What are the factors and their influence while choosing a cellular network ?





By:

Fahad Saifi 122012-008

A thesis submitted in partial fulfillment of the requirements for the degree of MBA

Department Of Management Sciences

Bahria Institute of Management and Computer Sciences

Bahria University Islamabad 2008

TABLE OF CONTENTS

Title	e Page	i
Appro	oval Sheet	ii
Abst	ract	iii
Ackno	owledgement	iv
Ch	1) Introduction	.1
	Background/Broad Problem Area	3
	Research Question	8
	Objectives of the study	9
Ch	2) Literature Review	
	Problem Identification	20
	Data Collection	20
	Sampling Methodology	20
	Variables	21
10	Testing Techniques/Procedures	22
Ch	4) Results and Discussion	23
Ch	5) Conclusion and Recommendations	97

• Conclusion97				
■ Recomm	nendation	98		
Biblio	ography			
LIST OF TABLES				
Table 4.1	Frequency Distribution of the respondents	with		
respect to	their age	28		
Table 4.2	Frequency Distribution of the respondents	with		
respect to	their Profession	29		
Table 4.3 Frequency Distribution of the respondents with				
respect to	their Monthly Income	30		
Table 4.4	Frequency Distribution of the respondents	with		
respect to	their Preferred Network.	31		
Table 4.5	Frequency Distribution of the respondents	with		
respect to	their Package in Use	32		
m-1-1- 4 C	December Distribution of the commendants			
	Frequency Distribution of the respondents			
	to their Satisfaction Level with Ne			
Connectivit		33		
Table 4.7	Frequency Distribution of the respondents	with		
respect to	their satisfaction with call charging/pricin	a34		
2.00		_		
Table 4.8	Frequency Distribution of the respondents	with		
respect to	their satisfaction with voice quality	35		