



# THE IMPACT OF BRAND LOYALTY ON BUYING BEHAVIOUR AND CUSTOMER SATISFACTION

**S.SRI BALAJI**

*Jeppiaar university*

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**Abstract** - Brand loyalty plays a crucial role in shaping consumer buying behaviour and overall customer satisfaction, particularly in highly competitive markets such as cosmetic products. The cosmetic industry in urban regions like Chennai Corporation has witnessed rapid growth due to increasing consumer awareness, lifestyle changes, and rising disposable income. This study aims to examine the impact of brand loyalty on buying behaviour and customer satisfaction with special reference to cosmetic product users in Chennai Corporation. The research seeks to understand how factors such as brand trust, perceived quality, brand image, and promotional strategies influence consumers' repeat purchase decisions. A descriptive research design was adopted for the study, and primary data were collected from cosmetic product users through a structured questionnaire. The sample respondents were selected using convenient sampling techniques across different zones of Chennai Corporation. Statistical tools such as percentage analysis, correlation analysis, and regression analysis were used to analyse the collected data. The findings of the study reveal that brand loyalty has a significant and positive impact on consumers' buying behaviour. Loyal customers tend to show strong preference for specific cosmetic brands and are less influenced by competitors' offerings. The study also indicates a strong relationship between brand loyalty and customer satisfaction, highlighting that satisfied customers are more likely to remain loyal to a brand. Factors such as product quality, price fairness, brand reputation, and availability were found to play a major role in enhancing customer satisfaction. The research further reveals that emotional attachment and trust towards cosmetic brands significantly influence repeat purchase behaviour. The study concludes that cosmetic companies should focus on building long-term brand relationships by ensuring consistent product quality, effective communication, and customer-oriented marketing strategies. The results of the study provide valuable insights for marketers and cosmetic companies to formulate strategies aimed at improving brand loyalty, increasing customer satisfaction, and gaining a competitive advantage in the Chennai cosmetic market.

**Keywords:** Brand Loyalty, Buying Behaviour, Customer Satisfaction, Cosmetic Products, Consumer Perception  
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## 1. Introduction

In the modern marketing environment, understanding consumer behaviour has become a critical concern for organizations seeking to achieve sustainable growth. With increasing competition and product similarity, companies are focusing more on building strong brands that can create lasting relationships with consumers. Brand loyalty has emerged as a key strategic asset that influences consumers' purchasing decisions and long-term commitment to a brand [1]. Brand loyalty refers to a consumer's consistent preference and repeat purchase behaviour towards a particular brand over time. Loyal customers not only continue to purchase the same brand but also develop emotional attachment and trust, which reduces their sensitivity to price changes and competitors' promotional offers [2]. In highly competitive industries, brand loyalty serves as a powerful tool for retaining customers and enhancing market share.

Buying behaviour is a complex process influenced by psychological, social, cultural, and personal factors. Consumers evaluate various aspects such as product quality, price, brand image, and perceived value before making purchase decisions [3]. In the cosmetic industry,

buying behaviour is particularly dynamic, as consumers are influenced by trends, advertising,

social media endorsements, and personal experiences with products. Customer satisfaction is another crucial determinant of business success, as it reflects how well a product or service meets or exceeds consumer expectations [4]. Satisfied customers are more likely to become loyal to a brand, engage in positive word-of-mouth communication, and maintain long-term relationships with the company. In the cosmetic market, satisfaction is closely linked to product performance, safety, packaging, and after-sales service. The cosmetic industry in India has experienced significant growth in recent years due to urbanization, changing lifestyles, increased awareness of personal grooming, and rising disposable income [5]. Chennai

Corporation, being a major metropolitan city, represents a diverse and rapidly expanding consumer base for cosmetic products. Consumers in Chennai have access to both domestic and international cosmetic brands, intensifying competition among marketers.

In such a competitive environment, understanding the impact of brand loyalty on buying behaviour and customer satisfaction becomes essential for cosmetic companies. Consumers' loyalty towards cosmetic brands is often shaped by perceived quality, brand trust, ethical practices, celebrity

endorsements, and digital marketing strategies [6]. These factors play a vital role in influencing repeat purchase behaviour and overall satisfaction levels. Despite the growing importance of brand loyalty, many cosmetic companies struggle to retain customers due to frequent product launches and aggressive promotional activities by competitors [7].

Therefore, it is necessary to analyse how brand loyalty affects consumers' purchasing patterns and satisfaction in a specific geographic context. Studying these relationships helps marketers identify key drivers of loyalty and design effective customer retention strategies.

Against this background, the present study aims to examine the impact of brand loyalty on buying behaviour and customer satisfaction with special reference to cosmetic products in Chennai Corporation. The study seeks to provide valuable insights into consumer preferences and perceptions, which can assist cosmetic companies in developing effective branding and marketing strategies. The findings of this research are expected to contribute to both academic literature and practical decision-making in the cosmetic industry.

**Objectives of the study**

- To examine the level of brand loyalty among consumers of cosmetic products in Chennai Corporation.
- To analyse the impact of brand loyalty on the buying behaviour of cosmetic product consumers.
- To assess the relationship between brand loyalty and customer satisfaction with reference to cosmetic products in Chennai Corporation.

**Data collection & sources**

The present study is based on both primary and secondary sources of data to achieve the research objectives effectively. Primary data constitute the major source of information for this study. The primary data are collected directly from consumers who use cosmetic products within Chennai Corporation. A structured questionnaire is used as the main instrument for data collection. The questionnaire is carefully designed to obtain information related to brand loyalty, buying behaviour, and customer satisfaction. It consists of close-ended questions and statements measured on a five-point Likert scale. This method helps in capturing respondents' opinions, attitudes, and perceptions accurately. The questionnaire is distributed to respondents through personal visits and online modes wherever applicable. Adequate care is taken to ensure clarity and simplicity of questions to avoid ambiguity. Respondents are selected based on their willingness and availability to participate in the survey. The responses collected are checked for completeness and consistency before analysis.

Secondary data are collected to support and strengthen the findings of the primary data. These data are obtained from various published and unpublished sources. Sources include academic journals, textbooks, research articles, conference papers, magazines, and newspapers.

**Analysis and findings**

Table 1: Factors Influencing Brand Loyalty and Customer Satisfaction

Factors	Highly Influential (%)	Moderately Influential (%)	Less Influential (%)
Product Quality	75	18	7
Price Affordability	60	28	12
Brand Reputation	70	20	10
Packaging & Appearance	55	30	15
Promotional Offers	50	35	15
Social Media Influence	48	32	20

The table shows that product quality is the most significant factor influencing brand loyalty and customer satisfaction, with 75% of respondents rating it as highly influential. Brand reputation is also a major driver, indicating that consumers trust brands with established credibility. Price affordability plays an important role, though slightly less critical than quality

and reputation, reflecting the value-conscious behaviour of cosmetic consumers. Packaging and appearance influence purchasing decisions for more than half of the respondents, showing the importance of visual appeal in cosmetic products. Promotional offers and social media influence also affect consumer choices but are comparatively less influential. The findings suggest that consumers prioritize product performance and trust over temporary incentives such as discounts or social media trends. Cosmetic brands aiming to enhance loyalty should focus on maintaining consistent product quality, building a positive brand image, and ensuring competitive pricing. Effective packaging and attractive presentation can further strengthen customer satisfaction. While marketing campaigns and social media engagement are valuable, they should complement core product and service quality to sustain long-term loyalty.

Companies that balance quality, affordability, and reputation with innovative promotions are more likely to retain satisfied and loyal customers.

Table 2: Level of Brand Loyalty among Cosmetic Product Users Level of Brand Loyalty

Level of Influence	No. of Respondents	Percentage (%)
High	68	45

Level of Influence	No. of Respondents	Percentage (%)
Moderate	54	36
Low	28	19
<b>Total</b>	<b>150</b>	<b>100</b>

The table reveals that 45% of the respondents exhibit a high level of brand loyalty, while 36% show a moderate level of loyalty. Only 19% of respondents have a low level of brand loyalty. This indicates that a majority of cosmetic product users prefer sticking to specific brands. High brand loyalty among consumers may be attributed to consistent product quality, brand trust, and satisfaction derived from previous usage. Cosmetic products involve personal care and skin safety, making consumers less willing to experiment with new brands. Moderate loyalty suggests that some consumers may switch brands due to price offers or new product launches.

Table 3: Impact of Brand Loyalty on Buying Behaviour and Customer Satisfaction

Statement	Agree (%)	Neutral (%)	Disagree (%)
Brand loyalty influences repeat purchase	70	18	12
Loyal brands meet customer expectations	68	20	12

Satisfaction leads to continued brand usage<sup>721612</sup>

The table indicates that more than two-thirds of the respondents agree that brand loyalty significantly influences their buying behaviour and satisfaction. A high percentage of respondents believe that loyal brands meet their expectations and encourage repeat purchases.

The findings clearly show a strong relationship between brand loyalty, buying behaviour, and customer satisfaction. When customers are satisfied with cosmetic products, they tend to continue purchasing the same brand and recommend it to others. Brand loyalty reduces customers' sensitivity to competitors' products and strengthens long-term relationships. This highlights the importance for cosmetic companies to focus on quality, trust, and customer satisfaction to sustain loyalty.

### Suggestions

Based on the findings of the study, cosmetic companies should focus on enhancing brand loyalty by maintaining consistent product quality and reliability. Ensuring that products meet or exceed customer expectations will strengthen trust and encourage repeat purchases.

Companies can also adopt personalized marketing strategies, loyalty programs, and promotional offers to retain existing customers. Engaging with consumers through social media, feedback mechanisms, and interactive campaigns can help build emotional attachment and long-term brand relationships. Furthermore, customer satisfaction should be a key priority

for cosmetic brands. Regularly monitoring consumer preferences and feedback allows companies to address dissatisfaction and improve product features, pricing, and availability. Training staff to provide better service, investing in innovative products, and promoting transparency in advertising can also enhance customer satisfaction. By combining these strategies, cosmetic companies in Chennai Corporation can not only retain loyal customers but also attract new consumers, thereby achieving a sustainable competitive advantage in the market.

### 4. Conclusion

The study on the impact of brand loyalty on buying behaviour and customer satisfaction with reference to cosmetic products in Chennai Corporation reveals significant insights into consumer behaviour. It is observed that a majority of respondents exhibit moderate to high levels of brand loyalty. Loyal customers prefer specific cosmetic brands and are less likely to switch to competitors. Brand loyalty strongly influences repeat purchase decisions and overall buying behaviour. Customer satisfaction is identified as a critical factor in sustaining brand loyalty. Products that meet or exceed expectations contribute to positive experiences and long-term commitment. Demographic factors such as age, gender, and income influence both loyalty and satisfaction levels. The study highlights the importance of consistent product quality, effective communication, and value-driven marketing strategies. Companies that focus on building strong relationships with customers can achieve sustainable growth and competitive advantage. Enhancing satisfaction through feedback, innovation, and personalized services strengthens loyalty further. Cosmetic brands in Chennai can benefit from understanding consumer perceptions and preferences. The research also emphasizes the role of emotional attachment and trust in driving repeat purchases. Overall, brand loyalty and customer satisfaction are interdependent and critical for business success.

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