

"Factors affecting customer purchase intention leading to store choice in Pakistan."



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### **Abstract**

Manufacturers and retailers both are quiet concerned about how buyers make their daily purchase decisions or choices these days, as they want to find out when, why or how a shopping expedition leads to a final purchase decision to purchase things from a particular retail outlet. Similarly many retailers these days work in a very competitive environment since they are faced with various challenges such as, changes in customer purchase patterns in terms of their changing needs and wants, the changes in customer demographics, and mergers and acquisitions taking place among the competitors leading to rivalry, hence in such a dynamically changing environment, exploring the probability of customer purchase intention leading to store choice is becoming a very important concern for retailers.

## TABLE OF CONTENTS

### Chapter 1

<b>1. Introduction.....</b>	<b>8</b>
1.1 Problem statement.....	14
1.2 Research question.....	14
1.3 Objectives of the study.....	14
1.4 Limitation.....	15

### Chapter 2

<b>2. Literature Review.....</b>	<b>16</b>
2.1 Store Attributes.....	24
2.2 Store Ambience.....	27
2.3 Store Pricing.....	31
2.4 Store Employees.....	32
2.5 Customer Satisfaction.....	35
2.6 Purchase Intention & Store Choice.....	37

### Chapter 3

<b>3. Research Methodology.....</b>	<b>45</b>
3.1 Theoretical Framework.....	45
3.2 Hypothesis.....	46
3.3 Sampling Design.....	47
3.4 Population.....	47
3.5 Sampling technique.....	47
3.6 Sampling size.....	48
3.7 Research instrument.....	49
3.8 Data Collection.....	52

## Chapter 4

<b>4. Data Analysis.....</b>	<b>56</b>
4.1 Preamble .....	55
4.2 Analytical procedures.....	55
4.3 Aberrant value .....	55
4.4 Results.....	56
4.5 Demographics Interpretation.....	57
4.5.1 Graphical Pie charts.....	61
4.6 Reliability Analysis.....	66
4.7 Correlation Analysis.....	67
4.8 Correlation interpretation.....	68
4.8.1 Store Price .....	68
4.8.2 Store Employees.....	68
4.8.3 Store Attributes.....	68
4.9 Regression Analysis.....	69
4.9.1 Model Summary.....	69
4.9.2 Anova Table.....	69
4.9.3 Coefficients.....	69
4.9.4 Coefficients Interpretation.....	70

## Chapter 5

<b>5. Conclusion.....</b>	<b>71</b>
5.1 Discussion.....	72
5.2 Managerial Implications & Future Research In Pakistan.....	73
5.3 Future Research Directions.....	74
5.4 Recommendations.....	75
5.5 References.....	76