



IMPACT OF FASHION SHOWS ON BRAND LOYALTY RESONANCE PERCEPTION OF CONSUMERS^A

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The faculty of
Management Sciences
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In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

BY

AMMAR NAEEM


REG#14119

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Recommendations for Oral Examination

This Project/thesis hereto attached, entitled, "**Impact of fashion shows on brand loyalty, resonance, perception of consumers**" prepared and submitted by **Ammar Naeem**, in partial fulfillment of the requirements for the degree **MASTER IN BUSINESS ADMINISTRATION**, is hereby recommended for appropriate action.

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Advisor

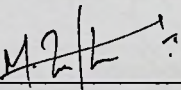
Name: M. Imran Ali

PROJECT/THESIS COMMITTEE

In Partial Fulfillment of the requirements for the degree of **MASTER IN BUSINESS ADMINISTRATION**, this thesis entitled, "**Impact of fashion shows on brand loyalty, resonance, perception of consumers**" is hereby recommended for oral examination.

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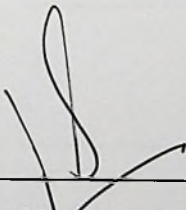


Member

Name: M. Imran Ali

Member

Name: _____



Member

Name: S.M. Ghous B Waseem

Date

Abstract

Purpose- The motivation behind putting forth or picking this specific topic "Impact of fashion shows on brand loyalty, resonance, perception of consumers " is to recognize the consumer behavior of Fashion oriented when presented to this marketing tool.

Methodology/sample- The study involved use of questionnaires filled by 100 respondents and literature reviews. The respondents would be predominantly the teenagers, middle aged and from segment A and B belonging to the major urban areas of Pakistan (i.e. Islamabad, Karachi, and Lahore)

Findings- The analysis of the responses and interviews clearly suggested that fashions shows do have a clear impact on the consumers. However in Pakistan this platform is not being correctly utilized by fashion designers, due to this the retail customers have distorted image of brands. This has led to the Pakistani fashion industry not achieving the level of maturity that it should have gained by now. With better utilization of these fashion shows with core focus on brand messaging, final retail customer Pakistani designers can achieve a dominating position in the region with regards fashion.

Practical Implications- With this study the brand/marketing managers of fashion brands can get better results from their marketing programs which involve fashion shows. And understand and change the common notion in the industry that these shows should put their major focus on the media and in turn media will deliver the intended impact.

Keywords: Brand loyalty, Brand perception, Brand resonance, Fashion shows, Show stoppers.

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