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# **FINAL REPORT**

**“Influence of Income, Age and gender on Consumer Buying Behavior in Rawalpindi and Islamabad”**

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## **Abstract**

This research is conducted keeping in view the diverse field of consumer behavior, and how it regulates the decisions of consumers according to age, income and gender. This study also throws light on the attitude and behavior of consumers and how they change their decisions and priorities. To study various factors that influences on the consumers decision and tends to change it. Consumer behavior is influenced by: demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Consumer behavior concern with consumer need consumer actions in the direction of satisfying needs leads to his behavior of every individual depend on thinking.

## Acknowledgement

At the times when "Human values are been questioned" and ulterior mottoes have dominated one's personality here is an occasion rather our privilege to introduce and express our gratitude to some of the exceptions personalities with whom we have shared association, during our project task and who prove the above statement "Human values being questioned" as and only baseless but wrong.

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With great gratitude,  
Hashaam Afzaal  
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