

Research Article

Effects Of Implementing Experimental Marketing on Building Brand Commitment and Brand Trust

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Abstract: The emergence of globalization has compelled people around the world to abandon outdated concepts and adopt new ones in every field, particularly marketing. These days, a company that wants to gain market share must consider not only the functionality of its products but also the brand that is associated with it because it creates specific perceptions in the minds of customers or end users, this leads to the adoption of experimental marketing, this is a novel marketing strategy that has transformed traditional marketing. this approach allows to engage customers with a brand by capturing their attention with interactive and creative components in order to form emotional connections and memorable experience. This research aims to examine the effects of implementing experiential marketing on improvising brand commitment and trust in cosmetic business in Chennai city. The study focuses on the factors influencing customers through experimental marketing. In this research, the population used was customers using cosmetic products in Chennai city. This research data was obtained using an online survey questionnaire via Google Form. This research is descriptive research using quantitative methods. The analytical tool used in this research work is SPSS software. The results of the analysis show that Experiential marketing has significant effect on brand trust and brand commitment and the existence of no significant relationship between brand trust and commitment. The results of this research can help the cosmetic industry in understanding consumer behaviour and the factors that contribute to customer trust and commitment for a brand.

Keywords: Digital word of mouth, Brand activation, Memorable experience creation, Brand awareness business opportunities, Net promoter Score (NPS), Brand loyalty

INTRODUCTION

Marketing is a key component in bringing in and keeping clients. The primary concept behind this is to keep the current client as in addition to drawing in the possible client. In this highly competitive industry, where things are changing every minute, the art of product marketing captures a customer's attention and encourages them to buy a product and creates an emotional connect between them. Consumers, according to experiential marketers, are rational and emotional individuals who seek delightful experiences. It is a type of marketing approach that directly engages customers and motivates them to participate in the evolution of a brand. This revolution shows no signs of slowing down; an increasing number of marketers are shifting toward providing experiences for their customers. As a result, experience is a necessary component of a modern client. Experiential marketing is vital in influencing customer behaviour and creating a feeling of satisfaction and loyalty.

On the other hand, Branding concept is currently concentrating on the evolution of the consumer-brand connection. In order to engage both buyers and sellers in a sustained consumer-brand connection, a brand serves as a tool. The idea of brand commitment is crucial given the

fierce competition, the growing number of businesses flooding the market with comparable goods and services, the ease with which consumers can obtain the goods and services they desire from any location, and the need to keep existing clients. Experience marketing has a significant impact on consumers because today's consumer generation is different. brand trust to enhancing brand commitment and brand loyalty. Studies have shown that brand trust and brand commitment are positively and significantly related. The primary input to this connection is brand commitment, while the primary output is brand trust. Traditional brand marketing focuses on functional ties with customers, while experiential marketing offers a more engaging experience, making it a promising starting point for studies on consumer-brand relationships.

The experiential era allows beauty brands to connect with their customers on a deeper level, fostering stronger brand affinity and engagement specifically for cosmetic business. this transition to experiential marketing echoes the industry's emphasis on developing stronger emotional ties with customers. Brand commitment is important for cosmetic products because it can lead to repeat purchases, increased business, and growth.

Trust is the foundation of any successful business

relationship, especially in the cosmetics industry. Consumers rely on brands to ensure their products are safe, effective, and high-quality. Consumers' readiness to depend on a brand's capacity to deliver on its promises is known as brand trust. Thus, this entails a company's virtue of working in its clients' best interests to enhance components of trust. Brand commitment is significantly influenced by brand trust. Specifically, the connection between brand commitment and brand trust creates a beneficial interaction between businesses and customers. One important factor influencing brand commitment and brand recognition in one-on-one marketing interactions is brand trust. thus, establishing a connection of high value exchange. Loyalty must be connected to the intention to trust since loyalty is a relationship built on trust. According to the previous Theories, the overall effect of brand trust is to increase customer loyalty and commitment.

Commitment is characterized as psychological sentiments shown through attitudes toward relationships with the organization, and it will benefit both parties in the long run. The act of a customer reclaiming a brand that is producing appropriateness to need and desire is known as brand commitment. A cosmetics brand will succeed if it continues to project a positive image that people will associate with it. One factor that mediates the relationship between commitment and fulfilment is trust. Furthermore, a consumer's level of contentment with a brand does not necessarily translate into a commitment to use it; rather, a high level of trust based on experience with the branded product can do so. People will be more inclined to commit if they have a high level of brand satisfaction and consumer trust in the brand. According to the study, customers will make additional purchases if their level of pleasure surpasses their initial expectations.

Trust and commitment are both very important elements in ensuring a long -term orientation towards brand. Trust is a key factor in building commitment and improving relationships between brand and consumer and create an emotional connect between them and also important for building long lasting relationships to improve reputation. Trust can be a variable that mediates the relationship between satisfaction and commitment. Brand trust and brand commitment is vitally important for immersive customer base through experimental marketing.

REVIEW OF LITERATURE

Nyoman Sri Subawa et., al (2020) The purpose of this study was to analyse the significant impact of experimental marketing on repurchase intention and also the significant impact of brand trust on repurchase intention. The work concludes that experiential marketing has a positive and significant effect on repurchase intention. Social media marketing has a positive and significant effect on repurchase intention. Brand trust has a positive and significant effect on repurchase intention. **Arijit Goswami (2023)** The basic objective of the paper is to develop a conceptual model on experiential marketing in order to find its impact on brand loyalty and moderating role of consumer gender and to find new opportunities for next generation. The study has identified the dimensions of

experiential marketing that have strong impact on overall brand loyalty of personal care product users. **Israk Fabian Hasan et., al (2024)** This research aims to examine the effect of implementing digital marketing and experiential marketing on brand loyalty through brand trust in coffee shops in the city of Yogyakarta, Indonesia. It concludes that the influence of digital marketing implementation has a significant effect on brand loyalty, brand trust has a significant effect on brand loyalty and experiential marketing has no significant effect on brand trust and brand loyalty and digital marketing have no significant effect on brand trust. **Ida Hidayanti et., al (2018)** The aim of this study is to investigate the effects of brand experience and brand trust to enhancing brand commitment and brand loyalty. Consumers who are loyal to the price of a product will look at product based on functional aspect and they do not think of emotional and expressive aspects. Finally, consumers who are loyal to a brand and prefer a product with recognize reputation. Since price determines level of quality a product for switching customer. **Alvi Diani Khoirunissa et., al (2024)** The purpose of this study is to analyse the role of virtual experiential marketing and brand trust in brand loyalty among virtual try-on cosmetic filter users in Indonesia. this research concludes that can 86 help companies design more effective marketing strategies and focus on building strong brand trust and loyalty. The results showed that virtual experiential marketing has a positive impact on brand loyalty, and brand trust has a positive impact on brand loyalty **Wenjie Xu et., al (2022)** this study examine the impacts of experiential marketing factors on brand trust, brand attachment, and behavioural intention to promote the sustainable development of the integrated resort business. this study established a comprehensive research model by combining experiential marketing and brand marketing to explore the roles the two marketing strategies play in integrated resort tourists' decision-making processes. **Veto Dey (2017)** The research article studies various benefits and strategic issues of experiential marketing, also suggestion is drawn therefrom.

It concludes that Experiential Marketing is powerful instrument it considers consumer as rational and emotional human being who concerned with achieving pleasurable experiences so company need to consider new concept and approaches within the organization. **Talha Bayır (2022)** This study aims to look at the examples and outputs of experiential marketing, which is one of the important marketing approaches to achieving customer satisfaction and customer loyalty. their expectations to create satisfaction. Customer satisfaction and customer loyalty are directly related. Customer loyalty, which has a critical role in affecting the profitability of businesses, is the strongest way to develop a continuous purchasing relationship with any brand or business. **Dr Binoy Thomas et., al (2023)** This research investigates the influence of Brand Experience (BE) and Brand Trust (BT) on Brand Loyalty (BL). This research study delves into the dynamics of BE, BT, and BL within the broader context of brand management. It highlights the critical role of BL in maintaining brand recall and preventing customer defection amidst market challenges. **Alfina Okta Nur Hidayah et., al (2023)** This study aimed to analyse and describe the

effect of experiential marketing, patient satisfaction, and patient loyalty. The results of this study support previous research conducted by Adam & Sanaji (2019) states that experiential marketing variables significantly influence loyalty through satisfaction as an intervening variable. **Willy Cahyadi (2020)** This study aims to determine the effect of experiential marketing and store atmosphere on customer loyalty. he results of this study show that the experiential marketing variable has no partial effect on customer loyalty. The Experiential Marketing variable does not significantly influence Customer Loyalty. The Experiential Marketing and Store Atmosphere variables have a simultaneous effect on Customer Loyalty. **Andrew Davey et., al (2023)** This paper presents a Delphi study that seeks to provide such a conceptualisation. its success factors, consequences, psychological mechanisms, and boundary conditions. The findings suggest that the ‘depth of immersion’ in the experience on three levels is an important underlying mechanism while the impact is moderated by the ability and motivation to become immersed. **Ana-Maria Urdea et., al (2021)** the paper identifies the elements that create the optimal consumers’ experience together with advantages, challenges, and strategic advice associated with the overall digital experience, an aspect that develops a more sustainable relationship between customers and e-businesses. digital marketing is relevant for both academics and practitioners, suggestions for future research directions, and key research implications being **Barron Alfiyan et., al (2023)** The purpose of this research is to analyse and discuss the effect of experiential marketing on word of mouth with satisfaction as an intervening variable. he results of this study indicate that there is a significant influence of experiential marketing variables on satisfaction variables. The results of this study also indicate that there is a significant influence of the satisfaction variable on word of mouth (WOM) variables. **Rati Dhillon (2022)** the purpose is To identify the Relationship and its Impact between Consumer Satisfaction and Consumer Loyalty ,To identify the Relationship and its Impact between Experiential Marketing and Consumer Loyalty and To identify Mediating Effect and Impact of Consumer Satisfaction between Experiential Marketing and Consumer Loyalty he results based on objectives, the study lays down the strategies that must be adopted by organizations to enhance consumer loyalty through experiential marketing in the luxury cosmetic industry in India

STATEMENT OF PROBLEM

customers are continuously looking for something fresh and unique from brands. One of the various ways they learn about a particular brand for the first time is through your marketing. This can be positively implemented with the help of experimental marketing. Consumers are fed up with traditional advertising and are looking for ways to avoid or prevent it completely. The adoption of experimental marketing is a vital alternative approach that tries to engage people with a brand by capturing their attention with interactive, imaginative features in order to establish emotional connection. After the implementation the visibility element of the company branding and high ranking will begin. This study will uncover the challenges

to adopt experimental marketing in cosmetic business and factors influencing the growth of customer base through experimental marketing and its significance in building brand commitment and brand trust and additionally to understand the target audience.

OBJECTIVE OF THE STUDY

1. To find out the benefits of implementing experimental marketing towards brand commitment and trust
2. To find out significant relationship between brand trust and brand commitment.
3. To assess the significant impact of experimental marketing on brand commitment
4. To assess the significant impact of experimental marketing on brand trust.

HYPOTHESIS OF THE STUDY

H₀: There is no significant relationship between Brand Commitment and Brand Trust

H₁: There is significant difference between virtual event and brand commitment

H₁: There is significant difference between Pop Up Shops and brand trust

H₀: There is no significant difference between Celebrity Influencer Partnership and elements of branding

SCOPE OF THE STUDY

The main scope of this research is to analyse the effects of implementing experimental marketing on building brand commitment and brand trust. The goal is to create a strong emotional connection between the customer and the brand in cosmetic products through experimental marketing and to identify the factors involved in implementing experimental marketing.

PURPOSE OF THE STUDY

The purpose of conducting this research on effects of implementing experimental marketing on building brand commitment and brand trust is to analyse various factors involved in implementing and adopting the usage of experimental marketing to improvise the customer base and to create an emotional connect among customers of cosmetic products to retain them and fulfil their needs and requirements in a long-run. This research work aims to provide valuable insights regarding the significant positive effect of experimental marketing towards brand trust and commitment which is important for loyalty and reputation. Additionally, the research intends to identify potential areas of improvement for growth and offer recommendations for enhancing the goal of developing a strong customer base through experimental marketing.

RESEARCH METHODOLOGY

The study is descriptive and analytical. The study used both primary and secondary data. This study is carried out with the observation and survey questionnaire methods which are attributes of descriptive research. The data for the study was collected through structured questions.

Sample: The sample size is 200. A convenience sampling method was used for the study. The secondary data were

also collected from the journals, textbooks, and the internet, which constituted supportive literature to make analysis and suggestions.

used to analyse and interpret and required data. The analysis was used for percentage analysis, Chi-square test and Anova.

Statistical tools: The data were analysed and SPSS was

DATA ANALYSIS AND INTERPRETATION

The research has been made to analyse the demographic factors of the respondents such as Gender, Occupation, Age, Annual Income and spending on cosmetic products research instrument of the qualities of the measure effectiveness.

Table.1: Demographical profile of the respondent using cosmetic products in Chennai city

S.NO	Characteristics	Distribution	Frequency	Present
1	Gender	Male	83	29.5%
		Female	59	41.5%
		Others	58	29.0%
		Total	200	100.0%
2	Occupation	Professional	39	23.5%
		Self employed	38	19.0%
		Home executive	34	17.0%
		Students	42	21.0%
		Others	47	19.5%
		Total	200	100.0%
3	Age	18-24	53	26.5%
		25-34	42	21.0%
		35-44	47	29.0%
		Over 45 years	58	23.5%
		Total	200	100.0%
4	Annual income	Below 15000	36	18.0%
		15001-30000	44	19.5%
		30001-60000	43	21.5%
		60001-90000	39	22.0%
		Above 90001	38	19.0%
		Total	200	100.0%
5	Cosmetics monthly spending	Below 500	63	21.5%
		500-1000	48	24.0%
		1000-1500	43	31.5%
		Above 1500	46	23.0%
		Total	200	100.0%

Source: Primary Data

From the table 1, it is inferred that gender of the respondents furnishes that 41.5% of respondents are female customers. Occupation of the respondents shows that majority 23.5% are professional using cosmetic products. Age of the respondents furnishes that 29.0% fall under the age group 35-44 years. Annual income of the respondents has been checked, it evidences 22.0% respondent's earnings falls under 60001-90000 and 31.5% of the respondents are spending on cosmetic products monthly.

CHI-SQUARE TEST

The Chi-square test is an important statistic used for testing the statistical significance of the cross-tabulation table. Chi-square tests determine whether the two variables are independent. If the variables are independent (have no relationship), then the results of the statistical test will be "non-significant" and are not able to reject the Null hypothesis, conclude that there is no relationship between the variables. If the variables are related, then the results of the statistical test will be "statistically significant" and are able to reject the null hypothesis, and conclude that the researcher can state that there is some relationship between the variables.

$$\text{Chi Square Test} = (O - E)^2 / E$$

Whereas,

O - Observed variable

E - Expected variable

The Relationship Between Brand Commitment and Brand Trust

H₀: There is no significant relationship between Brand Commitment and Brand Trust

H₁: There is significant relationship between Brand Commitment and Brand Trust

Table.2: The Relationship Between Brand Commitment and Brand Trust

Particulars	F-value	Df	Significance
Pearson Chi-Square	8.432 a	12	.751
Likelihood Ratio	8.978	12	.705
No of Valid Cases	200		

Source: Primary Data

From the table.2 reported tests were applied to find out the significant relationship between brand commitment and brand trust. The $p > 0.05$, the Null hypotheses have been accepted, so there is a no significant relationship between the brand commitment and brand trust for cosmetic products.

ANALYSIS OF VARIANCE (ANOVA)

As demographic variables are taken as independent variables, the dependency of other variables on demography was checked with the help of one-way ANOVA (Analysis of Variance). ANOVA is a technique with which the influence of one factor on another is checked. The researcher has employed ANOVA for inspecting whether the response of the sample depends on demographic variables or not. The results are in favour of demographics, meaning the response given by the sample population are the outcome of sample belonging to different age, gender, educational level, and income level.

The One-way analysis of variance has been used to examine the association between the dependent and independent variables of customers with the help of the following formula:

$$F \text{ ratio} = \frac{\text{Variance between groups}}{\text{Variance within groups}}$$

Significant difference between Virtual event and brand commitment

H₀: There is no significant difference between virtual event and brand commitment

H₁: There is significant difference between virtual event and brand commitment

Table .3

Significant difference between Virtual event and brand commitment

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.238	3	1.079	1.675	.002
Within Groups	126.317	196	.644		
Total	129.555	199			

Source: Primary Data

The result of ANOVA presented in the Table.3 shows that there is significant difference between virtual event and brand commitment as the significance level of F value is less than 0.05. The result shows that there is a significance level of difference between virtual event (experimental marketing) and brand commitment.

Significant difference between Pop Up Shops and factors influencing brand trust

H₀: There is no significant difference between Pop Up Shops and brand trust

H₁: There is significant difference between Pop Up Shops and brand trust

Table .4

Significant difference between Pop Up Shops and factors influencing brand trust

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.617	3	.539	.447	.003
Within Groups	236.578	196	1.207		
Total	238.195	199			

Source Primary Data

The result of ANOVA presented in the Table.4 shows that there is significant difference between Pop Up Shops and factors influencing brand trust as the significance level of F value is less than 0.05. The result shows that there exists a significance level of difference between Pop Up Shops and factors influencing brand trust.

Significant difference between Celebrity or influencer partnership and elements of branding

H₀: There is no significant difference between Celebrity Influencer Partnership and elements of branding

H₁: There is significant difference between Celebrity Influencer Partnership and elements of branding

Table.5

Significant difference between Celebrity or influencer partnership and elements of branding					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.060	4	.765	1.132	.343
Within Groups	131.815	195	.676		
Total	134.875	199			

Source Primary Data

The result of ANOVA presented in the Table.5 shows that there is no significant difference between Celebrity or influencer partnership and elements of branding as the significance level of F value is less than 0.05. The result shows that there exists no significance level of difference between Celebrity or influencer partnership and elements of branding.

FINDINGS OF THE STUDY

- It is inferred that majority of 41.5 percent of the respondents are Female.
- It is clear from the analysis that majority, 53.8 percent of the respondents are falling under the category of professionals and 31.5 percent of them spend on cosmetics.
- It is quite evident from the analysis that most of the respondents (29.0%) are in the age group of 35-44 years.
- The hypothesis was framed to find the significant relation between brand commitment and brand trust along with their significant impact on experimental marketing. This relationship was analysed through chi-square test and Anova test. It was found out that there is no significant relation between brand and brand trust but there exists a significant impact of experimental marketing on brand commitment and brand trust for cosmetic business.

SUGGESTION

For any business to boost sales volume and revenue, brand activation is essential. Therefore, finding creative ways to interact with potential clients becomes necessary. The experiential era enables beauty firms to interact with their customers on a deeper level, strengthening brand commitment and brand trust. This shift toward experiential marketing underscores the industry's focus on developing deeper emotional ties with consumers. So, the adoption of this would help the business to create long lasting relations. The cosmetic business should implement this into their business to allow potential customers to directly engage with your business thus leading to brand activation and loyalty.

CONCLUSION

In the modern corporate world, People are continuously looking for something unique from different brands. One of

the various ways customers learn about the product for the first time is possible only through your marketing. So instead of traditional methods, you should investigate the advantages of adopting and implementing experiential marketing which is a creative strategy used by companies to market their brands. The cosmetic industry has undergone a change due to the rise of experimental marketing in recent times. Since there are many competitors, the businesses should create brand activation and awareness to target audience as this is not an easy task, this strategy will aid cosmetic business to create emotional connection and loyalty among customers. The cosmetic business is able to reach and inform the customers about the advancements about their products to some extent. This study concludes that there is no significant relationship between brand commitment and brand trust. The experimental marketing has a significant effect on brand commitment and brand trust. Thus, the adoption and implementation of experimental marketing has brought an effective change in building and improving brand trust and brand commitment for cosmetic business in Chennai city.

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