Investigating into impact of social media (facebook) on sale & purchase of used vehicle in Pakistan

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Developer's Submission

This thesis report is being submitted to the Department of Masters in Business Administration of the Bahria University in partial fulfillment of the requirements for the degree of MBA specialization in Marketing.

Developer's Declaration

I take full responsibility of the thesis work conducted during the Final Year thesis titled "Investigating into impact of social media (facebook) on sale and purchase of used vehicle in Pakistan". I solemnly declare that the thesis work presented in the report is done solely by me with no significant help from any other person; however, small help wherever taken is duly acknowledged. Moreover, I have not presented this thesis (or substantially similar thesis work) or any part of the thesis previously to any other degree awarding institution within Pakistan or abroad.

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ABSTRACT

The research aims to find out the role of Social media (facebook) "Dealers, Experts & Grade sheet on facebook and sale & purchase of used vehicle in Pakistan. The economic condition of Pakistan is not that much stable, middle class or even upper class people prefer to buy used vehicle either it is imported or it is locally assembled.

This study is aimed to find out the impact of social media (facebook) on sale & purchase of used automobile in Pakistan. Along with the Dealers, experts and grade sheet of used cars. There study on sale and purchase of used automobile and the decision making process of individuals.

The research is descriptive in nature. A questionnaire has been developed to take opinion from the people of Pakistan about what they think regarding the mentioned subject. The primary information for this research has been assessed and broke down through quantitative analysis technique using SPSS. Questionnaires have been utilized to gather the information from the general population where impact of social media (Facebook) on sale and purchase of used vehicles in Pakistan has been checked on and inspected.

Frequent Words used: Social Media, Facebook, Purchase Decision, Used Vehicle, Sale & Purchase.

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Contents