

Influence of Brands on Lifestyles of Young Adults in Islamabad



By

Muhammad Zeeshan Arshad 01-221141-014

Supervisor

Muzammil Sobhan

A thesis submitted in partial fulfillment of the requirements for the degree of
Masters in Business Administration in the Department of Management Sciences
Bahria University Islamabad 2015.

ACKNOWLEDGEMENT

The success and final outcome of this thesis required a lot of guidance and assistance and I am extremely fortunate to have got them all along till the completion of my thesis work. Whatever I have done is only due to their guidance and assistance and it is inevitable to proceed without thanking them.

I respect and thanks my thesis supervisor Mr. Muzammil Sobhan, for giving me the opportunity to do this thesis work on the topic, "Influence of brands on lifestyles of young adults in Islamabad". Providing me all support and guidance which made my thesis to finish on time. Once again, I am extremely grateful to him for playing such an indispensable role in my thesis, although he had a busy schedule managing many other endeavors.

I owe my profound gratitude to Mr. Kashir Asghar, who gifted me with his precious knowledge of marketing that guided me all along, till the completion of my thesis work hence providing all the necessary insights for developing a good Marketing Research.

I heartily thank all the participants who participated in my survey for their guidance and suggestions during our project work.

Finally, I am thankful to and fortunate enough to get constant encouragement, support and guidance from all senior students of management sciences from Bahria University who helped me in successfully completing my thesis work. Also, I would like to extend my sincere regards to all the non-teaching staff of department of Management Sciences for their timely support.

ABSTRACT

This work illustrates the impact of brands on lifestyles of young adults in Islamabad. It tends to gather as much information as it can regarding the brands and their influences on the lives of their consumers. The information gathered from the research would be extremely beneficial for the brands and companies when it comes to judging the impact of their brands on the consumers. Furthermore it will help brands to enhance their influential capability by the use of technology and creating consumer awareness.

This research considered methodologies such as interviewing the respondents' in-depth and using convenience and random sampling techniques select respondents for gathering the data that is relevant and important to the research. There was a gap in the past researches as they not much focused on the influence of brands on consumers' lives instead they tend to be more relevant to building, evaluating, expanding brands and were more company oriented researches. This research will help by filling in the gaps and would be focused on the "consumers" section that was previously neglected by various researchers.

This research is entirely focuses on the consumers who belong to the segment of young adults and strives to gather data in context of the impact and influence that the changing trends in the world had effected the lifestyles of young adults, specifically focusing on Islamabad, Pakistan

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