



**THE INFLUENCE OF BRAND AWARENESS TOWARDS  
CUSTOMER DECISION:  
A STUDY OF THE BODY SHOP BEAUTY CARE PRODUCTS**

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## ABSTRACT

This is a quantitative research design conducted to identify the influence of brand awareness towards consumer decision by moderating of marketing mix among The Body Shop females' consumer in Kota Kinabalu, Sabah. 184 respondents selected to collect the data required. Nowadays, the beauty care industry facing rivalry competition among the beauty care product marketers. In this current industry situation, The Body Shop needs to identify the importance of brand awareness to influence the consumer decision to consume their products. Besides that, the researcher wants to identify the relationship between the brand awareness and marketing mix to influence the consumer decision-making. The data collected through structured questionnaires and have been interpreted by statistical analysis software of SPSS. This study will beneficial to future researcher and companies that interested entering especially in the beauty care product market. It will help to have better understanding on the influence of brand awareness related to marketing mix in terms to influence consumer decision behavior.