

AN INVESTIGATION INTO FOREIGN HAIR COLOR BRANDS AND CONSUMER PREFERENCE



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ABSTRACT

The idea behind this research project is to investigate foreign hair coloring brands and consumer preferences. In Pakistani professional market different foreign hair color brands are used and this research is initiated to know their preferences regarding that particular foreign brand.

As this study is descriptive in nature, various research questions related to foreign color brands' attributes and consumer preferences are developed. These were then answered through collection and analysis of survey data on basis of questionnaires. Both primary and secondary data were collected to develop research questions, research theory and results.

Females related to beauty salons or professional business are surveyed which led to an interesting findings and recommendation for companies regarding foreign hair coloring brands preferences and consumers' expectations. It is found that high quality, new innovative formulas, technology, price, packaging, availability of foreign brands, brand image and popularity, are more preferred; apart of that seminars, demonstration, classes, workshops and consumer awareness about the product is found to have an influence on consumer preferences.

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