

"The effect of brand image of a product on consumer buying behavior taking the example of designer shop 'khaadi'"



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ABSTRACT

Brands are a nationwide focus in Pakistan recently. Never before has there been such a spotlight on customers coming back for products only for their trademark. Now customers pay for recognition, which is the brand! They want to be associated with names. If companies can get all those factors right consistently and they understand the changing trend of the customers needs they will be rewarded with on going customer loyalty and value. Pakistani brands like Khaadi, ChenOne, Junaid Jamshed, Amir Adnan, are a few to name which are trying to emerge as international brands.

The population for this research study is the people living Islamabad and Rawalpindi. A random sample of 100 people was taken. The questionnaires were distributed to the desired respondents. For the research selected simple random sampling was chosen to get the required unbiased data, because the effect of Brand image on consumer buying behavior measured.

From the statistical results it was observed Brand image is of Prime importance to the consumer when making a purchase. Many factors are the contribute to this conclusion. Consumers are more inclined towards buying Branded products; therefore the consumer does not have any hesitation paying the high price. Also lack of proper information about the availability of the product also leads the consumer to make this purchase.

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