

ABSTRACT

The women's buying behaviour of cosmetics is studied by selecting five urban cities in Tamil Nadu such as Chennai, Coimbatore, Madurai, Trichy and Salem. The study adopted descriptive and diagnostic research design analysing the responses collected through interview schedule from 569 respondents selected using the stratified proportionate sampling technique. The study focused on studying the various antecedents of buying behaviour among the women, the association between the profile of the women and their view on various antecedents and the level of brand behaviour, loyalty and its determinants among the women were measured and also the linkage between factors leading to customer loyalty on the level of customer loyalty among the working and household women had been evaluated. The present study concluded the buying behaviour of working women is different from the behaviour of household women in cosmetics market, the frequency of buying, quantum of buying, decision making on the purchase are highly dependent on themselves among the working women. The significantly influencing antecedents of brand loyalty on the level of brand loyalty towards cosmetics among WW are brand association; perceived quality, brand trust, brand quality and distribution intensity whereas among the HW, these are brand awareness, switching costs, brand trust, attitude on advertising and distribution intensity. The higher number of brands preferred by working women compared to household women. The buying motives, information sources, evaluation criteria on the selection of cosmetics and the place of purchase of cosmetics among the working women is significantly differing from the household women. The customer loyalty towards cosmetics is also noticed as higher among the working women.