

**TO EXPLORE THE CHANGES IN CONSUMER  
CULTURE IN THE FASHION INDUSTRY DUE  
TO GLOBALIZATION: CASE OF DEBANHAMS  
PAKISTAN**

**By**

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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	Dec-25-2015	Cubical	Completion of chapters	<i>Sumaiya</i>
6	1-Jan-2016	Cubical	Finalize all thesis matters.	<i>Sumaiya</i>
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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## Abstract

**Purpose-** The main aim of this research is to conduct a study to analyze the changes in consumer culture that occur due to the impact of globalization however we have limit our study to Debenhams. Debenhams was a huge international chain and has opened its footprints in Pakistan.

**Methodology/sample-** The study involved use of questionnaires filled by 150 respondents and are taken for analysis. To analyze the data, Regression, ANOVA and Correlation tests were applied.

**Findings-** The findings from the research suggest that, there is a significant Influence of Globalization in the Fashion Industry and Its Impact on Buying Behaviour of customers, increasing consumer knowledge and changing consumer attitudes.

**Practical Implications-** The outcomes of the research might help the local makers and local stores to inculcate the same in their stores so that, hey can take advantage of the changing needs and customer attitudes.

**Keywords:** *Buying Behaviour, Consumer knowledge, Globalization, Fashion.*

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