar Cosmetics is known for its high-quality, cruelty-free, vegan makeup products that suit different skin tones and types. The brand's products are formulated with safe, skin-loving ingredients and are free from harmful chemicals like parabens, mineral oil, and lead.

    ☐ The brand has gained a large following in India and expanded its reach to other countries. Sugar Cosmetics has won several awards for its innovative and high-performing products and is considered one of the leading makeup brands in India.

Objectives of the Study:

☐ To explore the factors influencing customer brand loyalty towards luxury cosmetic products offered by Sugar brand in Coimbatore, including product satisfaction, brandperception, and emotional attachment.

☐ To understand the impact of brand loyalty on customer behaviours, including repeat purchase intentions, positive word-of-mouth, and willingness to pay premium prices for Sugar brand luxury cosmetics in Coimbatore.

☐ To investigate the role of customer engagement and loyalty programs in fostering and sustaining brand loyalty towards Sugar brand luxury cosmetic products among consumers in Coimbatore.

Research gap:

Consumer Behaviour in Coimbatore: Limited research might be available on the consumer behaviour related to luxury cosmetics in Coimbatore. Investigating the attitudes, preferences, loyalty and behaviours of customers in this specific region can provide a localized perspective.

Review of Literature

Bernarto et al., 2020, Lee, Goh & Mohd Noor, 2019, Has performed a study on the effect of emblem recognition and discovered that when the logo accepts as true with rises, emblem loyalty also rises. With the regularly intense race in the cosmetic merchandise, the advertising managers and the firm want to recognize the wishes and inclinations of the clients and layout the goods as it will repetitively gratify. As we see in these days's marketplace all of the manufacturers are concentrating on the product capabilities and design in order that they create robust emblem loyalty for his or her cosmetic products

Lee, Goh & Mohd Noor, 2019, Purchaser is constantly related via a unique logo and has fewer probabilities of toggle to supplementary brands. Firms have to preserve theunswerving customers as the they'll for eternity repurchase the equal brand and could never change to other brands, they may be yet prepared to pay extended rate and suggest the logo toothers. It can be determined at some point of their buy frequency.

(Abd Aziz & Ngah,2019, Choi and Lee (2019), The have an effect on of emblem agree with can finally upsurge logo loyalty from customers as brand loyalty in return can boom income and profits. To recognise clients with state-of-the-art logo loyalty, place a further heaviness on apparent societal requirements, it could be community gratitude and concord as pals of humanity, barely than truthful on the professed security really worth for cosmetics.

Pribadi, Adiwijaya & Herjanto, 2019, Performed a studies on brand loyalty for cosmetic products in direction to form a logo loyalty, businesses have to attempt to generate positive client brand information and reinforce brand trust and undoubtedlydirect (their brand behaviour and goal customers with a comparable behaviour.

Khan, Memon & Kumar, 2019, Has made an attempt to investigate celeb endorsement and purchase intents and found that movie star needs to know not recommend too many rival brands because the organizations can't benefit emblem loyalty of the customers as they'll complicate the customers, which will badly disturb logo image.

Percentage AnalysisTABLE – 4.1.8

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Not important	16	15%

2	Important	50	46%
3	Very important	43	39%
	Total	109	100%

Table showing how important is brand reputation when purchasing luxury cosmetics
Interpretation

The table presents the importance of brand reputation when purchasing luxury cosmetics. It indicates that 15% of respondents consider it not important, 46% important, and 39% very important.
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TABLE – 4.1.20

Table showing ranking for sugar brand products

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1	Highly disagree-1	5	5%
2	Disagree-2	3	3%
3	Netural-3	44	40%
4	Agree-4	34	31%
5	Highly agree-5	23	21%
	Total	109	100%

Interpretation

The table displays the ranking distribution for sugar brand luxury cosmetics among respondents. It indicates that 21% highly agree, 31% agree, 3% disagree, and 5% highly disagree. Moreover, 40% ranked neutral

Findings

☐ The majority, comprising 96% of respondents, are female, suggesting that the survey sample is predominantly female.

☐ The majority of respondents, constituting 66%, fall into the age range of 18-25, indicating that the survey sample primarily consists of younger individuals.

☐ The majority of respondents, comprising 50%, are students, suggesting that the survey sample predominantly consists of individuals in educational institutions.

☐ The majority of respondents, constituting 34%, fall into the income range of21,000-29,000 per month.

☐ The responses indicate a balanced distribution, with the majority being neutral (46%) and a significant portion either agreeing (23%) or strongly agreeing (23%) to purchase sugar brand luxury cosmetics.

☐ The majority, totalling 68% of respondents (40% once in 6 months and 28% once a year), purchase Sugar brand luxury cosmetics on a less frequent basis, suggesting that these products are not purchased very frequently by most consumers.

☐ The majority, comprising 44% and 32% of respondents, are neutral and satisfied, indicating that a significant portion of people are either indifferent or content with the quality of sugar brand luxury cosmetics.

☐ The majority, consisting of 85% of respondents (46% important and 39% very important), perceive brand reputation as significant when making purchasing decisions for luxury cosmetics. This underscores the importance of a brand's reputation in influencing consumer behaviours within

the luxury cosmetics market.

☐ The majority, comprising 42% of respondents, would recommend sugar brand luxury cosmetics to others, indicating a positive sentiment toward the product.

☐ The majority, comprising 67% of respondents, are neutral regarding the likelihood of switching to a different luxury cosmetic brand in the future. This suggests a significant level of uncertainty   or   indifference   among   respondents   regarding potential brand switching

☐ The majority, comprising 42% and 33% of respondents, rated the packaging of sugar brand luxury cosmetics as good and very good, respectively. This suggests that asignificant portion of customers perceive the packaging positively.

☐ The majority, comprising 58% and 26% of respondents, consider product availability important and very important when deciding to purchase sugar brand luxury cosmetics.

☐ The majority, totalling 48% and 29% of respondents, are neutral and satisfied with the customer service provided by sugar brand luxury cosmetics, suggesting a mixed sentiment towards the brand's customer service.

☐ The majority, constituting 33% of respondents, have not tried other luxury cosmetic brands besides sugar brand, suggesting a significant level of brand loyalty.

☐ The majority, comprising 43% of respondents, rarely engage with sugar brand luxury cosmetics on social media, indicating that a significant portion of customers are not highly active in interacting with the brand on social platforms.

☐ The majority, comprising 46% and 38% of respondents, consider price affordability important and very important when purchasing luxury cosmetics. This indicates that a significant portion of customers prioritize price when making purchasing decisions in the luxury cosmetics

☐ The majority, constituting 51% of respondents, expressed a neutral stance regarding their satisfaction with the variety of products offered by sugar brand luxury cosmetics

☐ The majority, comprising 48% and 30% of respondents, sometimes and never read or watch reviews before purchasing sugar brand luxury cosmetics.

☐ The majority, totalling 74%, indicated that they would either not switch brands or never consider doing so even if a competitor offered similar products at a lower price point.

☐ The majority of respondents, totalling 40%, ranked the product as neutral, followed by 31% who agreed with the product's quality.

Suggestions

☐ Quality Assurance: Ensure consistent quality in your sugar products. Conduct regular quality checks to maintain high standards. High-quality products contribute to customer satisfaction and trust in your brand.

☐ Transparency: Be transparent about your sourcing, manufacturing processes, and ingredients. Providing clear information about the origin of your sugar and any certifications (e.g., organic, fair trade) can build trust with consumers who prioritize ethical and sustainable practices.

☐ Brand Storytelling: Develop a compelling brand story that resonates with your target audience. Highlight the heritage, values, and unique attributes of your brand. Engage with customers through storytelling across various platforms, such as social media, blogs, and packaging.

☐ Customer Experience: Focus on delivering exceptional customer experiences at every touchpoint. Whether it's through user-friendly packaging, responsive customer service, or personalized communications, prioritize making interactions with your brand memorable and positive.

☐ Loyalty Programs: Implement loyalty programs to reward repeat purchases and customer engagement. Offer incentives such as discounts, exclusive offers, or rewards points that encourage customers to choose your brand consistently.

☐ Community Engagement: Build a sense of community around your brand by engaging with customers beyond transactions. Sponsor events, participate in local initiatives, or support causes aligned with your brand values. Encouraging user-generated content and fostering a sense of belonging can strengthen customer loyalty.

☐ Product Innovation: Continuously innovate to meet evolving consumer preferences and needs. Experiment with new product formats, flavors, or packaging designs that differentiate your brand in the market and offer added value to customers.

☐ Social Responsibility: Demonstrate your commitment to social responsibility by supporting sustainability initiatives, ethical sourcing practices, and community welfare projects. Communicate these efforts transparently to build trust and appeal to socially conscious consumers.

☐ Emotional Connection: Build an emotional connection with your audience by tapping into their aspirations, values, and lifestyle preferences. Create marketing campaigns and content that evoke positive emotions and resonate with the target demographic on a personal level.

Conclusion

This research study intended to examine the factors that affecting female customers in building brand loyalty on sugar brand products. The researchers also considered the effects of customer purchase decision on brand loyalty. In terms of the research place, the researchers have chosen Coimbatore. From the statement analysis, the results discovered the below mentioned points. The impacts like product quality, features and design, brand name, service quality, advertising and promotion and price they had significantly positive impacts on the customer purchase decision and the brand loyalty. In the research, the scholars investigated the factors affecting cosmetics buying behaviour of female customers, the results publicised that the service quality and advertising and promotion seemed to be the most significant factor in building brand loyalty. Whereas in our study we found that customers in Coimbatore give more importance to features and design of the product which effects in building brand loyalty.

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