

“Consumer Buying Behaviour Leading To Brand Emergence”

A Study of Chinese Mobile Phone Industry in Pakistan



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ABSTRACT

The study discusses the consumer buying behaviour of Chinese mobile phone in Pakistan. What are the reasons that why Chinese mobile phone industry is very successful in Pakistan. And the factors that affect consumers while selecting mobile phone. A sample of 500 people was taken. And the respondents were the university students, general public and shopkeepers of Rawalpindi and Islamabad. For this study the exploration approach has been the inductive way because there was no secondary data available related to Chinese industry in Pakistan. So I did quantitative research in my dissertation to find the accurate results of Chinese mobile phone industry in Pakistan that how much this industry is successful in Pakistan and how much not. What they need to be improve. And it is clear from the analysis that Chinese mobile customer prefer low price mobile phones with all features and Chinese mobiles are very famous in female respondents as compared to male respondents. And it is also clear from the analysis that people get information about mobile phones from family as compared to other source and after analysing the results that people those are using Chinese mobile phones they are highly satisfied and 76% were in the favour that they will again buy the same brand and only 24% seems dissatisfied and they will never give preference to the same brand.

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DEDICATION

I would like to dedicate this work to my family and teachers due to the sacrifices that they have made for my education work and throughout my continuing life. It was not easy for my family and I special dedicate this work to my father I am nothing without him.

Table of Contents

Ch# 1 Introduction.....	1
Research Questions:.....	7
Objectives:.....	7
Limitation of the research:	7
CH # 2 LITERATURE REVIEW	8
2.1 Consumer Behavior.....	8
2.2 Factors that influence Consumer Behaviour	11
2.2.1 Culture.....	11
2.2.3 Social Class.....	12
2.2.4 Personal factor	13
2.2.5 Psychological factors	13
2.2.6 Lifestyle.....	13
2.3.1 Problem Recognition	15
2.3.2 Finding Information	15
2.3.3 Evaluating Alternatives.....	16
2.3.4 Purchase Decision.....	17
2.3.5 Post-purchase behavior	18
2.4 Theories of Consumer Behaviour	19
2.4.1 Social Cognitive Theory	19
2.4.2 Theory of Consumerism.....	19
2.4.3 Cognitive Consistency Theory.....	19
2.4.4 Role Theory	20
2.4.5 Theory of Reasoned Action.....	20
2.4.6 Utility Theory	20
2.4.7 Indifference Preference Theory	20
2.5 Mobile Phone Industry and Consumer Buying Behaviour	21
2.6 Emerging Brands.....	23
2.7 Influence of Emerging Chinese Mobile Phone Companies on the Consumer Buying Behavior in Pakistan.....	25
CH# 3 METHODOLOGY	30
3.1 Sample and sampling techniques	30
3.2 Quantitative research.....	30
3.3 Deductive approach.....	31

3.4 Sample	31
3.5 Methods of data collection	31
3.6 Data analysis	31
3.7 Ethical implications.....	31
3.8 Survey Methodology according to frame work	32
3.9 Hypothesis Formulation	32
CH # 4 RESULTS AND ANALYSIS	33
CH# 5 CONCLUSION AND RECOMMENDATIONS.....	46
BIBLIOGRAPHY	48
APPENDIX.....	54