

FACTORS AFFECTING CONSUMERS' PREFERENCE FOR FOREIGN BRANDS OF APPAREL AND ACCESSORIES

BY

**MAHEEN IQBAL AWAN
35004**

A thesis presented to the Department of Management Sciences, Bahria University
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of the MBA degree






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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	7 th June 2015	Cubicle	Chap 3 and 4	
6	14 th June 2015	Cubicle	Chap 5	
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APPROVAL FOR EXAMINATION

Candidate's Name: Maheen Iqbal Awan- Registration No. 35004

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at **19%** that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____

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Name: **Naveed Naseem Siddiqui**

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ABSTRACT

Purpose - The major aim of this study is to determine the factors which force the consumers to purchase foreign brands of apparel and accessories instead of local ones in Karachi. After conducting this study, we must be able to understand what customers want from a brand and why they prefer foreign brands. This study is also designed to find out the purchase behaviour and attitude of consumers towards branded apparel and accessories.

Methodology/Sample - The study involved use of questionnaires filled by 102 respondents. The respondents belonged to different age groups and social classes. To integrate and analyze the data, different tests were applied through SPSS software.

Findings - The analysis and comparative results clearly suggested that the factors that influence most for the purchase of foreign brands of apparel and accessories include Price, Quality, Style, Fashion/Trends, Brand Image, and Social Circle. However, factors like Availability, Special Offers and Country of Origin do not affect the consumers' preferences much.

Practical Implications - The outcome of this research may help the foreign apparel firms to better understand Pakistan's market and will help them to adopt effective strategies for Pakistan's apparel market.

Keywords - Fashion Industry, Globalization, Foreign Brands, Branding, Apparel and Accessories, Purchase Behavior/Decision

TABLE OF CONTENTS

The Preliminary Part

Title Page	i
Thesis Submission Approval Statement	ii
Declaration of Authentication	iii
List of Tables and Figures	v
Plagiarism Test Report.....	vi
Acknowledgement	vii
Abstract	viii
Chapter 1: Introduction	1
1.1 The Problem Background	1
1.2 Related Research Literature & Body of Knowledge	3
1.3 Aim of the Study	3
1.4 Research Questions	4
1.5 Thesis Time Horizon	4
1.6 Time Scale.....	4
1.7 Limitations of the Study	4
1.8 Prospects of Further Research	5
1.9 Ethical Considerations Involved	5
1.10 Organization of the Thesis.....	5
1.11 Introduction to the Industry/Sector	6
Chapter 2: Literature Review	8
2.1 Fashion Industry & Globalization	8
2.2 Brand & Branding	9
2.3 Purchase Behavior/Purchase Intention.....	9
2.4 Factors Affecting Purchase Behavior for Brands.....	10
2.4.1 Quality & Availability.....	11
2.4.2 Country of Origin	11
2.4.3 Price.....	12
2.4.4 Social Status	12

2.4.5 Social Circle	12
2.4.6 Brand Name/Brand Image	13
2.5 Fashion Involvement	14
Chapter 3: Research Methodology.....	15
3.1 Nature of Research.....	15
3.2 Sampling Technique & Sample Size.....	15
3.3 Data Collection Method	15
3.4 Data Integration Method	16
Chapter 4: Data Integration & Analysis	17
4.1 Gender.....	17
4.2 Occupation	18
4.3 Education.....	19
4.4 Marital Status	20
4.5 Monthly Income	21
4.6 Family Size	22
4.7 Shopping Preferences.....	23
4.7.1 Weekly Markets	23
4.7.2 Local Retail Shops.....	24
4.7.3 Shopping Malls.....	25
4.7.4 Specific Brand Outlet.....	26
4.7.5 Online Stores.....	27
4.8 Brand Preferences.....	28
4.8.1 Local Brands	28
4.8.2 International Brands.....	29
4.8.3 Fake and Imitated Brands	30
4.9 Factors Affecting Consumers for Buying Foreign Brands.....	31
4.9.1 Price.....	31
4.9.2 Quality	32
4.9.3 Availability	33
4.9.4 Style.....	34
4.9.5 Brand Image	35
4.9.6 Fashion/Trends.....	36

4.9.7 Social Circle	37
4.9.8 Special Offers	38
4.9.9 Country of Origin.....	39
4.10 Significance Tests.....	40
Chapter 5: Critical Debate/Discussion	43
5.1 Shopping Preferences.....	43
5.2 Brands Preferences	44
5.3 Factors Affecting Consumers for Buying Foreign Brands.....	44
Chapter 6: Conclusion & Recommendations	46
6.1 Conclusion	46
6.2 Recommendations.....	47
References/Bibliography.....	48
Bibliography.....	49
Appendix	51
Questionnaire.....	52