

"Investigation into the relationship between parenting styles and its impact on purchasing of clothing brands"



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## **ABSTRACT**

Talking about my research, in the current scenario, there has been no research conducted in Pakistan in which the impact of parenting styles has been found on consumer decision making regarding the purchase of clothing brands. This study was aimed to find the behavior of different people regarding their purchasing decision. This study was based on conducting focus group as part of qualitative research. A maximum of four focus group had been conducted to understand the parenting influence and consumer decision making. I have chosen my own BAHIRA UNIVERSITY to conduct these focus groups. These focus groups were conducted with MBA students. This study also explores the effect of past experience on the decision making process. In focus group open need questions were asked by every participants. The results of study also explores new variable which affects consumer decision making styles. There are many important factors that influence a consumer purchase decision but all the factors are not taken into account, because of the short time. This research paper provide important insights regarding some preferred brands that consumers up over and over again and the reason to this.

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