

BAHRIA UNIVERSITY



The impact of global branding on textile industry of Pakistan

Research Thesis

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Abstract

Today, presence of competitive and marketing savvy globe, branding is considered as the fundamental strategy of gaining competitive edge and success. Companies are considering branding to enhance their products and services market for bringing improvement in investment, exports and tourism.

The research aims at investigating and examining the Impact of global branding in textile industry of Pakistan through considering the role of brand awareness, brand image, brand pricing and consumer buying behaviour impact on the global branding. This research is quantitative in nature. In this research study, questionnaire approach has being utilized. Two main Textile companies are selected that are Chen One and Gul Ahmed.

The respondents of the study are the company's consumers whose views and opinions have being extracted through the filling of questionnaires. The data collected from the selected number of respondents has being deeply analysed through implication of tests such as correlation, and regression run through SPSS test. The research findings reflect that brand awareness, brand image, brand pricing and consumer buying behaviour have increased impact on the global branding and to boost the branding, Textile companies should be focused on enhancing these factors.

Keywords:

Brand awareness, Brand Image, Brand Pricing, Consumer Buying Behaviour, and Global Branding

Table of Contents

Acknowledgement	I
Abstract.....	II
List of Figures	VI
List of Tables	VII
Abstract.....	Error! Bookmark not defined.
Chapter 1: Introduction.....	0
1.1 Problem Statement	2
1.2 Objective of the study	3
1.3 Research Questions	3
1.4 Significance of the study	3
1.5 Thesis Contribution.....	4
1.6 Thesis Structure.....	4
Chapter 2: Literature Review.....	5
2.1 Global Branding	5
2.2 Brand Image	9
2.3 Brand Awareness.....	10
2.4 Consumer Buying Behaviour	13
2.5 Textile Industry in Pakistan.....	16
2.6 Global Branding and External Factors	16
2.7 Theoretical Framework	18
2.8 Hypotheses	19
2.8.1 Hypothesis 1:	19

2.8.2	Hypothesis 2:	19
2.8.3	Hypothesis 3:	20
2.8.4	Hypothesis 4:	20
2.9	Summary	20
Chapter 3: Research Methodology		21
3.1	Research Design.....	21
3.2	Research Strategy.....	22
3.3	Sample Size	22
3.4	Data Collection technique	23
3.5	Statistical Instrument Development	23
3.6	Development of Questionnaire.....	24
3.7	Issues regarding accessibility	24
3.8	Reliability Analysis	24
Chapter 4: Data Analysis and Presentation		26
4.1	Demography Analysis	26
4.2	Correlations Analysis	31
4.3	Regression Analysis	33
4.4	Chi-square Test for Independence Variable)	35
4.4.1	Gender * Brand Awareness	35
4.4.2	Gender * Brand Price.....	37
4.4.3	Gender * Brand Image	39
4.4.4	Gender * Consumer Buying Behaviour.....	41
4.4.5	Gender * Global Branding	43
4.4.6	Marital Status * Brand Awareness.....	45

4.4.7	Marital Status * Brand Price	47
4.4.8	Marital Status * Brand Image	49
4.4.9	Marital Status * Consumer Buying Behaviour	50
4.4.10	Marital Status * Global Branding	52
Chapter 5: Conclusion and Recommendation		55
5.1	Recommendation.....	57
5.2	Future Research.....	58
References.....		59
Appendices.....		62
Appendices-A		62
Part 1: Personal Information		62
Part 2: Instructions		62
Section A: Brand Awareness		62
Section B: Brand Price.....		63
Section C: Brand Image		63
Section D: Consumer Buying Behaviour.....		63
Section E: Global Branding		64

List of Figures

Figure 2.1 Framework.....	19
Figure 3.1 Research Methodology (Rauf, 2015)	Error! Bookmark not defined.

List of Tables

Table 4-1 Gender	27
Table 4-2 Age	28
Table 4-3 Marital Status.....	29
Table 4-4 Occupation.....	30
Table 4-5 Manufacturing Industries.....	31
Table 4-6 Correlations	32
Table 4-7 Variables Entered	33
Table 4-8 Model Summary	33
Table 4-9 ANOVA.....	34
Table 4-10 Coefficients.....	34

