

# **Acceptance of 3G/4G network in Pakistan**

**“Factors influencing 3G/4G networks in Pakistan, The study is based on the difference between consumer perception and supplier perception regarding 3G/4G networks acceptance”**



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**A research project submitted in partial fulfillment of the requirement for the degree  
of MBA**

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**Bahria University Islamabad  
2014.**

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# 1. Abstract

The launch of 3G/4G networks in Pakistani market was a long awaited phenomenon, suppliers and consumers were all ready and geared up for this technological up gradation. Still after the launch a constant unrest is observed in the market, this can be directly related to lack of information on how these networks work in different market. This research will try to explain the overall impact 3G/4G networked will create in the market and on basis of that find out the factors that will make consumer accept this technology. The research was carried on the limited information in academic circles for this technology, still on basis of unified theory of acceptance and use of technology and Se-Joon Hongs theory the performance expectancy and ease of use were identified as major factors influencing acceptance of technology. This principle was used to find acceptance for 3G/4G technology in Pakistan. The data is collected from consumer and supplier of the service and on the basis of that the overall impact has been studied. The research also gives an insight to the difference of consumer and supplier perception on the acceptance of 3G/4G technology. Findings shows that both performance expectancy and ease of use have most significant impact on acceptance of service, still a considerable difference is observed between the consumer perception and suppliers effort on bringing that acceptance.