BAHRIA INSTITUTE OF MANAGEMENT AND

COMPUTER SCIENCES

MBA PROJECT

FACTORS AFFECTING CUSTOMER PREFERENCES REGARDING FORMITE®

Syed Aown Hassan   **(01-299082-026)**

Ejaz Hanif   **(01-299082-005)**

Shehzad Ahmed   **(01-299082-024)**

Submitted to Project Committee

Bahria Institute of Management and Computer Sciences

Department of Management Sciences

Final Project Approval Sheet

Topic: FACTORS AFFECTING CUSTOMER PREFERENCES REGARDING FORMITE®

Name of Students:

Syed Aown Hassan(01-299082-026)

Ejaz Hanif(01-299082-005)

Shehzad Ahmed(01-299082-024)

Class: MBA

Approved by:

_____

Mr. Zafarullah Siddique
Project Supervisor

_____

Mr .Ali Anwar
Internal Examiner

_____
Dr. Naveed Akhter
External Examiner

_____
Mr.Kashif Ahmed
Research Coordinator

_____

Ms. Salma Atif Shaikh
Head of Department
Management Sciences

ABSTRACT

This research paper gives an insight on the factors affecting the customer preferences regarding Formite , customer preference is now known to be a key factor which can alter customer's decision on purchase of a particular product/ service. This research paper discusses relationship marketing, customer loyalty and customer satisfaction as basic factors affecting customer preference. The finding of this research shows that all the tested variables affect customer preference with customer satisfaction having the highest affect on Customer Preference. Pakistan is famous for its art and craft. The people have a luxurious taste towards their living and especially towards their home and surroundings. The history of the subcontinent which was defined by the Mughals show their taste of art and craft that has what made its mark in the lives of the people today. Building beautiful homes with smart and traditional furniture is a lifestyle here in Pakistan and every person who plans to build a home for him tries to use the best and make the best for himself and his family.

The use of artificial wood has been an increasingly importance in the modern arena. The increasing prices of natural wood have highlighted the importance of artificial wood in this context. This research is aimed at studying the various factors affecting the customer preferences.

The objectives were met by conducting a descriptive research. The descriptive research was based on the primary and secondary data collected. The primary data was collected through

questionnaire method and semi-structured interviews whereas the secondary data was based on journals and web resources.

The major limitations of the study are mentioned and recommendations for future research states that a similar research should be conducted with a larger sample size covering more geographical locations before generalizing the findings.

Acknowledgements

Firstly we would like to thank our families who have constantly encouraged us to perform better.

We would like to thank our Supervisor, MR Zafarullah Siddique for giving us valuable guidance at the right time.
We would also like to thank all our respondents who shared their views with us through semi-structured interviews and by filling up the questionnaires prepared for the purpose of this research.

Last but not least we would like to thank all our tutors here at BIMCS who shared their knowledge and enlightened us all during the course period.

Syed Aown Hassan   (01-299082-026)
Ejaz Hanif   (01-299082-005)
Shehzad Ahmed   (01-299082-024)

Table of Contents