

# MOTIVATIONAL FACTORS AFFECTING PRE-PURCHASE EVALUATION OF GOOD (APPAREL)

BY

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5	14-03-15	Cubicle	Literature Review	
6	17-04-15	Cubicle	Findings	Zaib unisa
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I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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## Abstract

**Purpose-** Major Aim of this study was to evaluate the affect of motivational factors on consumer's Pre-Purchase evaluation of goods (Apparel). Asim Jofa the major leading brand in apparel is the focus of the study to examine how motivational factors affect consumers in making decision before purchasing a good.

**Methodology/sample-** The study involved use of questionnaires filled by 100 respondents and personal observations. The respondent individuals belonged to different age groups, different income levels, occupations and areas of residence. To analyze the data, Regression, ANOVA and coefficients were applied. Using secondary data the research data integrated using SPSS for descriptive and quantitative analysis.

**Findings-** The analysis clearly suggested that consumers in Karachi have different levels of need that motivates them to make decision before Pre-Purchase evaluation of good. It was also concluded that consumers are motivated in different level because of different demographic characteristics.

**Practical Implications-** The outcomes of the research might help the marketers to better understand what the consumer wants and which level of need will enhance their need.

**Keywords:** Abraham Maslow Need Theory, Consumer Pre-Purchase Evaluation, Motivation

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