

THE EFFECT OF OCCUPATIONAL STATUS AND PERSONAL VALUES OF WOMEN ON BUYING BEHAVIOUR FOR CONVENIENCE FOOD

By

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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

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

| No. | Date | Place of Meeting | Topic Discussed | Signature of Student |
|-----|-----------|------------------|-----------------------------|----------------------|
| 5 | 24-NOV-15 | OFFICE | CHAPTER # 4 - Data analysis | <i>Rabia</i> |
| 6 | 8-DEC-15 | OFFICE | Chapter # 5 & 6 | <i>Rabia</i> |
| 7 | 15-DEC-15 | OFFICE | FINAL REVIEW. | <i>Rabia</i> |

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ABSTRACT

Purpose-the aim of this study was to understand the effect of occupational status along with demographic variables and personal values on the buying behaviour for convenience foods.

Methodology/sample- For this study population consist of adult women that are employed in organizations located in Karachi. Non probability judgmental sampling of 120 subjects was selected from different organizations operating in Karachi. Questionnaire is used for the data collection purpose. To analyze the data, Regression, Multiple Regression and ANOVA were used.

Findings- The analysis and comparative results clearly suggested that Occupational status and demographic variables does affect women buying behaviour for convenience foods whereas only personal value of Traditionalism is found to be significant with the buying behaviour for convenience foods.

Practical Implications- The outcomes of the research might help the marketers in understanding the effect of occupational status of women on convenience food consumption and will also highlight the modern and traditional women preference for convenience foods.

Keywords: Occupational Status, Convenience Foods, Demographic Variables, Personal Values, Food and women.

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