

BUYING BEHAVIOR OF COSMETICS AMONG URBAN WOMEN IN TAMILNADU

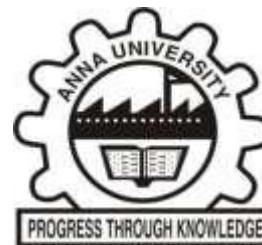
A THESIS

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CHAPTER 10

SCOPE FOR FUTURE RESEARCH

The current study may provide a foundation for so many future researches. The study on buyer behavior in a different segment of women may be studied in future. A comparative study on buyer behavior in the case of cosmetics among male and female may be examined as a separate study in near future. There may be a separate study on the role the life style factor in the buying behavior of cosmetics. The branding and branding behavior in cosmetics market may be studied as a separate study in near future. The mediator role of women satisfaction in between the antecedents of brand loyalty and loyalty behavior among the women may be examined in future studies. The correlation among, the service loyalty, brand loyalty and women loyalty may be analyzed as a separate study. The scope of the study on brand loyalty may be extended to the state and nation in the future research work.

