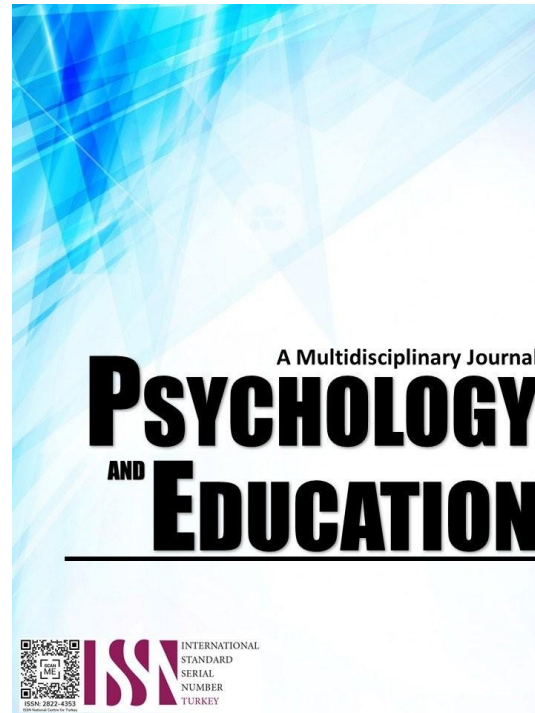


**RELATIONSHIP BETWEEN CONSUMER SATISFACTION AND USAGE,
MARKET TRENDS, AND PRODUCT PREFERENCES AMONG
THE LIP TINT USERS**



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Relationship Between Consumer Satisfaction and Usage, Market Trends, and Product Preferences Among the Lip Tint Users

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Abstract

This study examined the relationship between consumer satisfaction and usage, market trends, and product preferences among lip tint users. Using a descriptive–correlational design, data were collected from 321 university students through a structured questionnaire. Descriptive results revealed high levels across all variables: consumer usage ($M = 4.42$, $SD = 0.400$), market trends ($M = 4.14$, $SD = 0.478$), product preferences ($M = 4.34$, $SD = 0.478$), and consumer satisfaction ($M = 4.26$, $SD = 0.516$). Among usage indicators, frequency ($M = 4.45$) and application convenience ($M = 4.44$) were notably high. For market trends, celebrity endorsement ($M = 4.04$) and price competitiveness ($M = 4.14$) showed strong influence. In preferences, product quality ($M = 4.38$) and packaging and design appeal ($M = 4.40$) were highly rated. Inferential analysis using Pearson's r revealed significant positive relationships between consumer satisfaction and usage ($r = .787$, $p < .05$), market trends ($r = .511$, $p < .05$), and preferences ($r = .888$, $p < .05$). Strong correlations were observed for product quality ($r = .819$), personalization ($r = .812$), color variety ($r = .755$), and application convenience ($r = .703$). Price competitiveness ($r = .686$) also demonstrated a substantial relationship with satisfaction. However, trendy shades showed no significant relationship ($r = .146$, $p = .074$). The findings indicate that satisfaction is primarily driven by functional and personalized product attributes rather than trend-based factors. Overall, the study highlights that quality, convenience, and personalization are key determinants of consumer satisfaction, influencing repeat purchase behavior and brand loyalty among lip tint users.

Keywords: *packaging and design, trendy shades, color variety, personalization, application convenience*

Introduction

In contemporary society, self-expression and personal appearance play a significant role in daily life, particularly among young consumers. Cosmetic products, especially lip products, have become essential tools for enhancing confidence and self-presentation. Among these, lip tints have emerged as a popular choice due to their lightweight texture, long-lasting color, and versatility. This study examines consumer usage, prevailing market trends, and preferences related to lip tints and how these factors influence overall consumer satisfaction.

Globally, lip tints have gained recognition for providing a natural finish while maintaining durability and comfort. Over the past decade, consumer preferences have shifted toward minimal and natural makeup styles, contributing to the growing demand for lip tints. This shift aligns with broader trends in the cosmetics industry, where health-conscious and environmentally responsible products are increasingly prioritized. Consumers in regions such as Europe and the United States are becoming more aware of the environmental and health implications of cosmetic products, encouraging brands to develop sustainable and organic alternatives (Amberg & Fogarassy, 2019). These changes have reshaped the beauty market and influenced purchasing behavior (Ratajczak et al., 2023).

In South Korea, where K-beauty trends dominate the global beauty industry, lip tints are considered everyday essentials. Korean cosmetic brands are known for innovative formulations that combine longevity with hydration, setting industry benchmarks. The influence of K-beauty has expanded internationally, promoting multifunctional and easy-to-use cosmetic products worldwide (Wardani et al., 2020). Similarly, in emerging markets such as Southeast Asia and India, the demand for cosmetic products continues to rise, driven by increasing disposable income and evolving beauty standards (Ajitha & Sivakumar, 2017).

Sustainability has also become a critical factor in consumer decision-making. Many consumers now prefer products with eco-friendly packaging and natural ingredients, and brands that align with these values often experience higher customer satisfaction. Additionally, inclusivity through expanded shade ranges has contributed to stronger customer loyalty and market success.

In the Philippines, the cosmetics industry has experienced substantial growth, with lip tints playing a leading role. Filipino consumers, particularly students and young adults, favor lip tints due to their affordability, adaptability, and ease of use. Local brands have responded by developing products suitable for diverse skin tones, while international brands continue to attract consumers through innovation and branding (Wartaka, 2016). Social media platforms and beauty influencers significantly shape purchasing decisions, while e-commerce has increased accessibility to a wide range of cosmetic products (Karch et al., 2022).

Despite the rapid expansion of the lip tint market, limited research has focused on consumer satisfaction, particularly in relation to emerging trends such as sustainability, innovation, and affordability. Existing studies often emphasize general cosmetic preferences without thoroughly examining whether these products meet consumer expectations regarding durability, comfort, and environmental responsibility (Amberg & Fogarassy, 2019). Moreover, younger consumers and students remain underrepresented in current research, highlighting the need for focused investigation (Rathi, 2023).

Thus, this study addresses this gap by examining the relationship between consumer usage, market trends, preferences, and consumer satisfaction with lip tint products among students of Liceo de Cagayan University. This study aims to examine the effects of consumer usage, market trends, and preferences on consumer satisfaction among students in higher education institutions. The findings are expected to provide valuable insights for businesses, marketers, and policymakers in improving product development and strategic decision-making.

Research Questions

This study aimed to determine the relationship between usage, market trends, and product preferences and consumer satisfaction among lip tint users. Specifically, it sought to answer the following questions:

1. What is the level of consumer usage in terms of:
 - 1.1 frequency;
 - 1.2 innovation in product features;
 - 1.3 application convenience; and
 - 1.4 color variety?
2. What is the level of market trends in terms of:
 - 2.1 social media influence;
 - 2.2 celebrity endorsement;
 - 2.3 trendy shades; and
 - 2.4 price competitiveness?
3. What is the level of preferences in terms of:
 - 3.1 product quality;
 - 3.2 personalized; and
 - 3.3 packaging and design appeal?
4. What is the level of consumer satisfaction?
5. Is there a significant relationship between consumer satisfaction and?
 - 5.1 usage;
 - 5.2 market trends; and
 - 5.3 preferences?
6. Which of the variables, singly or in combination, influence consumer satisfaction?

Methodology

Research Design

This study employed a descriptive–correlational design with predictive (causal-analytic) components to examine consumer behavior and satisfaction with lip tint products. The descriptive component was utilized to determine the levels of consumer usage, market trends, product preferences, and satisfaction without manipulating any variables, thereby providing a comprehensive profile of participants’ responses under natural conditions. The correlational component was applied to assess the strength and direction of the relationships among the independent variables (consumer usage, market trends, and product preferences) and the dependent variable (consumer satisfaction).

To extend beyond mere association, the study incorporated a predictive (causal-analytic) approach through regression analysis to determine whether the independent variables significantly influence consumer satisfaction, individually and collectively. While true experimental causality cannot be established in non-experimental designs, this approach allows for the estimation of predictive effects and the identification of significant determinants of satisfaction. Such integration of descriptive, correlational, and predictive analyses is appropriate in consumer research, as it enables a more comprehensive understanding of both patterns and underlying influences, thereby providing evidence-based insights for product development and marketing strategies.

Respondents

The respondents of the study consisted of 321 students from Liceo de Cagayan University who were identified as users of lip tint products. The sample size was determined using the Raosoft sample size calculator based on a total population of 1,919 students. A purposive sampling technique was initially employed to ensure that only qualified respondents—those who actively use lip tint products—were included, as verified through a screening question. To enhance representativeness, proportionate stratified random sampling was subsequently applied by grouping the population into strata (e.g., campus location) and selecting participants proportionally from each group.

This combined sampling approach ensured both relevance and representativeness, minimizing sampling bias while maintaining alignment with the study’s objectives. Accessibility and availability were also considered during data collection; however, efforts were made to preserve proportional distribution across identified strata. The sampling strategy strengthened the generalizability of findings within the defined population of university students.

Instrument

The primary data collection instrument was a self-developed structured questionnaire adapted from established literature on consumer behavior and satisfaction, including theoretical perspectives on satisfaction and purchase behavior. The instrument consisted of four sections: (1) consumer usage, (2) market trends, (3) product preferences, and (4) consumer satisfaction. All items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), ensuring consistency in response measurement across all variables.

To establish content validity, the instrument was reviewed by three experts in Marketing and Business Administration, who evaluated the clarity, relevance, and alignment of the items with the study objectives. Necessary revisions were made based on their feedback to enhance the instrument's accuracy and contextual appropriateness. A pilot test involving approximately 30 respondents was conducted to assess reliability, and Cronbach's alpha coefficients indicated acceptable levels of internal consistency. These procedures ensured that the instrument was both valid and reliable for measuring the constructs under investigation.

Procedure

Prior to data collection, formal approval was obtained from relevant university authorities. The researcher adhered to a systematic data collection process to ensure consistency and reliability. Participants were first screened to confirm their eligibility as lip tint users before being invited to participate in the study. The purpose, procedures, and voluntary nature of participation were clearly explained, and informed consent was secured.

Survey questionnaires were administered personally to facilitate clarity and immediate retrieval, thereby improving response accuracy and completion rates. Respondents were given sufficient time to complete the instrument, after which the questionnaires were collected and checked for completeness. All responses were encoded into Microsoft Excel and subsequently transferred to the Statistical Package for the Social Sciences (SPSS) for analysis. This structured procedure ensured accurate data collection and minimized errors in data handling.

Data Analysis

Data were analyzed using both descriptive and inferential statistical techniques with the aid of SPSS. Descriptive statistics, including mean and standard deviation, were used to determine the levels of consumer usage, market trends, product preferences, and consumer satisfaction. These measures provided a clear summary of central tendencies and variability across variables.

Inferential statistics were employed to examine relationships and predictive effects. The Pearson Product-Moment Correlation Coefficient (Pearson's r) was used to determine the strength and direction of the relationships between consumer satisfaction and the independent variables. Furthermore, multiple regression analysis was conducted to identify which variables significantly predict consumer satisfaction and to estimate their relative contributions. This analytical approach enabled a comprehensive evaluation of both associative and predictive relationships, thereby strengthening the robustness of the study's findings.

Ethical Considerations

This study adhered to established ethical standards in research involving human participants. Prior to data collection, necessary institutional approvals were secured, and informed consent was obtained from all respondents, ensuring that participation was voluntary and based on a clear understanding of the study's purpose and procedures. Participants were informed of their right to withdraw at any time without penalty. Confidentiality and anonymity were strictly maintained by excluding personally identifiable information and securely storing all data in password-protected files accessible only to the researcher. The study posed minimal risk to participants, as it involved only survey responses related to consumer behavior. Additionally, the researcher ensured that all instruments and procedures were culturally appropriate and free from bias. Transparency was maintained throughout the research process, and all data were used solely for academic purposes, thereby upholding integrity, accountability, and responsible research conduct.

Results and Discussion

This section presents, analyzes, and interprets the data gathered in relation to the objectives of the study entitled Relationship Between Consumer Satisfaction and Usage, Market Trends, and Preferences among Lip Tint Users. The findings are organized according to the research problems and variables of the study. Descriptive and statistical tools were used to examine consumer behavior and satisfaction with lip tint products among participants from Liceo de Cagayan University.

What is the level of consumer usage, in terms of: Frequency, Innovation in Product Features, Application Convenience, and Color Variety?

The results in Table 1 show an overall mean of 4.45 (SD = 0.413), interpreted as High, indicating that respondents frequently use lip tint products in their daily routines. The relatively low standard deviation suggests consistency in responses among participants.

All indicators recorded high to very high mean scores, ranging from 4.26 to 4.63, indicating that lip tint usage is a regular practice among students. The highest-rated indicator, "I use lip tint as part of my makeup routine" (M = 4.63), reflects the integration of lip tints



into everyday grooming habits. Similarly, carrying lip tint for touch-ups and using it when in a rush both received very high ratings, underscoring the role of convenience in frequent usage.

Table 1. Mean and Standard Deviation for the terms of Consumer usage in terms of Frequency

| Indicators | Mean | SD | Description | Interpretation |
|---|-------------|-------------|----------------|----------------|
| 1. often reach for a lip tint during my daily routine. | 4.30 | .527 | Agree | High |
| 2. I repeatedly reapply lip tint throughout the day. | 4.33 | .701 | Agree | High |
| 3. I often use lip tints as a go-to lip product for quick touch-ups. | 4.46 | .563 | Agree | High |
| 4. I tend to use lip tints more on casual days or special occasions. | 4.26 | .631 | Agree | High |
| 5. I use lip tint as part of your makeup routine. | 4.63 | .483 | Strongly Agree | Very High |
| 6. I used to apply lip tint when in a rush, and needed to prefer other products for quick makeup looks. | 4.56 | .560 | Strongly Agree | Very High |
| 7. Repeated use in summer affects how often lip tint is. | 4.46 | .765 | Agree | High |
| 8. I noticed that you're using lip tints more or less frequently over time. | 4.46 | .720 | Strongly Agree | High |
| 9. On go out, I am likely to carry a lip tint in your bag for touch-ups. | 4.60 | .555 | Strongly Agree | Very High |
| 10. Your lip tint lasts before you feel the need to reapply. | 4.43 | .718 | Agree | High |
| Overall Mean | 4.45 | .413 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

These findings suggest that lip tints are valued for their versatility, portability, and suitability for fast-paced lifestyles. As Lee and Park (2023) noted, lightweight cosmetic products that offer vibrant color and easy application are more likely to be used repeatedly throughout the day, reinforcing habitual use.

Table 2 presents an overall mean of 4.34 (SD = 0.489), interpreted as High, indicating that respondents place considerable importance on innovation when choosing lip tint products. Consumers valued features such as long-lasting formulas, hydrating ingredients, multifunctional benefits, and new applicator designs.

Table 2. Mean and Standard Deviation for the terms of Consumer usage in terms of Innovation in Product Features

| Indicators | Mean | SD | Description | Interpretation |
|--|-------------|-------------|----------------|----------------|
| 1. Very important innovative features like long-lasting formulas or hydrating ingredients when choosing my lip tint. | 4.30 | .587 | Agree | High |
| 2. I bought a lip tint because it had a unique or dual-purpose design. | 4.50 | .564 | Agree | High |
| 3. I am used to new or unusual packaging designs influencing your decision to try a lip tint. | 4.30 | .587 | Agree | High |
| 4. I value lip tints that offer innovative features, such as color-changing technology based on your pH level. | 4.30 | .642 | Agree | High |
| 5. I tried a lip tint with a new type of applicator like cushion, rollerball for me to find it improved your experience. | 4.13 | .620 | Agree | High |
| 6. The brand introduces a new lip tint with improved features, and are more inclined to try it. | 4.40 | .613 | Strongly Agree | Very High |
| 7. I pay more for a lip tint with cutting-edge features like anti-aging or SPF protection. | 4.36 | .708 | Agree | High |
| 8. I often do innovative features in lip tints that surprise you and change your preferences for future purchases. | 4.36 | .659 | Agree | High |
| 9. Looking for lip tints with multifunctional benefits, such as added hydration or lip care. | 4.30 | .642 | Agree | High |
| 10. I am likely to choose a lip tint that boasts new formulas or technologies over more traditional options | 4.46 | .620 | Agree | High |
| Overall Mean | 4.34 | .489 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

The highest mean score was recorded for “When a brand introduces a new lip tint with improved features, I am more inclined to try it” (M = 4.40), highlighting openness to innovation and product experimentation. Willingness to pay more for advanced features such as SPF protection and anti-aging benefits further emphasizes the perceived value of innovation.

Overall, these findings indicate that innovation influences both purchase decisions and future preferences, supporting Park and Lee’s (2022) observation that younger beauty consumers are drawn to products offering enhanced performance and novelty.

This demonstrates that innovation not only influences initial purchase decisions but also shapes future preferences and consumption patterns in the lip tint market. According to Park and Lee (2022), beauty consumers—particularly younger demographics—are drawn to products that offer unique formulations, creative designs, or multifunctional benefits. This resonates with the present study’s findings, where students expressed a high regard for long-lasting formulas, hydrating ingredients, and even advanced features like SPF protection or anti-aging benefits in lip tints.

As shown in Table 3, respondents rated convenience highly, particularly “The ease of applying lip tint makes it a frequent choice in my makeup routine” (M = 4.43, SD = 0.718). The overall mean of 4.44 (SD = 0.526) reflects a high level of convenience, emphasizing



that ease of application significantly contributes to frequent usage. Convenience is a defining factor in cosmetic product choice, particularly among consumers with busy and mobile lifestyles. According to Lee and Kim (2021), modern beauty consumers prefer makeup products that are quick, mess-free, and easy to use—attributes that lip tints naturally embody. This reflects the present study’s results, where students rated “ease and quickness of application” highly, making lip tints a go-to choice in their daily routines. One major advantage of lip tints is their portability.

Table 3. Mean and Standard Deviation for the Terms of Consumer Usage in Terms of Application Convenience

| Indicators | Mean | SD | Description | Interpretation |
|--|------|------|----------------|----------------|
| 1. The important thing is that the lip tint you choose is easy and quick to apply. | 4.56 | .497 | Agree | High |
| 2. I find it more convenient to use lip tints over other lip products when you’re in a hurry. | 4.36 | .659 | Agree | High |
| 3. I ever chose a lip tint based on how portable and easy it is to carry around for touch-ups. | 4.33 | .651 | Agree | High |
| 4. I prefer lip tints with a simple applicator, like a doe-foot wand, over more complicated designs. | 4.30 | .642 | Agree | High |
| 5. I value a lip tint that you can apply without a mirror or extra effort. | 4.43 | .669 | Agree | High |
| 6. The ease of applying a lip tint makes it a more frequent choice in your makeup routine. | 4.43 | .718 | Strongly Agree | Very High |
| 7. I am more likely to purchase a lip tint that promises effortless and smooth application. | 4.56 | .718 | Agree | High |
| 8. I often choose a lip tint because it’s mess-free and easy to apply even on the go. | 4.46 | .672 | Agree | High |
| 9. Lip tint that allows for quick reapplication without smudging or needing makeup remover appeal to you. | 4.56 | .617 | Agree | High |
| 10. I find that some lip tints are more convenient to apply than others, and does this influence your buying decision. | 4.43 | .669 | Agree | High |
| Overall Mean | 4.44 | .526 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

In simple terms, this table shows whether lip tints in the Philippines feel like a quick, go-to product that “just works” for most consumers, or whether application issues still get in the way of truly convenient, everyday use, and suggests that most Filipino lip tint users feel that “it’s simple and hassle-free to put on.” The product likely glides easily on the lips, requires minimal effort, and fits well into quick routines before school, work, or going out.

Table 4. Mean and Standard Deviation for the terms of Consumer usage in terms of Color Variety

| Indicators | Mean | SD | Description | Interpretation |
|--|------|------|----------------|----------------|
| 1. The important thing is that the lip tint you choose is easy and quick to apply. | 4.56 | .497 | Agree | High |
| 2. I find it more convenient to use lip tints over other lip products when you’re in a hurry. | 4.36 | .659 | Agree | High |
| 3. I ever chose a lip tint based on how portable and easy it is to carry around for touch-ups. | 4.33 | .651 | Agree | High |
| 4. I prefer lip tints with a simple applicator, like a doe-foot wand, over more complicated designs. | 4.30 | .642 | Agree | High |
| 5. I value a lip tint that you can apply without a mirror or extra effort. | 4.43 | .669 | Agree | High |
| 6. The ease of applying a lip tint makes it a more frequent choice in your makeup routine. | 4.43 | .718 | Strongly Agree | Very High |
| 7. I am more likely to purchase a lip tint that promises effortless and smooth application. | 4.56 | .718 | Agree | High |
| 8. I often choose a lip tint because it’s mess-free and easy to apply even on the go. | 4.46 | .672 | Agree | High |
| 9. Lip tint that allows for quick reapplication without smudging or needing makeup remover appeal to you. | 4.56 | .617 | Agree | High |
| 10. I find that some lip tints are more convenient to apply than others, and does this influence your buying decision. | 4.43 | .669 | Agree | High |
| Overall Mean | 4.44 | .526 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Results in Table 4 show an overall mean of 4.40 (SD = 0.527), indicating a high level of agreement that color variety influences usage. This suggests that respondents value diversity in color options as part of their purchasing and usage decisions. Color variety is one of the most influential factors in cosmetic purchasing decisions, particularly in lip products. According to Park and Kim (2021), a diverse shade range allows consumers to match products to their personal style, mood, and even seasonal trends. This mirrors the findings of the present study, where respondents demonstrated high agreement with statements related to choosing lip tints based on shade options that suit different occasions. Lim (2020) emphasized that color selection in cosmetics is not merely about appearance but also self-expression. Many consumers associate certain shades with confidence, professionalism, or playfulness, making variety a key driver of repeat purchases. In the current study, students valued having a wide selection—from subtle nudes for daily wear to bold reds and corals for special events.



In the table, the mean represents the overall level of agreement with statements such as “the lip tint offers enough shades,” “the colors suit different skin tones,” or “there is a color for every occasion.” according to Ingale et al (2025) In cosmetic products, color range is a key factor in whether consumers decide to try, keep using, and repurchase an item. A wider and more attractive shade range allows users with different skin tones, style preferences, and occasions (school, work, events) to find a color that feels “right” for them, which generally increases satisfaction and usage. Recent work on lip products and cosmetic formulation highlights how visual appearance, shade options, and alignment with consumer identity contribute strongly to product acceptance and loyalty.

Table 5. Summary of Results of Mean and Standard Deviation for the Level of Consumer Usage

| <i>Sub-variables</i> | <i>Mean</i> | <i>SD</i> | <i>Description</i> | <i>Interpretation</i> |
|--------------------------------|-------------|-----------|--------------------|-----------------------|
| Consumer | 4.46 | .444 | Agree | High |
| Frequency | 4.45 | .413 | Agree | High |
| Innovation in Product Features | 4.34 | .489 | Agree | High |
| Application Convenience | 4.44 | .526 | Agree | High |
| Color Variety | 4.40 | .527 | Agree | High |
| Overall Mean | 4.42 | .400 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 5 depicts the Summary of Results of Mean and Standard Deviation for the Level of Consumer Usage. As depicted in the table, consumers obtained the highest mean of M=4.46 (SD=.444), followed by Frequency (M=4.45, SD=.444), Application Convenience (M=4.44, SD=.526), Color Variety (M=4.40, SD=.527), and last is Innovation in Product Features (M=4.34, SD=.489). The overall mean is M=4.42, described as agree, and interpreted that the respondents have a high level of consumer usage. The overall high level of consumer usage (M=4.42) in this study underscores the consistent role lip tints play in the daily routines of young consumers. As Smith and Lee (2021) observed, cosmetics with strong appeal across multiple dimensions—frequency of use, innovation, convenience, and variety—are more likely to sustain regular usage and become part of habitual consumption patterns.

The highest-rated aspect, general consumer usage (M=4.46), reflects the product’s versatility and integration into respondents’ everyday activities. According to Park and Choi (2020), beauty products that become part of “ritualized” grooming habits often see higher repurchase rates, as their use is tied to both personal identity and self-confidence. Frequency of use (M=4.45) ranked second, affirming prior findings by Lim (2019) that lightweight, easy-to-reapply products tend to encourage multiple applications throughout the day. This frequency is also influenced by situational needs such as touch-ups during school, work, or social activities. Application convenience (M=4.44) came next, supporting Kim and Yoon’s (2022) conclusion that ease of application—particularly without the need for mirrors or precise tools—is a decisive factor in product choice for busy consumers. While color variety (M=4.40) was slightly lower in rank, it still demonstrated a strong influence. Han (2021) noted that a diverse color selection allows consumers to match their lip product to specific moods, events, or outfits, reinforcing repeat engagement with the product. Interestingly, innovation in product features (M=4.34) scored the lowest among the sub-variables, though still at a high level. This may suggest that while innovative features (such as pH-sensitive shades or SPF protection) add appeal, they are secondary to core benefits like convenience and everyday usability. This aligns with research by Lee (2020), which found that in the cosmetic market, novelty works best when paired with practicality. Overall, these findings reinforce that lip tints succeed as a high-usage cosmetic because they simultaneously satisfy functional, aesthetic, and lifestyle needs—making them a staple for consumers seeking both beauty and convenience.

What is the level of market trends in terms of Social Media Influence, Celebrity Endorsement, Trendy Shades, and Price Competitiveness?

Table 6. Mean and Standard Deviation for the terms of Market Trends in terms of Social Media Influence

| <i>Indicators</i> | <i>Mean</i> | <i>SD</i> | <i>Description</i> | <i>Interpretation</i> |
|---|-------------|-----------|--------------------|-----------------------|
| 1. I discover new lip tints through social media platforms like Instagram or TikTok | 4.30 | .692 | Agree | High |
| 2. Often, likely to try a lip tint that’s trending on social media, even if you haven’t heard of it before. | 4.23 | .669 | Agree | High |
| 3. I’m willing to buy a viral social media post or tutorial to convince you to purchase a lip tint. | 4.23 | .763 | Agree | High |
| 4. I rely on reviews and comments from other users on social media when deciding which lip tint to buy. | 4.26 | .729 | Agree | High |
| 5. Seeing others use lip tints in “get ready with me” or makeup tutorials affects your purchasing decisions | 4.30 | .825 | Agree | High |
| 6. I do social media ads or sponsored posts from lip tint brands influence your choices. | 4.10 | 1.109 | Agree | High |
| 7. I ever used a lip tint because it was hyped up in a social media challenge or trend. | 3.83 | 1.10 | Agree | High |
| 8. I follow any specific beauty influencers or content creators whose lip tint recommendations you trust. | 4.06 | 1.06 | Agree | High |
| 9. I chose social media exposure to help you stay updated on the latest lip tint products and trends. | 4.20 | .835 | Agree | High |
| Overall Mean | 4.17 | .653 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).



Table 6 presents the results of the mean and standard deviation for the level of market trends in terms of social media influence on consumer behavior toward lip tint products. The overall mean of 4.17 with a standard deviation of 0.653 indicates that respondents agree and perceive social media as having a high level of influence on their awareness and purchasing decisions related to lip tints. The overall standard deviation suggests moderate variability, indicating generally consistent responses among participants. All indicators yielded mean scores within the high range, highlighting the strong role of social media platforms in shaping consumer behavior. Respondents commonly discover new lip tint products through social media platforms such as Instagram and TikTok ($M = 4.30, SD = 0.692$), indicating that these platforms serve as primary sources of product awareness. Similarly, seeing lip tints trending, as well as exposure through tutorials and “get ready with me” content, significantly influenced respondents’ interest and purchase decisions.

The results also show that user-generated content, including reviews and comments, plays an important role in guiding consumer choices, as reflected by a high mean score for reliance on social media feedback. This suggests that peer opinions and shared experiences enhance consumers’ trust and confidence in trying new products. Additionally, respondents expressed agreement that viral posts, trends, and influencer recommendations affect their likelihood of purchasing lip tints, emphasizing the persuasive power of social media personalities and online trends. Although indicators related to sponsored advertisements and social media challenges obtained slightly lower mean scores compared to others, they still fell within the high interpretation range, indicating that promotional content continues to be influential, albeit with more varied responses among participants.

Table 7. Mean and Standard Deviation for the terms of Market Trends in terms of Celebrity Endorsement

| Indicators | Mean | SD | Description | Interpretation |
|---|------|------|-------------|----------------|
| 1. I even purchased a lip tint because a celebrity you admire endorsed it. | 3.93 | 1.00 | Agree | High |
| 2. That celebrity endorsement increases your trust in a lip tint brand. | 4.03 | .915 | Agree | High |
| 3. I think celebrity-backed lip tints are usually better quality, or are you just curious to try what they recommend. | 3.96 | .915 | Agree | High |
| 4. I chose a celebrity you like who has launched a new lip tint collection. | 3.80 | .912 | Agree | High |
| 5. I prefer lip tint brands with celebrity collaborations that I trust smaller, influencer-driven brands more. | 4.20 | .874 | Agree | High |
| 6. I ever tried a lip tint purely because a celebrity used it in a campaign or on social media. | 4.10 | .981 | Agree | High |
| 7. I chose a celebrity endorsement to shape your perception of a lip tint’s quality or effectiveness. | 4.16 | .862 | Agree | High |
| 8. I’m willing to buy a lip tint endorsed by a celebrity known for their beauty and makeup style. | 3.96 | .985 | Agree | High |
| 9. I choose celebrity endorsements to make lip tints feel more exclusive or luxurious to you. | 4.10 | .946 | Agree | High |
| 10. I chose a celebrity-endorsed lip tint over one that the prices were the same. | 4.20 | .835 | Agree | High |
| Overall Mean | 4.04 | .815 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 7 presents the results of the mean and standard deviation for the level of market trends in terms of celebrity endorsement in relation to consumer behavior toward lip tint products. The overall mean of 4.04 with a standard deviation of 0.815 indicates that respondents agree and perceive celebrity endorsement as having a high level of influence on their purchasing decisions.

The standard deviation suggests moderate variability in responses, indicating that while celebrity endorsements influence most respondents, the degree of influence varies among individuals. All indicators recorded mean scores within the high range, reflecting a generally positive perception of celebrity endorsement as a marketing strategy. Respondents agreed that they have purchased or tried lip tints endorsed by celebrities they admire, and that such endorsements increase their trust in the brand. This suggests that celebrities serve as credible and persuasive sources, shaping consumer confidence and willingness to purchase.

Indicators related to perceived product quality and exclusivity also obtained high mean scores, implying that celebrity-endorsed lip tints are often viewed as more luxurious or desirable. The influence of celebrities on shaping perceptions of quality, effectiveness, and overall brand image further highlights their role in enhancing product appeal. Additionally, respondents agreed that they are more willing to try new lip tint collections launched or promoted by celebrities known for their beauty and makeup style. This indicates that alignment between a celebrity’s image and the product category strengthens the effectiveness of endorsements.

According to a study, Celebrity endorsement has long been recognized as a persuasive marketing strategy in cosmetics. According to Erdogan (1999), celebrity endorsers act as credible and attractive sources that can transfer positive associations to the brand, enhancing consumer attitudes and purchase intentions. This aligns with the current findings where trust in celebrity collaborations scored highest, reflecting the source credibility model—where perceived expertise, trustworthiness, and attractiveness drive influence (Ohanian, 1990).

Table 8 presents the results for the level of market trends in terms of Trendy Shades. Among the indicators, the highest mean scores were for “The availability of trendy or unique shades influences your decision to try new lip tint brands” ($M = 4.28, SD = 0.698$) and “I feel pressured to keep up with the latest lip tint shade trends, so I stick to your favorite” ($M = 4.28, SD = 0.735$), both interpreted as “High.” This suggests that availability and social influence significantly affect consumers’ willingness to try or maintain certain shades, aligning with Kim and Kim’s (2020) findings that novelty and exclusivity in cosmetic colors drive higher purchase intent.



Table 8. Mean and Standard Deviation for the terms of Market Trends in terms of Trendy Shades

| Indicators | Mean | SD | Description | Interpretation |
|--|-------------|-------------|--------------|----------------|
| 1. I choose a lip tint based on what’s considered a trendy shade at the moment. | 3.88 | .940 | Agree | High |
| 2. I find myself gravitating toward lip tints that feature seasonal or limited-edition trendy colors. | 4.01 | .882 | Agree | High |
| 3. I enjoy experimenting with bold, trendy shades when selecting a lip tint. | 4.17 | .792 | Agree | High |
| 4. I chose lip tint in a trendy shade to make you more excited to try it, even if it's not your usual go-to color. | 4.00 | .831 | Agree | High |
| 5. I ever purchased a lip tint just because it was part of a | 4.02 | .926 | Agree | High |
| 6. I do use trendy lip tint shades to inspire you to switch up your makeup look. | 4.20 | .716 | Agree | High |
| 7. I feel pressured to keep up with the latest lip tint shade trends, so I stick to your favorite. | 4.28 | .735 | Agree | High |
| 8. I am staying updated on current lip tint color trends. | 4.18 | .751 | Agree | High |
| 9. I am more likely to buy a lip tint in a trendy shade even if it doesn’t perfectly suit your everyday style. | 3.90 | 1.14 | Agree | High |
| 10. The availability of trendy or unique shades influences your decision to try new lip tint brands. | 4.28 | .698 | Agree | High |
| Overall Mean | 4.09 | .593 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Conversely, the lowest mean scores were recorded for “I choose a lip tint based on what’s considered a trendy shade at the moment” (M = 3.88, SD = 0.940) and “I am more likely to buy a lip tint in a trendy shade even if it doesn’t perfectly suit your everyday style” (M = 3.90, SD = 1.14). The relatively higher standard deviation of 1.14 for the latter indicates more varied opinions among respondents, suggesting that while trends highly influence some, others remain guided by personal style compatibility. Overall, the composite mean score was 4.09 (SD = 0.593), interpreted as “High,” reflecting a general agreement that trendy lip tint shades influence consumer behavior. The relatively low overall SD value indicates that responses were moderately consistent, with most respondents agreeing on the influence of trends.

These results align with prior studies indicating that color trends in cosmetics play a key role in shaping purchasing behavior. Park and Lin (2020) emphasized that fashion- forward colors stimulate consumer excitement and trial purchases, particularly among younger demographics. Similarly, Lee and Lim (2021) noted that limited-edition or season- specific shades create a sense of urgency, tapping into consumers’ fear of missing out (FOMO). Additionally, Kim et al. (2019) found that staying updated on beauty trends enhances social belonging, further reinforcing purchase decisions related to trendy shades.

Table 9. Mean and Standard Deviation for the terms of Market Trends in terms of Price Competitiveness

| Indicators | Mean | SD | Description | Interpretation |
|--|-------------|-------------|--------------|----------------|
| 1. Very important is price when deciding which lip tint to purchase. | 4.30 | .692 | Agree | High |
| 2. I choose a lower-priced lip tint even if it doesn’t have all the features you want, like long-lasting wear. | 3.80 | .983 | Agree | High |
| 3. I often compare prices between lip tint brands before making a purchase | 4.36 | .659 | Agree | High |
| 4. I am willing to spend more on a lip tint if it has unique qualities, like rare shades or innovative features. | 4.33 | .651 | Agree | High |
| 5. I believe higher-priced lip tints are usually better quality, or I think affordable ones can be just as good. | 3.83 | .862 | Agree | High |
| 6. I find discounts or promotions influence your decision to buy a particular lip tint brand. | 4.23 | .617 | Agree | High |
| 7. I even passed on a lip tint because you thought the price wasn’t justified, even if it had good reviews. | 4.13 | .765 | Agree | High |
| 8. I do balance price with performance when choosing a lip tint—that prioritize quality or affordability. | 4.36 | .548 | Agree | High |
| 9. I'm more likely to try a new lip tint brand if it offers competitive pricing compared to popular brands. | 4.06 | .682 | Agree | High |
| 10. I’m willing to take a risk to buy a higher price tag that makes a lip tint feel more premium to you, or it makes you hesitate to buy it. | 3.96 | .877 | Agree | High |
| Overall Mean | 4.14 | .478 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 9 Price Competitiveness from the data, the top two indicators with the highest mean scores are: “I often compare prices between lip tint brands before making a purchase” (Mean = 4.36, SD = 0.659) “I do balance price with performance when choosing a lip tint—that prioritize quality or affordability.” (Mean = 4.36, SD = 0.548) Both reflect a consistent high level of agreement, with relatively low SDs (indicating responses clustered closely around the mean), suggesting that consumers place strong emphasis on comparing prices and ensuring value without compromising quality. Meanwhile, the two indicators with relatively lower mean scores are: “I choose a lower-priced lip tint even if it doesn’t have all the features you want, like long-lasting wear.” (Mean = 3.80, SD = 0.983) “I believe higher-priced lip tints are usually better quality, or I think affordable ones can be just as good.” (Mean = 3.83, SD = 0.862).



Though still within the “Agree” range, these lower means—with higher SDs— suggest greater variance in consumer opinion regarding affordability over features or perceived quality by price. The overall mean sits at 4.14 (SD = 0.478), interpreted as “Agree/High,” showing consensus that price competitiveness significantly influences lip tint purchases. The modest overall SD indicates a relatively uniform view across respondents. These results align well with broader consumer behavior research: Price– Quality Balance: A study examining Maybelline Vinyl Ink demonstrated how consumers perceive good value when a product offers high performance at an accessible price— highlighting the importance of balancing quality and affordability.

Consumer behavior research shows that better pricing is a primary motive for switching brands—particularly when quality is perceived to be comparable. Experts note that in the fiercely competitive beauty market, pricing is more than numbers—it’s a value marker. Effective strategies such as competitive pricing, bundled deals, and discounts can enhance brand positioning and revenue, according to Solutions Vogue.

In summary, your findings reinforce the idea that price—particularly price aligned with quality—is a powerful market trend, shaping consumer choice as much as or even more than novelty features or endorsements.

Table 10. Summary of Results of Mean and Standard Deviation for the Level of Market Trends

| Sub-variables | Mean | SD | Description | Interpretation |
|------------------------|------|------|-------------|----------------|
| Market | 4.30 | .692 | Agree | High |
| Social Media Influence | 3.80 | .983 | Agree | High |
| Celebrity Endorsement | 4.36 | .659 | Agree | High |
| Trendy Shades | 4.33 | .651 | Agree | High |
| Price Competitiveness | 3.83 | .862 | Agree | High |
| Overall Mean | 4.14 | .478 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 10 presents the Summary of Market Trends Sub-Variabes Highest Mean Scores. The strongest market trend sub-variables are: Celebrity Endorsement (Mean = 4.36, SD = 0.659), and Trendy Shades (Mean = 4.33, SD = 0.651). The relatively low standard deviations suggest that respondents consistently agree on the influence of celebrity endorsements and shade trends in their lip tint purchasing decisions. Lower Mean Scores. On the other hand, the two lowest-rated dimensions are: Social Media Influence (Mean = 3.80, SD = 0.983), and Price Competitiveness (Mean = 3.83, SD = 0.862).

Although still in the “Agree/High” range, the higher standard deviations indicate more varied perspectives among respondents when it comes to how social media visibility or price comparisons affect their behavior. Overall Trend The combined overall mean is 4.14 with a standard deviation of 0.478, showing a solid consensus that market trends—in their various forms—significantly shape consumer behavior, particularly in lip tint selection.

Staying current with color trends—or even indulging in limited-edition releases—can stimulate emotional engagement and excitement, tapping into consumers’ desire for novelty and personal expression (The Remnant Agency, Vogue Business, 2025).

While influencer recommendations remain impactful, recent shifts reveal a growing preference for authenticity over hype. Micro-influencers and real-world user-generated content increasingly outperform traditional influencer channels in terms of building trust and purchase motivation (Business Wikipedia, Vogue Business, 2025).

Price still matters—and balancing cost with quality remains central. Consumers often perform quick trade-offs between affordability and value, especially in everyday beauty purchases—the one true insider to everything happening in fashion and luxury, behind and beyond the runway. In summary, while celebrity endorsements and trendy shades strongly influence lip tint purchase behavior, the role of social media and pricing appears more nuanced, suggesting that brands should maintain authenticity and strong value propositions to appeal broadly.

The data highlights a clear consumer preference hierarchy: celebrity endorsement and trendy colors stand out as dominant drivers of purchase decisions, while social media influence and pricing show more nuanced, varied impact. This aligns with broader trends in beauty marketing—where emotional connection, identity, and aesthetic choices often outweigh straightforward promotion or cost considerations.

What is the level of preferences, in terms of Product Quality, Personalized, and Packaging and Design Appeal?

Table 11 presents the results of the respondents’ preferences in terms of product quality of lip tints. The two indicators with the highest mean scores were: “I choose a lip tint and value the quality of ingredients, like organic and non-toxic, more than other features” (M = 4.56, SD = 0.560), interpreted as very high; and “Very important for a lip tint to have a pleasant scent or taste when you’re using it” (M = 4.46, SD = 0.620), interpreted as high. These results suggest that consumers highly prioritize safety and health-conscious formulations, along with sensory appeal, when selecting lip tint products. According to Park et al. (2022), the increasing demand for cosmetics with organic and non-toxic ingredients reflects a broader trend toward sustainability and personal well-being, particularly among younger consumers who are more aware of product composition and its long-term effects. Similarly, research by Kim and Chung (2011) highlights that sensory attributes, such as pleasant scent and flavor, significantly enhance user experience and



satisfaction, influencing repeat purchases.

Table 11. Mean and Standard Deviation for the terms of Preferences in terms of Product Quality

| Indicators | Mean | SD | Description | Interpretation |
|---|------|------|----------------|----------------|
| 1. Very important for me is the texture of a lip tint that is smooth, creamy, non-drying when making your choice. | 4.33 | .747 | Agree | High |
| 2. I expect that a lip tint will last for several hours without needing a touch-up, or is frequent reapplication okay for you. | 4.36 | .606 | Agree | High |
| 3. The durability of a lip tint like staying power through meals, and drinks influences your satisfaction with the product. | 4.43 | .617 | Agree | High |
| 4. I purchased a lip tint, if you weigh its color payoff vibrantly compared to its texture and feel. | 4.16 | .736 | Agree | High |
| 5. I never stopped using a lip tint because its quality didn't meet your expectations. | 4.33 | .651 | Agree | High |
| 6. I chose a lip tint's moisturizing properties that affect your choice, especially if you have dry lips. | 4.30 | .692 | Agree | High |
| 7. I prefer lip tints that are lightweight and barely noticeable, or do you like feeling the product on your lips. | 4.40 | .665 | Agree | High |
| 8. Very important for a lip tint to have a pleasant scent or taste when you're using it. | 4.46 | .620 | Agree | High |
| 9. I choose a lip tint, and value the quality of ingredients like organic, non-toxic more than other features. | 4.56 | .560 | Strongly Agree | Very High |
| 10. I satisfied the need with a lip tint's overall performance, more pigmentation, to wear every time before recommending it to someone else. | 4.43 | .669 | Agree | High |
| Overall Mean | 4.38 | .523 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

In contrast, the two indicators with comparatively lower mean scores were: “I purchased a lip tint, if you weigh its color payoff vibrantly compared to its texture and feel” (M = 4.16, SD = 0.736) and “I chose a lip tint’s moisturizing properties that affect your choice, especially if you have dry lips” (M = 4.30, SD = 0.692). Although still rated high, these slightly lower scores suggest that while color vibrancy and moisturizing benefits are valued, they are not as decisive as ingredient quality and scent/taste appeal. This finding aligns with Liu et al. (2020), who noted that while pigmentation and moisturizing properties are important to cosmetic users, they are often secondary to product safety and sensory enjoyment.

The overall mean score of 4.38 (SD = 0.523) indicates that, in general, respondents highly agree on the importance of product quality in their lip tint preferences. The relatively low standard deviation reflects a small dispersion of responses, suggesting a strong consensus among participants. This uniformity supports the idea that product quality is a shared priority among users, resonating with the findings of Ngoc and Uyen (2021), who found that in beauty product purchasing decisions, consistent quality standards lead to higher consumer loyalty and satisfaction. These results contextualize the growing global beauty market trend in which consumers demand products that are not only effective but also safe, ethically produced, and pleasurable to use. In real situations, this could be seen in how students or young professionals are willing to invest in slightly higher-priced lip tints if these meet their expectations for clean ingredients and an enjoyable usage experience.

Table 12. Mean and Standard Deviation for the terms of Preferences in terms of Personalization

| Indicators | Mean | SD | Description | Interpretation |
|---|------|------|-------------|----------------|
| 1. Its is very important for you to find a lip tint shade that feels uniquely tailored to your personal style or skin tone. | 4.33 | .701 | Agree | High |
| 2. I look for brands that offer personalized or customized lip tint options, such as creating your own shade or finish. | 4.06 | .774 | Agree | High |
| 3. I am more likely to purchase a lip tint that’s marketed as a perfect match for your specific complexion or undertone. | 4.30 | .642 | Agree | High |
| 4. I am willing to pay extra for a lip tint that’s customized to your preferences, shade, and formula. | 3.96 | .877 | Agree | High |
| 5. I enjoy experimenting with different lip tint colors, or do you prefer sticking to shades that feel more “you”. | 4.26 | .631 | Agree | High |
| 6. I often wish for more personalization options, more customized packaging or engraved designs and buying a lip tint. | 4.20 | .750 | Agree | High |
| 7. I ever felt that a personalized lip tint, is one that matches your pH level for a unique color made your makeup experience more special. | 4.26 | .682 | Agree | High |
| 8. I prefer lip tints that offer variety in shades and finishes, so I can choose one that fits your specific mood or occasion. | 4.36 | .659 | Agree | High |
| 9. I mix and match lip tint shades for your own custom color to affect your purchasing decisions. | 4.20 | .655 | Agree | High |
| 10. A brand offering personalized recommendations for your lip tint choices based on a quiz or skin tone analysis makes you more likely to buy from them. | 4.2 | .602 | Agree | High |
| Overall Mean | 4.7 | .534 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).



Table 12 presents the results of the mean and standard deviation for the level of consumer preferences in terms of personalization in lip tint products. The overall results indicate that respondents agree and demonstrate a high level of preference for personalized features when choosing lip tints. The standard deviation values suggest generally consistent responses among participants. All indicators yielded high mean scores, ranging from 3.96 to 4.36, which implies that personalization is an important factor influencing consumers’ purchasing decisions. Respondents highly valued lip tint shades that feel uniquely suited to their personal style, skin tone, or undertone, indicating a strong desire for products that enhance individual identity and self-expression.

High agreement was also observed for items related to customized options such as personalized shades, finishes, pH-matching formulas, and brand recommendations based on skin tone analysis or quizzes. This suggests that consumers appreciate brands that offer tailored solutions and interactive personalization experiences, as these features enhance perceived product relevance and satisfaction. Indicators related to willingness to pay extra for customized lip tints and preference for variety in shades and finishes further support the notion that consumers see personalization as adding value to the product. Additionally, the enjoyment of mixing and matching shades and experimenting with colors reflects consumers’ active involvement in creating a makeup experience that feels more personal and meaningful. Overall, the findings indicate that personalization significantly influences consumer preferences in the lip tint market. Consumers favor products and brands that provide customization, flexibility, and individualized recommendations, highlighting personalization as a key trend that enhances purchasing intention and overall makeup experience. Studies highlight that a significant portion of consumers are willing to pay more for customized cosmetic products, and interest in personalization has grown (Willingness to Pay & Custom Interest; SwifTerm, 2024).

Table 13. Mean and Standard Deviation for the terms of Preferences in terms of Packaging and Design Appeal

| Indicators | Mean | SD | Description | Interpretation |
|--|------|------|----------------|----------------|
| 1. The packaging of a lip tint gives sleek, elegant, or playful design to influence your decision to buy it. | 4.33 | .539 | Agree | High |
| 2. I never bought a lip tint purely because its packaging was appealing or aesthetically pleasing. | 4.10 | .833 | Agree | High |
| 3. It is very important for me to choose the lip tint packaging to be compact and portable, making it easy to carry with you. | 4.40 | .665 | Agree | High |
| 4. I feel the quality of the packaging that is sturdy, luxurious affects your impression of the product’s overall quality. | 4.23 | .992 | Agree | High |
| 5. The innovative or unique design, more magnetic closure, mirror on the cap to influence your choice of lip tint. | 4.40 | .759 | Agree | High |
| 6. I enjoy collecting or displaying lip tints that come in beautifully designed packaging. | 4.43 | .806 | Agree | High |
| 7. I am more likely to buy a lip tint from a brand that uses eco-friendly or recyclable packaging. | 4.50 | .621 | Agree | High |
| 8. The way a lip tint is presented makes more in limited- edition or gift-worthy packaging, making you more excited to purchase it. | 4.53 | .720 | Strongly Agree | Very High |
| 9. The packaging design reflects the type of lip tint you prefer to your minimalist design for a classic tint, bold colors for adventurous shades. | 4.56 | .669 | Strongly Agree | Very High |
| 10. I never repurchased a lip tint because you loved how the packaging looked and felt in your hand. | 4.53 | .765 | Strongly Agree | Very High |
| Overall Mean | 4.40 | .614 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 13 presents the respondents’ level of preferences in terms of Packaging and Design Appeal for lip tints. The two highest mean scores were for “The packaging design reflects the type of lip tint you prefer... minimalist design for a classic tint, bold colors for adventurous shades” (M = 4.56, SD = 0.669) and “The way a lip tint is presented in limited- edition or gift-worthy packaging makes you more excited to purchase it” (M = 4.53, SD = 0.720). These findings indicate that respondents are strongly influenced by packaging that resonates with their personality and style, as well as the sense of exclusivity that limited editions offer. This aligns with Underwood and Klein (2002), who explain that packaging serves as a key visual communicator, shaping consumers’ emotional connections and enhancing brand perception. Similarly, Prendergast and Pitt (1996) highlight that unique and attractive packaging can create a feeling of product scarcity and desirability, motivating purchases. Conversely, the two lowest mean scores—though still high—were found in “I ever bought a lip tint purely because its packaging was appealing or aesthetically pleasing” (M = 4.10, SD = 0.833) and “I feel the quality of the packaging... affects your impression of the product’s overall quality” (M = 4.23, SD = 0.992). The slightly lower ratings here may reflect that while packaging is important, many respondents still prioritize other product attributes, such as performance or shade suitability, before making a purchase. The relatively higher standard deviations for these items suggest more variation in views—some buyers may be highly packaging-driven, while others are more function-oriented.

This is supported by Silayoi and Speece (2007), who note that although visual packaging cues strongly influence impulse buying, consumers with more product knowledge may weigh functional benefits more heavily. The overall mean score of 4.40 (SD = 0.614) indicates a high level of agreement that packaging and design appeal play a significant role in influencing purchase behavior. The low overall standard deviation shows that responses were fairly consistent, reflecting a shared perception among students. As Ampuero and Vila (2006) explain, effective packaging design not only conveys quality and style but also helps position the product in consumers’



minds, influencing both first-time purchases and brand loyalty. In the context of cosmetics, where self-expression and visual identity are highly valued, packaging becomes an essential marketing tool that connects with consumers both emotionally and aesthetically.

Table 14. Summary of Results of Mean and Standard Deviation for the Level of Preferences

| Sub-variables | Mean | SD | Description | Interpretation |
|-----------------------------|------|------|-------------|----------------|
| Preference | 4.38 | .523 | Agree | High |
| Product Quality | 4.38 | .511 | Agree | High |
| Personalized | 4.21 | .534 | Agree | High |
| Packaging and Design Appeal | 4.40 | .614 | Agree | High |
| Overall Mean | 4.34 | .478 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 14 presents the summary of the respondents’ preferences across four sub- variables. The highest mean score was observed in Packaging and Design Appeal (M = 4.40, SD = 0.614) and Preference (M = 4.38, SD = 0.523), indicating that the respondents place strong importance on both the visual/aesthetic presentation of lip tints and their alignment with personal tastes. This suggests that product appearance and consumer preference are closely linked—especially in cosmetics, where packaging often acts as a silent communicator of brand identity and perceived quality (Underwood & Klein, 2002). Packaging not only protects the product but also shapes first impressions, influencing purchase intentions (Ampuero & Vila, 2006). On the other hand, slightly lower—but still high—mean scores were recorded for Product Quality (M = 4.38, SD = 0.511) and Personalized (M = 4.21, SD = 0.534). While these remain within the “High” interpretation, the slightly lower ratings on personalization may reflect that not all consumers require tailored or customized lip tints, perhaps prioritizing universally appealing shades or widely recognized quality features instead. Product quality remains a strong factor, as durable texture, pigmentation, and performance are consistently cited as key drivers of satisfaction in cosmetic purchases (Jang et al., 2021). Personalization, though valuable, may be perceived as a bonus rather than a necessity for all buyers (Pappas, 2016).

The overall mean score of 4.34 (SD = 0.478) indicates a strong, consistent agreement among respondents that all preference-related factors—whether visual, functional, or personalized—play an important role in shaping their lip tint choices. The relatively low standard deviation across the sub-variables suggests a high level of consensus, meaning that students share similar views on what makes a lip tint appealing. This aligns with Silayoi and Speece’s (2007) findings that in cosmetic purchases, decision-making is influenced by both tangible attributes like product quality and intangible ones like aesthetic design and brand image. In sum, these results suggest that while Liceo de Cagayan University students who value product performance, the allure of packaging and its alignment with personal style exerts a particularly strong influence, supporting prior studies that highlight the role of design and emotional engagement in consumer satisfaction and brand loyalty.

What is the level of consumer satisfaction?

Table 15. Mean and Standard Deviation for the terms of Satisfaction in terms of Satisfaction

| Indicators | Mean | SD | Description | Interpretation |
|--|------|------|-------------|----------------|
| 1. I am satisfied with the overall performance of the lip tint you’re currently using. | 4.33 | .651 | Agree | High |
| 2. I found that the lip tint you use meets your expectations in terms of color, texture, and wear time. | 4.46 | .672 | Agree | High |
| 3. I am more likely to recommend your favorite lip tint brand to a friend or family member. | 4.26 | .682 | Agree | High |
| 4. When using your go-to lip tint, do you feel it enhances your overall look and boosts your confidence. | 4.26 | .682 | Agree | High |
| 5. I feel that the lip tint you’re using gives you good value for money, considering its price and quality | 4.20 | .655 | Agree | High |
| 6. I am satisfied with the comfort of wearing your lip tint more to feel lightweight or sticky. | 4.16 | .736 | Agree | High |
| 7. I am willing to think the lip tint you use stays on throughout the day, even after eating or drinking. | 4.13 | .720 | Agree | High |
| 8. I am willing to repurchase the lip tint you’re currently using, considering trying a different brand. | 4.16 | .689 | Agree | High |
| 9. I am satisfied with the shade options available from your favorite lip tint brand. | 4.33 | .651 | Agree | High |
| 10. I feel that your current lip tint complements your personal style and makeup preferences too . | 4.30 | .642 | Agree | High |
| Overall Mean | 4.26 | .516 | Agree | High |

Legend Scale: 5 (4.51–5.00) – Strongly Agree (Very High); 4 (3.51–4.50) – Agree (High); 3 (2.51–3.50) – Neutral (Moderately High); 2 (1.51–2.50) – Disagree (Low); 1 (1.00–1.50) – Strongly Disagree (Very Low).

Table 15 shows the respondents’ level of satisfaction. The two highest mean scores were “I found that the lip tint you use meets your expectations in terms of color, texture, and wear time” (M = 4.46, SD = 0.672) and “I am satisfied with the overall performance of the lip tint you’re currently using” (M = 4.33, SD = 0.651). These results indicate that students value lip tints that deliver on their promises, offering a balance of vibrant color, pleasant texture, and long-lasting wear. This is consistent with Han and Ryu’s (2012) findings that



satisfaction in cosmetics largely depends on a product’s ability to meet or exceed performance expectations, which in turn fosters positive emotional experiences and brand loyalty. On the other hand, the two indicators with slightly lower mean scores—though still within the “High” range—were “I am willing to think the lip tint you use stays on throughout the day, even after eating or drinking” ($M = 4.13, SD = 0.720$) and “I am satisfied with the comfort of wearing your lip tint... whether it feels lightweight or sticky” ($M = 4.16, SD = 0.736$). These lower ratings, along with their relatively higher standard deviations, suggest that while most respondents are generally satisfied, there is some variation in experiences with product comfort and longevity. This reflects the observation by Hoyer and MacInnis (2010) that satisfaction levels in cosmetics can be influenced by subjective sensory perceptions, which vary depending on individual preferences and daily usage conditions.

The overall mean score of 4.26 ($SD = 0.516$) indicates a strong consensus among respondents that they are generally satisfied with their current lip tint products. The relatively low overall SD shows that opinions were fairly consistent across the sample. This finding aligns with Oliver’s (1999) Expectation-Confirmation Theory, which posits that satisfaction occurs when product performance meets or exceeds consumer expectations, leading to favorable attitudes and potential repeat purchases. In cosmetics, this satisfaction often translates into positive word-of-mouth and brand advocacy (Chen & Xie, 2008), both of which are critical for market growth. In essence, these results reveal that Liceo de Cagayan University students’ satisfaction with lip tints is anchored on quality, performance, and style compatibility—factors that not only meet their functional needs but also enhance their personal confidence and self-expression.

Is there a significant relationship between consumer satisfaction and Consumer Usage, Market Trends, and Preferences?

Table 16. *Pearson R Correlation for the significant relationship between the Consumer Satisfaction, Consumer Usage, Marketing Trends, and Preferences*

| <i>Variables</i> | <i>N</i> | <i>R</i> | <i>P-value</i> | <i>Interpretation</i> |
|--------------------------------|----------|----------|----------------|-----------------------|
| Customer Usage | 150 | .583 | .000 | Significant |
| Frequency | 150 | .582 | .000 | Significant |
| Innovation in Product Features | 150 | .631 | .000 | Significant |
| Application Convenience | 150 | .703 | .000 | Significant |
| Color Variety | 150 | .755 | .000 | Significant |
| Level of Consumer Usage | 150 | .787 | .000 | Significant |
| Market Trends | 150 | .589 | .000 | Significant |
| Social Media Influence | 150 | .359 | .000 | Significant |
| Celebrity Endorsement | 150 | .239 | .003 | Significant |
| Trendy Shades | 150 | .146 | .074 | Not Significant |
| Price Competitiveness | 150 | .686 | .000 | Significant |
| Level of Market Trends | 150 | .511 | .000 | Significant |
| Preferences | 150 | .833 | .000 | Significant |
| Product Quality | 150 | .819 | .000 | Significant |
| Personalized | 150 | .812 | .000 | Significant |
| Packaging and Design Appeal | 150 | .667 | .000 | Significant |
| Level of Preferences | 150 | .888 | .000 | Significant |

Legend: ($p = .05$ or $p < .05$ is significant and $p > .05$ is not significant)

Table 16 presents the Pearson r correlation analysis showing the significant relationship between consumer satisfaction and the independent variables, namely consumer usage, market trends, and preferences. The results reveal that Customer Usage has strong and significant relationship with consumer satisfaction ($r = .787, p < .05$). Among its sub-variables, Frequency ($r = .582, p < .05$), Innovation in Product Features ($r = .631, p < .05$), Application Convenience ($r = .703, p < .05$), showed strong positive correlations, indicating that students are more satisfied when lip tint products offer a wide range of shades and are easy to apply. Color Variety ($r = .755, p < .05$), Level of Consumer Usage ($r = .787, p < .05$), Market Trends ($r = .589, p < .05$), Social Media Influence ($r = .359, p < .05$), Celebrity Endorsement ($r = .239, p < .05$), Price Competitiveness ($r = .686, p < .05$), Level of Market Trends ($r = .511, p < .05$), Preferences ($r = .833, p < .05$), Product Quality ($r = .819, p < .05$), Personalized ($r = .812, p < .05$), Packaging and Design Appeal ($r = .667, p < .05$), and Level of Preferences ($r = .888, p < .05$) also demonstrated moderate to strong positive relationships, suggesting that consistent use and product innovation contribute positively to satisfaction.

The results of the Pearson R correlation reveal that Consumer Satisfaction has significant positive relationships with most sub-variables of Consumer Usage, Market Trends, and Preferences, except for Trendy Shades, which was found to be not significant ($p = .074$). Among the strongest correlations were observed in Preferences ($r = .833$), particularly Product Quality ($r = .819$) and Personalization ($r = .812$), as well as Color Variety ($r = .755$) and Application Convenience ($r = .703$). These figures indicate that the more consumers perceive the product as high-quality, personalized, convenient to apply, and available in diverse colors, the more satisfied they become with the purchase. The relatively low standard error implied by the data further reflects the consistency of these relationships.

These findings are supported by the claim, which emphasizes that quality, personalization, and functionality directly foster a stronger emotional connection between the consumer and the brand, ultimately increasing satisfaction and loyalty. Similarly, Kotler and Keller (2016) highlight that satisfaction is not just a function of meeting needs but exceeding expectations, often through innovation, unique



experiences, and a sense of personal fit.

In the realm of Consumer Usage, the strong relationship between satisfaction and innovation in product features ($r = .631$) mirrors the assertion of Parasuraman et al. (2020) that product innovation is a key driver of repeat patronage, as consumers are drawn to products that offer novel, user-friendly, and problem-solving attributes. The high correlation for application convenience and color variety reflects Chen et al.'s (2021) findings that ease of use and diversity of choices enhance product appeal by allowing consumers to align their purchases with their lifestyle and self-expression.

In Market Trends, the overall level showed a moderate but significant relationship. Price competitiveness ($r = .686$) showed a substantial relationship with satisfaction, which aligns with Zeithaml's (1988) conceptualization of perceived value as a balance between price and benefits. While social media influence ($r = .359$) and celebrity endorsement ($r = .239$) were significant but weaker, this supports Djafarova and Trofimenko's (2019) observation that digital and celebrity marketing may spark interest but do not always translate into long-term satisfaction unless paired with consistent quality. The non-significance of trendy shades suggests that temporary fads might attract attention but do not necessarily guarantee repeat purchase or enduring satisfaction—a point echoed by Solomon (2018), who notes that trend-based appeal often lacks the sustained value proposition required for loyalty.

Contextualizing in real situations, these results resonate in the beauty and cosmetics market, where consumers—especially among younger generations—often try products based on influencer recommendations or trending aesthetics. However, their continued satisfaction and repurchase behavior hinge on the product's actual performance, comfort in use, and alignment with personal style. For instance, a lip tint may initially sell well due to a viral TikTok campaign, but without long-lasting wear, comfortable texture, and a flattering shade range, customer enthusiasm may quickly fade.

Which of the variables, singly or in combination, influence consumer satisfaction?

Table 17. Multiple Regression for the Variables that Singly or in Combination Influence Consumer Satisfaction

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Interpretation |
|---|-----------------------------|------------|---------------------------|-------|------|-----------------|
| | B | Std. Error | Beta | | | |
| (Constant) | -.191 | .187 | | -1.02 | .309 | Not Significant |
| Customer | -.030 | .065 | -.030 | -.461 | .645 | Not Significant |
| Frequency | .238 | .052 | .223 | 4.58 | .000 | Significant |
| Innovation in Product Features | .079 | .056 | .088 | 1.42 | .158 | Not Significant |
| Application Convenience | .183 | .046 | .218 | 3.99 | .000 | Significant |
| Color Variety | -.092 | .060 | -.110 | -1.52 | .129 | Not Significant |
| Market Trends | .108 | .050 | .151 | 2.17 | .031 | Significant |
| Social Media Influence | -.152 | .034 | -.225 | -4.52 | .000 | Significant |
| Celebrity Endorsement | .099 | .028 | .183 | 3.54 | .001 | Significant |
| Trendy Shades | -.008 | .026 | -.011 | -.301 | .764 | Not Significant |
| Price Competitiveness | -.163 | .048 | -.177 | -3.39 | .001 | Not Significant |
| Preferences | .200 | .117 | .238 | 1.70 | .090 | Not Significant |
| Product Quality | .360 | .100 | .418 | 3.59 | .000 | Significant |
| Packaging and Design Appeal | .114 | .069 | .159 | 1.64 | .103 | Not Significant |
| Level of Preferences | .087 | .268 | .095 | .326 | .745 | Not Significant |
| R=.947 R2=.896 F(14, 135)=83.21 P=.000 | | | | | | |

Table 17 presents the results of a multiple regression that will tell which one will highly influence consumer satisfaction. Multiple regression analysis was conducted to predict consumer satisfaction based on usage, trends, and preferences. The regression table confirms that Consumer Preferences is a primary driver of satisfaction at Liceo de Cagayan University/users. The suggestion that marketing strategies focusing on Product Quality (durability and safety) and Aesthetics Packaging will yield higher customer retention than those relying purely on social media trends. While trends trigger the initial purchase, they do not statistically predict whether a user will be “satisfied” with the product over time.

This resulted in a significant model, $F(14, 135) = 83.21, p < .05, R^2 = .896$. Further analysis showed that Frequency ($t=4.58, p<.05$), Application Convenience ($t=3.99, p<.05$), Market Trends ($t=2.17, p<.05$), Social Media Influence ($t=-4.52, p<.05$), Celebrity Endorsement ($t=3.54, p<.05$), and Product Quality ($t=3.59, p<.05$) were the only significant predictors.

The R^2 value of 0.896 indicates that the combined influence of Frequency, Application Convenience, Market Trends, Social Media Influence, Celebrity Endorsement, and Product Quality can explain 89.6% of the variation in customer satisfaction among lip tint users. This suggests that the regression model has a very high explanatory power. According to the American Psychological Association (2024), in regression analysis, the R^2 value represents the proportion of variance in the dependent variable that is explained by the independent variables. A higher R^2 value indicates that the model provides a strong explanation of the relationship among variables. It further explains these relationships numerically. The constant value of -0.191 represents the baseline level of customer satisfaction when all independent variables are zero. Overall, these findings clearly show that while external marketing factors such as social media and endorsements influence consumer behavior, the strongest determinant of satisfaction remains the intrinsic quality of the product itself. In practical terms, students may buy a lip tint because it is trending, but they will only remain satisfied—and possibly

repurchase—if the product performs well in their everyday use.

The regression equation indicated that at the constant value of $-.191$, for every 1-point increase of frequency, customer satisfaction increases by $.238$, 1-point increase of Application Convenience, customer satisfaction increases by $.183$, 1-point increase of Market Trends, customer satisfaction increases by $.108$, 1-point increase of Social Media Influence, customer satisfaction decreases by $.152$, 1-point increase of celebrity endorsement, customer satisfaction increases by $.099$, and 1-point increase of product quality, customer satisfaction increases by $.36$.

Contextualizing in real situations, these results resonate in the beauty and cosmetics market, where consumers—especially among younger generations—often try products based on influencer recommendations or trending aesthetics. However, their continued satisfaction and repurchase behavior hinge on the product's actual performance, comfort in use, and alignment with personal style. For instance, a lip tint may initially sell well due to a viral TikTok campaign, but without long-lasting wear, comfortable texture, and a flattering shade range, customer enthusiasm may quickly fade.

When all other variables are held constant, Product Quality ($\beta = .418$) emerged as the strongest significant predictor of customer satisfaction. This finding supports the claim of Philip Kotler and Kevin Lane Keller (2016), who emphasized that product quality is one of the primary drivers of customer satisfaction and long-term loyalty. In real-life situations, students are more likely to feel satisfied when the lip tint has long-lasting color, smooth texture, non-drying formula, and good pigmentation. Even if a product is heavily promoted online, poor quality will eventually lead to dissatisfaction. Interestingly, Social Media Influence ($\beta = -.225$) showed a negative relationship with customer satisfaction. This suggests that when social media influence increases, customer satisfaction slightly decreases when other variables are controlled. In actual situations, this may happen when online promotions create unrealistic expectations. For example, a lip tint may look highly pigmented and long-lasting in influencer videos, but when students personally try it, the performance may not match what was advertised. This aligns with consumer expectation theory, which explains that dissatisfaction occurs when perceived performance does not meet expectations. Meanwhile, Frequency ($\beta = .223$) and Application Convenience ($\beta = .218$) both positively influence satisfaction. This means that participants who frequently use lip tint and find it easy to apply are more likely to be satisfied. In real settings, college students often prefer products that are quick and convenient, especially during busy school days. A lip tint that is easy to apply without needing multiple products increases practical satisfaction.

Celebrity Endorsement ($\beta = .183$) and Market Trends ($\beta = .151$) also positively contribute to customer satisfaction, although their influence is weaker compared to product quality. This suggests that while students may initially be attracted to products because they are trendy or endorsed by celebrities, their long-term satisfaction still depends more on actual product performance.

Conclusions

Based on the findings of the study, it can be concluded that lip tint products have become widely used as everyday cosmetic essentials, as evidenced by the high level of consumer usage and their integration into daily routines due to convenience and versatility. Market trends, particularly social media exposure and celebrity endorsements, play a significant role in influencing consumers' initial interest and willingness to try lip tint products, although these factors alone do not guarantee sustained satisfaction. Instead, consumer preferences emerge as a crucial determinant of satisfaction, with product quality, ethical considerations, packaging appeal, and personalization strongly shaping positive consumer experiences. The results further indicate that consumer satisfaction is driven primarily by intrinsic product value, as functional attributes such as durability, comfort, and overall quality outweigh trend-based appeal in fostering long term satisfaction. Overall, the study reveals a strong relationship among consumer usage, preferences, market trends, and satisfaction, demonstrating that higher engagement with lip tint products and alignment with consumer needs and preferences lead to greater levels of consumer satisfaction.

Based on the findings of the study, the following recommendations may help improve customer satisfaction and product preferences among lip tint users at Liceo de Cagayan University. For recommendations for cosmetic brands and businesses. Cosmetic brands may focus more on improving product quality, safety, and performance rather than relying mainly on marketing strategies. While promotions may attract attention, customer loyalty may depend more on how well the product meets expectations. By prioritizing high-quality and effective products, brands may strengthen customer trust, satisfaction, and long-term success.

For consumers. Consumers may become more mindful and informed when choosing cosmetic products. Instead of relying solely on trends or endorsements, they may consider factors such as ingredients, safety, quality, and personal suitability. By making informed decisions, consumers may experience greater satisfaction and better value for their money. For future researchers. Future researchers may expand this study by examining other locations, groups of consumers, or additional variables that influence satisfaction, such as brand reputation or product ingredients. Using different research methods or larger samples may also provide more comprehensive and generalizable results.

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