

LIFESTYLE FACTORS AFFECTING WOMEN GROCERY SHOPPING BEHAVIOUR IN KARACHI

By

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APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 11% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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Abstract

Purpose- Major aim of this study was to evaluate lifestyle factors affecting women grocery shopping behaviour in Karachi, Pakistan. Women's high levels of participation in labour force have focused on attentions on changing the life styles and consumptions patterns. A set of intervening are reflecting the women attitudes and behaviours that reflecting the on line shopping towards food preparation prompted researcher to conduct this study. Grocery shopping had always been the major interest for women and they were always considered as a purchasing head when it comes to shop for household.

Methodology/sample- The study involved use of questionnaires filled by 350 respondents and the respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, Regression, ANOVA, Chi-square and Correlation tests were applied. The research type is correlation and based on women who are located in the area of Karachi. Convenience sampling technique is used for data processing. Questionnaire instrument has being utilized to collect the data from the respondents. The data collected has being deeply analysed through the implication of various tests run on SPSS.

Findings- The analysis and comparative results clearly suggested that the research findings have reflected that lifestyle factors affect women grocery shopping behaviour in Karachi.

Practical Implications- The outcomes of the research might help the grocery store to know about the new lifestyle factors affecting women grocery shopping behaviour.

Keywords: Online shopping, Trend of dine out, ready-made cook, women employment status and grocery shopping.

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Chapter One
Introduction