

“Exploring Cultural Aspect Of Consumer Behavior: Pakistani Youth.”



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Dedication

I would like to dedicate this book to my parents, Attique Khan and Shahana Abid, who have always been there for me and made me who I am today. To my supervisor, Mis. Maham Rehmani who helped me and guided me from the very first day I started working on this research.

Preface:

This book is the study on cultural aspect of consumer behavior in Pakistan. The book will begin with a brief introduction of the topic, which will include the background of the research and research objectives. The recap on literature will discuss the importance of consumer, consumer behavior and how culture shape individual consumer behavior.

Study is done to discover how ethnocentric or xenocentric Pakistani consumers are when it comes to buying products and services. How Pakistani culture pay its part in influencing them to make decision making.

Exploratory research techniques have been used to analyze the people perception about how Pakistani culture influence them. Last chapter explains whether Pakistani culture plays any part in individual buying decision making or not.

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