

## Evaluating quality and price: A comprehensive analysis of maybelline vinyl ink

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**Abstract** - This study evaluates the quality and pricing of Maybelline Vinyl Ink, a widely popular cosmetic product, to provide insights into consumer perceptions and purchasing behaviour. The research focuses on three primary objectives: understanding the criteria that define cosmetic product quality, comparing Maybelline Vinyl Ink's pricing with competitors, and analysing factors that influence consumer purchasing decisions. A mixed-methods approach was employed for data collection, incorporating a detailed review of user feedback from various platforms, ingredient analysis, and a comparative market study. Qualitative data provided insights into consumer satisfaction and preferences, while quantitative analysis helped assess market trends and pricing dynamics. The findings reveal that consumers often associate higher prices with superior quality, but this perception is not always accurate. Many affordable beauty products, including Maybelline Vinyl Ink, are recognized for delivering comparable, if not better, performance. Maybelline Vinyl Ink is particularly praised for its rich pigmentation, smooth application, and long-lasting formula. However, some users reported concerns about potential dryness or discomfort after extended wear, which could influence repeat purchases among certain segments. The analysis highlights the importance of balancing quality and pricing in maintaining brand reputation and consumer trust. Maybelline has successfully positioned itself as a reliable brand by offering products that cater to a diverse audience, combining quality and affordability. The study also underscores the role of product innovation, ingredient transparency, and effective marketing in shaping consumer behaviour in the competitive beauty industry. In conclusion, Maybelline Vinyl Ink exemplifies a product that strikes a balance between cost and quality, meeting the expectations of a broad consumer base. The findings provide valuable insights for both consumers and industry players, emphasizing the need for continuous product improvement and competitive pricing strategies in the cosmetics market.

**Keywords:** Maybelline Vinyl Ink; cosmetic quality; consumer behaviour; pricing analysis; beauty products

### 1. Introduction

The cosmetics industry is one of the fastest-growing sectors globally, driven by evolving consumer preferences, innovative product formulations, and the increasing influence of social media on beauty trends. In recent years, the demand for high-quality yet affordable beauty products has intensified, particularly in the lip product category. Maybelline, a subsidiary of L'Oréal, has positioned itself as a leading brand in this domain by consistently launching innovative products that cater to diverse consumer needs. Among its recent launches, Maybelline Vinyl Ink stands out as a popular choice, combining long-lasting pigmentation with an attractive price point.

The global cosmetics market was valued at approximately USD 380 billion in 2021 and is projected to grow at a compound annual growth rate (CAGR) of 5.3% through 2030 (Grand View Research, 2022). This growth is fuelled by increasing disposable incomes, urbanization, and a growing emphasis on personal grooming. Within this competitive landscape, brands like Maybelline face the challenge of balancing quality, affordability, and consumer expectations. As consumers become more informed about product ingredients, performance, and value for money, their purchasing decisions are increasingly influenced by factors beyond branding, such as ethical production practices and long-lasting product performance (Statista, 2023).

Lip products, including lipsticks, glosses, and tints, are essential items in many consumers' beauty routines. Maybelline Vinyl Ink, a liquid lipstick product, has garnered attention for its vibrant pigmentation and claimed longevity. However, the product's reception has been mixed, with some users reporting issues such as dryness after extended wear. This highlights a critical need to evaluate how the product performs relative to competitors and whether it aligns with consumer expectations for quality and pricing. Understanding these dynamics is essential for Maybelline's continued success and for broader insights into consumer behaviour in the cosmetics industry.

The importance of this study lies in the rapidly changing landscape of consumer preferences and the growing scrutiny of cosmetic products. Today's consumers are more discerning, demanding transparency in ingredient sourcing and efficacy claims. The rise of platforms such as Instagram, TikTok, and YouTube has further amplified the role of consumer reviews in shaping public opinion about beauty products. Consequently, brands must not only deliver on their promises but also respond to feedback to maintain their market share.

Maybelline Vinyl Ink's popularity makes it a relevant case study for exploring the interplay between product quality, pricing, and consumer behaviour. Additionally, the study's focus on analysing both qualitative and quantitative aspects of product performance fills a gap in existing literature, which often emphasizes either consumer perceptions or market trends in isolation. By addressing these elements holistically, this research provides actionable insights for cosmetics brands aiming to thrive in an increasingly competitive market.

The urgency of this research is also underscored by the increasing prevalence of price-sensitive consumers. In a post-pandemic world, affordability has become a critical consideration for many buyers, even in premium product categories. Brands must therefore strike a delicate balance between quality and cost to retain consumer loyalty. As Maybelline Vinyl Ink aims to cater to a wide audience, understanding its market positioning and reception is essential for the brand's strategic planning.

Several studies have examined the dynamics of consumer behaviour, product quality, and pricing in the cosmetics industry. For instance, Park and Lee (2020) explored how brand reputation and product performance influence consumer loyalty in the beauty sector. Their findings indicate that consumers often perceive higher-priced products as superior in quality, though exceptions exist when affordable options demonstrate comparable efficacy. Similarly, Choi et al. (2019) investigated the role of social media influencers in shaping consumer attitudes toward cosmetics, highlighting the importance of online reviews and peer recommendations.

Ingredient transparency and ethical considerations have also emerged as key themes in recent research. According to Smith et al. (2021), consumers are increasingly drawn to brands that prioritize sustainability and clean beauty standards. This aligns with findings by Johnson and Kim (2022), who noted a growing preference for cruelty-free and vegan products, particularly among younger demographics. These trends underscore the need for cosmetics brands to innovate responsibly while maintaining competitive pricing.

Specific to liquid lipsticks, a study by Martinez et al. (2020) analysed the performance metrics that consumers prioritize, such as pigmentation, longevity, and comfort. The researchers found that while bold pigmentation and long wear times are highly valued, issues like dryness and difficulty in removal can detract from user satisfaction. These insights are particularly relevant for evaluating Maybelline Vinyl Ink, given its positioning as a high-pigment, long-wear product.

The rise of social media platforms as marketing tools has significantly influenced consumer purchasing behaviours, especially in the cosmetics industry. TikTok Shop, as highlighted by Gunarso (2023), has become an alternative for budget-conscious shoppers, providing a unique space where affordability meets convenience. This trend has been mirrored in the popularity of products like Maybelline Vinyl Ink, which are heavily marketed through such platforms. Viral marketing and the role of social media influencers, as examined by Majid (2024), are crucial drivers in shaping purchase intentions among young consumers, particularly students, who are highly engaged in digital ecosystems.

Product quality and brand image are consistently emphasized as pivotal factors in consumer decision-making processes. Nisa (2023) discusses how brand image mediates the relationship between product quality and purchasing decisions, particularly for Generation Z, who place high value on both performance and aesthetics. This finding is supported by Rahmadini (2023), who highlights the interplay of product quality, price, brand image, and customer satisfaction in fostering loyalty among Maybelline users. Loyalty, in this context, is influenced not only by the product's performance but also by its ability to meet diverse consumer expectations at competitive prices.

Additionally, the perception of price and the influence of social media play significant roles in consumer behaviour. Rentica (2024) underscores how price perception, combined with brand image and endorsements by influencers, significantly impacts purchasing decisions for Maybelline lipsticks. This aligns with the broader understanding that consumers associate affordable luxury with brands that offer both quality and accessibility. The convergence of these factors highlights the effectiveness of integrating digital marketing strategies with traditional quality benchmarks to capture and sustain consumer interest.

Despite the abundance of research on general cosmetics trends, there is a relative lack of studies focusing on individual products or brands. This creates an opportunity to delve deeper into the specific attributes that contribute to a product's success or limitations. By analysing Maybelline Vinyl Ink, this study aims to bridge this gap and provide a comprehensive understanding of how quality and pricing intersect in consumer decision-making.

The study is guided by the following research problems: (1) What criteria define the quality of Maybelline Vinyl Ink, and how do these align with consumer expectations? (2) How does the pricing of Maybelline Vinyl Ink compare to its competitors, and what role does pricing play in consumer purchasing decisions? (3) What factors influence consumer satisfaction and dissatisfaction with Maybelline Vinyl Ink, particularly in terms of pigmentation, longevity, and comfort?

The primary objectives of this research are: (1) To evaluate the quality of Maybelline Vinyl Ink based on user reviews, ingredient analysis, and performance metrics. (2) To compare the pricing of Maybelline Vinyl Ink with similar products in the market and assess its value proposition. (3) To analyse the factors influencing consumer purchasing decisions, with a focus on the interplay between quality and affordability.

By addressing these objectives, the study seeks to contribute to a nuanced understanding of the cosmetics market, offering insights for both industry stakeholders and academic researchers.

## 2. Method

### 2.1 Method of Data Collection

This study adopted a mixed-method approach, combining qualitative and quantitative research methods to comprehensively examine the quality, pricing, and consumer perceptions of Maybelline Vinyl Ink. The integration of these methodologies was vital to gain a holistic understanding of the product's market positioning and its resonance with consumers (Creswell, 2014). By addressing both subjective experiences and objective metrics, the study ensured a well-rounded evaluation of the product's attributes.

The data collection process employed three primary methods:

(1) **Review of User Reviews:** Online platforms, including popular e-commerce websites (e.g., Amazon, Shopee) and beauty forums (e.g., MakeupAlley, Reddit), were analysed to gather user-generated reviews and ratings. This method provided a wealth of qualitative data reflecting real-world consumer experiences with Maybelline Vinyl Ink. The reviews were systematically coded and categorized based on recurring themes such as pigmentation, longevity, hydration, affordability, and brand reputation. Key challenges, including reports of dryness after prolonged use, were also identified through this process. User reviews have been recognized as valuable sources of authentic consumer feedback in product research (Saunders et al., 2019).

(2) **Ingredient Analysis:** A thorough examination of the product's ingredient list was conducted to evaluate its formulation. Particular attention was paid to active ingredients, such as glycerin, which is known for its hydrating properties, and polymer compounds, which contribute to the product's durability and adherence. Simultaneously, the analysis identified potential irritants or components associated with dryness. Ingredient analysis provided a scientific basis to contextualize consumer feedback, bridging the gap between user experiences and product formulation (Smith & Brown, 2020).

(3) **Market Comparisons:** A detailed comparative pricing analysis positioned Maybelline Vinyl Ink against competing products in the same category, including offerings from L'Oréal and Revlon. Data were collected from multiple sources, including retail websites, official brand pages, and third-party comparison tools. Factors such as price range, availability, promotional discounts, and product value were examined to determine the product's competitive positioning. Market comparisons highlighted Vinyl Ink's mid-range

pricing strategy, which offers an appealing balance between affordability and quality. This approach is commonly used to assess market trends and consumer purchasing power (Anderson & Lee, 2022).

## 2.2 Data Analysis

Thematic analysis was employed to analyse qualitative data from user reviews. This method involved identifying patterns, themes, and trends related to consumer satisfaction and perceived product value (Braun & Clarke, 2006). Quantitative data, such as pricing comparisons and aggregated user ratings, were statistically analysed using descriptive statistics, providing numerical insights into consumer preferences and market dynamics. The combination of these methods enabled triangulation, a process that enhances the reliability and validity of research findings by cross-verifying data from multiple sources (Patton, 2015).

The mixed-method approach ensured a comprehensive evaluation of Maybelline Vinyl Ink by capturing both subjective consumer experiences and objective market data. The integration of thematic and statistical analyses offered nuanced insights into how the product's quality and pricing influence consumer behaviour. This methodology not only provides actionable insights for industry stakeholders but also empowers consumers to make informed decisions when selecting beauty products. The study contributes to broader discussions on consumer behaviour, product innovation, and market competition in the cosmetics industry.

## 3. Results and Discussion

### 3.1 Results

Maybelline is widely recognized as one of the leading cosmetics brands globally, celebrated for its innovative product formulations and accessible pricing. The brand has successfully established itself as a household name in the beauty industry, particularly known for its ability to stay ahead of trends while offering products that cater to a broad audience. Consumers often perceive Maybelline as a brand that not only delivers quality but also keeps pace with the latest beauty trends, making it a go-to choice for makeup enthusiasts and casual users alike.

One of the key factors contributing to Maybelline's strong reputation is its commitment to inclusivity. The brand offers an extensive range of shades and formulations designed to meet the diverse needs of consumers across various skin tones and types. This focus on representation has allowed Maybelline to resonate well with a wide demographic, enhancing customer loyalty and trust. When it comes to products like Vinyl Ink, many users have high expectations. They look for vibrant, richly pigmented colours that provide not just aesthetic appeal but also practical benefits like long-lasting wear and comfort.

Maybelline's Vinyl Ink specifically aims to deliver on these expectations, combining bold colour payoff with a formula that claims to last for hours without fading. Consumers often seek products that can withstand the rigors of daily life—be it eating, drinking, or simply being out and about—without compromising on style or comfort. The brand's reputation for reliability further reinforces this expectation; users anticipate that Vinyl Ink will perform consistently well throughout the day, living up to the promises made in its marketing.

Moreover, Maybelline's proactive engagement with consumers through social media and influencer partnerships has bolstered its standing in the cosmetics market. By showcasing real-life applications of Vinyl Ink and encouraging user-generated content, the brand effectively demonstrates its products in action, thereby building a community of loyal customers who share their experiences and recommendations. This interaction not only enhances brand visibility but also fosters a sense of trust and authenticity, as consumers feel more connected to the brand and its offerings.

Maybelline's strong brand reputation, built on a foundation of innovation, inclusivity, and reliability, sets high expectations for its Vinyl Ink product. Users anticipate a lip product that not only delivers stunning colour but also lasts throughout the day while providing comfort. The brand's commitment to quality and responsiveness to consumer needs continues to reinforce its status as a leading player in the cosmetics industry.

Insights from customer feedback on platforms like TikTok, Shopee and Instagram reveal a generally positive reception of Maybelline Vinyl Ink. Many users enthusiastically praise the product for its rich pigmentation, noting that it delivers vibrant colour in just one application. This quality makes it a standout choice for those who prefer Bold lip looks without the hassle of multiple layers. Reviews frequently highlight the impressive longevity of Vinyl Ink, with users reporting that it can last anywhere from 8 to 16 hours, even through meals and drinks. This durability is a significant factor for many consumers, especially those who lead busy lives and desire a low-maintenance lip option.

The ease of application is another frequently mentioned benefit. Users appreciate the precise applicator that allows for smooth and controlled application, reducing the chances of mistakes. Many reviews describe the texture of Vinyl Ink as creamy and lightweight, which contributes to a comfortable

wearing experience throughout the day. Consumers often express satisfaction with how the product feels on the lips, emphasizing that it doesn't dry out or become uncomfortable, unlike some other long-wear formulas.

However, while the overall sentiment is positive, some users on platforms like TikTok and Shopee express concerns about potential dryness after prolonged wear. A number of reviews indicate that, although the pigmentation and longevity are impressive, some individuals experience dryness or flaking after several hours of use. This feedback points to a desire for added moisturizing benefits in the formula, as many consumers prefer lip products that offer hydration alongside colour.

Additionally, some users suggest that a lip primer or balm underneath Vinyl Ink can help mitigate any drying effects, indicating that while the product is effective, it may require some additional prep for optimal comfort.

Overall, the feedback across various platforms suggests that while most users are highly satisfied with Maybelline Vinyl Ink's performance in terms of colour payoff and wear time, there is an opportunity for improvement regarding hydration. Many consumers appreciate the product's overall value and effectiveness, but they are also looking for enhancements that could make it even more comfortable for long-term wear. This insight is crucial for Maybelline as it continues to innovate and refine its offerings to meet consumer needs.

The price of Maybelline's Vinyl Ink typically falls within the mid-range category for lip products, making it accessible for a wide range of consumers. Comparatively, it is often priced lower than high-end brands while being slightly higher than drugstore competitors that do not focus on long-wear formulations.

When considering the quality metrics established earlier, the price of Vinyl Ink appears justified. The combination of vibrant pigmentation and long-lasting wear time presents a compelling case for consumers seeking value in their beauty purchases. However, it's essential to weigh this against the potential drawbacks, such as the dryness some users report.

In comparison to similar products from other brands, Maybelline Vinyl Ink often stands out for its performance at a reasonable price point. Brands like L'Oréal and Revlon offer competitive alternatives, but Maybelline's formula frequently garners higher ratings for both pigmentation and longevity.

To further illustrate the analysis, a comparison table can be constructed that includes the following columns.

Table 1 Comparative Analysis of Maybelline Vinyl Ink

Criteria	Maybelline Vinyl Ink	L'Oréal Infallible	Revlon Colour Stay	Makeover LipStain
Price	Rp. 96.300	Rp. 112.500	Rp. 106.000	Rp. 99.630
Quality Score (1-10)	8	7	7.5	7.5
User Ratings (1-5)	4.9	4.5	4.4	4.3
Longevity	8-16 hours	8-12 hours	6-10 hours	6-8 hours
Pigmentation	High	Medium	Medium	Low-Medium
Ease of Application	Easy	Moderate	Easy	Moderate
Target Audience	Broad (students, pros)	General consumers	Professionals	Budget-conscious users

This table visually illustrates how Maybelline Vinyl Ink compares to other products in terms of quality and price, reinforcing its competitive position in the marketplace (Shopee). The data collected for this analysis comes from various reliable sources, including the official brand websites where product specifications, pricing, and features are typically listed. Additionally, e-commerce platforms such as Shopee, Tokopedia, TikTok Shop, and Sephora provide user ratings, reviews, and prices, facilitating easy comparisons between different brands. Furthermore, beauty blogs and YouTube reviews from influencers and beauty bloggers offer subjective evaluations on key factors such as performance, longevity, and ease of application, enriching the overall understanding of Vinyl Ink's market position.

### 3.2 Discussion

The analysis of Maybelline Vinyl Ink reveals several significant trends that reflect consumer preferences and product performance in the competitive landscape of lip products.

One of the most notable strengths of Vinyl Ink is its rich pigmentation. Users frequently praise its ability to deliver vibrant colour with just one application, a critical factor for those who desire bold lip looks without the hassle of layering multiple products. This characteristic is particularly appealing to consumers who seek efficiency in their beauty routines, as they can achieve desired effects quickly and effortlessly. Moreover, the longevity of Vinyl Ink sets it apart from many competitors. Users report that it can last

anywhere from 8 to 16 hours, enduring through meals, drinks, and daily activities without significant fading. This durability is especially important for busy individuals who prefer low-maintenance options. The product's impressive wear time aligns well with current trends in the beauty industry, where consumers are increasingly prioritizing long-lasting formulas that offer reliability throughout the day.

Despite the many positive attributes, feedback indicates a recurring concern related to dryness after extended wear. Some users report that while the product performs exceptionally well in terms of colour and longevity, it can lead to a feeling of dryness or flakiness on the lips over time. This highlights an area for potential improvement in the formula, as many consumers today seek lip products that not only provide colour but also offer hydration and comfort. The feedback suggests that incorporating moisturizing ingredients could enhance the overall user experience and satisfaction, potentially widening its appeal to a broader audience.

Interestingly, the analysis reveals that higher-priced products do not always equate to superior quality. While premium brands often boast higher price tags, Maybelline Vinyl Ink demonstrates that affordability can coexist with performance. This combination of competitive pricing and effective results positions Vinyl Ink as an attractive option for consumers who may be hesitant to invest in pricier alternatives without first evaluating their performance. The positive reception of Vinyl Ink also suggests a shift in consumer behaviour, where shoppers are becoming more discerning and informed. They are not only looking for high-quality products but are also becoming more mindful of value for money. This trend indicates that brands like Maybelline can leverage their reputation for quality at accessible prices to attract a loyal customer base.

Maybelline's established reputation in the cosmetics industry further strengthens the appeal of Vinyl Ink. Consumers often gravitate towards brands they trust, especially in a market inundated with options. The brand's commitment to quality and innovation helps foster loyalty among its customers, who are likely to return for repeat purchases. As consumers continue to share their experiences on social media platforms, the visibility and popularity of Vinyl Ink may further increase.

User reviews provide invaluable insights into the real-world performance of Maybelline Vinyl Ink, shedding light on both its strengths and potential areas for improvement. The analysis reveals a generally positive reception across various platforms, including TikTok, Shopee, and Instagram, where beauty enthusiasts share their experiences and recommendations. Many users enthusiastically commend the product for its rich pigmentation, noting that it delivers vibrant colour in a single application, which is particularly appealing for individuals who favour bold lip looks without the hassle of layering multiple products. This ease of achieving a striking look in just one swipe resonates with consumers who value efficiency in their beauty routines.

Additionally, users frequently highlight the product's impressive longevity, often reporting that it can last anywhere from 8 to 16 hours, even under challenging conditions such as eating and drinking. This durability not only adds to its appeal but also positions Vinyl Ink as a reliable choice for those with busy lifestyles who seek low-maintenance makeup solutions. The overall sentiment expressed in the reviews reflects a strong appreciation for a product that can withstand the rigors of daily life while maintaining its vibrant appearance.

However, alongside these positive remarks, some users also voice concerns regarding dryness after extended wear, suggesting that while the product excels in colour and longevity, it may lead to discomfort or flaking on the lips over time. This feedback indicates a growing consumer desire for lip products that not only provide striking colour but also prioritize hydration and comfort. Many reviewers suggest that using a lip primer or balm beneath Vinyl Ink can help mitigate these issues, reflecting a proactive approach to achieving the best results.

Table 2 User Feedback Summary

Feedback Aspect	User Consensus	Notes
Colour Payoff	Vibrant and rich	High satisfaction
Longevity	Lasts 8-16 hours	Great for busy lifestyles
Comfort	Mostly comfortable, some dryness	Suggest use of lip balm for better feel
Application	Easy to apply	Precision applicator is well-received

The pricing strategy for Maybelline Vinyl Ink effectively positions it within the mid-range category for lip products, making it an attractive choice for a wide array of consumers. This deliberate approach to pricing strikes a careful balance between affordability and the perceived quality of the product, catering to both budget-conscious shoppers and those who prioritize reliable performance without the hefty price tag typically associated with high-end brands.

Maybelline Vinyl Ink is strategically priced to sit below high-end luxury brands such as Yves Saint Laurent (YSL) and Dior, both of which command a premium not only for their product formulations but also for their prestigious branding and luxurious packaging. These brands often leverage their status to justify higher price points, attracting consumers who are willing to invest significantly for a perceived elevated experience. In contrast, Maybelline Vinyl Ink is positioned as a more accessible alternative, catering to consumers who appreciate quality but may not want to spend excessively on cosmetics.

Furthermore, Vinyl Ink occupies a price tier that is slightly above entry-level drugstore brands, which often lack the focus on long-wear formulations that many modern consumers seek. While these budget-friendly options may provide basic colour products, they typically do not offer the same level of performance or durability. By positioning itself in this mid-range category, Maybelline effectively targets a broad demographic, including students, young professionals, and everyday makeup enthusiasts who desire reliable and effective products without straining their budgets.

This thoughtful pricing strategy not only makes Vinyl Ink accessible to a diverse audience but also invites consumers to explore a product that promises professional-grade results at an affordable cost. The ability to achieve vibrant, long-lasting lip colour without the financial commitment typically associated with luxury brands appeals to those who are budget-conscious yet still seek high-quality makeup options.

Additionally, the mid-range price point encourages consumers to experiment with different shades and formulations without the fear of overspending. This accessibility can lead to increased brand loyalty, as consumers who find success with Vinyl Ink may be more inclined to try other Maybelline products in the future. Ultimately, the pricing of Vinyl Ink not only reflects Maybelline's commitment to quality and performance but also underscores its understanding of consumer needs in an ever-evolving beauty market. By balancing affordability with high standards, Maybelline continues to attract a loyal customer base that values both quality and accessibility in their beauty purchases.

When comparing Maybelline Vinyl Ink to similar products from other brands, it often emerges as a frontrunner due to its impressive performance at a competitive price point. Brands like L'Oréal and Revlon are commonly viewed as direct competitors, yet Vinyl Ink frequently garners higher ratings in both pigmentation and longevity. This is particularly significant for consumers who are becoming more selective and informed about their beauty choices.

For instance, while L'Oréal offers products with commendable colour payoff, many users report that Vinyl Ink's vibrant hues provide richer saturation with just one application. Similarly, although Revlon's offerings have their merits, the wear time of Vinyl Ink—often lasting between 8 to 16 hours—consistently surpasses that of many rival products. This extended durability is crucial for individuals with busy lifestyles who prioritize makeup that can withstand daily activities without constant touch-ups.

Additionally, Maybelline's commitment to inclusivity with a broad shade range enhances its appeal. Consumers appreciate the diversity of options that cater to various skin tones, further solidifying their loyalty to the brand. By consistently delivering products that not only meet but often exceed performance expectations, Maybelline reinforces its reputation as a trusted leader in the cosmetics market. The combination of quality, performance, and affordability positions Vinyl Ink as a compelling choice for consumers seeking reliable lip products without the premium price tag often associated with luxury brands. This strategic market positioning enables Maybelline to maintain its relevance and appeal among a diverse demographic, from makeup enthusiasts to everyday users, who are looking for effective and affordable beauty solutions.

User reviews provide compelling evidence supporting the value proposition of Maybelline Vinyl Ink. Many consumers emphasize not only the vibrant colour payoff but also the practicality of its long-lasting formula, which can withstand meals and daily activities without significant fading. This blend of performance and affordability resonates strongly with individuals who lead busy lives and require makeup that can keep pace with their schedules.

The general consensus among users is that Vinyl Ink effectively delivers on its promises, reinforcing its appeal as a reliable choice in the competitive lip product market. This level of satisfaction is crucial for fostering brand loyalty and encouraging repeat purchases. Users appreciate being able to achieve bold lip looks without the hassle of frequent touch-ups, enhancing their overall experience with the product. Additionally, many reviews mention how Vinyl Ink fits seamlessly into everyday routines, allowing users to feel confident throughout the day without worrying about their makeup wearing off. This practicality, combined with the striking pigmentation, makes it an attractive option for consumers looking for both quality and convenience.

Overall, the positive feedback surrounding Vinyl Ink highlights its successful balance of performance, affordability, and user satisfaction, further solidifying Maybelline's position in the beauty industry. As consumers continue to share their positive experiences on social media and review platforms,

the word-of-mouth recommendations help to expand Vinyl Ink's reach and appeal, attracting new users who are eager to try a product that has garnered such enthusiastic acclaim.

#### 4. Conclusion

Maybelline has solidified its position as a leading brand in the cosmetics industry through its innovative and consumer-focused approach, particularly with the success of its Vinyl Ink product line. This study highlights the multidimensional aspects of quality in Maybelline products, focusing on ingredient composition, performance metrics, and consumer experience, which collectively define the brand's appeal and market leadership.

The formulation of Vinyl Ink incorporates key ingredients such as glycerin and polymer compounds, which contribute significantly to its hydrating properties and the long-lasting colour that consumers seek in beauty products. Glycerin is a well-documented humectant known for its ability to retain moisture, a critical factor in preventing dryness (Smith & Brown, 2020). The inclusion of polymer compounds ensures the adherence of colour to the lips, offering a smooth, lightweight finish that enhances user experience. These features address the demands of modern consumers who prioritize both efficacy and innovation in their cosmetics (Taylor & Collins, 2019).

Performance analysis reveals that Vinyl Ink excels in longevity and pigmentation. Users consistently report that the product lasts between 8 and 16 hours, making it suitable for extended wear in diverse settings. The product's rich pigmentation enables bold, vibrant lip looks with minimal application, reflecting Maybelline's commitment to delivering high-impact results. However, some consumer feedback highlights dryness after prolonged use, which suggests an opportunity for Maybelline to enhance its formulation by incorporating additional hydrating agents or emollients to improve comfort during extended wear (Johnson, 2021).

From a pricing perspective, Maybelline Vinyl Ink occupies a mid-range category, balancing affordability with perceived quality. This strategic positioning ensures accessibility to a broad audience, including budget-conscious consumers who value high-quality beauty solutions. Comparative analysis with competing brands such as L'Oréal and Revlon demonstrates that Vinyl Ink provides superior performance for its price point, reinforcing its competitive edge in the market (Anderson & Lee, 2022).

The study also explores the role of consumer behaviour in shaping purchasing decisions. Factors such as brand reputation, marketing strategies, and the influence of social media are pivotal in driving sales. Maybelline's commitment to inclusivity and representation resonates with diverse consumer demographics, fostering trust and brand loyalty. Campaigns that emphasize diversity, such as featuring models from various backgrounds, amplify the brand's appeal and align with evolving societal expectations (Garcia, 2020).

In addition to product attributes, the importance of innovative marketing strategies cannot be overstated. Maybelline's use of platforms such as Instagram and TikTok to showcase real-life applications of Vinyl Ink has bolstered its visibility and consumer engagement. This approach highlights how digital tools can bridge the gap between brands and consumers, creating an interactive experience that fosters trust and confidence in product efficacy (Harris, 2020).

This study underscores the critical need to evaluate beauty products not solely on price but also on quality, performance, and consumer experience. Maybelline's Vinyl Ink exemplifies a product that successfully balances these factors, offering consumers a high-value option that meets their beauty needs and budget constraints. By continuing to innovate and address areas for improvement, Maybelline can maintain its competitive edge and sustain its reputation as a leader in the cosmetics industry.

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