

Majors: MKT/34

EFFECT OF CLOTHING PRICING, BRAND TRUST AND WEBSITE  
DESIGN ON ONLINE SHOPPING DECISIONS IN PAKISTAN



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Spring / 2020

**FINAL PROJECT/THESIS APPROVAL SHEET**

**Viva-Voce Examination**

Viva Date 17/07/2020

**Topic of Research:** Effect of Clothing Pricing, Brand Trust and Website Design on Online Shopping Decisions in Pakistan

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## **ACKNOWLEDGEMENT**

From the deepest of my heart, I would like to thank Almighty ALLAH for the unconditional love He has shown me throughout my life and strength He has provided me to cope with any challenges that came across in my life. I would like to thank and appreciate the effort of my supervisor Mr. Salman Ali Khan who has shown his devotional commitment towards the accomplishment of this dissertation. His professional guidance, overwhelming attitude and irresistible support has made this dissertation a possibility within limited span of time allowed. I would like to thank my family, as I am very grateful for their love and support through every thick and thin phase of my life. My family has been the prime reason behind the success and achievements that I have in my master's degree. I owe a great debt of gratitude to my parents for their continuous support and for being my motivation throughout my life. I would like to appreciate the supporting effort of my graduate friends who has helped me a lot throughout my graduate degree.

## **ABSTRACT**

This study is focused mainly on investigating the relationship between brand trust, clothing pricing, website design and online shopping decisions in fashion industry of Pakistan. This study has considered brand trust, clothing pricing and website design as independent variables. Whereas, online shopping decisions have been considered as the dependent variable in this study. However, this study has finalized fashion industry of Pakistan to testify the relationship between variables mentioned above. The major emphasis in this study has been on assessing the relationship between brand trust, clothing pricing and website design (independent variables) and online shopping decisions (dependent variable) in fashion industry of Pakistan. To prove this relationship, a survey has been conducted through an adopted structured questionnaire regarding this literature, in which customers associated with fashion industry of Pakistan, have been requested to share their experiences by filling the questionnaires. Then, to identify the results on data gathered from the respondents, statistical instruments have been used. Some of the statistical instruments used in this study includes descriptive frequencies, reliability, correlation, regression, etc. Results derived through statistical instruments have shown that there exists a significant relationship between brand trust, clothing pricing and website design (independent variables) and online shopping decisions (dependent variable) in fashion industry of Pakistan. Conclusively, it has been proved that brand trust, clothing pricing and website design significantly impacts online shopping decisions in fashion industry of Pakistan.

**Key Words:** Brand Trust, Clothing Pricing, Website Design, Online Shopping Decisions, etc.

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