

## **A STUDY OF DETERMINANTS OF BRAND LOYALTY IN COSMETICS AND BUYING BEHAVIOR OF FEMALE CONSUMERS FROM THE RETAILER'S POINT OF VIEW IN PUNE CITY<sup>1</sup>**

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### **ABSTRACT**

The global cosmetic industry has been captivated by India in a fascinating manner. India's retail beauty and cosmetics industry, currently estimated at \$950 million, is likely to almost treble to \$2.68 billion by 2020 (TOI, 2013). The industry has been growing at an annual rate of almost 15-20 per cent in the coming years, which is twice as fast as that of the United States or Europe (TOI, 2013). As competition in the cosmetic sector is increasing day by day, consumers are continually bombarded with information on different brands in the same product category of cosmetics. In such a situation it might be very expensive for a company to create brand loyalty amongst existing customers. Therefore many marketing managers are concerned with the growing trends of switching brands. So it has become more important for marketers to have a greater knowledge of the determinants of brand loyalty, that is, the factors that influence consumer to become and remain loyal to a particular brand of cosmetics.

Present article is the compilation of conclusions drawn from the interviews of cosmetic retailers and dealers conducted to find out the various determinants of brand loyalty in cosmetics and the buying pattern and behavior of female consumers in Pune city.

**KEYWORDS:** Brand Loyalty, Buying Behavior, Cosmetics, Cosmetic Retailers, Female Consumers

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<sup>1</sup> The article is a part of the project 'A study of determinants of brand loyalty in cosmetics and its impact on the buying behavior of female consumers in Pune city' (No.: 13MGM000699/ Research Grant (UoP)/2013-15) funded by BCUD Research Grant Scheme, University of Pune.