

BUYING BEHAVIOUR OF BRANDED CLOTHES AMONG YOUTHS IN POKHARA

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Gairapatan-4, pokhara

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DECLARATION

I hereby declare that this research entitled "**Buying Behavior of Branded Clothes Among Youths in Pokhara**" is my original work. The information presented in this study has been collected honestly and is used only for academic purposes.

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Nepal Tourism and Hotel Management College(NTHMC)

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my research supervisor for their valuable guidance, encouragement, and continuous support throughout the completion of this research entitled **"Buying Behavior of Branded Clothes Among Youths in Pokhara."**

I am also thankful to my teachers and the college administration for providing the opportunity and necessary resources to conduct this study.

My heartfelt thanks go to all the respondents who participated in the survey and provided their valuable time and honest responses, making this research possible.

Finally, I would like to express my deepest gratitude to my parents, family, and friends for their constant encouragement, support, and motivation throughout this research work.

Sendrina Gauchan

Thank you,

Executive Summary

This study examines the buying behavior of branded clothes among youths in Pokhara. As branded clothing has become increasingly popular among young consumers, understanding the factors that influence their purchasing decisions is important for both businesses and researchers. The study focuses on how brand image and social influence affect the buying behavior of youths.

Primary data were collected through a structured questionnaire distributed to young consumers in Pokhara. The collected data were analysed using appropriate statistical methods to identify the relationship between the independent variables (brand image and social influence) and the dependent variable (buying behavior).

The findings of the study are expected to provide valuable insights into the preferences, attitudes, and purchasing patterns of youths toward branded clothing. The results may help clothing retailers, marketers, and brand managers develop effective marketing strategies that better meet the needs and expectations of young consumers in Pokhara.

Overall, this research contributes to a better understanding of consumer buying behavior in the branded clothing market and provides useful recommendations for businesses seeking to strengthen their position in the competitive fashion industry.

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CHAPTER 1

INTRODUCTION

1.1 Background

Clothing is one of the basic needs of people. Nowadays, clothes are not only worn for comfort but also to express personality, fashion, and lifestyle. Many young people prefer branded clothes because they believe they have better quality, attractive designs, and higher durability. Branded clothes also help some youths feel more confident and comfortable.

In recent years, the clothing market in Pokhara has grown rapidly. Many national and international clothing brands are available, and young people have more choices than before. At the same time, social media, celebrities, friends, and family also influence their buying decisions. However, not every youth buys branded clothes for the same reason. Some are attracted by quality, while others are influenced by fashion trends, brand reputation, store displays, or social media.

This study focuses on the buying behavior of branded clothes among youths in Pokhara. It aims to understand the factors that influence their purchasing decisions and the reasons behind their preference for branded clothing. The findings of this study may be useful for clothing retailers, marketers, researchers, and students who want to understand the buying behavior of young consumers in Pokhara.

1.2 Statement of the Problem

Nowadays, many youths in Pokhara prefer buying branded clothes. Some choose branded clothes because of their quality, while others are influenced by fashion trends, social media, friends, or the reputation of the brand. However, not all youths have the same reasons for purchasing branded clothes. Some buy them regularly, while others buy them only on special occasions.

There are many clothing brands available in Pokhara, and competition among these brands is increasing. Because of this, it is important to understand what actually influences the buying

behavior of youths. Knowing these factors can help clothing businesses understand the needs and preferences of young customers.

Therefore, this study tries to identify the factors that affect the buying behavior of branded clothes among youths in Pokhara. It also aims to find out which factors have the greatest influence on their purchasing decisions.

1.3 Objectives of the Study

General Objective

To examine the buying behavior of branded clothes among youths in Pokhara.

Specific Objectives

- To examine the effect of product quality on buying behavior.
- To identify the influence of brand reputation on buying behavior.
- To examine the influence of fashion trends on buying behavior.
- To determine the effect of social media on buying behavior.
- To examine the influence of store display on buying behavior.

1.4 Research Questions

- Does product quality influence the buying behavior of branded clothes among youths in Pokhara?
- Does brand reputation affect their buying behavior?
- How do fashion trends influence the purchase of branded clothes?
- Does social media affect the buying decisions of youths?
- Does store display influence the buying behavior of youths?

1.5 Significance of the Study

This study is useful for clothing retailers because it helps them understand what young customers prefer when buying branded clothes. It can also help marketers develop better promotional strategies.

The study will be beneficial to students and researchers who want to conduct similar research in the future. In addition, the findings may help consumers understand the different factors that influence their buying decisions.

1.6 Scope of the Study

This study focuses on the buying behavior of branded clothes among youths in Pokhara. It examines the influence of product quality, brand reputation, fashion trends, social media, and store display on buying behavior. The study is based on primary data collected through questionnaires from youths living in Pokhara.

1.7 Limitations of the Study

- The study is limited only to youths in Pokhara.
- Data are collected through questionnaires, so responses depend on the honesty of the respondents.
- Time and budget limitations may affect the size of the sample.
- The findings may not represent the buying behavior of youths in other cities or regions.

1.8 Organization of the Study

This report is divided into five chapters. Chapter One introduces the study, including the background, problem statement, objectives, research questions, significance, scope, limitations, and organization of the study. Chapter Two presents the literature review and conceptual framework. Chapter Three explains the research methodology. Chapter Four presents and analyzes the collected data. Chapter Five provides the summary, conclusion, and recommendations of the study.

Chapter 2

Literature Review

2.1 Concept of Consumer Buying Behavior

Studying Consumer buying behavior refers to the process that people go through when they decide to purchase a product or service. It includes identifying a need, searching for information, comparing different options, making the final purchase, and evaluating the product after using it. Every consumer has different needs and preferences, so buying behavior is not the same for everyone. Understanding consumer buying behavior helps businesses know what customers want and what influences their purchasing decisions.

Buying behavior is affected by many factors such as personal preferences, income level, lifestyle, culture, family, friends, advertisements, and product quality. Some consumers carefully compare different products before buying, while others make quick decisions based on emotions, fashion trends, or attractive promotions. These differences make consumer buying behavior an important area of study for businesses and researchers.

In today's competitive market, companies try to understand the needs and expectations of consumers so they can provide better products and services. Businesses conduct market research to learn what customers like, what they dislike, and what motivates them to buy. By understanding consumer buying behavior, companies can improve product quality, set suitable prices, design effective advertisements, and develop better marketing strategies.

For young consumers, buying behavior is often influenced by changing lifestyles and modern fashion. Many youths like to wear clothes that reflect their personality and confidence. They also pay attention to the latest fashion trends and often follow the styles of celebrities, influencers, and social media personalities. Because of this, clothing companies regularly introduce new designs and collections to attract young customers.

When purchasing branded clothes, consumers usually consider several factors before making a decision. They may compare the quality, price, durability, comfort, style, and reputation of different brands. Some people are willing to spend more money on branded clothes because

they believe these products offer better quality and last longer. Others may choose branded clothing because they want to follow fashion trends or express their social status.

Consumer buying behavior generally follows a number of stages. The first stage is **need** recognition, where a person realizes the need for new clothing. The second stage is information search, where consumers collect information from friends, family, social media, advertisements, websites, or stores. The third stage is evaluation of alternatives, during which different brands and products are compared based on quality, price, design, and other features. The fourth stage is the purchase decision, where the consumer selects and buys the preferred product. Finally, the post-purchase evaluation takes place, where the consumer decides whether they are satisfied with the purchase. A positive experience often leads to repeat purchases and brand loyalty, while a negative experience may encourage consumers to switch to another brand.

In the context of Pokhara, the market for branded clothing has expanded in recent years. Many national and international brands are available through shopping malls, brand outlets, and online platforms. This has increased the choices available to young consumers. As a result, understanding the buying behavior of youths has ng consumer buying behavior helps explain why people prefer certain brands over others and what factors influence their purchasing decisions. The findings can help businesses improve their products, marketing strategies, and customer satisfaction while also providing useful information for future research.

2.2 Branded Clothing

Branded clothing refers to clothes that are sold under a well-known brand name. These brands are recognized for their quality, design, style, and reputation. Many consumers prefer branded clothes because they believe they are more durable, comfortable, and fashionable. Branded clothing also helps people express their personality and confidence. In recent years, the demand for branded clothes among youths has increased because of changing lifestyles and fashion trends.

2.3 Factors Affecting Buying Behavior

Many factors influence the buying behavior of branded clothes among youths. Product quality is one of the most important factors because consumers prefer clothes that are durable and comfortable. Brand reputation also affects buying decisions, as people often trust brands with a good image. Fashion trends encourage young people to purchase new styles that are popular. Social media also plays an important role by introducing new brands through advertisements, influencers, and online promotions. In addition, attractive store displays create a positive shopping experience and encourage customers to make purchases.

2.4 Review of Previous Studies

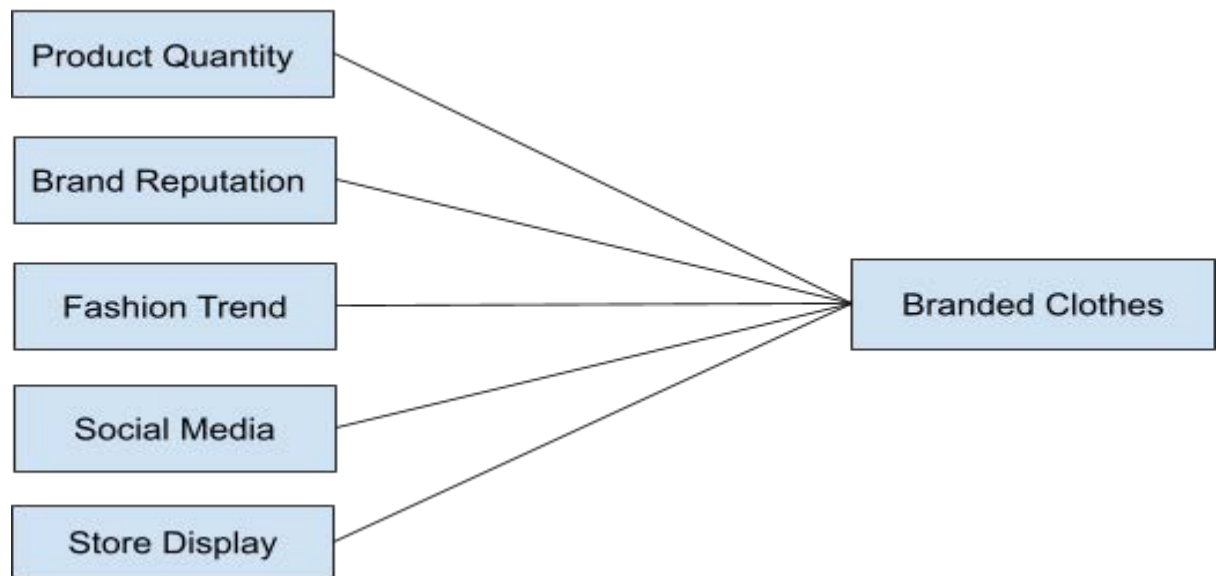
Previous studies have shown that different factors influence the buying behavior of consumers. Many researchers found that product quality, brand reputation, price, fashion trends, and social media have a significant effect on purchasing decisions. Some studies also reported that attractive store displays and promotional activities increase customers' interest in buying branded clothes. These findings show that consumer buying behavior is affected by a combination of product-related and marketing-related factors.

2.5 Theoretical Framework

This study is based on the idea that different independent variables influence the buying behavior of consumers. The independent variables are product quality, brand reputation, fashion trend, social media, and store display. These factors are expected to influence the dependent variable, which is buying behavior of branded clothes among youths in Pokhara.

2.6 Conceptual Framework

The conceptual framework explains the relationship between the independent and dependent variables used in this study.



Chapter 3

Research Methodology

3.1 Research Design

This study uses a descriptive research design to examine the buying behavior of branded clothes among youths in Pokhara. The descriptive research design is suitable because it helps describe the opinions, preferences, and buying behavior of respondents. The study mainly focuses on identifying how product quality, brand reputation, fashion trends, social media, and store display influence the buying behavior of branded clothes among youths.

3.2 Population and Sample

The population of this study consists of youths living in Pokhara who purchase or have experience purchasing branded clothes.

A sample of respondents is selected from the target population to collect the required information. The sample represents youths with different ages, education levels, occupations, and income groups. The sample size is determined based on the objectives and available resources of the study.

3.3 Sampling Technique

This study uses a convenience sampling technique. Respondents are selected based on their availability and willingness to participate in the survey. Convenience sampling is appropriate because it is simple, time-saving, and cost-effective for collecting data from youths in Pokhara.

3.4 Sources of Data

The study uses both primary and secondary sources of data.

Primary Data: Primary data are collected directly from respondents through a structured questionnaire.

Secondary Data: Secondary data are collected from books, journals, research articles, websites, and other published materials related to consumer buying behavior and branded clothing.

3.5 Data Collection Methods

The required information is collected through a structured questionnaire. The questionnaire includes demographic questions and statements related to product

quality, brand reputation, fashion trends, social media, store display, and buying behavior. The questionnaires are distributed to youths in Pokhara, and the collected responses are used for data analysis.

3.6 Research Instrument

The main research instrument used in this study is a structured questionnaire. Most questions are measured using a five-point scale, where:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The questionnaire is divided into two sections:

- **Section A:** Demographic information of respondents.
- **Section B:** Statements related to the variables of the study.

3.7 Data Analysis Techniques

After collecting the questionnaires, the data are checked, coded, and entered into Microsoft Excel or SPSS for analysis. Descriptive statistical tools such as frequency, percentage, mean,

and tables are used to present and analyze the data. The findings are presented using tables and charts to make the results easier to understand.

Chapter 4

Data Presentation and Analysis

4.1 Respondents' Profile

This section presents the demographic information of the respondents who participated in the study. The profile includes gender, age, education level, occupation, and monthly income. Understanding the background of the respondents helps explain their buying behavior and provides a clear picture of the people included in the research.

The information is presented in tables with frequencies and percentages. The profile of the respondents helps ensure that the collected data represent the target population of youths in Pokhara.

4.2 Data Presentation

This section presents the data collected through the questionnaire in a clear and organized manner. The responses are arranged in tables according to each research variable, including product quality, brand reputation, fashion trend, social media, store display, and buying behavior.

The data are presented using frequencies, percentages, and other appropriate statistical tools to make the results easy to understand. Each table is followed by a brief explanation to describe the responses of the respondents.

4.3 Data Analysis and Interpretation

This section analyzes the collected data to identify the factors influencing the buying behavior of branded clothes among youths in Pokhara. The responses are interpreted based on the results obtained from the questionnaire.

The analysis focuses on the relationship between the independent variables—product quality, brand reputation, fashion trend, social media, and store display—and the dependent variable,

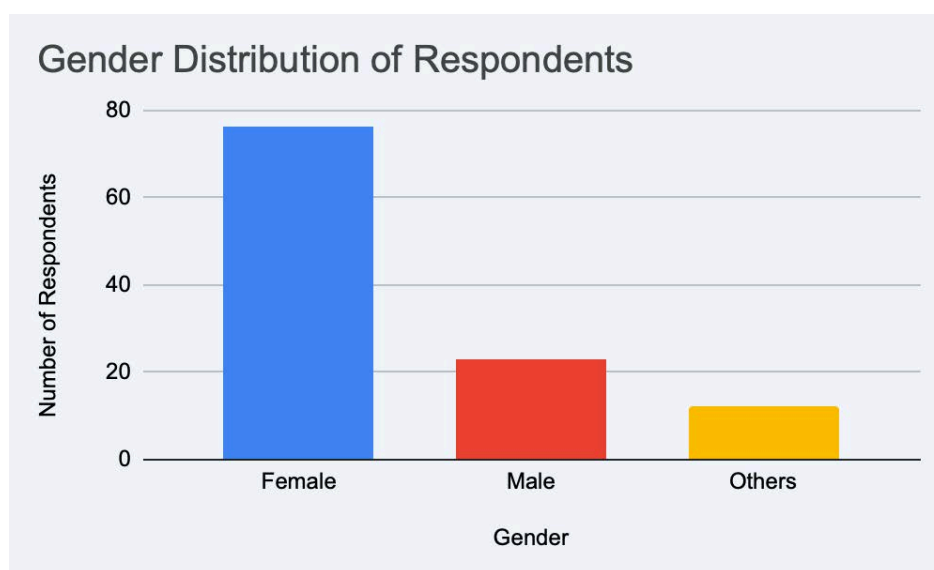
buying behavior. The findings are explained in simple language so that the results can be easily understood

Buying Behavior of Branded Clothes Among Youths in Pokhara

Survey Results — Pie Charts, Tables & Summary

Sample size: 101 respondents (n varies slightly by question due to blanks)

1. Gender

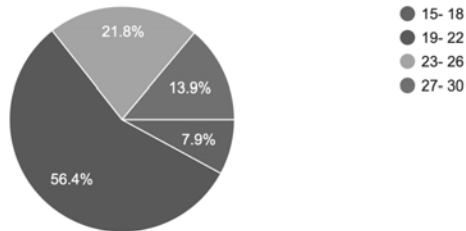


Response	frequency	Percentage
Female	68	67.3%
Male	21	20.8%
Others	12	11.9%
Total	101	100.0%

Summary: 67.3% of respondents selected "Female", the most common response, followed by "Male" at 20.8%.

2. Age Group

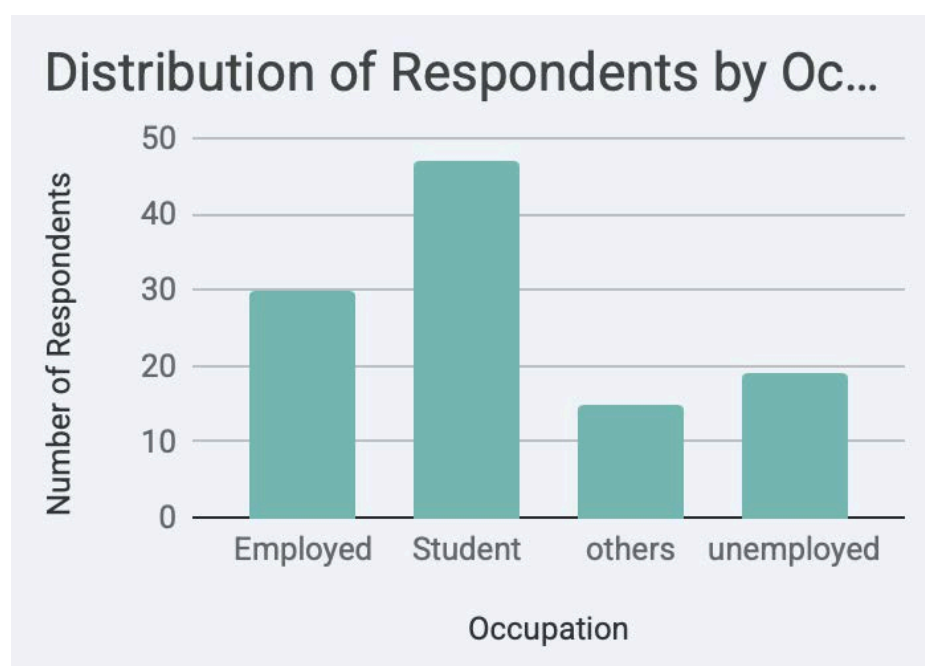
What is your age?
101 responses



Response	frequency	Percentage
19- 22	57	56.4%
23- 26	22	21.8%
27- 30	14	13.9%
15- 18	8	7.9%
Total	101	100.0%

Summary: 56.4% of respondents selected "19- 22", the most common response, followed by "23- 26" at 21.8%.

3. Occupation

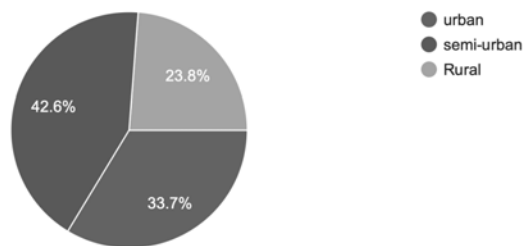


Response	frequency	Percentage
Student	39	38.6%
Employed	30	29.7%
unemployed	18	17.8%
others	14	13.9%
Total	101	100.0%

Summary: 38.6% of respondents selected "Student", the most common response, followed by "Employed" at 29.7%.

4. Residential Area

Where do you live?
101 responses

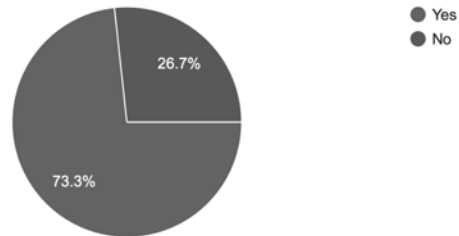


Response	frequency	Percentage
semi-urban	43	42.6%
urban	34	33.7%
Rural	24	23.8%
Total	101	100.0%

Summary: 42.6% of respondents selected "semi-urban", the most common response, followed by "urban" at 33.7%.

5. Resident of Pokhara

Are you resident of Pokhara?
101 responses

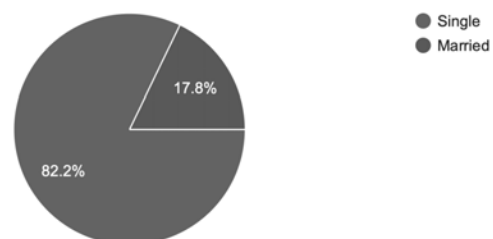


Response	frequency	Percentage
Yes	74	73.3%
No	27	26.7%
Total	101	100.0%

Summary: 73.3% of respondents selected "Yes", the most common response, followed by "No" at 26.7%.

6. Marital Status

Marital status?
101 responses



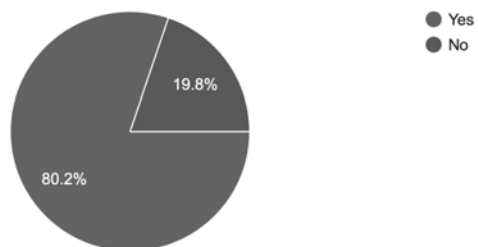
Response	frequency	Percentage
Single	83	82.2%
Married	18	17.8%

Total	101	100.0%

Summary: 82.2% of respondents selected "Single", the most common response, followed by "Married" at 17.8%.

7. Buys Branded Clothes

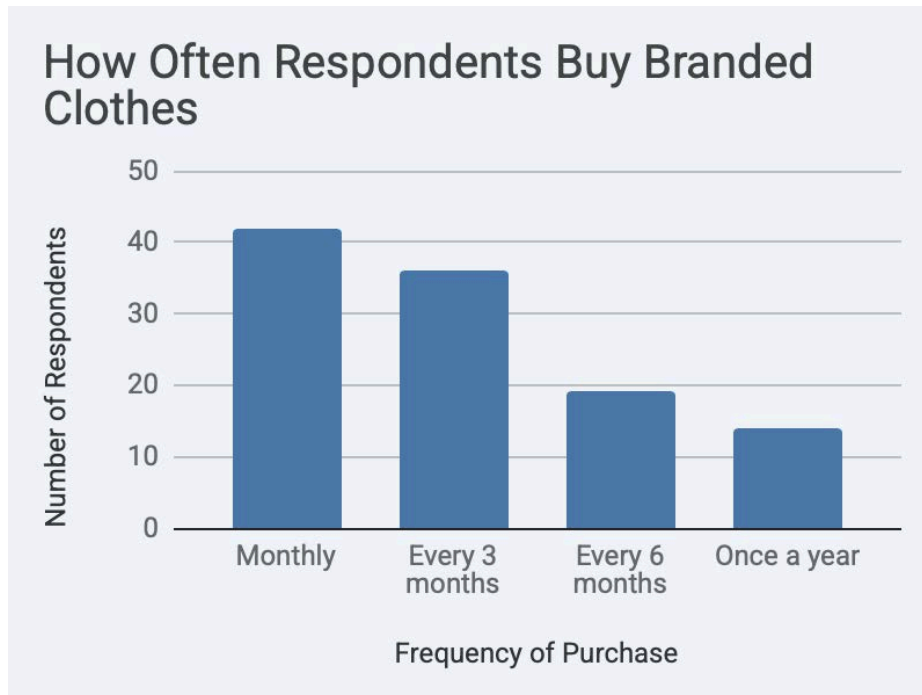
Do you buy branded clothes?
101 responses



Response	Count	Percent
Yes	81	80.2%
No	20	19.8%
Total	101	100.0%

Summary: 80.2% of respondents selected "Yes", the most common response, followed by "No" at 19.8%.

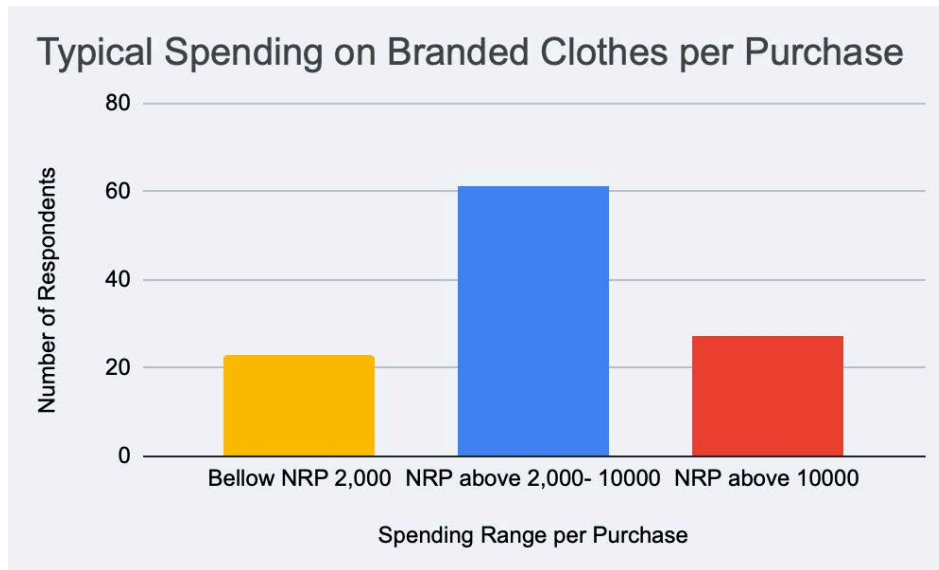
8. Purchase Frequency



Response	frequency	Percentage
Monthly	37	36.6%
Every 3 months	34	33.7%
Every 6 months	18	17.8%
Once a year	12	11.9%
Total	101	100.0%

Summary: 36.6% of respondents selected "Monthly", the most common response, followed by "Every 3 months" at 33.7%.

9. Spending per Purchase



Response	frequency	Percentage
NRP above 2,000- 10000	55	54.5%
NRP above 10000	26	25.7%
Bellow NRP 2,000	20	19.8%
Total	101	100.0%

Summary: 54.5% of respondents selected "NRP above 2,000- 10000", the most common response, followed by "NRP above 10000" at 25.7%.

10. Preferred Purchase Location

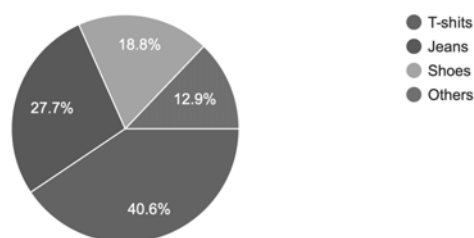


Response	frequency	Percentage
Shopping mall	34	33.7%
Online	32	31.7%
Brand outlets	22	21.8%
Local store	13	12.9%
Total	101	100.0%

Summary: 33.7% of respondents selected "Shopping mall", the most common response, followed by "Online" at 31.7%.

11. Most Purchased Clothing Type

What types of branded clothes do you buy most?
101 responses

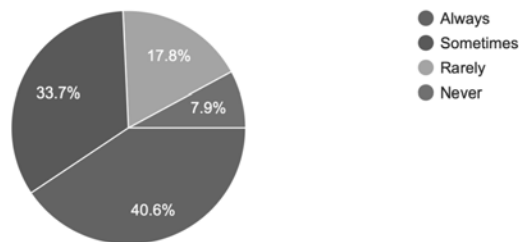


Response	frequency	Percentage
T-shirts	41	40.6%
Jeans	28	27.7%
Shoes	19	18.8%
Others	13	12.9%
Total	101	100.0%

Summary: 40.6% of respondents selected "T-shirts", the most common response, followed by "Jeans" at 27.7%.

12. Price Comparison Behavior

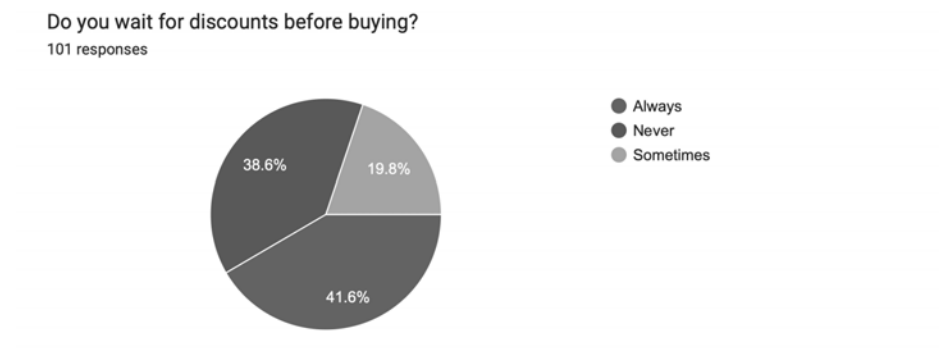
Do you compare prices before purchasing?
101 responses



Response	frequency	Percentage
Always	41	40.6%
Sometimes	34	33.7%
Rarely	18	17.8%
Never	8	7.9%
Total	101	100.0%

Summary: 40.6% of respondents selected "Always", the most common response, followed by "Sometimes" at 33.7%.

13. Discount-Waiting Behavior



Response	frequency	Percentage
Always	42	41.6%
Never	39	38.6%
Sometimes	20	19.8%
Total	101	100.0%

Summary: 41.6% of respondents selected "Always", the most common response, followed by "Never" at 38.6%.

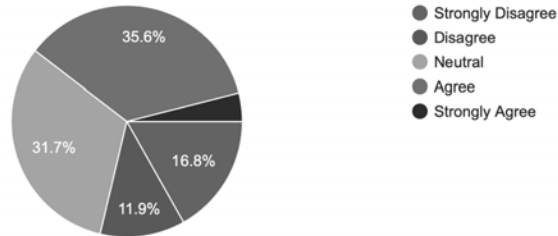
14. Primary Purchase Motivation

Response	frequency	Percentage
Fashion	48	47.5%
Quality	31	30.7%
Comfort	13	12.9%
Friends	9	8.9%
Total	101	100.0%

Summary: 47.5% of respondents selected "Fashion", the most common response, followed by "Quality" at 30.7%.

15. Branded reputation influences my purchase

Branded reputation influences my purchase
101 responses

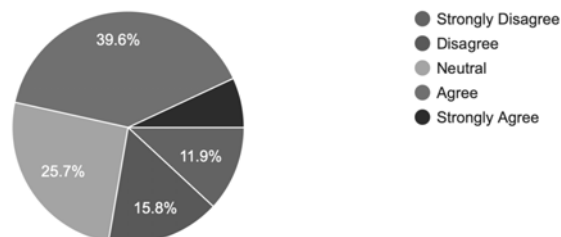


Response	frequency	Percentage
Strongly Disagree	17	16.8%
Disagree	12	11.9%
Neutral	32	31.7%
Agree	36	35.6%
Strongly Agree	4	4.0%
Total	101	100.0%

Summary: 16.8% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 11.9%.

16. I prefer brands with a good reputation

I prefer brands with a good reputation
101 responses

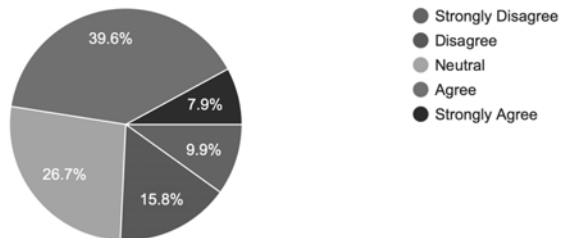


Response	frequency	Percentage
Strongly Disagree	12	11.9%
Disagree	16	15.8%
Neutral	26	25.7%
Agree	40	39.6%
Strongly Agree	7	6.9%
Total	101	100.0%

Summary: 11.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 15.8%.

17. I prefer to buy clothes from trusted brands

I prefer to buy clothes from trusted brands
101 responses



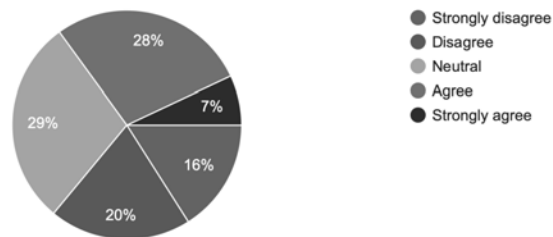
Response	frequency	Percentage
Strongly Disagree	10	9.9%
Disagree	16	15.8%
Neutral	27	26.7%
Agree	40	39.6%
Strongly Agree	8	7.9%

Total	101	100.0%
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Summary: 9.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 15.8%.

18. Reputable brands provide good quality

Reputable brands provide good quality
100 responses

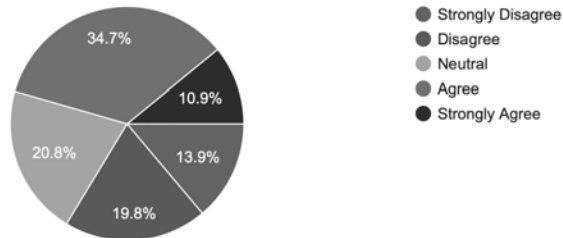


Response	frequency	Percentage
Strongly Disagree	16	16.0%
Disagree	20	20.0%
Neutral	29	29.0%
Agree	28	28.0%
Strongly Agree	7	7.0%
Total	100	100.0%

Summary: 16.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 20.0%.

19. Product quality influences my purchase

Product quality influences my purchase
101 responses

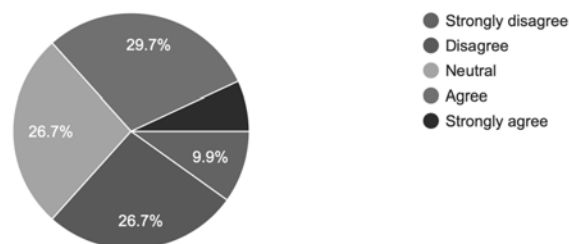


Response	frequency	Percentage
Strongly Disagree	14	13.9%
Disagree	20	19.8%
Neutral	21	20.8%
Agree	35	34.7%
Strongly Agree	11	10.9%
Total	101	100.0%

Summary: 13.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 19.8%.

20. Branded clothes are of good quality

Branded clothes are of good quality
101 responses

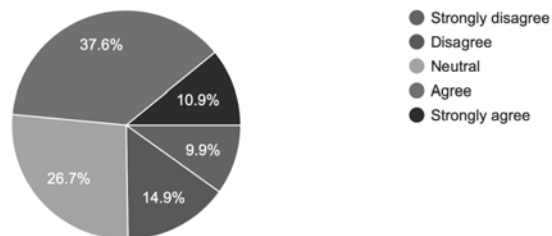


Response	frequency	Percentage
Strongly Disagree	10	9.9%
Disagree	27	26.7%
Neutral	27	26.7%
Agree	30	29.7%
Strongly Agree	7	6.9%
Total	101	100.0%

Summary: 9.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 26.7%.

21. I prefer durable branded clothes

I prefer durable branded clothes
101 responses



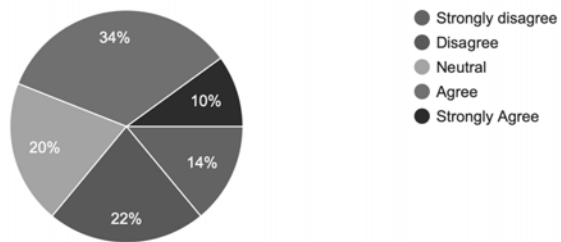
Response	frequency	Percentage
Strongly Disagree	10	9.9%
Disagree	15	14.9%
Neutral	27	26.7%
Agree	38	37.6%
Strongly Agree	11	10.9%

Total	101	100.0%
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Summary: 9.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 14.9%.

22. Branded clothes have better finishing

Branded clothes have better finishing
100 responses

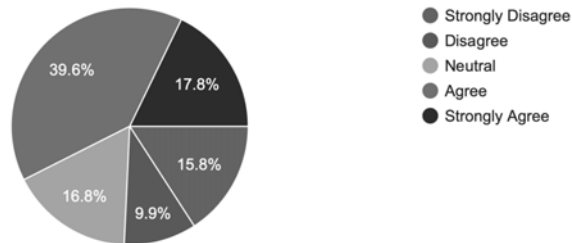


Response	frequency	Percentage
Strongly Disagree	14	14.0%
Disagree	22	22.0%
Neutral	20	20.0%
Agree	34	34.0%
Strongly Agree	10	10.0%
Total	100	100.0%

Summary: 14.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 22.0%.

23. Fashion trends influence my purchases

Fashion trends influence my purchases
101 responses

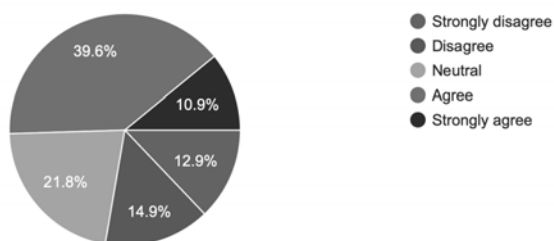


Response	frequency	Percentage
Strongly Disagree	16	15.8%
Disagree	10	9.9%
Neutral	17	16.8%
Agree	40	39.6%
Strongly Agree	18	17.8%
Total	101	100.0%

Summary: 15.8% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 9.9%.

24. I prefer trendy branded clothes

I prefer trendy branded clothes
101 responses

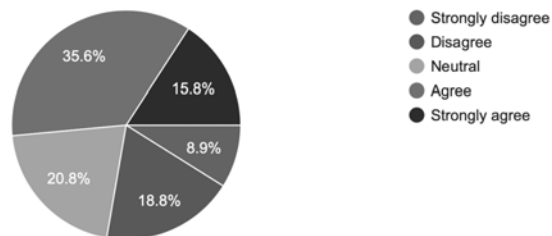


Response	frequency	Percentage
Strongly Disagree	13	12.9%
Disagree	15	14.9%
Neutral	22	21.8%
Agree	40	39.6%
Strongly Agree	11	10.9%
Total	101	100.0%

Summary: 12.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 14.9%.

25. I like to wear fashionable branded clothes

I like to wear fashionable branded clothes
101 responses

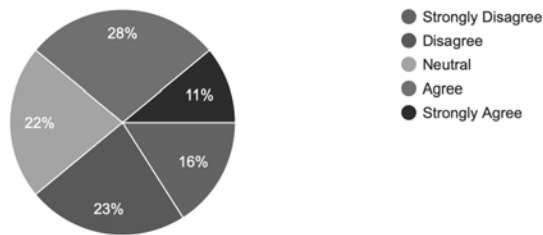


Response	frequency	Percentage
Strongly Disagree	9	8.9%
Disagree	19	18.8%
Neutral	21	20.8%
Agree	36	35.6%
Strongly Agree	16	15.8%
Total	101	100.0%

Summary: 8.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 18.8%.

26. I follow the latest fashion trends

I follow the latest fashion trends
100 responses

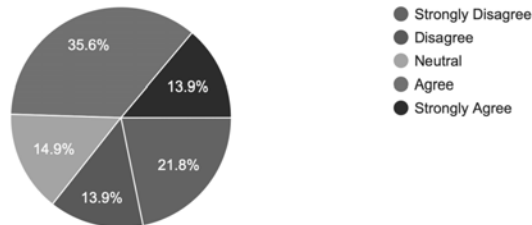


Response	frequency	Percentage
Strongly Disagree	16	16.0%
Disagree	23	23.0%
Neutral	22	22.0%
Agree	28	28.0%
Strongly Agree	11	11.0%
Total	100	100.0%

Summary: 16.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 23.0%.

27. Social media advertisement affect my buying decision

Social media advertisement affect my buying decision
101 responses

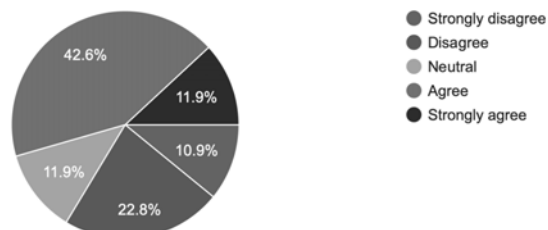


Response	frequency	Percentage
Strongly Disagree	22	21.8%
Disagree	14	13.9%
Neutral	15	14.9%
Agree	36	35.6%
Strongly Agree	14	13.9%
Total	101	100.0%

Summary: 21.8% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 13.9%.

28. I discover branded clothes through social media

I discover branded clothes through social media
101 responses

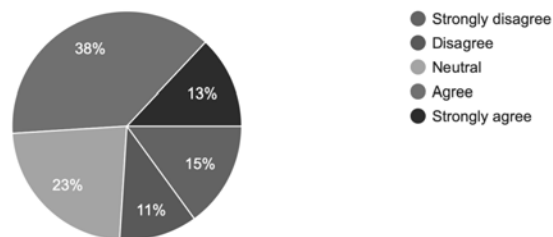


Response	frequency	Percentage
Strongly Disagree	11	10.9%
Disagree	23	22.8%
Neutral	12	11.9%
Agree	43	42.6%
Strongly Agree	12	11.9%
Total	101	100.0%

Summary: 10.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 22.8%.

29. I buy clothes recommended by influencers

I buy clothes recommended by influencers
100 responses

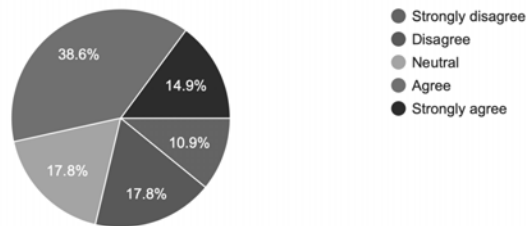


Response	frequency	Percentage
Strongly Disagree	15	15.0%
Disagree	11	11.0%
Neutral	23	23.0%
Agree	38	38.0%
Strongly Agree	13	13.0%
Total	100	100.0%

Summary: 15.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 11.0%.

30. I follow clothing brands on social media

I follow clothing brands on social media
101 responses

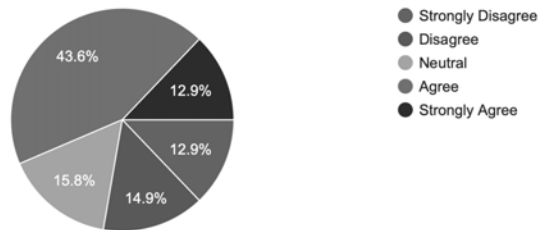


Response	frequency	Percentage
Strongly Disagree	11	10.9%
Disagree	18	17.8%
Neutral	18	17.8%
Agree	39	38.6%
Strongly Agree	15	14.9%
Total	101	100.0%

Summary: 10.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 17.8%.

31. Attractive store displays encourage me to buy

Attractive store displays encourage me to buy
101 responses

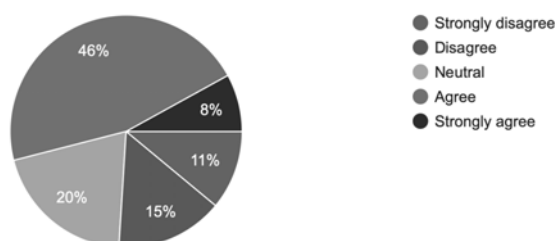


Response	frequency	Percentage
Strongly Disagree	13	12.9%
Disagree	15	14.9%
Neutral	16	15.8%
Agree	44	43.6%
Strongly Agree	13	12.9%
Total	101	100.0%

Summary: 12.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 14.9%.

32. I prefer store with well- arranged products

I prefer store with well- arranged products
100 responses

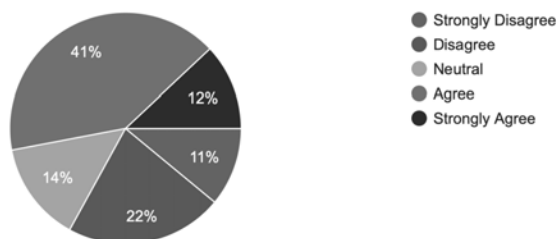


Response	frequency	Percentage
Strongly Disagree	11	11.0%
Disagree	15	15.0%
Neutral	20	20.0%
Agree	46	46.0%
Strongly Agree	8	8.0%
Total	100	100.0%

Summary: 11.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 15.0%.

33. Store displays attract my attention

Store displays attract my attention
100 responses

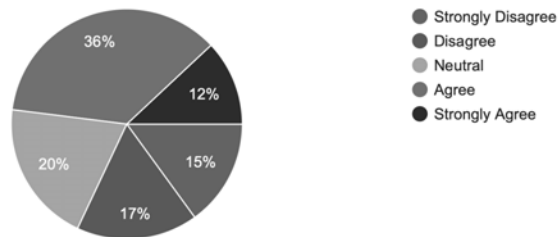


Response	frequency	Percentage
Strongly Disagree	11	11.0%
Disagree	22	22.0%
Neutral	14	14.0%
Agree	41	41.0%
Strongly Agree	12	12.0%
Total	100	100.0%

Summary: 11.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 22.0%.

34. Store displays affect my buying decision

Store displays affect my buying decision
100 responses

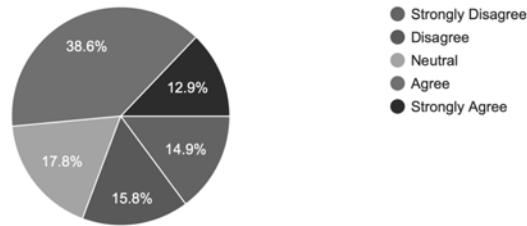


Response	frequency	Percentage
Strongly Disagree	15	15.0%
Disagree	17	17.0%
Neutral	20	20.0%
Agree	36	36.0%
Strongly Agree	12	12.0%
Total	100	100.0%

Summary: 15.0% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 17.0%.

35. Comfort is more important than brand name

Comfort is more important than brand name
101 responses

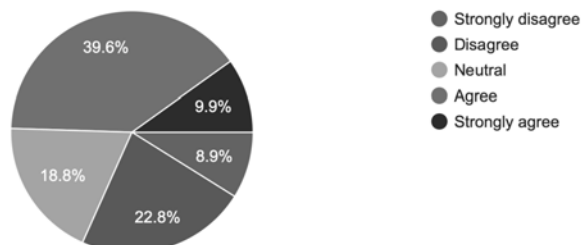


Response	frequency	Percentage
Strongly Disagree	15	14.9%
Disagree	16	15.8%
Neutral	18	17.8%
Agree	39	38.6%
Strongly Agree	13	12.9%
Total	101	100.0%

Summary: 14.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 15.8%.

36. I feel more confident wearing branded clothes

I feel more confident wearing branded clothes
101 responses

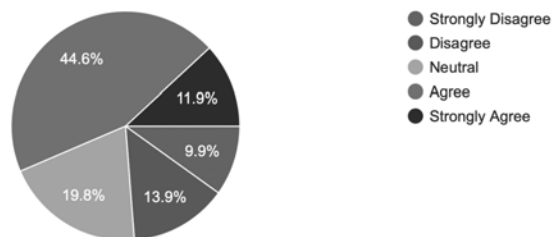


Response	frequency	Percentage
Strongly Disagree	9	8.9%
Disagree	23	22.8%
Neutral	19	18.8%
Agree	40	39.6%
Strongly Agree	10	9.9%
Total	101	100.0%

Summary: 8.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 22.8%.

37. I buy branded clothes to maintain my social image

I buy branded clothes to maintain my social image
101 responses

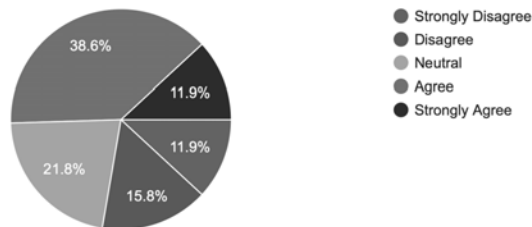


Response	frequency	Percentage
Strongly Disagree	10	9.9%
Disagree	14	13.9%
Neutral	20	19.8%
Agree	45	44.6%
Strongly Agree	12	11.9%
Total	101	100.0%

Summary: 9.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 13.9%.

38. I recommend branded clothes to others

I recommend branded clothes to others
101 responses



Response	Count	Percent
Strongly Disagree	12	11.9%
Disagree	16	15.8%
Neutral	22	21.8%
Agree	39	38.6%
Strongly Agree	12	11.9%
Total	101	100.0%

Summary: 11.9% of respondents selected "Strongly Disagree", the most common response, followed by "Disagree" at 15.8

4.4 Findings

Based on the analysis of the collected data, the study identifies the major factors influencing the buying behavior of branded clothes among youths in Pokhara. The findings summarize the key results of the research and show whether the research objectives have been achieved.

The findings help explain the preferences and purchasing decisions of young consumers. They also provide useful information for clothing retailers, marketers, and future researchers who are interested in understanding consumer buying behavior in the branded clothing market.

Chapter 5

Summary, Conclusion and Recommendations

5.1 Summary

This study was conducted to examine the buying behavior of branded clothes among youths in Pokhara. The main objective was to identify the key factors that influence young consumers when purchasing branded clothing. In today's society, branded clothes are popular among youths due to their quality, style, and social value.

The study focused on five main factors: product quality, brand reputation, fashion trend, social media influence, and store display. The dependent variable was buying behavior of branded clothes among youths in Pokhara.

A descriptive research design with a quantitative approach was used. Primary data were collected through a structured questionnaire using a Likert scale, while secondary data were taken from books, journals, and online sources. The collected data were analyzed and presented in tables for interpretation.

Overall, the study found that youths in Pokhara are influenced by multiple factors when buying branded clothes, especially quality, brand image, fashion trends, social media, and store environment.

5.2 Conclusion

The study concludes that buying branded clothes among youths in Pokhara is influenced by several important factors. Youths are highly conscious about fashion and social image, making branded clothes an important part of their lifestyle.

Product quality is a major factor, as youths prefer branded clothes for better durability and comfort. Brand reputation also strongly affects their choices, as trusted brands are more preferred.

Fashion trends play an important role, as youths like to follow modern styles. Social media platforms such as Instagram and TikTok also influence their buying decisions through ads and influencers.

Store display and shopping environments also affect customer interest and purchasing decisions.

In conclusion, youth buying behavior is shaped by a combination of quality, brand image, fashion trends, social media, and store experience.

5.3 Recommendations

Clothing brands should focus on improving product quality to maintain customer satisfaction. Strong brand reputation should be developed through good service and reliable products.

Companies should regularly follow fashion trends and introduce new designs to attract youths. Social media marketing should be used effectively to promote products and reach young customers.

Retail stores should improve their display and shopping environment to attract more buyers. Customer feedback should also be collected regularly to improve products and services.

5.4 Suggestions for Future Research

Future research can be conducted in other cities or regions of Nepal for comparison. More variables such as price, income level, and brand loyalty can also be included.

A larger sample size can improve the accuracy of results. Researchers can also use mixed methods (quantitative and qualitative) for deeper understanding.

Long-term studies can be done to observe changes in youth buying behavior over time.

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Appendices

Questionnaire

Buying Behavior of Branded Clothes Among Youths in Pokhara

Dear Respondent,

I am a Bachelor of Business Administration (BBA) student conducting a research study on **"Buying Behavior of Branded Clothes Among Youths in Pokhara."** The purpose of this questionnaire is to collect information for academic purposes only. Your responses will be kept confidential and used only for this research. Please answer all the questions honestly.

Thank you for your valuable time and cooperation.

Section A: Demographic Information

Tick only one answer

1. What is your gender? *

- Mark only one oval.
- Male
- Female
- Others

2. What is your age? *

- 15- 18
- 19- 22
- 23- 26
- 27- 30

3. What is your occupation? *

- Mark only one oval.
- Student
- Employed
- unemployed
- others

4. Where do you live? *

- Mark only one oval.
- urban
- semi-urban
- Rural

5. Are you a resident of Pokhara? *

- Mark only one oval.
- Yes
- No

6. Marital status? *

- Mark only one oval.
- Single
- Married

Section: B

Buying behavior

7. Do you buy branded clothes? *

- Yes
- No

8. How often do you buy branded clothes? *

- Monthly
- Every 3 months
- Every 6 months
- Once a year

9. How much do you usually spend on branded clothes in one purchases? *

- Bellow NRP 2,000
- NRP above 2,000- 10000
- NRP above 10000

10. Where do you usually buy branded clothes? *

- Brand outlets
- Shopping mall
- Online
- Local store

11. What types of branded clothes do you buy most? *

- T-shirts
- Jeans
- Shoes
- Others

12. Do you compare prices before purchasing? *

- Always
- Sometimes
- Rarely
- Never

13. Do you wait for discounts before buying? *

- Always
- Never
- Sometimes

14. What motivates you to buy branded clothes? *

- Quality
- Fashion
- Comfort
- Friends

Independent Variable (Branded Reputation)

15. Branded reputation influences my purchase *

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

16.I prefer brands with a good reputation

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17.I prefer to buy clothes from trusted brands

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18.Reputable brands provide good quality

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Independent Variable (Product Quality)

19.Product quality influences my purchase *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20.Branded clothes are of good quality

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

21.I prefer durable branded clothes

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

22.Branded clothes have better finishing

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Independent Variable (Fashion Trend)

23.Fashion trends influence my purchases *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24.I prefer trendy branded clothes

- Strongly disagree
- Disagree
- Neutral
- Agree

- Strongly agree

25.I like to wear fashionable branded clothes

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

26.I follow the latest fashion trends

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Independent Variable (Social Media Advertisement)

27.Social media advertisement affect my buying decision *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

28.I discover branded clothes through social media

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

29.I buy clothes recommended by influencers

- Strongly disagree

- Disagree
- Neutral
- Agree
- Strongly agree

30.I follow clothing brands on social media

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Independent Variable (Store Display)

31.Attractive store displays encourage me to buy *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

32.I prefer store with well- arranged products

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

33.Store displays attract my attention

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

34.Store displays affect my buying decision

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Independent Variable (Product Quality)

35.Comfort is more important than brand name

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

36.I feel more confident wearing branded clothes *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

37.I buy branded clothes to maintain my social image *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

38.I recommend branded clothes to others *

1. Strongly Disagree
2. Disagree
3. Neutral

4. Agree
5. Strongly Agree

Thank you for your valuable participation.