

# **GENDER DIFFERENCE BETWEEN HEDONIC MOTIVATION, PURCHASING & BUYING BEHAVIOR**

**By**

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A thesis presented to the Department of Management Science, Bahria University  
Karachi Campus, in partial fulfillment of the requirement of the MBA degree



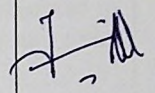
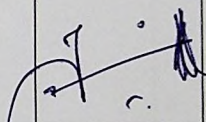
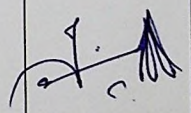
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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

| No. | Date                    | Place of Meeting      | Topic Discussed  | Signature of Student   |
|-----|-------------------------|-----------------------|--|--|
| 5   | 19 <sup>th</sup> May 15 | Sir.Mansoor's Cubicle | Discussed about the conduction of the analysis over grounded theory          |  |
| 6   | 26 <sup>th</sup> May 15 | Sir.Mansoor's Cubicle | Discussed about the Focus Group and Projective Technique findings and result |  |
| 7   | 5 <sup>th</sup> June 15 | Sir.Mansoor's Cubicle | Discussed about the theory formulation and recommendations                   |  |

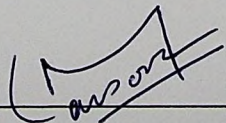
#### APPROVAL FOR EXAMINATION

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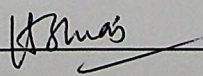
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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at -----04%----- 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.

Supervisor's Signature:  Date: 29<sup>th</sup> June, 15'

Name: Asst. Prof Mansoor Zakir

Head Of Department Singnature 

Date: \_\_\_\_\_

## Abstract

**Purpose** – Major aim of this study is to find the affect of hedonic motivation leading to purchasing and buying behavior with respect to the difference in gender. How does pleasure seeking can lead to luxury consumption and what pattern does the particular gender follow.

**Methodology/Sample** – The study is an Exploratory Research via Grounded Theory. Data collection is conducted through Focus Groups. Sample sizes of about 50% male and 50% females in the focus group of almost 100 respondents were taken from Karachi Pakistan. The data is later processed through Projected Techniques to find out the conclusive result.

**Findings** – The analysis leads to the primary findings, reflecting the difference in hedonic motivation pertaining to every individual separately. Each individual has their own insight on how to seek and attain pleasure through purchasing. Some major findings over the attributes of hedonic motivation leading to purchasing behavior are shared in this report.

**Practical Implications** – The findings of this study can be helpful to the researchers who are in the pursuit of taking this phenomenon of pleasure seeking further elaborated. It will help the luxury brand consumers to understand the psyche of the brand, their self image related to it with its consumption.

**Keywords** – Pleasure seeking, Luxury goods, Hedonic Motivation, Purchasing Behavior, and Utilitarianism.

## Table of Contents

|   |                    |
|---|--------------------|
| 2 <sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement ----- | i                  |
| Declaration of Authentication -----   | ii                 |
| List of Abbreviations -----   | iii                |
| First Page of Plagiarism Test Report -----                                      | iv- v              |
| Acknowledgement -----   | vi                 |
| Abstract -----  | vii                |
| Table of Content -----  | viii- ix           |
| <b>Chapter 1 – Introduction</b>   | <b>Pages 01-04</b> |
| 1.1 Background -----  | 1                  |
| 1.2 Significance of Hedonic Motivation and Purchase Behavior -----              | 2                  |
| 1.3 Research Problem -----  | 3                  |
| 1.4 Research Questions -----  | 3                  |
| 1.5 Research Objectives -----   | 4                  |
| 1.6 Scope of the Study -----  | 4                  |
| 1.7 Limitation of the Study -----   | 4                  |
| <b>Chapter 2 – Literature Review</b>  | <b>Pages 05-16</b> |
| <b>Chapter 3 – Research Methodology</b>   | <b>Pages 17-19</b> |
| 3.1 Theoretical Framework -----   | 17                 |
| 3.2 Target Population -----   | 18                 |
| 3.3 Sample Size & Sampling Technique -----                                      | 18                 |
| 3.4 Data Sourcing and Data Collection Instruments -----                         | 18                 |
| 3.5 Data Processing and Analysis -----  | 19                 |

|   |                    |
|---|--------------------|
| <b>Chapter 4 – Analysis</b>   | <b>Pages 20-38</b> |
| 4.1 Stage 1 – Coding -----  | 20                 |
| 4.2 Stage 2- Concept (Data Collection from the Focus Groups -----         | 21- 23             |
| 4.3 Stage 3 - Categorization (Result of the Focus Groups) -----           | 21- 25             |
| 4.4 Stage 2- Concept (Data Collection the Projective Technique) -----     | 26- 30             |
| 4.5 Stage 3 - Categorization (Result from the Projective Technique) ----- | 31- 37             |
| <b>Chapter 5 – Conclusion</b>   | <b>Pages 39-41</b> |
| <b>Chapter 6 – Recommendations</b>  | <b>Pages 42-43</b> |
| <b>Chapter 7 – References</b>   | <b>Pages 44-48</b> |