TABLE OF CONTENTS

Abstract	dgements	ii. iii. V.	
List of Tab		vii.	
List of Figure			
LIST OF FIG	ule	viii.	
Chapter	ŗ	Page	
I.	INTRODUCTION		
	The Malaysian Hair Shampoo Market The Latest Hair Shampoo Introduced in the Malaysian Market Objectives of the Study	- 7	
	Significance of the Study	10	
	Scope of the Study	11	
	Organization of the Study	11	
II.	LITERATURE REVIEW	13	
	Theoretical Background	13	
	What is Consumer Behavior	16	
	Three Research Perspectives on Consumer	- 10	
	Behavior	17	
	Models of Consumer Behavior	18	
	The Howard-Sheth Model	19	
	The Howard Model	20	
	The Engel-Kollat-Blackwell (EKB) Model	20	
	Comparison of the Models	2	
	Consumer Choice Behavior	23	
	Consumer Involvement	25	
	The Low-Involvement Decision Process	25	
	Pre-Choice Influences on the Low-Involvement	2.	
	Decision Process	27	
	Previous Research	2	
III.	RESEARCH METHODLOGY	3	
	Sampling Design Research Instrument Data Collection Procedure	31 32 33 34	
	Data Analysis Techniques	- 34	

Chapter		Page
IV.	RESEARCH RESULTS	36
	Demographic Profile of the Respondents Characteristics of Hair Unaided Brand Awareness Usage Patterns Hair Problems/Types of Hair Problems Product Performance Evaluation Purchase Patterns Decision Maker Factors that Influence Consumers' Choice of Hair Shampoo and Its Relative Importance	36 39 40 44 46 47 49 50
V.	CONCLUSION & RECOMMENDATIONS	53
	Overview of the Study Interpretation of Major Findings Marketing Implications Limitations of the Study Recommendations for Future Research	53 53 55 57 57
	BIBLIOGRAPHY	59
	APPENDIX	63
	Appendix A: Survey Questionnaire (English and Bahasa Malaysia)	63

LIST OF TABLES

Table			Page
	1.	Malaysian Hair Shampoo Market Size (1997 to 1999)	2
	2.	Malaysian Hair Shampoo Market Size by Categories (1997 to 1999)	3
	3.	Malaysian Hair Shampoo Market Size by Segments (1997 to	4
	4.	1999) Malaysian Hair Shampoo Market Share by Manufacturers	
	5.	(1997 to 1999)Malaysian Hair Shampoo Market Share by Brands (1997 to	5
	J.	1999)	6
	6.	Demographic Profile of the Respondents	38
	7.	Hair Characteristics	39
	8.	Unaided Brand Awareness (First Mention)	41
	9.	Unaided Brand Awareness (Total Mentions)	42
	10.	Brand Used Currently	43
	11.	Most Often Used Brand	44
	12.	Usage Patterns	45
	13.	Types of Hair Problems	47
	14.	Product Performance Evaluation by Ethnic Groups	48
	15.	Purchase Patterns	49
	16.	Factors that Influence Consumers' Choice of Hair Shampoo	
		by Ethnic Groups	51

LIST OF FIGURE

Figure			Page
	1.	Malaysian Hair Shampoo Market Size by Categories (1997	
		to 1999)	3