

Brand Loyalty in the Cosmetic Industry: A Study on university Females of Pakistan

Abstract

Purpose: The purpose of this study was to explore the significant relationships and impact of brand name, product design, service quality and store environment on the brand loyalty of cosmetic industry in general and specifically of cosmetic brands in Islamabad.

Design/Methodology: Survey method was used for data collection with the sample size of 300 respondents (n= 300) including the females students of a well-known university in Islamabad.

Practical Implications: The managers in the cosmetic brands will be acknowledged about the imperative role of all the factors that are found significant through our investigation and therefore, can plan better for their organizational profitability.

Originality: This study endows for not only academic but also the corporate body of existing knowledge with the contextual contribution.

Keywords: Brand Name, Product Design, Service Quality, Store Environment, Brand Loyalty, Cosmetic Brands, Islamabad.

Paper Type: Research Thesis

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