

THE STUDY OF THE UNDERLYING FACTOR OF LUXURY APPAREL CONSUMPTION IN WOMEN IN PAKISTANI MARKET

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



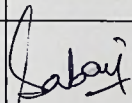
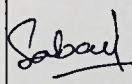
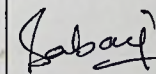
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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	7 July 2015	University	Chap 2 and 3	
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APPROVAL FOR EXAMINATION

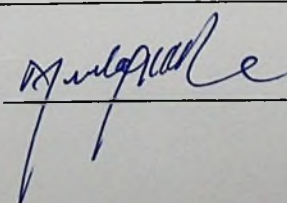
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Supervisor's Signature: _____ Date: _____

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ABSTRACT

Purpose: The main purpose of the study is to find the impact of factors which led the women to purchase the luxury apparel in Pakistani market. We are going to analyses the factors led by

Methodology/Sample- The study involved use of questionnaires filled by 200 respondents. The respondent individuals were females and belonged to different age groups, income levels and occupations. Data from secondary sources was also collected from Internet, books and articles. For analysis of data descriptive and inferential analysis was used.

Findings- The analysis of the data collected suggested that Bandwagon factor is the most pressing factor after the price. Bandwagon is followed by Veblenism, and therefore these three remain the most prominent factors in the purchase of luxury brand apparel in Pakistani women.

Practical Implications- The outcomes tends to define how the market responds to various cues, under this study it was found out that the followership is one of the most pressing factor and therefore it is suggested to make marketing efforts that are in alignment with the study results.

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