

**THE EFFECT OF BRAND AWARENESS, PRICE,  
ADVERTISEMENTS THROUGH SOCIAL MEDIA ON  
BUYING BEHAVIOR OF CONSUMER: STUDY OF  
PERSONAL CARE PRODUCTS**

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## ABSTRACT

**Purpose of the study:** In the marketing terms, consumer “ refers not only the activity of purchasing itself, but also aggregate buying which include pre and post-purchase activities. Pre-purchase activity starts when consumer start realizing the need or want of a product or service, and for making his purchase decision consumer evaluation the available information about the products and brands that might satisfy it need. Post-purchase activities start when consumer evaluates the purchased item in use and the purchase of expensive and infrequently-bought items. These both activities have impact on purchase and repurchase and they are amenable in differing degrees to marketer influence.

**Research method:** 500 has been the sample size while convenient sampling was used. The survey approach was utilized while questionnaires were used as research tool. Secondary and primary data both have been used and the data has been analyzed using SPSS.

**Findings of the research:** The conclusion from analyzing the recognition of different consumer products was known about shampoo, Toothpaste, Hair color, soap and cream before their first time shopping and the statistics collected from participants showing the same results. The cause of this buying practice depends on advertising of these consumer products by manufacturing companies. Almost every consumer grows up in the world which flooded with the mass media like TV Chanel films, billboards, newspapers and Internet.

**Keywords:** Brand awareness, consumer behavior, consumer buying behavior, Purchase decisions

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