

THE IMPACT OF COST AND BRAND IMAGE ON THE DEMAND OF RECONDITIONED CARS MARKET: A CASE STUDY OF AUTOMOBILE INDUSTRY IN PAKISTAN

By

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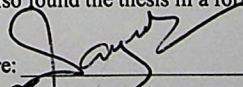
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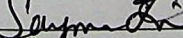
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Abstract

Purpose: This research study is performed with the aim to determine the market for reconditioned cars in Pakistan and make an impact of low cost and brand image of reconditioned cars in Pakistan. In addition, in this study the scope of reconditioned car's market is explored to understand the different factors responsible for the development of reconditioned automobile market in the country. This study further discussed the market for reconditioned cars in Pakistan, growth of reconditioned cars in Pakistan and sales and low cost or brand image on a demand of purchase reconditioned cars in Pakistan.

Research Methodology: The research Methodology is positivist and quantitative in nature. Regression analysis has been used in the study to determine the impact of cost factors and brand image on the demand of reconditioned cars in Pakistan.

Findings of the Research: The analysis found out that both cost and brand image of the reconditioned cars is important and consumer take both the factor into account when making purchases of reconditioned cars. Brand Image, however, was rated more important than cost.

Practical Implications: This research study helps to understand the different policy measures to improve the market for the reconditioned cars and identify different factors that are directly and indirectly determining the impact of cost and brand image on the reconditioned cars markets. Companies should focus on both cost and brand image when targeting customers for reconditioned cars.

Keywords: Low Cost Factor, Brand Image, Reconditioned Cars

Contents

Chapter 1	Introduction	2
1.1	Problems Background	2
1.2	Research Context.....	4
1.3	Aim of the Study	5
1.4	Objective of the Study.....	6
1.5	Introduction to the sector.....	6
1.6	Research Questions	7
1.7	Research Hypothesis	8
1.8	Thesis Time Horizon.....	8
1.9	Thesis Time Scale	8
1.10	Limitation of the study	8
1.11	Significance of the Study	9
1.12	Prospects of further research.....	9
1.13	Ethical considerations	9
1.14	Organization of the thesis.....	9
Chapter 2	Literature Review	12
2.1	Buying Behavior of Consumers	14
2.2	Factors affecting buyers behavior in purchasing a Reconditioned car.....	16
2.3	Pak Suzuki.....	16
2.4	Conceptual Framework	18
Chapter 3	Research Methodology	20
3.1	Nature of the Research	21
3.2	Type of Research.....	21

3.3	Targeted Population	22
3.4	Sample Size	22
3.5	Sample Technique	22
3.6	Data Collection Process	22
3.7	Data Collection Process	22
3.7	Research Model.....	23
3.5	Statistical Technique	23
Chapter 4	Data Integration	25
4.1	Reliability and Validity Test	25
4.1.1	Cronbach's Alpha Test - Section A: Low Cost	25
4.1.2	Cronbach's Alpha Test - Section B: Brand Image.....	25
4.1.3	Cronbach's Alpha Test - Section C: Comparison of Reconditioned Cars.....	26
4.1.4	Cronbach's Alpha Test – Overall Questionnaire.....	26
4.2	Regression Analysis	26
4.3	Hypothesis Summary	28
Chapter 5	Critical Debate	30
Chapter 6	Conclusion and Recommendations	34
6.1	Conclusion..... Error! Bookmark not defined.	
6.2	Policy Recommendations.....	35
References	36
Appendix	38
	Questionnaire	38
	Responses	41
