

**“Exploring the Branded Clothing Culture in the apparel of Youth”**



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**A research project submitted in the partial fulfilment of the requirement for the  
degree of MBA**

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**2013**

## Dedication

*To my parents Humayun Naseer Khan and Nazneen Humayun, who were  
always there for me and made me who I am today.*

## **ACKNOWLEDGEMENTS**

In the name of Allah the most merciful and compassionate. All praises for Allah Almighty for giving me enough strength and devotion to be able to conduct and successfully complete my research thesis.

First, I would like to thank my supervisor Mr. Kashif Ali Talpur for helping me and guiding me to understand the procedural obstacles of a thesis. I would also like to thank Mr. Kashir Ashgar, my marketing teacher, without whom I would not have been able to learn and apply the concepts of marketing.

I am greatly thankful to my respondents who became a part of my thesis by giving me their valuable opinion upon the subject topic and strengthening the foundations of my research and results.

I am grateful to my family and friends for their consistent support and encouragement throughout the period of my thesis which motivated me and let my focus my energies in a more effective manner.

Thanks to all.

Muhammad Arsalan Khan

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## ABSTRACT

Branded clothing culture has recently emerged in Pakistan. However its implication are great and especially for the marketers and brands themselves. The consumer behavior is changing and youth is first one to adapt to the change. The study first define branding and the concept and mechanism related to it and later discusses the interpersonal behavior based on the branded clothes in Pakistani youth. The study is an effort to understand this behavior and to know those gaps which are filled by branded clothing, which were not being met previously. Study will help marketers and brand owners to understand the consumer.