

# **STUDYING THE EFFECT OF BRAND LOYALTY OF CUSTOMERS IN CELLULAR NETWORKS IN PAKISTAN**

By

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A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree



**FALL, 2014**

**Bahria University Karachi Campus**



**MBA thesis**  
**2nd Half - Semester Progress Report & Thesis Approval**  
**Statement**

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**Supervisor - Student Meeting Record**

No.	Date	Place of meeting	Topic of discussion	Signature of student
5	8-9-14	UNIVERSITY	RESEARCH METHODOLOGY	
6	1-12-14	UNIVERSITY	DATA INTEGRATION	
7	20-12-14	UNIVERSITY	RECOMMENDATIONS	

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_\_\_ that is within the permissible limit set by HEC for MBA thesis. I have also found that the thesis is in a format recognized by the Department of Management Sciences.

Supervisor's signature: Date: 30-APRIL-2015

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### Abstract

**Purpose of the study:** The purpose of this study is to find out that how service quality, customer satisfaction and network coverage effects the brand loyalty, and how customer values brand and are loyal to their cellular network.

**Research method/sampling-** Deductive approach was followed .Quantitative data is collected through questionnaires on a five point likert scale. Convenience sampling technique is used. A total of 200 questionnaires were distributed and data of 200 questionnaires was used in the analysis. The data was analyzed using SPSS. Pearson correlation is used.

**Findings of the research:** The findings of this research advocate that the selected three factors have a significant relationship with brand loyalty. As the following analysis confirms that independent variables are significant and has impact on brand loyalty.

**Practical implications of the research:** This research can guide that brand loyalty is now booming and has moderately great importance these days in service industry, majorly those companies those who can provide services with some point of differentiation and bring uniqueness in services and with great strategic implications compete in dynamic environment.

**Keywords:** Brand loyalty, service quality, customer satisfaction, commitment, trust, brand image, attitudinal loyalty, and customer loyalty.



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INTRODUCTION