

# **The Factors Influencing the Demand of Third Generation (3G) Technology in Pakistan**



**By:**

**Muhammad Ali**

**Roll no: 01-221132-018**

**Supervisor:**

**Sir Shehryar**

**Bahria University, Islamabad**

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## **Abstract**

The aim of this study is to determine the factors affecting the demand for third generation (or 3G) services in Pakistan. A questionnaire research has been conducted to determine the relationship between different factors such as gender, age, academic qualification, level of income and the demand for 3G technology. The sample size comprised of 300 respondents residing in the major cities of Pakistan. The results of the study have been presented, which suggest that different factors such as age, level of income, level of academic qualification all influence the demand for 3G services in Pakistan.

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