

ROLE OF FACE BOOK IN BUILDING CLOTHING BRANDS AMOUNG YOUTH

By

MUHAMMAD SALMAN MALLICK

19560

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



Fall, 2015

Bahria University Karachi Campus

Abstract

Purpose: the purpose of this study is to find the relationship between Facebook and Brand building in youth. The study examines the brand building in youth by facebook to find the most persuasive factor in youth. This research study uses the primary data for exploration of results.

Methodology: this research study uses the reliability test of data by using cronbach Alpha. To analyze the Facebook and brand building for clothing in youth. This research uses the regression analysis to find the influence factor in youth clothing in context of facebook. Data is collected from the facebookusers and total respondent are selected that filled the questionnaire are 400.

Finding: The results of Cronbach Alpha value show that the data is reliable and valid for the further testing. The value of Cronbach Alpha value is more than the standard value that is 83%. The value of R square that indicate the influence of independent variables on dependent variable. R square value means the impact of brand loyalty, attitude, Brand equity and Facebook Characteristics are affect the purchase intention for brands of customer by 72%. The both regression values are reliable, tested by the Anova table.

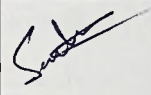
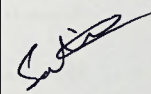
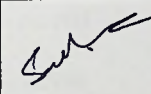
Practical implication: This research helpful for the decision making of corporate regarding appeal related to young consumers. It is also useful for the future research regarding youngsters clothing.

Keywords: Facebook, Brand building, youth purchase behavior

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	7th Oct	Cubicle	Review Chapter 4	
6	28th Nov	Cubicle	Review chapter 5	
7	12th Jan	Cubicle	Final Review	

APPROVAL FOR EXAMINATION

Candidate's Name: Muhammad Salman Malik Registration No. 1497625
 Thesis Title: Role of facebook in buldy clothing brands among youth

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Name: Naveed N. Siddiqui

Head Of Department Singnature _____ Date: _____

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