

DEDICATION

I dedicate this dissertation to my mom and dad who always have been my strength throughout my life.

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ABSTRACT

This study tests the fluctuations in customer satisfaction due to various factors related to investment in mutual funds of banking industry of Pakistan such as management risk, costs, ineffective marketing, restrictive gains and fluctuating returns. This study is based on the mutual funds of banking industry of Pakistan. Fluctuations in customer satisfaction has been measured through gaining feedback from the investors regarding to their investment experience with mutual funds of banking industry of Pakistan which has involved the reasons (independent variables) that has been the prime cause behind lowering of customer satisfaction and prohibiting them to reinvest in the mutual funds of banking sector of Pakistan. An analysis is done on the investors of banks' mutual funds to record the strong indirect impact of investment related factors such as management risk, costs, ineffective marketing, restrictive gains and fluctuating returns (independent variables) on the customer satisfaction (dependent variable). Various statistical instruments that has been used to identify the strong indirect relationship between dependent and independent variables includes mean, standard deviation, correlation and regression. SPSS software has been the tool through which statistical analysis and calculations have been done and interpreted by the correlation, regression, level of impact and significance. Through findings, it is evident that independent variables (management risk, costs, ineffective marketing, restrictive gains and fluctuating returns) have strong indirect impact on the dependent variable (customer satisfaction).

"(MEASURING CUSTOMER SATISFACTION IN AN INVESTMENT IN
MUTUAL FUNDS OF BANKING SECTOR IN PAKISTAN.)"



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