

ANTECEDENTS OF CONSUMER PURCHASE DECISION IN PAKISTAN'S
RETAIL MARKET WITH MODERATING ROLE OF PERCEIVED RISK.



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Abstract

Purpose

This paper aims to determine impact of different factors like CSR, Social media marketing, sales promotion, store environment and perceived value on purchase decision. It also aims to find if perceived risk has any significant moderating effect on these variables.

Methodology

The population for this research were the retail consumers of Islamabad and Rawalpindi, Pakistan. Quantitative data was collected from 150 consumers through a questionnaire. This data was analyzed in SPSS.

Findings

The findings showed that CSR had no significant relation with purchase decision. Other independent variables which were Social media marketing, sales promotion, store environment and perceived value had a significant relationship with the dependent variable and perceived risk moderated this relationship.

Originality/Value

The findings of this study contribute to an understanding of the importance of the selected factors in affecting a consumer's purchase decision in the retail industry. No prior study has been conducted in Pakistan that determines the impact of these factors on purchase decision.

Keywords

CSR, Social media marketing, store environment, sales promotion, perceived value, perceived risk, purchase decision, retail, retail market, consumers, Pakistan

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Table of Contents

	Page no.
Chapter 1 Introduction	
1.1. Background	1
1.2. Problem Statement	3
1.3. Research Questions	4
1.4. Research Objectives	4
1.5. Significance	5
Chapter 2 Literature Review	
2.1. Purchase Decision	7
2.2. Perceived Risk	8
2.3. Corporate social responsibility	9
2.4. Social media marketing	10
2.5. Store environment	12
2.6. Sales promotion	13
2.7. Perceived Value	14
2.8. Theoretical Framework	16
Chapter 3 Methodology	
3.1. Research Design	17
3.2. Research Philosophy	17
3.3. Population	18
3.4. Sample	18
3.5. Unit of analysis	19
3.6. Instrument	19
3.7. Methodology	20
3.8. Demographic characteristics	20
3.9. Reliability analysis	23
3.10. Descriptive analysis	23
3.11. Correlation analysis	24
3.12. Regression analysis	26
3.12.1. Equation 1	27
3.12.2. Equation 2	29

3.12.3 Equation 3	31
3.12.4. Equation 4	33
3.12.5. Equation 5	35
3.13. Results of hypotheses	37
Chapter 4 Discussion and Conclusion	37
4.1. Implications	40
Chapter 5 Limitations and Future Direction	42
Chapter 6 Reflection	43
References	47
Plagiarism Report	52