

## Experiential Marketing And Its Impact On Brand Experience And Customer Loyalty In The Luxury Cosmetic Industry

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### ABSTRACT

The growth of luxury cosmetics in India is driven by rising consumer spending, digital access, and brand awareness. Experiential marketing has become a key strategy to enhance consumer engagement and brand loyalty. This study explores the relationships between experiential marketing, brand experience, brand trust, customer satisfaction, and loyalty among Indian luxury cosmetic consumers. It aims to address knowledge gaps and deepen understanding of how brand experience influences consumer behaviour in the luxury cosmetics sector.

#### Methodology:

A mixed-method approach was used. Quantitatively, a survey of 400 Indian luxury cosmetic consumers helped build a theoretical model. Qualitatively, 15 semi-structured interviews provided insights into consumer perceptions and motivations.

#### Framework:

The conceptual framework examines the direct effects of brand experience on brand trust, personality, satisfaction, and loyalty, and the indirect effects of these factors on customer loyalty. Brand experience is assessed across five dimensions—sensory, affective, intellectual, behavioral, and social experiences.

#### Findings:

Results confirmed that all five dimensions of brand experience significantly influence loyalty. Moreover, brand trust, satisfaction, and personality mediate this relationship, strengthening consumer attachment and repeat purchase behavior.

#### Implications:

The study contributes to both academia and practice by offering a model for understanding experiential marketing's role in luxury branding. It serves as a foundation for future research and strategic brand management in the cosmetics industry

**Keywords:** Experiential Marketing, Brand Experience, Brand Trust, Customer Satisfaction, Customer Loyalty..

### INTRODUCTION:

#### Experiential Marketing

Experiential marketing creates emotional connections between brands and consumers through meaningful, interactive experiences. In a digital-first world, it emphasizes human connection, authenticity, and memorability. Beyond promoting products, it immerses customers in the brand environment, enhancing recognition and loyalty. Interactive events and genuine engagements strengthen brand affinity and drive long-term relationships. By prioritizing authentic, two-way participation, experiential marketing ensures the brand's message is felt, remembered, and acted upon.

#### Global Luxury Cosmetic Market

The luxury cosmetics market is expanding rapidly due to demand for premium, dermatologist-tested, and eco-friendly products that enhance appearance and confidence. Urbanization and rising incomes are boosting interest in innovative, high-quality formulations. While

Europe leads with a focus on quality, Asia-Pacific is the fastest-growing region, driven by fashion trends and middle-class demand. Valued at USD 54.9 billion in 2024, the market is projected to reach USD 79 billion by 2033. Leading firms like L'Oréal, Estée Lauder, Shiseido, and CHANEL dominate through innovation, R&D, and strong global branding. Personalized and digital shopping experiences continue to propel growth.

### LITERATURE REVIEW SUMMARY

Experiential Marketing: Scholars such as Pine and Gilmore highlight the shift from selling products to creating sensory-driven experiences. Studies across industries (Ishara, 2021; Raturi, 2020) confirm that experiential engagement enhances satisfaction, loyalty, and emotional connection.  
Customer Loyalty: Research (Chang, 2020; Cleff, 2018; Pribadi, 2019) shows that experiential marketing builds trust, satisfaction, and loyalty through emotional and sensory appeal. Particularly in cosmetics and service sectors, interactive experiences foster lasting relationships.

Brand Experience: In luxury sectors, multisensory engagement—sight, sound, taste, touch, and smell—creates memorable experiences that drive perceived value and retention. Luxury brands and hotels use personalized experiences, influencer collaborations, and sensory branding to deepen emotional ties and brand advocacy.

(Urdea, Ana- Maria and Cristinel Petriosor Constantin, 2021). In the research article titled, “Experts’ Perspective on the Development of Experiential Marketing Strategy: Implementation Steps, Benefits, and Challenges”, the first scholars to discuss experiential marketing in economics literature were Pine and Gilmore. They explained that, “when a person buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time enjoying a series of memorable events that a company stages to engage him in a personal way”.

According to Holbrook and Hirschman, the founders of experiential marketing in the consumption and marketing areas, experiential marketing is a consumption of fantasies, sentiments, and enjoyment. The concept of experience has been widely used in marketing literature in a variety of situations, including brand, consumption, product, shopping, and service experience. To put it another way, experiential consumption transforms the information-processing model's logical and goal-directed consumer into a pleasure- directed person who is constantly seeking entertainment, enjoyment, and "sensory- emotive" stimulation. Smell, vision, taste, hearing, touch, and balance are the six senses that experiential marketing primarily focuses on. Its significance has increased because the idea of act experiences has received little attention from traditional marketing. Experiential marketing is not a fad. Despite being used in practise, it is not taken into account by the various marketing philosophies (concepts).

The requirements of consumers would be focused on marketing efforts that would heighten their senses, improve the sensory experience, and engage them in interactive activities to excite their intellect. (Urdea, 2021)

(Ishara, 2021). In the study titled, “The Role of Experiential Marketing in Retaining the Customers of the Hospitality Industry in Sri Lanka”, the goal was to ascertain "if Sri Lanka's hotel sector's patrons are will be kept in addition to the client happiness and experience marketing." This research uses quantitative methods. Research methodology and data collected from recent guests of the 3-, 4-, and 5-star hotels in South Asia. The sample for this study was chosen using the convenience sampling approach, and 205 respondents were included. Chosen to serve as a sample. Data was collected using a structured approach through the use of an online survey. Questionnaire. According to the findings, experiential marketing has an impact on consumer happiness and Customer

retention is influenced by satisfaction, hence the hotel sector should focus on all features of experiential marketing for retaining clients; study adds to hospitality literature. (Ishara, 2020)

(Raturi, 2020). In the research article titled, “Influence of Experiential Marketing on Customers Apparel Purchase: *Advances in Consumer Research*

A Study for Indian Organized Apparel Retail Business”, the garment retail industry in India is being discussed. It has started to see intense rivalry as a result of the introduction of numerous international brands and domestic companies. This rivalry is for customers' attention, loyalty, and retention. This calls for innovative waysto keep the customer base intact on one hand and acquire new customer segments through business innovativeness. The retailers have realised that customer while shopping looks for something more than tangible. This something more is in the form of intangibles that can be offered to customer which will give them uniqueness to their business model. The customer experiential model is one such cutting-edge component of their business strategythat will not only assist the shops in attracting new clients, enticing them to make additional purchases, turning them into devoted clients who finally become brand evangelists. (Raturi,2020)

(Barry, 2021). According to the research article titled, “An Exploration of Experiential Marketing in the Fast-Moving Consumer Goods Industry: Development of The Experiential Marketing Implementation Model and the Return on Integrated Experience Formula”, the competitive environment of the Fast-Moving Consumer Goods business in the current period has considerably increased the relevance of such relationship in the literature. Brand-customer relationships have long been the focus of marketers' attentions. This is mainly because consumers' demands and wants are evolving, and they have a rising expectation that brands will play a significant role in their everyday lives. As a result, brands are faced with the task of attempting to engage and excite their target audience through a variety of marketing communications platforms, while also creating strong memory structures that result in brand recall, purchases, and brand-customer relationships. The Experiential Marketing Implementation Model is the first contribution to the literature on marketing. While firmly grounding experiential marketing in the time- tested Integrated Marketing Communications model, this framework emphasises a strategic approach to it. The Return on Integrated Experience Formula is the second important contribution of this research. This equation offers a comprehensive way to assess

experiential marketing in the context of overall brand health, both immediately and significantly over the long run. (Barry, 2021)

In summary, experiential marketing transforms consumer engagement from transactional to emotional, driving brand loyalty and market differentiation—especially vital in high-value sectors like luxury cosmetics and hospitality.

## RESEARCH METHODOLOGY

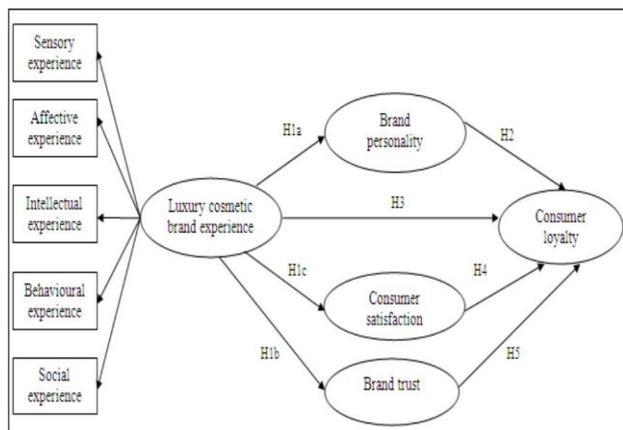


Figure 3

H1a: Luxury cosmetic brand experience affects brand personality positively. H1b: Luxury cosmetic brand experience affects brand trust positively.

H1c: Luxury cosmetic brand experience affects consumer satisfaction positively. H2: Brand personality affects consumer loyalty positively.

H3: Luxury cosmetic brand experience affects consumer loyalty positively H4: Consumer satisfaction affects consumer loyalty positively.

H5: Brand trust affects consumer loyalty positively.

This study examines the role of brand experience in the luxury cosmetics sector, focusing on its emotional and rational effects on consumer behavior and loyalty in India. It explores how experiences—sensory, affective, intellectual, behavioral, and social—shape brand perception and long-term customer attachment, addressing an under-researched area within luxury consumer marketing.

### Research Objectives:

- To assess how luxury cosmetic brand experience influences customer loyalty through quantitative analysis.
- To examine the effects of brand experience on brand trust, satisfaction, and personality, and its indirect impact on loyalty.
- To explore the dimensions of brand experience qualitatively for deeper contextual understanding.

## RESEARCH METHODOLOGY:

A mixed-method approach was used, combining quantitative surveys and qualitative interviews. The primary data collection employed a self-administered questionnaire with 400 Indian luxury cosmetic consumers, measured using a five-point Likert scale. Supplementary semi-structured interviews with 15 consumers provided qualitative insights. Data were analyzed using SPSS (v18.02) with descriptive, linear, and multiple regression analyses to evaluate relationships among variables such as brand experience, trust, satisfaction, personality, and loyalty.

### Sampling Procedure:

Data was collected through Google Forms distributed via social media using convenience sampling for accessibility and efficiency. The five-point Likert scale captured consumer opinions, ranging from “strongly agree” to “strongly disagree.” This sampling method was chosen due to time constraints and the need for reliable, quick data collection from active luxury cosmetic consumers.

## RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT:

### RESEARCH INSTRUMENTS:

The researcher developed a questionnaire based on prior literature and conducted a pre-test to ensure clarity, accuracy, and reliability. The variables studied included brand experience, brand trust, brand loyalty, brand personality, and brand satisfaction.

Pre-tested Questionnaire: Distributed via Google Forms, the survey included both demographic and study-specific questions to capture diverse backgrounds and consumer perceptions of brand experience.

Regression Analysis: Used to determine relationships between dependent and independent variables. Data were analyzed using SPSS, chosen for its reliability and ease of use, even with large datasets.

Secondary Data: Supplemented the primary survey, providing context and historical insights to strengthen findings and identify under-researched areas.

Surveys and Interviews: Combined quantitative surveys with qualitative interviews to understand consumer behavior, attitudes, and decision-making processes.

### Data Analysis and Interpretation:

Between March 20 and April 6, 2023, 400 Indian luxury cosmetic consumers participated through a self-administered survey. Analysis steps included:

- Descriptive statistics for demographic profiling.
- Reliability testing to ensure data consistency.
- Exploratory Factor Analysis (EFA) to refine measurement scales.
- Multiple and linear regression analyses in SPSS v18.02 to test hypotheses and assess relationships among constructs.

## RESULTS AND ANALYSIS:

H1a: Luxury cosmetic brand experience affects brand personality positively. H1b: Luxury cosmetic brand experience affects brand trust positively.

H1c: Luxury cosmetic brand experience affects consumer satisfaction positively. H2: Brand personality affects consumer loyalty positively.

H3: Luxury cosmetic brand experience affects consumer loyalty positively H4: Consumer satisfaction affects consumer loyalty positively.

H5: Brand trust affects consumer loyalty positively.

## DATA INTERPRETATION

### Demographic Details:

Demographic information helps researchers **identify and represent the target population**, ensuring the findings are relevant and generalizable. This study analyzes the sample distribution across **age, marital status, education, and occupation**. Before analysis, all data were **coded and cleaned**, and incomplete questionnaires were removed. Examining these demographic factors allows researchers to **connect study results to the target audience** and validate the representativeness of the sample.

Table 1

DEMOGRAPHIC DETAILS		
Age	Frequency	Percentage
Below 20	62	15.5
21-40	245	61.2
41-50	85	21.2
Above 51	8	2
TOTAL=		400
Gender	Frequency	Percentage
Male	8	2
Female	389	97.25
Other	3	0.75
TOTAL=		400
Education	Frequency	Percentage
Undergraduate	183	45.75
Postgraduate	159	39.75
PHD	31	7.75
Other	27	6.75
TOTAL=		400

Occupation	Frequency	Percentage
Student	168	42
Employee	140	35
Business	40	10
Other	52	13
TOTAL=		400
Marital Status	Frequency	Percentage
Married	203	50.75
Unmarried	183	45.75
Other	14	3.5
TOTAL=		400

## RELIABILITY TEST

Reliability statistics are techniques used to evaluate the dependability and consistency of a measurement or test. Commonly used reliability statistics include Cronbach's alpha, which measures internal consistency, and test-retest reliability, which measures the consistency of scores over time. These statistics are used in fields such as engineering, quality control, and psychology.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha	N of Items
	Based on Standardized Items	
.978	.978	48

Table 2

The Reliability Statistics Table, which shows the Cronbach alpha value, which in this case is .978, indicating the measuring instrument's good reliability. Cronbach value should be greater than 0.6 to consider questionnaire as "reliable," since we have got Cronbach value 0.978 data collected and questionnaire are reliable and can continue with further analysis. Furthermore, it suggests a high level of internal consistency for the sample in question.

## EXPLORATORY FACTOR ANALYSIS

**Factor analysis** is a statistical technique used to reduce a large number of variables into a smaller set of representative factors while retaining essential data characteristics. It helps identify underlying relationships among variables. The study employed both **Exploratory Factor Analysis (EFA)** to identify factor groupings and **Confirmatory Factor Analysis (CFA)** to validate the results. In SPSS, **principal component extraction** and **varimax rotation** were used to simplify interpretation.

Table 3

The **Kaiser-Meyer-Olkin (KMO)** value of **0.934** indicated excellent sampling adequacy, confirming that the data were highly suitable for factor analysis. **Bartlett's test of sphericity** ( $\chi^2 = 22269.741$ ,  $df = 1128$ ,  $p < .001$ ) further verified that the variables were correlated and appropriate for analysis.

The **Communalities table** showed that extraction communalities were generally lower than initial ones.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.934
Bartlett's Test of Sphericity	Approx. Chi-Square	22269.741
	df	1128
	Sig.	.000

meaning redundancy among variables was reduced and key common factors successfully identified.

The extraction communalities are lower than the initial communalities for most items, indicating that the factor analysis has reduced the redundancy among the variables and extracted a common factor that explains a smaller proportion of the variance in each item.

In this analysis, the first factor explains 49.57% of the variance, the second explains 9.83%, and the third explains 4.70%, totaling 64.10% of cumulative variance.

As factors progress, their explanatory power decreases. Overall, these results reveal the data's structural relationships, highlighting key underlying factors that account for most of the observed variance.

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.793	49.568	49.568	23.496	48.950	48.950	10.090	21.021	21.021
2	4.719	9.830	59.399	4.422	9.214	58.163	9.496	19.784	40.805
3	2.257	4.702	64.100	1.957	4.078	62.241	5.863	12.215	53.020
4	1.949	4.060	68.161	1.663	3.464	65.705	4.097	8.535	61.555
5	1.404	2.924	71.085	1.148	2.392	68.097	3.043	6.339	67.894
6	1.061	2.210	73.295	.781	1.627	69.724	.879	1.830	69.724
7	.988	2.058	75.353						
8	.940	1.959	77.313						
9	.857	1.786	79.099						
10	.787	1.639	80.738						
11	.676	1.409	82.147						
12	.658	1.371	83.517						
13	.551	1.148	84.665						
14	.531	1.107	85.772						
15	.512	1.067	86.839						
16	.480	.999	87.838						
17	.415	.864	88.702						
18	.397	.828	89.530						
19	.363	.756	90.286						
20	.347	.722	91.008						
21	.338	.705	91.713						

Table 4

**LINEAR REGRESSION**

Linear regression analysis examines the relationship between two variables—one independent and one dependent. In this study, it was used to analyze the links between **luxury cosmetic brand experience (LCBE)** and **brand personality, consumer satisfaction, and brand trust.**

Linear Regression Analysis: Examining the Relationship between Luxury Cosmetic Brand Experience and Brand Personality

Using **SPSS version 18.02**, regression tested how LCBE (independent variable) influences **brand personality** (dependent variable), revealing the strength and significance of their relationship.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 <sup>a</sup>	.538	.536	9.58052

Model	R	R Square	Adjusted R Square	Sig.
1	.733 <sup>a</sup>	.538	.536	9.58052

Table 5

This table contains elements that are important for understanding the results.

The **R value (.733)** shows a strong positive correlation between **Brand Personality** and **Brand Experience**, supporting **H1**. The **R<sup>2</sup> (.538)** indicates that **53.8%** of the variance in Brand Personality is explained by Brand Experience, while the **Adjusted R<sup>2</sup> (.536)** confirms the model's reliability after accounting for errors.

Table 6

P-value/Sig value: For most studies, a 95 percent confidence interval or a 5 percent level of significance is used. As a result, the p-value must be less than 0.05. It is .000 on the table above. As a result, the outcome is substantial.

F-ratio: It reflects an improvement in the variable prediction by fitting the model after considering the

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42465.393	1	42465.393	462.654	.000 <sup>b</sup>
	Residual	36530.997	398	91.786		
	Total	78996.390	399			

a. Dependent Variable: Brand\_Personality  
b. Predictors: (Constant), Brand\_Experience

model's inaccuracy. The F-ratio yield efficient model has a value larger than 1. If the F ratio is greater than the critical value, then the effect is considered significant. The value in the table above is 462.654, which is more than satisfactory.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	38.580	2.662		14.493	.000	33.347	43.814
	Brand_Experience	1.224	.057	.733	21.509	.000	1.112	1.336

a. Dependent Variable: Brand\_Personality

Table 7

From the above table we can infer that, Brand Personality has a p value less than 0.05 hence we can conclude that Brand Personality has a significant relation on Brand Experience. From the Standardized Coefficients beta, we can interpret that brand personality (.733) has the highest significance with the Brand experience.

Table 8

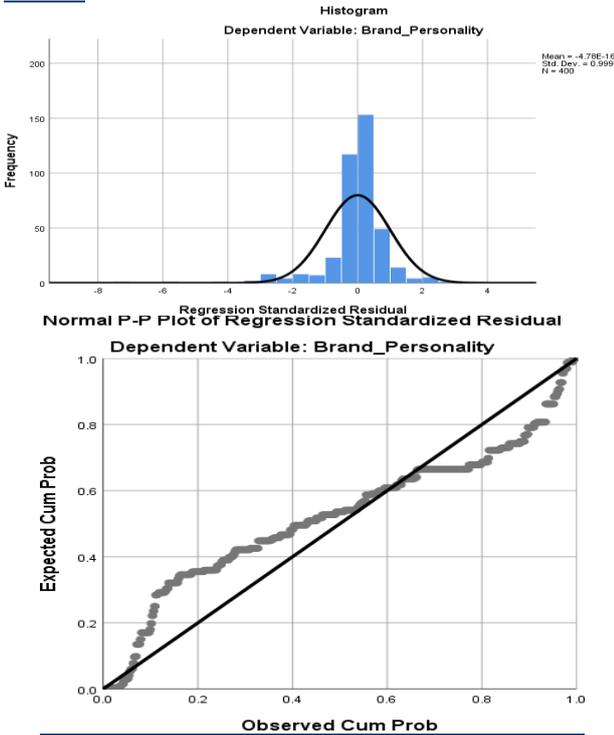


Table 9

Model	B	Std. Error
1	(Constant)	
	Brand_Experience	

From the above two graphs, we can infer that the residuals are normally distributed.

Linear Regression Analysis: Examining the Relationship between Luxury Cosmetic Brand Experience and Customer Loyalty

Using SPSS version 18.02, a linear regression analysis examined the relationship between luxury cosmetic brand experience (LCBE) and customer loyalty. Here, customer loyalty served as the dependent variable and LCBE as the independent variable, revealing how brand experience influences customer loyalty.

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.515 <sup>a</sup>	.265	.263	2.26826

Table 10

The model shows an R value of .515, indicating a moderate positive relationship between Brand Experience and Loyalty. The R<sup>2</sup> value of .265 means

Brand Experience explains 26.5% of Loyalty's variation, while the Adjusted R<sup>2</sup> (.263) suggests minimal improvement from additional predictors. The standard error (2.27) reflects the average prediction deviation. Overall, Brand Experience moderately influences Loyalty, but the model's fit is modest, suggesting that adding more variables could improve accuracy.

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	738.531	1	738.531	143.544	.000 <sup>b</sup>
	Residual	2047.709	398	5.145		
	Total	2786.240	399			

Table 11

The model indicates a moderate positive link between Brand Experience and Loyalty (R = .515). With an R<sup>2</sup> of .265, Brand Experience accounts for 26.5% of the variation in Loyalty, while the Adjusted R<sup>2</sup> (.263) shows little added value from more predictors. The standard error of 2.27 highlights minor prediction deviations. Overall, Brand Experience moderately affects Loyalty, though the model's fit remains limited suggesting that incorporating additional factors could enhance predictive strength.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients	Beta
1	(Constant)		
	Brand_Experience		

a. Dependent Variable: Loyalty

Table 12

The Coefficients table shows that Brand Experience is a significant predictor of Loyalty. The intercept (Constant) is 9.692, meaning Loyalty is 9.692 when Brand Experience is zero.

The Brand Experience coefficient (.161) suggests each unit increase in Brand Experience raises Loyalty by 0.161 units, with a standardized Beta of .515, indicating a strong effect.

The t-value (11.981, p < .001) confirms statistical significance, and the 95% confidence interval (.135–.188) supports result reliability. Overall, Brand Experience significantly and positively influences Loyalty.

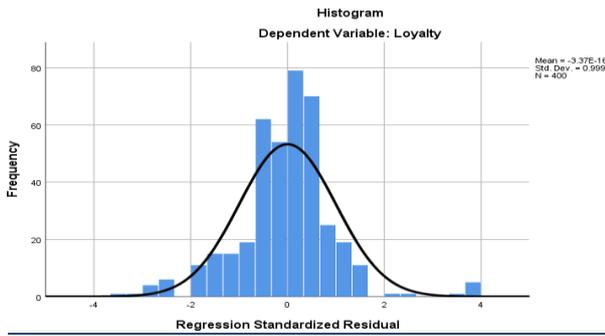
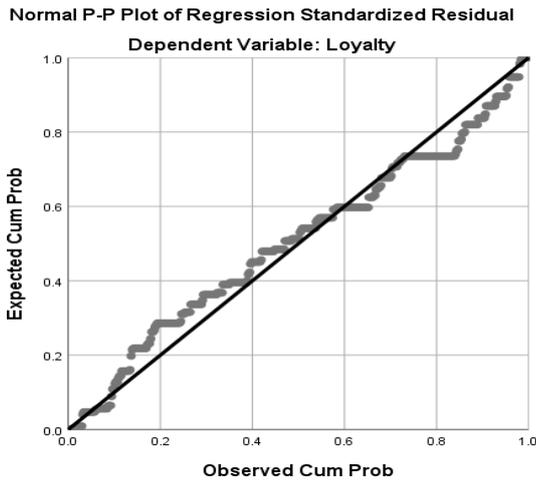


Table 13



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	17.043	.961		17.735	.000	15.154	18.933
	Brand_Experience	.290	.021	.577	14.095	.000	.249	.330

a. Dependent Variable: Brand\_Trust

Table 14

From the above two graphs, we can infer that the residuals are normally distributed.

**Linear Regression Analysis: Examining the Relationship between Luxury Cosmetic Brand Experience and Brand Trust**

Using SPSS version 18.02, a linear regression analysis was used to look at the connection between customer loyalty and luxury cosmetic brand experience (LCBE). Customer Loyalty is a dependent variable, while luxury cosmetic brand experience is an independent variable. The regression analysis findings between customer loyalty and luxury cosmetic brand experience are shown.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 <sup>a</sup>	.333	.331	3.45851

Table 15

The model reveals a moderate positive correlation ( $R = .577$ ) between Brand Experience and Brand Trust. The  $R^2$  value (.333) shows that Brand Experience accounts for 33.3% of the variance in Brand Trust, while the Adjusted  $R^2$  (.331)—only slightly lower—indicates minimal model improvement with this predictor. The standard error (3.46) reflects the average deviation between predicted and actual Brand Trust values. Overall, Brand Experience moderately influences Brand Trust, explaining about one-third of its variance, though the model’s overall fit remains modest

**ANOVA<sup>a</sup>**

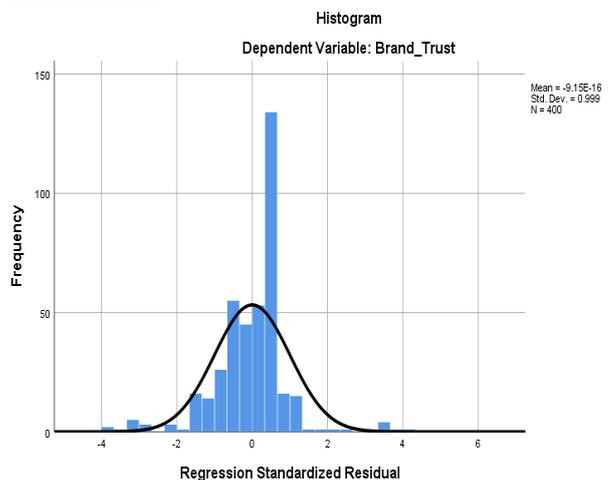
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2376.390	1	2376.390	198.674	.000 <sup>b</sup>
	Residual	4760.587	398	11.961		
	Total	7136.978	399			

Table 16

The ANOVA results confirm the regression model is statistically significant ( $F = 198.674, p < .001$ ), showing that Brand Experience explains a substantial portion of the variance in Brand Trust. The SSR (2376.390) represents explained variance, while the SSE (4760.587) indicates unexplained variation. Overall, Brand Experience significantly predicts Brand Trust, confirming the model’s strong fit.

Table 17

The intercept of 17.043 shows the predicted Brand Trust when Brand Experience = 0, while the coefficient (.290) indicates that each unit increase in Brand Experience raises Brand Trust by 0.29 units. The standardized Beta (.577) reflects a moderate positive effect, confirmed by a t-value of 14.095 and a 95% confidence interval (.249–.330). Overall, Brand Experience significantly and moderately increases Brand Trust.



**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 <sup>a</sup>	.239	.237	2.22637

a. Predictors: (Constant), Brand\_Experience

b. Dependent Variable: Satisfaction

Table 18

**Normal P-P Plot of Regression Standardized Residual**

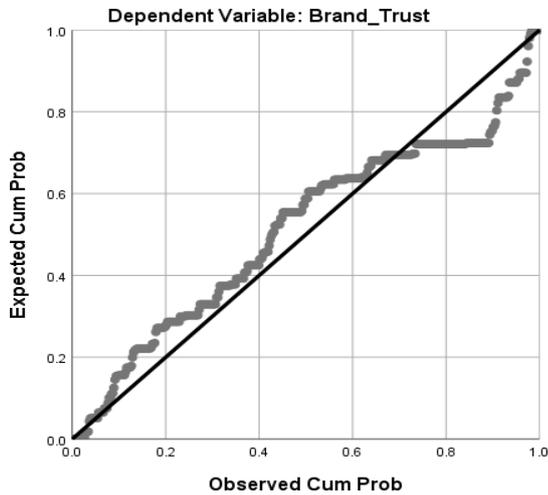


Table 19

From the above two graphs, we can infer that the residuals are normally distributed.

Linear Regression Analysis: Examining the Relationship between Luxury Cosmetic Brand Experience and Customer Satisfaction

Using SPSS version 18.02, a linear regression analysis was used to look at the connection between satisfaction and luxury cosmetic brand experience (LCBE). Satisfaction is a dependent variable, while luxury cosmetic brand experience is an independent variable.

The regression analysis findings between brand trust and luxury cosmetic brand experience are shown.

Table 20

The model shows a **moderate positive relationship** ( $R = .489$ ) between **Brand Experience** and **Satisfaction**, with an  **$R^2$  of .239**, meaning 23.9% of Satisfaction's variation is explained by Brand Experience. The **Adjusted  $R^2$  (.237)** confirms similar accuracy, and the **standard error (2.23)** reflects prediction deviation. Overall, Brand Experience moderately affects Satisfaction, though the model's fit remains modest.

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1					

1	Regression	619.020	1	619.020	124.885	.000 <sup>b</sup>
	Residual	1972.778	398	4.957		
	Total	2591.798	399			

Table 21

The **ANOVA table** shows the regression model is **statistically significant** with an **F-value of 124.885** ( $p < .0001$ ), confirming **Brand Experience** as a strong predictor of **Satisfaction**. The **regression sum of squares (619.020)** represents explained variance, while the **residual (1972.778)** reflects unexplained variance. With **df = 1** for regression and **398** for residuals, the results confirm that **Brand Experience significantly explains Satisfaction**, and the model fits the data well..

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	10.722	.619		17.332	.000	9.506	11.938
	Brand_Experience	.148	.013	.489	11.175	.000	.122	.174

a. Dependent Variable: Satisfaction

Table 22

The **intercept (10.722)** shows the predicted **Satisfaction** when **Brand Experience = 0**, while the **coefficient (.148)** indicates a **0.148-unit increase** in Satisfaction per unit rise in Brand Experience. The **Beta (.489)** reflects a moderate effect, confirmed by a **t-value of 11.175** ( $p < .001$ ) and a **95% CI (.122-.174)**. Overall, **Brand Experience significantly and moderately increases Satisfaction**.

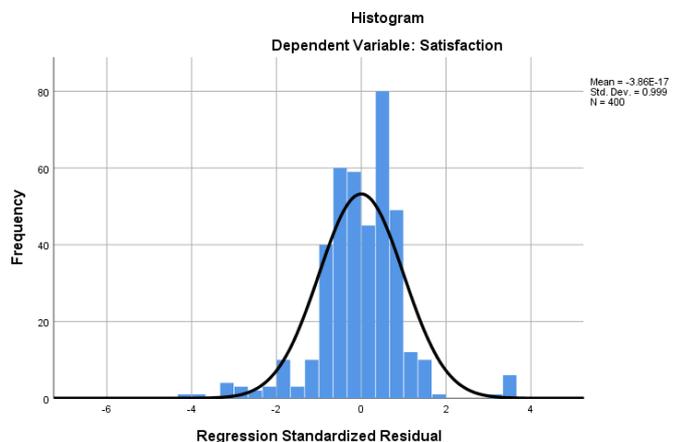


Table 23

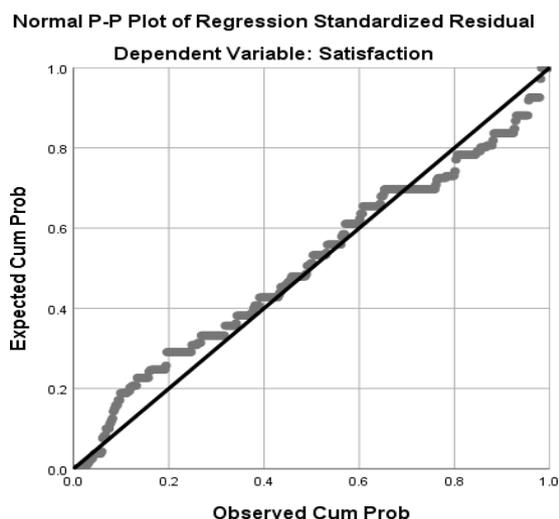


Table 24

From the above two graphs, we can infer that the residuals are normally distributed.

## LIMITATIONS & RECOMMENDATIONS

### REFERENCES

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The study was limited to the **luxury cosmetics segment**, restricting broader generalization. Time and budget constraints also limited qualitative depth.

Managers should focus on enhancing **brand trust** through **experiential marketing** and **transparent communication**. Linking **brand personality** with experiential elements can strengthen loyalty. Emphasizing **innovation, ethical sourcing, and product transparency** can further enhance customer perception and differentiation.

### CONCLUSION

This mixed-method study revealed that **luxury cosmetic brand experience**—driven by sensory, affective, behavioural, intellectual, and social dimensions—has a **significant impact on consumer loyalty**. Both direct and mediated effects through **brand trust, satisfaction, and personality** were confirmed. Among these, **brand trust** plays the most influential mediating role. The findings contribute to understanding **how experiential marketing enhances loyalty** in the **luxury cosmetics sector, providing a foundation for future research and managerial practice..**

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