

Dynamics of young Pakistani Consumer Buying Behavior towards Branded Apparels: Gender perspective, a case of Rawalpindi and Islamabad



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(AAMEN)

Abstract

This study aims to examine the impact of buying behavior dimensions on consumer buying behavior with respect to the gender perspective. The purpose behind this study is to investigate that whether the store attributes, product attributes, consumer characteristics, reference groups and promotional factors have more influence on the female as compare to the men.

In this research, online surveys were conducted using Google Docs to collect the responses. The hypotheses were tested through quantitative approach. A total of 386 respondents were targeted but only 250 responses were received in return. The data was analyzed in numeric form using IBM SPSS Statistics 20.

The store attributes, product attributes, consumer characteristics, reference groups and promotional factors play an integral role regarding the purchase decision of consumer for the branded apparels. Whenever the consumer makes a purchase decision regarding branded apparel they always consider these dimensions and it also provides strength in their level of involvement. Current research exploration is also purposeful because it extends our understanding of how store attributes, product attributes, consumer characteristics, reference groups and promotional factors could strongly impact the consumer purchase intention regarding the branded apparel purchasing. This research furthermore also investigated that there would also be a difference between the shopping expenditure and shopping frequency of the female consumers as compare to the male consumers.

Keywords: *Gender perspective, Shopping Behavior, Young consumers, Branded Apparels, Store Attributes, Product Attributes Consumer Characteristics, Reference! Groups, Promotional Factors*

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