

**"An Empirical Study on Consumer Tribes in Pakistan and
Investigative study into their Purchase Behavior."**



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2016

ACKNOWLEDGEMENT

I would like to express my special thanks and appreciation to my supervisor Professor Malik Hussain. You have been a tremendous mentor for me. His patience, motivation, enthusiasm and immense knowledge really helped me out in my research. Especially his guidance which he provides me in all time of research and writing of thesis really means to me.

Besides my advisor, I would like to thank my beloved Father Tariq Hussain who has passed away when I was in 5th semester. He supported me a lot in my MBA program and gave me a hope that you can do it and you have to do it for not me, for not your mother only and only for yourself and for your better future. And for I him I have done it.

Special dedication is for my father and mother. My mother who hasn't gone to school for a single day in her life but then also she has supported me well at the time of my education. Her prayers were enough for my success. Her struggle towards her children education is really meaningful and appreciable for me.

Last but not the least, I would like to thanks Allah who is most merciful and beneficial. Thanks to my parents, my teachers from school level to university level and thanks to Bahria University.

ABSTRACT

Objectives of the Study:

The main objective of this thesis was to understand the concept of the consumer tribes and consumer behavior towards these communities. Main reason is that why people are engaging themselves in consumer tribes. The aim is to understand the purchase behavior of the consumers after engaging themselves into the consumer tribes' community.

Methodology:

The research is conducted on the qualitative approach. Three focus groups were conducted at the Bahria University students. In this few questions were thrown to six or seven participants in each focus group which they have to answer based on their opinions.

Findings:

The main findings of this study are that people are usually engaged in consumer tribes with the help of social media, through word of mouth of the other consumers. Due to this their purchase behavior is also affected. This also includes the importance of the brands to understand the conditions in which the communities are formed. Consumer tribes don't offer the same possibilities to commercialize the community as traditional brand communities' offer and it can lead to consumers rejecting the brand existence in the tribe.

Key words: Consumer tribes, purchase behavior, brand communities, social media

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