



# **Factors Influencing Consumer While Making a Purchase of Apparel**

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A thesis  
Presented to  
the faculty of  
Management Sciences  
Bahria University, Karachi Campus

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In Partial Fulfillment  
of the Requirements for the  
Degree Master in Business Administration

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By

**Sadaqat Ali Arain**  
**May, 2012**

Reg. # 17151

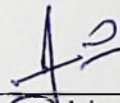
BAHRIA UNIVERSITY

INSTITUTE OF MANAGEMENT AND COMPUTER SCIENCES, KARACHI

RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "Factors Influencing Consumer While Making a Purchase of Apparel", prepared and submitted by Sadaqat Ali Arain, in partial fulfillment of the requirements for the degree MASTER IN BUSINESS ADMINISTRATION, is hereby recommended for appropriate action.

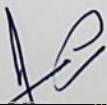
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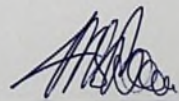
  
\_\_\_\_\_  
Advisor

Name: ISHTIQA AHMED

PROJECT/ THESIS COMMITTEE

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\_\_\_\_\_  
Advisor

  
\_\_\_\_\_  
Examiner

Name: ISHTIQA AHMED

Name: Saimon Bhattarai

Date: 17-05-2012

## **Abstract**

Fashion is billion dollar industry and apparel is a part of it. Ever since the economy become more global, consumers have to a large extent been affected by this fast evolving industry. In the fast evolving fashion industry even the best plans and activities can be sabotaged by economic changes and the actions of competitors.

The purpose of this study is to investigate the different factors that influence consumer while making a purchase of apparel. This study also examines the strength of different fashion marketing strategies and analyzes of the consumer behavior to fashion apparel retailing. The study examines the determinants of consumer behavior and their affect on purchase intention towards fashion apparel.

A questionnaire survey was employed as a tool to collect primary data and the research instrument was administered to 75 young students, working professionals, travelers and retired male and female located in Karachi, Pakistan.

The outcome of the analysis shows that consumers are brand, price and quality conscious. They seek warranty of durability and comfort while making a purchase of apparel. Enhanced appearance of apparel influences them to shop again. The global apparel manufacturing industry is expected to grow more than ever in times to come. The apparel manufacturers are now adopting new techniques to increase their trade. The consumer is more aware and more demanding with the development of media like television and internet.



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## Chapter 1

### Background of the topic & problem statement