

Role of gender in family buying decision



By:

Aftab Nawaz (01-120121-004)

Supervisor:

Sir, Malik Hussnain

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Department of Management Sciences

Bahria Institute of Management and Computer Sciences

Bahria University Islamabad

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Abstract

The aim of the research is to examine role of gender in family buying decision, family member having dominant role and different motives of family member involvement in buying decision making. The factor that effect are education, economic contribution, age and role of men and women, related to Pakistani environment. In order to examine role of gender on family buying decision-making, in depth interview method used, from students and professional male and female to know their views for this research.

For the dissertation convenience sampling method was used, as the population parameter were unidentified and there was no sample mount, so this method was chosen, the major aim to use this technique was time constraint.

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