

**IMPACT OF ADVERTISEMENT ON CONSUMER
BUYING BEHAVIOR TOWARDS BRANDED
MENSWEAR
(A STUDY ON JUNAID JAMSHED AND AMIR ADNAN)**

By

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A thesis presented to the Department of Management Sciences, Bahria University
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of the MBA degree



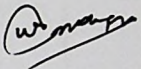
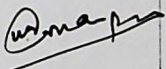
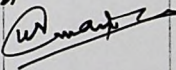
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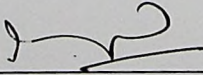
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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APPROVAL FOR EXAMINATION

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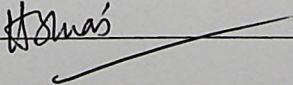
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Table of Contents

Declaration	ii
Table of Contents.....	iii
List of Tables	v
Plagiarism test reprt.....	vi
List of Figures	vii
Acknowledgement.....	viii
Abstract	ix
CHAPTER I	1
INTRODUCTION	1
1.1 Overview	1
1.2 Statement of the Problem	2
1.3 Background	3
1.4 Research Significance.....	4
1.5 Outline of the Study.....	4
1.6 Resources Constraints.....	5
CHAPTER 2	6
LITERATURE REVIEW	6
2.1 Impact of Advertisement on Consumer Buying Behavior	6
2.2 Impact of Print Media on Consumer Buying Behavior.....	8
2.3 Impact of Electronic Media on Consumer Buying Behavior	9
2.4 Impact of Social Media on Consumer Buying Behavior.....	10
CHAPTER 3	12
RESEARCH METHOD	12
3.1 Data Collection Instrument.....	12
3.2 Target Population.....	12
3.3 Sample Size	12
3.4 Small Sample Size	13
3.5 Reliability of the Questionnaire.....	13
3.6 Conceptual Framework	13
3.7 Statistical Technique/ Tools	13
3.8 Variables of Study	14

3.8.1 Independent Variable14

3.8.2 Dependent Variable.....14

CHAPTER 415

DATA INTEGRATION AND ANALYSIS.....15

4.1 Introduction15

4.2 Reliability and Validity Analysis.....15

4.3 Reliability Statistics16

4.4 Regression Analysis.....16

4.5 Correlation.....17

4.6 Friedman Test18

CHAPTER 523

DISCUSSION AND CRITICAL DEBATE23

CHAPTER 628

CONCLUSION AND RECOMMENDATIONS.....28

6.1 Conclusion.....28

6.2 Recommendations29

6.3 Areas for Future Studies30

REFERENCES31

APPENDIX A34

QUESTIONNAIRE34

ABSTRACT

Purpose-The aim of this study is to find the impact of advertising on consumer buying behavior towards branded menswear, with a special focus on Junaid Jamshed and Amir Adnan. This study also aims to determine different factors of advertising such as Electronic media, Social media and Print media advertisement which aid in the increasing loyalty of customers towards these brands.

Methodology/Sample- The Primary sources have been used to collect data from different male respondents of Karachi. A structured questionnaire based on likert scale, has got filled by the target audience, as the mission was to get filled at least 200 questionnaire from respondents and 203 respondents provided the reliable data and it has been collected for research. For further research, the collected data was entered into SPSS 21 to apply different tests on it. The reliability test of this data has been done by using Cronbach Alpha value with its standard value. To analyze the data, Regression Analysis, ANOVA, Correlation and Friedman tests were applied. Friedman test was also applied exclusively on the data of Junaid Jamshed and on Amir Adnan as to see which brand has higher Mean Rank as compare to other.

Findings- The outcome of the research showed that none of the factor influence the consumer buying behavior and in Pakistan consumers may get influent by other factors such as word of mouth marketing etc. The results of the analysis have showed us that factors like social media, print media or electronic media have not any effect on consumers buying behavior and consumers got influent by other factors than that.

Practical Implications- The results of this study will help advertisers to find some new unique ways of advertising. This will also help future researchers who wanted to conduct research on above two brands. As researchers can do extensive research by including both the genders and can also increase their factors to find the best out of it.

Keywords: Consumer buying behavior, Advertisement, Influenced, Factors.