

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

BRAND LOYALTY OF CONSUMER ON ESTÉE LAUDER

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EMBA II - 25

EMBA 17th BATCH

FEBRUARY, 2022

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ACADEMIC YEAR (2018-2022)

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**Brand Loyalty of Consumer on Estée Lauder**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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February, 2022

ABSTRACT

The main objectives of this study are to examine whether marketing practices affect on brand trust of Estée Lauder in Yangon and whether brand trust affects on brand loyalty of customers towards Estée Lauder in Yangon. This study mainly focused on marketing practices of Estée Lauder, and their brand trust and brand loyalty. 245 VIP members of Estée Lauder are surveyed to get primary data. The study reveals that all marketing practices have a strong positive effect on brand trust of the customers. Brand trust is mainly affected by product quality and brand trust also affect on brand loyalty of customers. Based on the findings, it can be suggested that Estée Lauder should give first priority on product quality when making their marketing plans. Estée Lauder should maintain its quality by focusing quality control at each production process. In addition, Estée Lauder should continue producing premium products with higher prices. It should also open new outlets with classic interior design and offer same products, and price. Moreover, it should classify VIP members such as diamond, gold, silver etc. Finally, Estée Lauder should attach accessories to its products whenever it is possible so that customers receive value added products. By doing these measures, Estée Lauder can raise the brand trust of the customers and thereby, lead to increase the brand loyalty of the customers towards Estée Lauder.

ACKNOWLEDGEMENTS

Firstly, I would like to convey my sincere gratitude to Professor Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for her kind permission to carry out this paper.

My deepest heartfelt thanks to my supervisor, Professor Dr. Nu Nu Lwin, Head of the Department, Department of Management Studies, Yangon University of Economics for teaching and sharing her knowledge, giving her valuable time and encouragement to accomplish this study. In addition, I would like to extend my appreciation to all faculties and all the staffs of Department of Management Studies who have provided me with any administrative support and strength during my academic years.

I would like to express my sincere gratitude to all teachers and visiting lecturers who have made their grateful efforts in rendering knowledge sharing in MBA Programme during these two years.

Moreover, my EMBA-17 friends and all persons who gave valuable lecture notes, kind encouragement, valuable comments and helpful advices from the beginning to the end of my thesis paper and additionally, a special thanks to my husband for his relentless support throughout my study. Finally, I would like to thank all the officials and respondents of Esttée Lauder for their support and willingness to participate in this study.

Thiri June

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CHAPTER 1

INTRODUCTION

Consumer purchase behaviour is heavily influenced by brand loyalty. It is critical for all organizations because it will lead to long-term company growth. Today, there is competition between companies and amongst consumer minds when it comes to acquiring items. Companies must catch the consumer's mind in order to influence their purchasing decisions. Because people choose products based on their consciousness, the corporation must establish a positive brand image in the minds of consumers.

Brand loyalty is defined as a consumer's conscious or unconscious decision to repurchase a particular brand on a regular basis. Customers that are loyal to a company's products and services, based on the research of (Harris and Goode, 2004), are more likely to acquire and use those products and services, which can help a company's profitability. If customers are loyal to a brand, they will buy it again and again, willing to pay a higher price for it, resulting in increased sales and profits for businesses. Consumers are now seen as the true source of profit by all firms. (Kotler, 2003) mentioned that they also understand that finding new customers is significantly more expensive than keeping old ones.

Customers' brand loyalty, (Pourdehghan, 2015), is dependent on their faith in the brand. In the eyes of customers, brand trust is a psychological variable that is established by a series of hypotheses or beliefs about the brand's reliability, trust, safety, honesty, and generosity. As a result, businesses are paying close attention to their marketing strategies. The methods employed by marketers to influence and attract customers are referred to as marketing practices.

Beauty and physical attractiveness are continually stressed as desirable and admirable qualities in today's society. The competition in the cosmetics market is growing at an exponential rate. Because the market is competitive, cosmetics companies focus on achieving client happiness, which leads to customer loyalty.

The Estée Lauder Companies Inc., which was formed in 1946, is known for its main brand, Estée Lauder. Today, the Estée Lauder brand continues its heritage of developing the most inventive, sophisticated, high-performance skin care and makeup products, as well as famous perfumes, all while keeping a keen awareness of women's needs and wants in mind.

The Estée Lauder brand has been available in Myanmar since 2013, and Medi Myanmar Group Limited is the brand's sole distributor.

Myanmar women have always worn Thanakha (a traditional plant-based sunscreen) only on their faces. People, both men and women, are increasingly adopting cosmetic and skincare goods. As a result, several cosmetic brands compete vigorously to acquire market share. Cosmetics from neighboring countries such as Thailand, China, Taiwan, and Korea are flooding the market. Local celebrities and artists, such as Sai Sai and Ni Ni Khin Zaw, have their own cosmetic lines. In order to stay competitive in the industry, cosmetic companies use beauty bloggers to advertise their brands. Furthermore, cosmetic companies attempt to educate the younger population on the necessity of skincare routines, sunscreen use, and skincare products.

Brand loyalty is critical for any business since customers who are loyal to one brand will not try to switch to another. As a result, brand loyalty is critical for every company, including Estée Lauder. As a result, Estee Lauder must investigate the influence of marketing techniques on brand trust, as well as the implications of brand trust on consumer brand loyalty to Estée Lauder.

1.1 Rationale of the Study

Myanmar is seeing significant expansion and modernization, with more women participating in business. Furthermore, there is a widespread trend among young people to use fashion and cosmetics to cope with social and cultural changes. These new trends encourage people to pay more attention to their personal appearance, particularly among the educated young.

The beauty product business has always grown in tandem with rising consumer consumption trends, in both women and men. Many multinational beauty companies have entered the market as the Myanmar people's purchasing power has increased. At the same time, people in Myanmar are becoming more aware of bogus and harmful beauty goods available on the gray market. As a result of these considerations, the beauty market is extremely competitive.

Brand loyalty is critical for a company's long-term success since loyal customers return again and time again. Customer retention of this caliber is a significant victory for organizations. Furthermore, positive word of mouth from these customers is likely to persuade

others to try the brand's items. As a result, brand loyalty can help increase sales and profitability.

The Estée Lauder Companies (ELC) is a global leader in skin care, cosmetics, fragrance, and hair care. (Howerton, 2002) stated that they design and supply high-quality items and packaging to the world's most discerning customers. However, as competition grows more fierce by the day, it's more important than ever to keep existing customers happy and committed to a business. Estée Lauder also faces strong competition in the market, which necessitates a thorough examination of the aspects that drive brand loyalty. By gaining a better understanding of the elements that influence brand trust and loyalty, a firm can develop efficient marketing strategies to maintain its market-leading position and continue to grow. As a result, the goal of this research is to determine the elements that influence brand trust and loyalty toward Estée Lauder. Furthermore, the conclusions of this study may help Estée Lauder enhance sales and profitability.

1.2 Objectives of the Study

The study's main objectives are as follows:

- 1) To observe the influencing marketing practices on brand trust of Estée Lauder in Yangon
- 2) To investigate the effects of brand trust on brand loyalty of consumer on Estée Lauder in Yangon

1.3 Scope and Method of the Study

This research focuses on how consumers' brand loyalty to Estée Lauder is influenced by marketing techniques in Yangon. To attain the above mentioned objectives, an analytical research method is applied. This study makes use of both primary and secondary data. Primary data was acquired from 245 Estée Lauder users in Yangon, out of a total of 637 Estée Lauder members. A structured questionnaire is utilized to collect data from respondents who are selected using a basic random sampling procedure in order to evaluate the elements impacting brand trust and loyalty on Estée Lauder. The Yamane Formula is used to compute the sample population. In December 2021, survey data was obtained. Secondary data is gathered from

Medi Myanmar Group Limited publications, the company's website, past research papers, textbooks, and other sources.

1.4 Organization of the Study

This research is organized into five chapters. The rationale of the study, the study's objectives, the study's scope and method, and the paper's organization are all presented in the first chapter. The second chapter discusses theoretical ideas such as marketing techniques, brand trust, and brand loyalty, as well as reviews of prior research. Estée Lauder's profile and marketing techniques are discussed in Chapter 3. The fourth chapter examines the impact of marketing practices on brand trust and loyalty of Estée Lauder. Finally, chapter five discusses the findings and discussions, as well as suggestions and recommendations for further research.

CHAPTER 2

LITERATURE REVIEW

The literature review for the study is included in this chapter. It begins with a discussion of marketing practices. Then there are reviews of the literature on brand loyalty and repurchase intention. It also includes conceptual frameworks that describe past research. Conclusively, based on the prior literature reviews, it gives conceptual framework of the study.

2.1 Marketing Practices

Marketing is the process of identifying the most relevant market and the segments through which a business may become more effective and valuable, as well as meet people's requirements. To put it another way, (Rousta et al., 2004) found that marketing is the conscious attempt to allocate resources and create market allocation.

Marketing managers must design a methodical approach for selling to customers and establishing long-term and loyal connections after defining a target market. These are the most significant components to which marketing managers must devote corporate resources in order to achieve sales and profitability goals described by (Garavand, Nourayi, & Saeed Arasi, 2010). Brand loyalty is a top priority for marketing professionals. To promote consumer pleasure, marketing managers strive to strike the optimum balance between marketing strategies and customer expectations.

The focus of marketing has moved from attracting new customers to retaining existing ones. Several elements or practices have an impact on customer brand loyalty and retention. Product quality, price, advertising, retail environment, and product design are all considered marketing tactics in this study.

2.1.1 Product Quality

Product quality is closely linked to perception, and it is seen as a key factor in determining a product's worth. Because the globe has become a global village and more and

more competitors are entering the market, based on the finding of (Russell & Taylor, 2006), supplying a high-quality product will give you a competitive advantage by enhancing your own performance. The brand's material, color, and function, according to (Frings, 2005), should be tailored to the demands and expectations of the target audience. Customers are growing more conscious, and they are unwilling to compromise on quality, which they value more than the product's price. A brand's characteristics include product quality and the capacity to meet the needs of customers. In other words, "fitness for use" or "conformance to obligation" are two definitions of product quality. (Russell & Taylor, 2006) noted that the customers will repeat purchases if they are happy with the brand's quality; otherwise, they will switch brands.

The degree of excellence in a product or service is referred to as quality. As a result, (Fornell et al. 1996) wrote that one of the most significant elements impacting customer satisfaction is quality, which is defined as a product's or service's ability to accomplish its designated function. Quality, in terms of (Berden et al. 2000), is the key to a brand's success regarding to clients' happiness. Consumer criteria are met by the organizations. (Calantone and Knight, 2000) noted that the impact of quality on a product's performance is important. Quality is determined by a product's ability to meet or exceed consumer expectations based on its performance. (Ennew et al. 1993) mentioned that Product quality is often assessed using performance requirements.

Product quality provides a company with numerous advantages. Product quality agrees businesses to charge consumers more prices. Furthermore, greater product quality provides a competitive advantage, resulting in increased profit margins and market share. (Choi & Coughlan, 2006) noted that unless using the right marketing tactics in place to contact and engage with customers, quality may not reach to success. When compared to competitors, researched by (Calantone & Knight, 2000), paying attention to quality as a distinctive approach can typically have a higher overall influence on quality. Because, according to (Hoyer & MacInnis, 2004), it is the share of personal risk that a consumer takes on the decision-making process in considering the purchase of a product, quality is crucial for influencing brand choice.

2.1.2 Price

The amount of money which a buyer must spend to purchase a product is referred to the price. Consumers' five behavioral intentions are repurchase intention, loyalty, willingness

to pay a higher price, word-of-mouth, and complaint. Consumers engage in 'marketing', approached by (Kotler, 1999), when they seek out the things they afford at reasonable costs. A marketer adjusts prices to entice customers by offering discounts, allowances, coupons, and other incentives.

A consumer normally pays a price for the purpose of obtaining anything. It could be a key factor in building loyalty. Price is commonly thought to be an essential tactic in the market that determines demand and profits of the company. Price, on the other hand, has a huge impact on customer purchase decisions concerning with a specific service or product. Price performs an important role in a consumer's decision to purchase a product or service; for example, when the price meets the consumer's standard, such as a consumer who is concerned about the product, he will look for expensive products because it is commonly assumed that high price equals high quality, or he will not buy the product or service when the price does not meet the consumer's standard. Price should be determined in accordance with consumer demand, after taking into account target customers, or based on consumer perceived value, which is the amount that the customer is willing to pay. The price should be determined by the consumer's perceived value, which is defined as the benefit or results that the customer obtains from the brand in the finding of (Waterson M, 2003).

Price consciousness, according to (Sproles & Kendall, 1986), is often referred to the ability to identify the items that are worth purchasing on sale or as a low-cost option. Based on the finding of (Cadogan & Foster, 2000), consumers who are more committed to a brand, are willing to pay a higher price for it, so pricing has no bearing on their repurchase intention. But, (Keller, 2003) noted that consumers have a high level of trust in a brand's worth and price as long as they are willing to evaluate and check the costs of competing brands.

Consumer satisfaction can be amplified by comparing the price to the surficial cost and value. As a result, if the perceived value exceeds the cost, people are more likely to purchase that brand or product. For the average consumer, pricing is likely to be the most important issue. (Yoon & Kim, 2000) stated that consumers who are loyal to a brand are willing to pay a higher price even though the price has increased because the perceived risk is very high, and these consumers are willing to pay a higher price to avoid the danger of any change.

Price is arguably the most important concern for the average consumer based on the research of Cadogan and Foster (2000). Consumers who are committed to a brand are prepared to pay a higher price for the preferred brand, therefore pricing has no impact on repurchase habit. (Keller, 2003) Furthermore wrote that consumers have such high faith in the price and the cost

of their favorite brands that they will compare and analyze prices with other products. Comparing price to perceived expenses and values can also help to boost customers' satisfaction. Consumers are more likely to buy a product if the perceived value of the product exceeds its cost.

The monetary cost for a consumer to purchase goods or services can be defined as price. It is the most important factor that determines a consumer's purchasing decision. Consumers typically choose their service providers based on perceived price. Because of their various requirements and desires, customers' eagerness to pay varies. As a result, individual's price perceptions of the same service offerings may differ. (Peng & Wang, 2006) found that consumers' perceptions of higher cost may have a negative impact on their likelihood of repurchasing. Price perception defined by (Lichtenstein et al., 1993), is assumed to be linked to price searching. During the search process, consumers are likely to be drawn in by perceived high-quality services at perceived competitive costs.

Price perception can be measured in two ways according to Cheng et al. (2008): the first is reasonableness of prices, which represents how consumers perceive price in comparison to that of competitors; the second is value for money, which refers to the service provider's relative price status. High-quality services are generally thought to be more expensive than their low-quality counterparts.

2.1.3 Store Environment

The store's key and favorable attributes include its location, layout, and interior décor that influence brand loyalty. (Evans, Moutinho, & Raaij, 1996) explained that If a store's location is difficult to reach and there are few store outlets which can attract the consumers and their purchasing pattern and they will not go to other shops and will not move to other brand. The consumers will remain on the same brand so that the store's locations and decorations are important to catch consumer's mind. Conversely, if a store is easily accessible and customers are pleased with the service, customers will become loyal.

The store's environment has a big influence on how people make decisions. In today's competitive world, the store's atmosphere is the most significant attribute because it is the consumer's point of repurchase. Due to increased competition, (Muge & Tunkay, 2003) claimed that retailers have acknowledged the value of the store environment in delighting

customers' purchasing experiences and increasing brand loyalty. Salespeople, temperature, scent, display, sign, sound, and color, in terms of the finding of (Abraham & Littrell, 1995), are all stimuli in the store that influence customer happiness and decision-making. Highlighted by (Evans, Moutinho, & Raaij, 1996), consumers will spend longer time in the store if there is pleasant low-beat music playing.

The single most essential component in retail marketing performance and store longevity is the store environment according to Omar (1999). Positive retail features, such as store location, layout, and in-store stimulation, have an impact on brand loyalty to some level. The number of stores and their locations are critical factors in changing consumer shopping and purchasing habits. If customers feel the store to be very accessible during their shopping and are happy with the store's selection and services, defined by (Evans et al., 1996), they may become loyal customers. As a result, the environment of a store is one of the aspects that can affect a customer's decision making.

Based on the research of (Abraham & Littrell, 1995), consumers are affected by stimuli in the store, such as the characteristics of other shoppers and salespeople, store layout, noises, smells, temperature, shelf space and displays, sign, colors, and merchandise which can affect consumer decision-making and satisfaction with the brand. Background music, in terms of (Milliman, 1982), performed in stores, on the other hand, has an impact on customer attitudes and behaviour. Slow-tempo music encourages customers to spend more time and money in a pleasant environment, resulting in increased sales.

There are numerous benefits to retailers who have loyal customers. Consumer loyalty, according to Huddleston et al. (2004), could result in a favorable operating cost advantage for merchants. They also emphasized that acquiring new customers costs five to six times as much as keeping current customers. Loyal customers can spend more money, they are less expensive for businesses to acquire than new customers, they accept price increases, and they are long-term customers. Lin and Chang (2003) found that the brand's channel convenience had a substantial impact on purchasing behavior. This means that while purchasing low-involvement products, the store's accessibility to this product/brand is critical. Consumers will not go to another store only to see if the brand is available. Instead, customers will remain in their current location and select a different brand.

Consumer perceptions of store environment characteristics may generate particular brand connections in their brains, boost their impression of brand value, and elevate buying

inclinations by reducing cost and time, as well as efforts in gaining new customers (Kumar et al., 2010). The physical environment, according to Mahmood and Khan (2014), permits service providers to classify their brands from those of competitors and impact consumers' purchase decisions. Consumer repurchase behavior was shown to be positively influenced by store environment in previous research. Belk (1975), for example, discovered that a retail store's physical atmosphere influenced customers' purchasing decisions. According to (Chebat & Michon, 2003), creating an appealing store environment has also been emphasized in previous research as a crucial strategic component that many retailers seek to stimulate consumer behavior and progress their performance. Further evidence can be found in a research by Richardson et al. (1996), which indicated that the store atmosphere improves customers' views of the department store's service and product quality. Similarly, Newman and Patel (2004) found that the retail atmosphere has a significant impact on consumer decision-making.

The design and architecture of store also have a significant impact on customer perceptions. The overall design of a store's surroundings is an important component of its marketing strategy. The layout of merchandise in the store, taking into account product spacing to ensure that customers have enough walking room, contributes to a positive impression. Managers can help to attract and retain customers by delivering an enriching and entertaining shopping experience. As a result, (2010, Ballantine et al.) noted that the store's ambiance has a significant impact on how people perceive it.

2.1.4 Promotion

Retailers, based on the finding of (Dunne et al., 2010), employ promotion as one of their advertising tactics to drive traffic into their stores and increase revenue by communicating current offerings to targeted customers. Promotion encompasses all ways of conveying product information to consumers, resulting in an increase in sales. Promotion is a method of disseminating information about a brand to potential customers. As a result, (Evans, Moutinho, & Raaij, 1996) pointed out that advertising builds a positive picture of a product or service in the minds of consumers when compared to competitors. Because, (Lau et al., 2006) added that young people like to use a brand that sponsors prominent people to market the product, promotion is an efficient approach to entice brand switchers to a brand and establish brand loyalty. Promotion is the process of communicating with customers through advertising in order to persuade them to buy a product. Similarly, service quality, which is to meet the

demands and requirements of customers with the help of a salesperson in order to establish a healthy and long-term relationship (Lau et al., 2006). Promotion is a part of the marketing mix that is used to communicate with customers. Advertising, sales promotions, personal selling, and publicity are all examples of promotion. Advertising is the non-personal presentation of information about a product, brand, company, or store through mass media. It has a significant impact on consumers' perceptions, beliefs, and attitudes regarding products and brands, which in turn influences their purchasing decisions (Evans et al., 1996). This demonstrates how promotion, particularly through advertising, can aid in the establishment of concepts or perceptions in the minds of consumers as well as the differentiation of items from other companies. In terms of promotion, the corporation can engage in actions such as creating advertisements, promoting sales, or using public relations to entice customers to acquire its goods. In the meantime, communicate with customers; learn about their needs and feedback so that you can better create your message. As a result, there will be more devoted customers and mutually beneficial outcomes (Percy, 2008). Promotion can boost sales by switching customers from other stores and double consumption from current customers (Dunne et al., 2010). There are four forms of promotions: advertising, sales promotions, publicity, and personal selling. Advertising is a technique for promoting products and services to customers. Advertising and marketing appeals, particularly noted by (Hong-Youl, et al, 2014), are important messages that influence customer purchasing decisions. Based on the finding, (Voorhees, 2006), advertisements in the mainstream media, television, the internet, and radio were among the quickest ways for a marketer to reach a large number of people. Price, quality, and advertising are all common factors in consumer decision-making.

2.1.5 Product Design

Before purchasing the product, product design is an important feature that encourages a consumer to inquire about a product. Attractively designed products are easily remembered by customers. Size, form, color, packaging, and other aspects of product design are all considered. The appealing appearance of a product keeps regular customers coming back and encourages new customers to buy the same product again and again. Consumers' self-esteem demands (importance, status, and ego) can be satisfied by products with an aesthetic appearance. Depending on the research by (Frings, 2005). the visual look of a brand, which comprises line, shape, and details, has an impact on consumer perception. Cosmetic product

buyers, conducted by Duff in 2007. are also more fashion conscious and seek more appealing design items.

Consumers of cosmetics, stated by (Duff, 2007), are becoming more fashion-conscious, and they are seeking products and services with more latest style and design, owing to their desire to utilize unique makeup designs and styles for various activities or ceremonies. Based on the paper done by (Sproles & Kendall, 1986), understanding of attractions and styling, awareness of fashion altering trends, awareness of latest designs, and the desire to purchase anything that is more interesting and trendier are all examples of being fashion. The most important aspect discovered is design or style, which results in a complicated set of aesthetic features. Consumers' judgments are based on how fashion savvy they are, therefore judgments will be based on what is now fashionable in their opinion. (Abraham & Littrell, 1995) explained that the consumers that are brand loyal and fashion savvy are attracted to all brands that provide fashionable products with excellent designs.

2.2 Brand Trust

Brand trust is defined as a feeling of security when interacting with a brand based on the belief according to (Chaudhuri & Holbrook, 2001) that the brand will stay trustworthy and responsible in meeting the customer's needs. Others define brand trust as a consumer's readiness to trust a brand. Brand trust is defined by Naggar and Bendary (2017) as perceptions and expectations based on views that a brand has specific attributes and traits that are consistent, competent, and credible. Similarly, trust has been identified as a significant mediator in the development of long-term connections that result in brand loyalty. To this end, Garbarino and Johnson (1999) claim that brand trust is a result of previous experiences and interactions, and that it reflects the learning process through time. The most relevant and important source of brand trust, according to Krishnan (1996), is brand experience. according to Morgan and Hunt (1994), brand trust is a crucial aspect in generating loyalty because it establishes high-value relationships.

Trust is critical in developing long-term connections with customers, according to Lewis and Soureli (2006). Brand trust is viewed as a calculated phenomenon based on a brand's ability to consistently satisfy its obligations and an estimation of the benefits of staying in the relationship. In instances where the consumer is at danger, brand trust is defined as the confident anticipation of the brand's reliability and intention. As a result, consumers with high

levels of confidence in a brand are less likely to perceive risk and are more likely to patronize the brand again. As may be deduced from the preceding conceptualizations, the overarching effect of brand trust is to increase consumer commitment and loyalty.

2.3 Brand Loyalty

Brand Loyalty is considered as purchase of the same brand repeatedly rather than buying other competitor brands by consumers. (Newman & Staelin, 1972) claimed that learning and increasing positive experiences with a certain brand strengthens brand loyalty and minimizes the likelihood of exploring for information about other brands. "The degree to which a consumer consistently purchases the same brand with a product class" or "the degree to which a consumer will generally repeat buying the same brand's product or services over time instead of buying from different suppliers within the same category" are two definitions of brand loyalty (Azuizkulov, 2013).

Brand loyalty refers to a consumer's preference for making purchases from the same brand in a specific product or service category on a regular basis (Schiffman & Kanuk, 2004). Brand loyalty refers to a consumer's desire to purchase a specific brand because they believe the brand provides appealing features, visuals, or a high standard of quality at a reasonable price. This consumer's faith and belief creates the foundation for new purchasing behaviors. Consumers will initially purchase a brand for the purpose of trialing it, and if they are satisfied, they will continue to purchase products from that brand. Brand loyalty refers to a positive attitude about a brand that leads to repeated purchases over time.

The development of a strong and positive brand usually results in consumer preference for a particular brand, which can lead to brand loyalty over time. Loyalty is defined as a strong tie between a customer and a brand. Furthermore, committed customers are hesitant to swap brands, preferring to continue with a brand with which they are familiar and satisfied (Rosenbaum-Elliott et al, 2011). Clients who are devoted to a brand are also less price sensitive and willing to pay a higher price for that brand over other options, because they believe the brand to have a unique value. Another benefit for businesses with loyal customers is that it might lead to market advantages. Companies with loyal customers have more trade leverage and don't need to market as much. Increased word-of-mouth among brand loyal customers can

also provide marketing benefits, resulting in better profitability (Dick & Basu, 1994). (Chaudhuri & Holbrook, 2001).

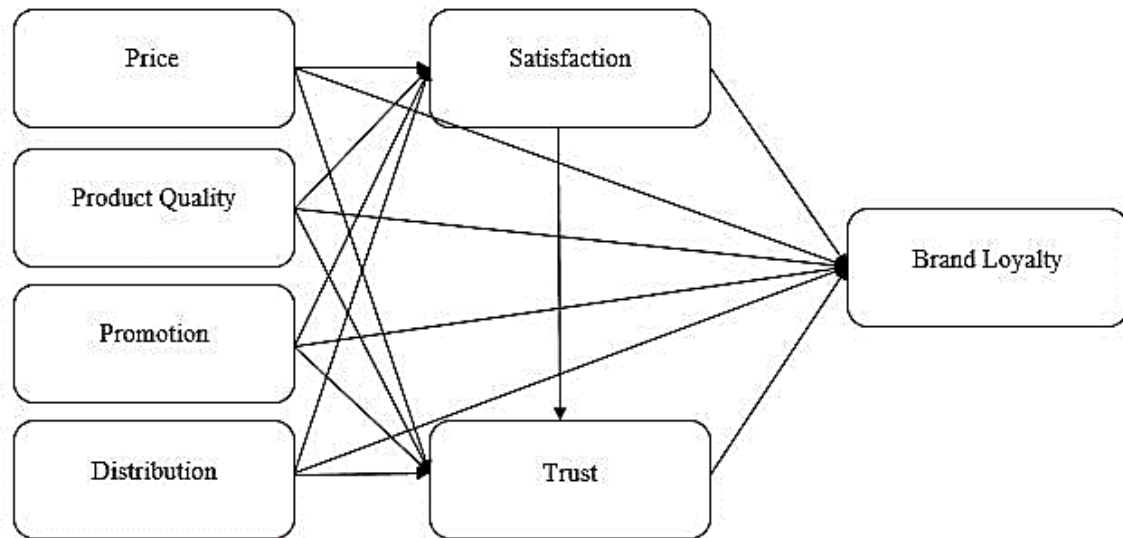
Once a brand has a loyal customer, it may preserve an ideal price, have a sturdy bargaining position in the distribution channel, lower sales costs, and create significant barriers to moving to other brands mentioned by Reichheld (2001). It can also reap synergistic benefits from the brand extension linked with the brand's product or service category.

Consumers who are loyal to a brand do not want to switch and prefer to keep with one with which they are content and comfortable. Consumers that are brand loyal are less price sensitive and willing to pay a higher price for a particular brand over other options because they perceive the brand to have distinctive value. (Morgan & Hunt, 1994) explained that the companies with brand-loyal customers profit from market advantages.

2.4 Previous Studies

A number of studies have looked into the impact of marketing variables on consumer brand loyalty. In his research work, the impact of marketing mix factors on brand loyalty: A case study of the mobile phone sector, Pourdehghan (2015) investigated the effect of marketing mix on brand loyalty. The goal of this study was to look at how different aspects of the marketing mix affect brand loyalty. Price, product quality, promotion, and distribution were all five indicators studied in this study. The findings revealed that product characteristics, distribution methods, and promotional activities all had a favorable impact on brand loyalty. Furthermore, the data revealed that satisfaction and trust indexes, which are regarded mediating variables between marketing mix and brand loyalty in the mobile phone business, had a positive and significant impact on brand loyalty. Figure 2.1 depicts the conceptual framework of Pourdehghan's (2015);

Figure (2.1) Conceptual Framework of Pourdehghan

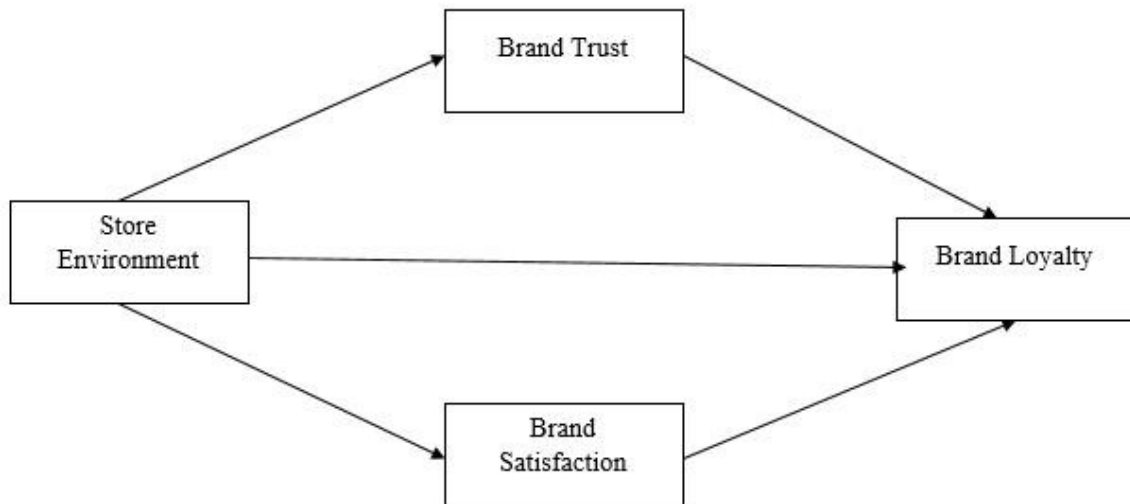


Source: Pourdehghan (2015)

The influence of retail atmosphere on brand trust, brand satisfaction, and brand loyalty among the black middle class was studied by Villiers, Chinomona, and Chuchu. The study's goal was to look at the impact of the retail environment on brand loyalty, using brand trust and satisfaction as mediators.

This study utilized a quantitative approach, distributing 501 online surveys to black middle-class women to investigate the impact of store atmosphere on brand loyalty in the context of fashion businesses. According to the research, the retail environment has a beneficial impact on brand trust, brand satisfaction, and brand loyalty. Figure 2.2 depicts the conceptual framework of Villiers, Chinomona, and Chuchu (2016).

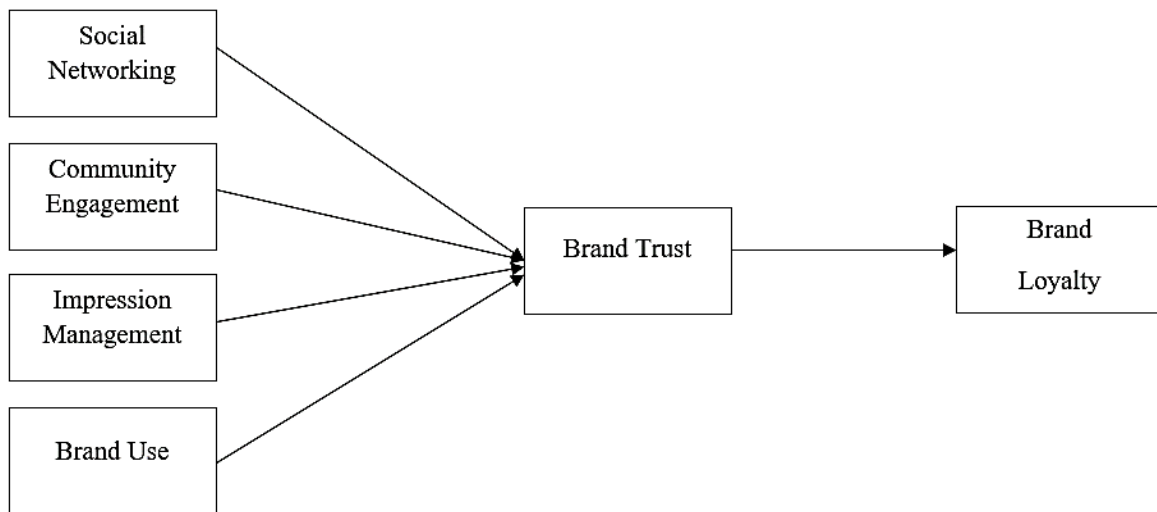
Figure (2.2) Conceptual Framework of Villiers, Chinomona, and Chuchu



Source: Villiers, Chinomona, and Chuchu (2016)

In a Samsung galaxy online brand community in Iran, Mosavi and Kenarehfar (2013) investigated the impact of value creation strategies on brand trust and loyalty. The purpose of this study was to see if value creation strategies have a positive impact on brand trust and loyalty. Only one of the practices (community participation) adds to brand trust, according to their findings. Furthermore, the findings reveal that brand trust acted as a mediator between loyalty and value generating activities. Figure 2.3 depicts the conceptual framework of Mosavi, and Kenarehfar (2013).

Figure (2.3) Conceptual Framework of Mosavi and Kenarehfard



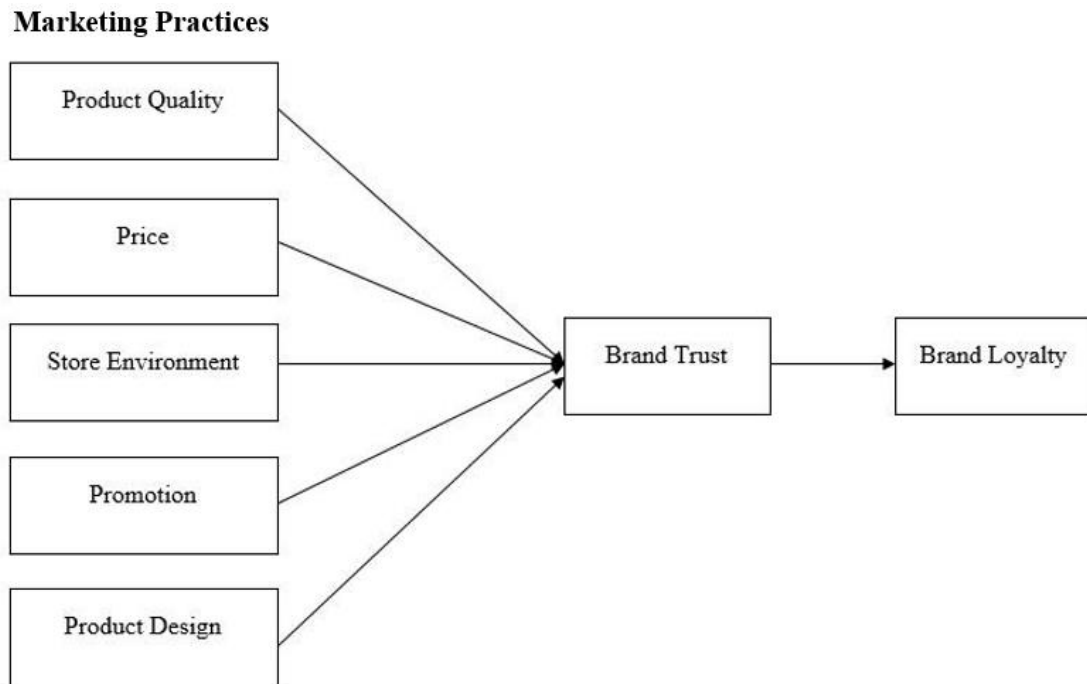
Source: Mosavi and Kenarehfard (2013)

2.5 Conceptual Framework of the Study

The study's conceptual framework is based on theoretical concepts and findings from earlier research. It emphasizes on marketing tactics that can influence customer brand trust and loyalty. Figure 2.4 demonstrates the conceptual framework of the study.

This research focuses on marketing tactics, brand trust, and brand loyalty, as shown in Figure (2.4). Marketers' tools for influencing and attracting customers are referred to as marketing practices. Product quality, price, retail environment, promotion, and product design are all used to evaluate marketing efforts. Brand trust is a branding effect that represents the relationship between a company and its customers, and it pertains to previous experiences with the brand's products. Brand trust is measured in this study by reputation, belief, positive results, dependability, and consumer pleasure. Consumer loyalty is projected to improve as a result of brand trust.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation based on Previous Studies (2020)

Consumers' commitment to a product or brand is referred to "brand loyalty." Consumers who exhibit brand loyalty are keen to a product or service, as demonstrated by their repeated purchases notwithstanding competitors' attempts to entice them away, according to this study. Furthermore, this research examines if customers will move to another brand if their preferred brand is unavailable in stores, in order to determine consumers' brand loyalty. The purpose of this study is to decide the effects of marketing practices on brand trust, as well as the effects of brand trust on consumers' brand loyalty to Estee Lauder.

CHAPTER 3

PROFILE AND MARKETING PRACTICES OF ESTÉE LAUDER

The profile of Estée Lauder in Myanmar is presented in this chapter, as well as its marketing practices. Brand name, product quality, price, store environment, promotion, and design are all the examples of the marketing tactics investigated in this study.

3.1 Background of Estée Lauder

The Estée Lauder Companies Inc. is a top renowned manufacturer and marketer of high-quality skin care, cosmetics, fragrance, and hair care products in the world. The Estée Lauder Companies Inc., which was established in 1946, is known for its main brand, Estée Lauder. The world's first female entrepreneur, Estée Lauder, founded a company that now continues her tradition of providing the most inventive, sophisticated, high-performance skin care and beauty products, as well as famous fragrances, all filled with a profound awareness of women's needs and wants. Estée Lauder now involves in women in over 150 countries through a range of contact points, including in store and the internet. Estée's powerful and real woman-to-woman point of view is reflected in each of these dealings.

Since 2013, in Myanmar, the Estée Lauder brand has been available and Medi Myanmar Group Limited is the brand's sole distributor. Estée Lauder has launched two free-standing counters in Yangon, Myanmar, at Myanmar Plaza and Junction Square. The office of Estee Lauder is located in Room-G-12, Kabar Aye Pagoda Road Myanmar Plaza, Bahan Township, Yangon, Myanmar. Cosmetics & Perfumes is the company's primary business.

In total, 451 SKUs of Estee Lauder products have been imported into Myanmar. Skin care, make-up, and fragrances are among Estée Lauder's most popular product lines. BB creme, moisturizers, bronzer, blush, foundation, repair serum, mask, cleanser, toner, contouring, eye care, anti-blemish, anti-wrinkle, skin brightening, radiant health, mascara, eyeliner, eye shadow, brow pencils, lipstick, lip liner, lip gloss, compacts, concealers, brightening, resilience lift, mascara, eyeliner, eye shadow, brow pencils, lipstick, lip liner, lip gloss, compact. Modern

muse, pleasures, beautiful, beautiful belle, and other collections can be available as the fragrances of Estee Lauder.

3.2 Marketing Practices of Estée Lauder

Regarding to attain the business goals and objectives, Estée Lauder's marketing strategy provides the brand/company to site itself competitively in the market. The marketing concept of Estée Lauder is entered on promoting its high-quality goods to its loyal customer.

3.2.1 Product Quality

Estée Lauder specializes on high-end items such as hair care, make-up, skin care, and fragrances. Quality, ease of use, portfolio breadth, advantages, and various SKUs are all unique features of Estee Lauder's product.

Estee Lauder keeps its excellent quality by adding value at various stages of the value chain. Estee Lauder solely buys its raw materials from reputable and trustworthy companies. For the purpose of high and consistent product quality, these raw materials are managed in tightly controlled settings to ensure. Estee Lauder has a particular competitive gain due to its high quality promise and implementation. Estee Lauder's products come in a variety of sizes in order to reach a wider audience. Different SKUs can be brought in and employed depending on the consumer's and target market's consumption needs. Estee Lauder has also enhanced the trial rate by producing a variety of SKUs. Estee Lauder has also developed product accessibility by using altered SKUs. It emphasizes on Myanmar people's skin types, lifestyles and climate in order to deliver only items that are appropriate for local consumers.

3.2.2 Price

To maximize the value of its products, the marketing mix of Estee Lauder focuses on a hybrid pricing strategy. Estee Lauder boosts positive brand and product perceptions among target consumer groups by charging finest pricing for some of its product lines. Consumers have a positive view of Estee Lauder's nice quality products with their premium cost. In Estee Lauder's products, premium prices convey a sense of uniqueness and great value.

As Estee Lauder has numerous different product lines and product categories, psychological pricing has shown to be profitable. Estee Lauder also effectively increases more value to their products from the perspective of consumers by employing psychological pricing. Furthermore, Estee Lauder employs a bundle pricing approach through sales for particular product lines in order to enhance the trial rates for the customers.

3.2.3 Store Environment

Because product placement is closely related to customer accessibility, Estee Lauder is very careful for the product settlement. Estee Lauder has more control over operations, as well as the layout and appearance of its stores, when they run their own company. Estee Lauder's products can also be found in supermarkets and hypermarkets around the country. Estee Lauder also employs partner agents in off-shore locations to place their products.

In Yangon, Estee Lauder opens three showrooms currently in Myanmar Plaza, Junction Square, and Junction City. To expand the Mandalay market, Estee Lauder opens a showroom in Diamond Plaza. All those showrooms are situated in easy accessible and well-known shopping areas in Myanmar. Estee Lauder's interiors have always been elegant, but very careful to appeal for younger beauty fans. It creates an fun spot for customers to learn and try new products. It also provides "The 3 Minute Beauty," where customers can choose from an extensive menu of rapid makeovers or request a personalized look from the friendly beauty advisors. They give you one-use applicators so you can try out the products.

Estee Lauder sells its products through agents or dealers in different countries. Furthermore, Estee Lauder promotes sales via social media portals, where the firm accepts orders via direct messages, as well as a mini-shop model.

3.2.4 Promotion

In its promotional efforts, Estee Lauder takes a 360-degree strategy. It employs digital marketing strategies and company profiles is set on all major social media platforms and portals. Estee Lauder Myanmar page was set on Facebook applied with a blue mark to advertise new goods and promotions. Additionally, the other famous platforms like YouTube and social media in which Estee Lauder also creates television commercials and short videos.

For VIP customers who spend more than 150,000 kyats, Estee Lauder offers a loyalty card program. For VIP members, it offers a 15% discount on any product purchase. Birthday greeting cards and gifts are offered to its frequent customers as special treatment. Consumers can use their loyalty card to exchange points for merchandise or other exciting gifts.

On their first purchase through the brand's online outlets, new customers receive a 15% discount. It has started a program in which it would offer free gift cards to customers who meet certain brand criteria. Within a short period of time, this is emailed immediately to the recipient. At the promotions, Estee Lauder gives away free gifts and seasonal gifts to every attendee. The limited group of fans are invited to in-store events where they can get gifts, pose for photos with celebrities, and receive advice from well-known cosmetic specialists. Estee Lauder assign the brand ambassadors and community influencers and invites them for the outcome for the product range.

For the purpose of encouraging the certain group of customers to purchase the company's products, Estee Lauder also provides discounts. Consumers' attention is also attracted by attractive in-store displays.

3.2.5 Product Design

Estee Lauder has distinctive packaging that sets very unique from the competition in the field. The company's logo is simple and easily identifiable by customers. Estée Lauder primarily uses gold, dark brown, blue, and copper colors to enhance the brand's classic expression. Furthermore, it connects the tube to the serum, eliminating the need for users to purchase tubes. Relatedly, the lids of Estée Lauder lipsticks are magnetic, resulting the customers never lose them. The lipstick has a wonderful weight and the cap has a snappy magnetic closing. The lipsticks are generally designed modest and elegant. Information such as net contents, usage guidelines, ingredients, country of origin, and manufacturer's name are printed on the packaging for the purpose of transparency.

of the respondents. The second largest group is above 35 years old representing 37.55 percent of respondents. The minority of the respondents are young people who are from 18 to 20 years old representing only 3.27 percent of the total respondents.

Table (3.1) Profile of the Respondents

Sr. No	Particular	No. of Respondents	Percent
	Total	245	100.0
1.	Gender: Male	8	3.27
	Female	237	96.73
2.	Age : 18 – 20 years	2	0.82
	21 – 25 years	7	2.86
	26-30 years	18	7.35
	31-35 years	126	51.43
	>35 years	92	37.55
3.	Occupation: Business Owner	107	43.67
	Company Employee	95	38.78
	Student	5	2.04
	Retired	38	15.51
4.	Salary : 300,001 ~ 500,000 MMK	32	13.06
	500,001 ~ 1,000,000 MMK	98	40.00
	Above 1,000,001 MMK	115	46.94

Source: Survey Data, 2021

Regarding occupation, 43.67 percent of the total respondents are business owners presenting the majority group among 245 respondents. The second largest group includes company employees representing 38.78 percent of total respondents while retired people representing 15.51 percent and students presents only 2.04 percent.

Among 245 respondents, majority of the respondents get monthly salary above 1,000,000 MMK and they represent 43.67 percent of total respondents. Second largest group earn from 500,001 to 1,000,000 MMK. The minority group gets from 300,001 to 500,000 MMK. The study shows that most of the respondents are business owners and company employees earning good salary. Therefore, they could buy the premium brand like Estée Lauder.

CHAPTER 4

ANALYSIS ON BRAND LOYALTY OF CONSUMERS ON ESTÉE LAUDER

This chapter presents the consumer’s perception on marketing practices of Estée Lauder and brand trust and brand loyalty of the consumers on Estée Lauder. Furthermore, analysis of the effect of marketing practices on brand trust and the effect of brand trust on brand loyalty are conducted by using multilinear regression analysis.

4.1 Analysis on Influencing Marketing Practices on Brand Trust of Consumer on Estee Lauder

The perception of consumers on marketing practices of the brand is important factors to achieve brand trust of the consumers on Estee Lauder. Marketing practices are measured with product quality, price, store environment, promotion and product design.

4.1.1 Consumer Perception on Marketing Practices

In this section, consumer perceptions on marketing practices are examined based on data collected with structured questionnaires from 245 Estee Lauder consumers. The consumer perception on five marketing practices is presented in Table (4.1). The detailed analysis on each practice with means values and standard deviations are shown in Appendix B.

Table (4.1) The Consumer Perception on Marketing Practices

Sr.No	Marketing Practices	Mean Score	Std Dev.
1.	Product Quality	4.40	0.48
2.	Price	4.33	0.67
3.	Store Environment	3.92	0.84
4.	Promotion	4.05	0.52
5.	Product Design	4.16	0.76
	Overall Mean	4.17	

Source: Survey Data, 2021

(i) Product Quality

Product quality of cosmetics is important to ensure the efficacy and safety of products and its raw materials. As presented in appendix (B), most consumers state that Estee Lauder products are matched their needs since Estee Lauder has portfolio broadness, and different SKUs for different skin types of consumers. This factor gets the highest mean score (4.60) as most consumers feel that the products are matched as their needs. In addition, consumers like Estee Lauder because the brand has many products such as makeup, perfume, lipstick, serum etc. Many consumers also state that they have good results as expected after using the Estee Lauder because Estee Lauder maintains the high quality of products by adding value during different stages of the value chain and use only safe raw materials from reliable suppliers. Thus, consumers feel safe when they use Estee Lauder and consider it as a suitable brand for them. The overall mean score (4.40) indicates that Estee Lauder consumers have convinced on quality of Estee Lauder products.

(ii) Price

Consumers consider various factors when making purchasing decisions. Price is one of those factors as consumers used to look at the price of the products. According to the highest mean score (4.50), many consumers buy Estée Lauder without emphasizing the price very much as the brand offers quality products matched to their needs. Consumers are also satisfied with the special price offered for the VIP members as Estée Lauder gives 15 percent discount for every purchase and give birthday presents. Furthermore, consumers view the high price of the Estée Lauder as the indicator of the premium products. Consumers perceive that Estée Lauder brand is good for their money because it is the premium brand, and they are satisfied with the product quality. Consumers think that the price of the Estée Lauder is reasonable while comparing with other brands since VIP members get presents and invitations for special events. The overall mean score (4.33) indicates that Estée Lauder users consider the brand is good value for the money.

(iii) Store Environment

Store environments play a critical role in building shopper relationships. The appearance of the store could impact on the trust of the consumers. According to the Appendix

(B), According to the highest mean score (4.37), most consumers acknowledge that Estée Lauder's showrooms are located at the convenience places and easy to commute as Estée Lauder's showrooms located near the entrance of the shopping centres in Yangon and Mandalay. Consumers state that the arrangements of the shelves are attractive at the stores. They also enjoy the colour and music of the stores as Estée Lauder arranges classic colours for the stores to attract people. Many consumers think that interior display is attractive because Estée Lauder presents the latest products at the display. The overall mean score (3.92) indicates that store environment is attractive to consumers.

(iv) Promotion

Promotions are various ways to inform, persuade and remind consumers of a product being sold, and sales promotion are at the core of marketing. As shown in Appendix (B), the highest mean score (4.39) indicates that most consumers enjoy promotion events of the Estée Lauder. Estée Lauder usually does the promotion events with famous artists and beauty bloggers. It invites Mr. Jerome, chief makeup artist of Estée Lauder, and offers makeup testing programs for VIP members. Many consumers state that Estée Lauder's advertisements are attractive as Estée Lauder thoroughly arranges the light box and printings of the advertisements. Consumers state that Estée Lauder always inform about promotions as Estée Lauder invites VIP members to promotion events, and new shop openings. The overall mean score (4.05) indicates that the promotions are attractive in the perception of consumers.

(v) Product Design

Product design can be incredibly important in building trust. Findings about product design are shown in Appendix (B). According to the Appendix (B), the highest mean score (4.37) indicates that the product design of Estée Lauder is easy to recognize for consumers as Estée Lauder uses gold colour for every product to be classic and easy to recognize. Many consumers state that they like lipsticks with magnetic cover. Estée Lauder attaches magnetic cover to lipstick so that consumers could cover the products easily and it is not possible to be detached cover accidentally. In addition, consumers like design of Estée Lauder's serum since Estée Lauder produces serum with tube so that consumers do not need to buy tube separately. The overall mean score (4.16) indicates that product designs are very attractive and easy to be recognized for consumers.

4.1.2 Brand Trust

Trust of the consumers is vital for every brand to achieve the competitive advantage in the industry. Findings about brand trust of consumers on Estée Lauder are shown in Table (4.2).

Table (4.2) Brand Trust

Sr.No	Brand Trust	Mean Score	Std Dev.
1.	Having trust on reputation of Estée Lauder.	3.88	0.83
2.	Believing Estée Lauder as a prestigious brand.	4.47	0.50
3.	Getting the result as expected	4.44	0.54
4.	Relying on Estée Lauder for the beauty (improvement of the skin).	4.40	0.49
5.	The brand that never disappoints	4.29	0.45
	Overall Mean	4.30	

Source: Survey Data, 2021

The highest mean score (4.47) indicates that most consumers believe Estée Lauder as a prestigious brand because Estée Lauder is a famous premium brand. Many consumers get good results as expected when they use Estée Lauder products as Estée Lauder uses the safe ingredients and controls the quality process at each manufacturing process. Therefore, it is found that consumers rely on Estée Lauder products for the beauty since consumers are never disappointed by the Estée Lauder products. The overall mean score (4.30) indicates that most consumers have strong brand trust on Estée Lauder.

4.1.3 Influencing Marketing Practices on Brand Trust

To find out the relationship between marketing practices and brand trust, data are collected with structured questionnaires from 245 VIP members of Estée Lauder. Multiple regression is applied to analyse the effect of marketing practices on brand trust. Regression result is shown in Table (4.3). Brand trust is regressed with five marketing practices: product quality, price, store environment, promotion, and product design.

Table (4.3) Influencing Marketing Practices on Brand Trust

Variable	Unstandardized Coefficients		β	t	Sig	VIF
	B	Std Error				
(Constant)	.322	.196		1.641	.102	
Product Quality	.523***	.043	.527	12.190	.000	2.361
Price	.370***	.083	.366	4.465	.000	2.408
Store Environment	.259***	.062	.420	4.173	.000	2.329
Promotion	.173***	.055	.158	3.154	.002	2.466
Product Design	.339***	.040	.496	8.502	.000	2.209
R Square				.950		
Adjusted R Square				.949		
F Value				902.343***		

Source: Survey Data (2021)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

According to Table (4.3), since the value of adjusted R square is 0.949, it can be concluded that this specified model can explain 94.9% of variation of brand trust which is predicted by marketing practices such as product quality, price, store environment, promotion and product design. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this case. This means that there is no correlation among independent variables.

The variable of product quality has the expected positive sign, and the coefficient of the variable is significant at 1 percent level. The positive effect means that the increase in product quality leads to more brand trust because Estée Lauder is a premium brand and uses safe ingredients. In addition, consumers feel that their skins are improved after they use Estée Lauder products.

Price has the expected positive sign, and the coefficient of the variable is significant at 1 percent level. The positive effect means that the increase in price leads to more brand trust because consumers perceive that the higher price of the premium products, the better the quality of the products will be.

The variable of store environment of Estée Lauder has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive effect means that the increase in store environment leads to more brand trust because consumer used to look at the appearance of the showrooms and counters of the brand as the first impression of the brand. Estée Lauder setup its outlets by choosing classic colours, convenient shelves, and innovative displays etc. Thus, consumers are impressed about the arrangements and settings of the Estée Lauder's outlets.

Promotion has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive effect means that the increase in promotion leads to more brand trust because Estée Lauder always invites the VIP members to big promotion events and give discounts. In addition, it invites world class beauty artist to the events and offers beauty suggestions to VIP members. Therefore, consumers have more trust on Estée Lauder.

The variable of product design of Estée Lauder has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive effect means that the increase in product design leads to more brand trust because Estee Lauder has unique design which is different from other players in the industry. Therefore, consumer are impressed about the design of the Estee Lauder.

The standardized coefficient (Beta) of product quality has the largest value (0.527) among five explanatory variables indicating that product quality has the greatest contribution to increase the brand trust on Estée Lauder brand when the variance explained by other variables is controlled for. Product quality and product design are vital to achieve the brand trust of the customers. Products must have good quality and design so that customers will accept and trust what the brand offers. Moreover, the interior decorations and arrangements of shelves are important to attract the customers. On the other hand, promotion and price are not attractive for loyal customers as those customers do not care promotion and price to buy the Estée Lauder products.

The overall evaluation reveals that models explain the variation of the brand trust on Estée Lauder brand well because the estimation produced expected signs and significant coefficients for most variables. The increases in product quality, price, store environment, promotion, and product design will have the positive effects on brand trust. To summarize, all marketing practices could significantly raise the brand trust on Estée Lauder.

4.2 Analysis on the Effect of Brand Trust on Brand Loyalty

In order to find out the effect of brand trust on loyalty of consumers, this study analysed the data collected from 245 Estée Lauder VIP members with structured questionnaires.

4.2.1 Brand Loyalty

Brand loyalty is the positive association consumers attach to a particular product or brand. Mean values and standard deviation of brand loyalty of consumers on Estée Lauder are shown in Table (4.4).

Table (4.4) Brand Loyalty

Sr.No	Brand Loyalty	Mean Score	Std Dev.
1.	Always considering Estée Lauder Brand first.	4.25	.66
2.	Give recommendation to friends to use Estée Lauder.	4.38	0.69
3.	Only Estée Lauder, not prefer other brands.	3.78	0.47
4.	Buying Estée Lauder brand only.	4.13	0.60
5.	Always looking forward the new products of Estée Lauder.	3.50	0.50
6.	Sure to buy Estée Lauder frequently in the future.	4.21	0.73
	Overall Mean	4.04	

Source: Survey Data, 2021

Regarding brand loyalty, the highest mean score presents that most consumers do not buy other brands when they are unable to find Estée Lauder at the stores since consumers trust Estée Lauder brands. Consumers feel that Estée Lauder is the safe and can improve their skills. Therefore, consumers always consider Estée Lauder as the first choice. Many consumers state that they are sure to buy the Estée Lauder again in the future whenever they need cosmetic because they trust the product quality of the brand. The overall mean score (4.04) indicates that most consumers are strongly attached to Estée Lauder brand.

4.2.2 The Effect of Brand Trust on Brand Loyalty

This study analyses the effects of brand trust on brand loyalty. Multiple regression method is used in which brand loyalty is regressed with brand trust of the consumers. The findings of the analysis are shown in Table (4.5).

Table (4.5) The Effect of Brand Trust on Brand Loyalty

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.064	.130		.487	.626
Brand Trust	.955***	.030	.897	31.695	.000
R Square	.805				
Adjusted R Square	.804				
F Value	1004.565***				

Source: Survey Data (2021)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

As presented in Table (4.5), since the value of adjusted R square is 0.804, it can be said that the model can explain the 80.4 percent of variation in brand loyalty which is predicted by brand trust of Estee Lauder consumer. Since overall significance of the model, F value, is highly significant at 1 percent level, this model can be said valid.

Brand trust has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in Brand trust leads to raise the brand loyalty of consumers. Most consumers state that they trust Estée Lauder because of product quality, safe ingredients, premium price and promotions etc. Therefore, consumers want to buy Estée Lauder in the future as they trust the brand. In summary, the results show that brand trust has significant effect on brand loyalty of consumers.

CHAPTER 5

CONCLUSION

The findings, discussions, suggestions, and recommendations, as well as the need for more research, are all presented in this chapter. This study proposes and gives recommendations based on the findings in order to boost consumer brand trust and loyalty.

5.1 Findings and Discussion

The goal of this study is to determine which marketing techniques influence customer brand trust and how this affects their brand loyalty to Estée Lauder. The primary data, utilizing a standardized questionnaire, was acquired from 245 Estée Lauder VIP members. The impact of marketing practices on brand trust is investigated using multiple regression analysis. Furthermore, the effect of brand trust on customer brand loyalty is investigated in this study.

Concerning with the outcome of the analysis, it shows the influencing marketing practices on brand trust of consumers. According to the findings, all marketing practices have a significant beneficial impact on customer brand trust. Product quality is the most important indicator of brand trust among these behaviors, because Estée Lauder employs safe materials and keeps quality throughout the manufacturing process.

According to the findings, price has a significant beneficial impact on consumer trust in Estée Lauder. Consumers believe that a higher price suggests a higher level of product quality. They frequently buy Estée Lauder items without thinking about the price because Estée Lauder is a high-end brand. Because they trust the brand, many customers believe the product is good value for money. Customers will also buy Estée Lauder's products despite the high price because they are luxury products.

It has been discovered that the retail atmosphere has a significant positive impact on consumer trust. Customers enjoy Estée Lauder's stores because they are adorned in classic colors and have interactive displays. Furthermore, customers claim that the shelf layouts are well-organized and comfortable. As a result, customers are impressed by the store layout, which improves their trust.

Promotions have a significant favorable impact on consumer brand trust, according to the research. Because Estée Lauder hosts promotion events with well-known beauty bloggers

and musicians, VIP members benefit from special offers. Beauty advice and promotions are given to customers by specialists. Additionally, customers will receive exclusive discounts and birth gifts. Every purchase earns customers points, which they can use to get discounts and gifts. Estée Lauder manages to enhance consumer brand trust by providing incentives and gifts in accordance with commercials.

Product design, the final marketing tactic, has a significant beneficial impact on brand trust. Estée Lauder uses class colors like gold to categorize the product's colors so that they may be easily recognized. It also enhances the value of lipsticks and serums. It connects the tube to the serum, eliminating the need for consumers to tube separately. It also serves as a lipstick magnetic cover. As a result, customers are less likely to lose the lipstick's cover, and the lipstick can be closed more effectively.

According to the poll results, the majority of consumers trust the Estée Lauder brand because of the brand's marketing tactics. As a result, the majority of customers claim that they will purchase the products in the future. Brand trust has a considerable beneficial impact on consumer brand loyalty, according to the regression results. Consumers have stated that they will not purchase other brands if they are unable to discover Estée Lauder brands in shopping malls. Consumers trust Estée Lauder and intend to purchase her products in the future.

5.2 Suggestions and Recommendations

Estée Lauder needs to pay more attention to determinant marketing strategies on customer brand trust in order to increase brand trust and loyalty. The Estée Lauder's marketing department could use the research findings to change marketing actions.

Estée Lauder's brand trust is mostly determined by product quality. When creating strategic strategies, Estée Lauder should prioritize product quality. Consumers prefer Estée Lauder products because they believe they are safe and help them develop their skills. As a result, Estée Lauder should prioritize quality control at each production phase to retain its quality. Furthermore, Estée Lauder should continue to do research and development in order to develop new high-quality products that are tailored to the skin types and preferences of customers in various geographic regions throughout the world. Customers will be more satisfied with the product quality as a result of this.

Consumers believe that a higher price suggests a higher level of product quality. As a result, Estée Lauder should not cut the price to persuade customers, because doing so may send

the wrong message to customers, leading them to mistake low-cost products for low-quality ones. Furthermore, Estée Lauder should just continue to produce high-end goods at greater pricing.

In terms of store environment, Estée Lauder's locations are conveniently positioned and easy to find. Estée Lauder now has three stores in Yangon and Mandalay shopping malls. Customers believe that the store locations are convenient, and they are drawn in by the classic color scheme, music, convenience shelves, and unique display. Estée Lauder, according to the research, should open stores with the same items and prices. Furthermore, Estée Lauder should ensure that items are not out-of-stock during busy seasons, such as the Thingyan festival, by performing effective logistical tasks.

It has been discovered that Estée Lauder's promotion can persuade customers to trust the company. Consumers appreciate special events, discounts, and birthday presents, according to research. As a result, Estée Lauder should continue to engage in those promotional efforts in order to maintain consumer trust and loyalty. Furthermore, Estée Lauder should categorize VIP members into diamond, gold, silver, and other categories. Estée Lauder can encourage brand trust and brand loyalty by delivering differentiated perks to VIP members, and they will be less likely to switch to another brand because they receive more benefits based on membership levels.

Consumers' brand trust is considerably improved by product design. The magnetic lipstick cover and serum tube are popular among customers. As a result, Estée Lauder should attach accessories to its products wherever possible in order to provide consumers with value-added items. Consumers appreciate the product's luxury design, which sets it apart from competing companies. Furthermore, Estée Lauder should carefully emphasize the product design to appear as premium products, increasing consumer trust in the brand. Conclusively, Estée Lauder should conduct market research on a regular basis to determine consumer brand trust levels. Marketing techniques should be adjusted in accordance with consumer perceptions so that Estée Lauder can create products that meet the needs and desires of customers. Estée Lauder can increase customer loyalty and gain a competitive advantage by implementing these tips.

5.3 Needs for Further Research

Regarding to the limited time, this study solely looks at Estée Lauder's marketing tactics and does not cover the brand's entire marketing strategy or other businesses. Further research should focus on other brands' marketing strategies in order to cover the entire cosmetic sector. Furthermore, a future study should focus on the personality of the consumers so that marketers may determine whether marketing methods are effective or ineffective for each of the consumer's personality features. Consumers' brand trust and loyalty in Myanmar's cosmetic business are projected to improve as a result of these studies.

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APPENDIX A

Structured Questionnaire

PART I: Demographics

1. Gender

Male

Female

2. Age

<18

18 – 20

21 – 25

26 – 30

31 – 35

>35

2. Age

<18

18 – 20

21 – 25

26 – 30

31 – 35

>35

3. Salary

150,001 ~ 300,000

300,001 ~ 500,000

500,001 ~ 1,000,000

Above1,000,001

PART II: Marketing Practices

How much degree do you agree for the following factors relating to Estée Lauder Brand?

Scale definition: (5= Strongly agree, 4 =Agree, 3 =Neither disagree nor agree, 2 = Disagree, 1= Strongly disagree)

Product Quality	Degree				
	5	4	3	2	1
1. Estée Lauder products are matched to what I needed very much.					
2. The ingredients used by Estée Lauder work efficiently and a good result as expected.					
3. Estée Lauder has a lot of products such as makeup, perfume, etc.					
4. Estée Lauder is suitable and mild to my skin.					
5. The materials used by Estée Lauder are safe.					
Price					
6. The high price of Estée Lauder suggests me that this brand uses high quality materials.					
7. Estée Lauder brand provides good value for money.					
8. Normally I bought Estée Lauder without caring much about the price shown.					
9. Estée Lauder offers special price for VIP members.					
10. Comparing with other brands, Estée Lauder charge reasonable price for VIP members.					
Store Environment	5	4	3	2	1
11. Estée Lauder has good store location and easy to access.					
12. Estée Lauder has sufficient outlets.					

13. The interior display of Estée Lauder outlet is attractive.					
14. The shelf spaces inside the stores are attractive and comfortable.					
15. Color and music inside the store are attractive					
Promotion					
16. Advertisements of Estée Lauder are attractive.					
17. Estée Lauder offers special birthday discount for VIP members.					
18. Estée Lauder has bonus point system for members upon purchase.					
19. Estée Lauder arranges promotion events with famous artists and invites VIP members.					
20. Estée Lauder informs members about promotions via phone, email or express service.					
Product Design					
21. Estée Lauder serum is attached tube.					
22. Estée Lauder products have stylish packaging and premium appearance.					
23. Color, size and shape of products are eye catching.					
24. Estée Lauder's lipstick has magnetic cover.					
25. The design of Estée Lauder products is easy to remember.					
Brand Trust					
26. I trust on reputation of Estée Lauder.					
27. I believe Estée Lauder as a prestigious brand.					
28. Estée Lauder give me everything that I expect out of the product.					

29. I can rely on Estée Lauder for my beauty (improvement of my skin).					
30. Estée Lauder never disappoint me.					
Brand Loyalty					
31. Whenever I need to buy cosmetic, I consider Estée Lauder Brand first.					
32. I will recommend my friends to use Estée Lauder.					
33. If this Estée Lauder brand is not available at the store, I will not choose other brands as substitutes.					
34. Whenever I need cosmetic, I will buy Estée Lauder.					
35. I always look forward the new products of Estée Lauder all the time to make purchase again.					
36. I am sure to buy Estée Lauder frequently in the future.					

APPENDIX B

Marketing Practices

Sr. No	Particular	Mean Score	Std. Dev
Product Quality		4.40	
1.	Suitable and matched for customers	4.60	0.49
2.	Good ingredients and effective result	4.56	0.50
3.	A lot of products such as makeup, perfume, etc	4.58	0.49
4.	Suitable and mild to skin	4.12	0.60
5.	Safe materials	4.13	0.60
Price		4.33	
1.	The high price of Estée Lauder suggesting high quality materials.	4.27	0.66
2.	Providing good value for money.	4.12	1.06
3.	Buying without caring much about the price shown.	4.50	0.50
4.	Offering special price for VIP members.	4.50	0.50
5.	Reasonable price for VIP members.	4.24	0.66
Store Environment		3.92	
1.	Having good store location and easy to access.	4.37	0.70
2.	Sufficient outlets.	3.75	0.83
3.	Attractive interior display of Estée Lauder outlet	3.62	0.86
4.	Attractive and comfortable shelf spaces	3.99	1.00
5.	Attractive colour and music inside the store	3.87	1.17
Promotion		4.05	
1.	Attractive advertisements of Estée Lauder	4.27	0.44
2.	Offering special birthday discount for VIP members.	4.03	0.81
3.	Having bonus point system for members upon purchase.	3.29	0.46

4.	Arranging promotion events with famous artists and invites VIP members.	4.39	0.49
5.	Informing members about promotions via phone, email or express service.	4.25	0.66
Product Design		4.16	
1.	Estée Lauder's serum attached tube.	4.12	1.06
2.	Estée Lauder products with stylish packaging and premium appearance.	3.92	1.05
3.	Eye catching colour, size and shape of products	4.13	0.78
4.	Estée Lauder's lipstick with magnetic cover.	4.25	0.43
5.	Easy to recognize design	4.37	0.78

Source: Survey Data, 2021

APPENDIX C

Marketing Practices and Brand Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.950	.949	.11798

a. Predictors: (Constant), Product Design Mean, Promotion Mean, Product Quality Mean, Price Mean, Store Environment Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.800	5	12.560	902.343	.000 ^b
	Residual	3.327	239	.014		
	Total	66.127	244			

a. Dependent Variable: Brand Trust Mean

b. Predictors: (Constant), Product Design Mean, Promotion Mean, Product Quality Mean, Price Mean, Store Environment Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	.322	.196		1.641	.102	
	Product Quality Mean	.523	.043	.527	12.190	.000	2.361
	Price Mean	.370	.083	.366	4.465	.000	2.408
	Store Environment Mean	.259	.062	.420	4.173	.000	2.329
	Promotion Mean	.173	.055	.158	3.154	.002	2.466
	Product Design Mean	.339	.040	-.496	-8.502	.000	2.209

a. Dependent Variable: Brand Trust Mean

Brand Trust and Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.804	.24513

a. Predictors: (Constant), Brand Trust Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.363	1	60.363	1004.565	.000 ^b
	Residual	14.602	243	.060		
	Total	74.964	244			

a. Dependent Variable: Brand Loyalty Mean

b. Predictors: (Constant), Brand Trust Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.064	.130		.487	.626
	Brand Trust Mean	.955	.030	.897	31.695	.000

a. Dependent Variable: Brand Loyalty Mean