

IMPACT OF BRAND IMAGE AND ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR: STUDY OF DIFFERENT HOME FURNITURE BRAND IN KARACHI

By

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Z	Date	Place of meeting	Topic of discussion	Signature of student
5	10th Jan, 16	Cubicle	Review chapters 3-4	
6	7th Feb, 16	Cubicle	Review chapters 5-6	
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APPROVAL FOR EXAMINATION

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Supervisor's signature: Date: 25th Feb. 16

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Abstract

Aim of study: The aim of this study is to find out the impact of advertisement and brand image on consumer buying behavior in home furniture industry, main focus of this study can be classified as, to identify the impact of advertisement on consumer buying behavior in home furniture industry and to identify the impact of brand image on consumer buying behavior in home furniture industry.

Research methodology: To conduct this research deductive approach is being used. Hypotheses were made to conduct the research based on literature and past studies. Explanatory study is conducted, i.e. cause and effect relationship of dependent over independent has analyzed. Impact of advertisement and brand image on consumer buying behavior in home furniture industry has analyzed in this study. Convenience sampling is technique of non-probability used in this research. 300 sample size was used for this research and data was collected on the basis of convenience.

Research findings: In this research two hypothesis were made to collect the data from the customers about their buying behavior in home furniture industry specifically. The data was analyzed with the use of SPSS software and hypothesis testing shows the acceptance of hypothesis. This shows that there is a significant impact of brand image and advertisement on buying behavior.

Research implications: This study provides the powerful insights about the usefulness and importance of brand image and advertisement on customer buying behavior in home furniture industry. This provides a significant and realistic basis to highlight the importance of these two variables in making strategy to grab customers' attention toward themselves.

Key words: brand, advertisement, satisfaction, buying behavior, home furniture industry.

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