

How Marketing Can Play Its Role in Elimination of Illiteracy Problems



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Abstract

The issues of education in Pakistan are of worse nature. Since the partition of this subcontinent the literacy level of Pakistan always remained very low not only as compared to the developed nation but even with the neighbor countries too. Currently the literacy of level of education in Pakistan is considered to be 69 %, with the definition of literate person “as a person who can write and read a newspaper”. It indicates that we just not lacks in the quantitative terms but also more badly in the qualitative terms too. A literature has been developed composed of different variable, i.e. satisfaction, reputation, brand image and social awareness with a model that influences the student’s loyalty towards education. The sample (N=500) has been taken from the public and private sector universities. Analysis has been made with a positive association among the variables. Findings revealed that focusing on the above mentioned variables have direct effect on the increase in education. Satisfaction of the students can greatly influence the students to join the educational institutes and complete their studies. The analysis also leads to practical implications for further research and practice.

DEDICATIONS

I would like to dedicate this thesis to my beloved parents who have been a great source of inspirations throughout my life and they have provided a lot of moral support to me and enabled me to become what I am today. My sister also supported and courage's me that never give in. I would also like to dedicate this thesis to my honorable teachers who gave me precious knowledge.

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Table of Contents

1.	CHAPTER	
1.	INTRODUCTION.....	1
1.1.	Background	1
1.2.	Problem Identification	4
1.3.	Problem Statement	13
1.4.	Research Questions	14
1.5.	Objectives of the study	14
1.6.	Rationale of the study	15
1.6.1.	Relevance to National Needs.....	15
1.7.	Academic contribution of the study.....	16
1.8.	Scope of the study.....	17
2.	Chapter 2 Literature Review.....	18
2.1.	Identification of variables	18
2.1.1.	Satisfaction	18
2.1.2.	Reputation	23
2.1.3.	Brand Image	26

2.1.4. Social Awareness	31
2.2. Proposed Model	34
2.3. Hypotheses.....	35
3. Chapter 3 Methodology	36
3.1. Conceptual Framework	36
3.2. Sample.....	37
3.3. Measures.....	37
3.4. Sampling Design.....	38
3.4.2. Data Collection.....	39
3.4.3. Data Analysis	40
4. Chapter 4 Analysis and Results.....	42
4.1. Reliability and validity	42
4.2. Cronbach's alpha	42
4.3. Content validity	43
4.4 Testing the proposed model.....	43
5. Chapter 5 Conclusion and Recommendations.....	47
5.1. Discussion and Conclusion	47

5.2. Practical Implications.....	49
5.3. Limitations.....	50
5.4. Recommendations for future research	51
6. References.....	52
7. Appendix-A.....	58

List of tables

Table 1.1	8
Table 1.2.....	9
Table 1.3.....	10
Table 1.4.....	11
Table 1.5.....	12
Table 4.1.....	43
Table 4.2.....	45
Table 4.3.....	45
Table 4.4.....	46