



**Consumer Buying Behavior Regarding Different Shampoo  
Brands For Men In Pakistan**

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## Abstract

This research paper will explain that how important is to understand consumer behavior for those companies and consumers who are linked to premium shampoo brands. It will give you maximum information which will clear the reader to understand the gaping holes between customers and companies, and that is because through our effort we have tried to provide you maximum information that will leave you much closer then still you are. Truly speaking after reading this research paper one will be able to make his own decision, because he would be in position or his or her level of understandability will increase that what is better for one, and further more companies who are selling premium brands will be able to compare their marketing strategies with the past and current strategies. What is special and how this is one of the key questions if one get to know his sales will automatically increase. Another thing that we would love to share with you during this research paper we realized that research is one of the most easiest and common thing because whenever we are talking to someone we are doing research, so we are doing research all the time and it is a part of our lives.

Our research gave us and will provide readers many benefits like first of all it will help reader find its choice and then it will help to see in more jobs and it would give us benefit in our jobs it will open new ways of understanding and learning things most importantly our thinking patterns might change through this, we together could make good decisions.

Now we are collecting data through doing focus groups and from there we got some idea and we prepared questionnaires and filled by the target people who were the right people for the our

research paper. As we are four group members, Zeeshan Saad Faheem and Shoaib we worked hard to make it more useable rather than a project so, we made it with or fully devotion. The topics of this category are less touched and there is a reason behind that and that is because there is very less data on internet available so, everything depends on real effort and that is the reason we chosen this topic.

*"The last thing you want to do is to say something or engage in an activity that may irritate your referral prospect. Any contact you have with the referral will more than likely be related back to its source. It is vital that any feedback is positive, otherwise, your source for referrals will terminate."*

Scott Kramnick

## Dedication

*It is dedicated to all those who helped us in making it complete, and there is no doubt in my mind that without their help and support we could not have completed it. Their inspirational instructions guidance and helping with their experience made my work precious.*

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