

# **EFFECT OF FASHION RETAILING STORES ATMOSPHERE ON THE CONSUMER BEHAVIOR IN KARACHI**

**By**

**JAHANGIR KHAN  
16362**

A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree



**FALL, 2015**

**Bahria University Karachi Campus**

## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	Nov 15	cbichs &	Data Analysis	Jawad
6	Dec 16	cbichs 4	Discussions	Jawad
7	Feb 16	cbichs 4	conclusion & Recommendations	Jawad

#### APPROVAL FOR EXAMINATION

Candidate's Name: Jahangir Khan Registration No. 16362  
 Thesis Title: \_\_\_\_\_

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 4% 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: \_\_\_\_\_ Date: 15-2-16

Name: Naveed Siddiqui

Head Of Department Signature \_\_\_\_\_ Date: \_\_\_\_\_

### Abstract

**Purpose:** This particular research is likely to analyze the effect of fashion retailing stores atmosphere over the consumer behavior aspect in Karachi. There are five different independent variables have been included in this research which will be analyzed through the Statistical measures such as SPSS.

**Research Methods:** The research methods which have been supposed in this particular research are Quantitative. The data has been collected through the quantitative measure through the instrument of questionnaire, which is an important tool to collect the most effective data for the analysis purpose.

**Findings:** The major findings of this analysis revealed that there are three factors that directly affect over the consumption behavior when it comes to fashion industry of Karachi, which are lightning, Music and Color Combination.

**Practical Implication:** This particular thesis will help the Fashion Retailers of Karachi to consider the implications found in the analysis to influence over the shopping behavior of the consumers.

**Key Words:** Consumer Behavior, Fashion Industry, Factors effecting consumer behavior, Consumer Behavior in Fashion Industry



**Table of Content**

<b>2nd Half-semester Progress Report &amp; Thesis Approval.....</b>	<b>(i)</b>
<b>Approval for Examination.....</b>	<b>(i)</b>
<b>Declaration of Authentication.....</b>	<b>(ii)</b>
<b>List of Figures.....</b>	<b>(iii)</b>
<b>List of Tables.....</b>	<b>(iii)</b>
<b>Plagiarism Test Report.....</b>	<b>(iv)</b>
<b>Acknowledgement.....</b>	<b>(v)</b>
<b>Abstract.....</b>	<b>(vi)</b>
<b>Chapter-1: INTRODUCTION.....</b>	<b>1</b>
<b>1.1. Background of the Research.....</b>	<b>1</b>
<b>1.1.1. Introduction to the Organization.....</b>	<b>1</b>
<b>1.2. Major Aim and Objectives.....</b>	<b>2</b>
<b>1.3. Research Question.....</b>	<b>2</b>
<b>1.4. Research Hypothesis.....</b>	<b>2</b>

1.5. Research Problem.....	2
1.6. Significance of the Research.....	3
1.7. Structure the Thesis.....	3
1.8. Limitation of the Study.....	3
<b>Chapter-2: Literature Review.....</b>	<b>5</b>
2.1 Fashion involvement in Retailing.....	5
2.2. Consumer Behavior: An Overview.....	5
2.3. Retail Shop ability and the Perception of the Consumers.....	6
<b>Chapter-3: Research Methodology.....</b>	<b>8</b>
3.1. Research Design.....	8
3.2. Research variables.....	8
3.3. Research Philosophy.....	9
3.4. Method of Data Collection.....	9
3.5. Sampling Technique.....	9
3.7. Data Collection Instrument.....	9

3.8. Method of Data Integration.....	10
3.9. Ethical Consideration.....	10
3.10. Validity and Reliability.....	10
3.11. Conclusion.....	10
Chapter-4.....	11
4.0. Data Integration and Analysis.....	11
4.1. Introduction.....	11
4.2. Results.....	11
4.2.1. Reliability Statistics.....	17
4.2.2. Correlation Analysis.....	18
4.2.3 ANOVA Analysis.....	19
4.2.4. Coefficient.....	20
4.2.5. Regression Equation.....	20
Chapter-5.....	22
5.1. Discussion.....	22



Chapter-6.....	23
6.1. Conclusion.....	23
6.2. Recommendations.....	23
6.4. Future Research.....	24
References.....	25
APPENDIX.....	28
Questionnaire.....	28