

# **IMPACT OF SATISFACTION ON LOYALTY A CASE OF CELL PHONE INDUSTRY**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
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of the MBA degree



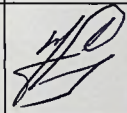


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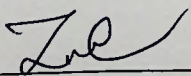
**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	13 <sup>th</sup> Oct '15	Teachers Cubicle	Conceptual Framework	
6	12 <sup>th</sup> Nov '15	Teachers Cubicle	Data Integration	
7	24 <sup>th</sup> Dec '15	Teachers Cubicle	Conclusion & Recommendation	

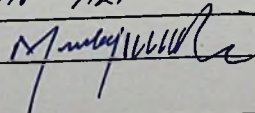
**APPROVAL FOR EXAMINATION**

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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 12% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## ABSTRACT

**Purpose-** The purpose of the study is to identify and examine the factors and the impact of Actual Satisfaction and Expectations about cell phones after buying cell phone that leads to the damage or the success of the and customer loyalty.

**Methodology/sample-** The effective research methods that has been used for this study report includes the questionnaire those were filled by respondents and gathered the actual data from 100 questionnaires. The hypothesis testing results showed that there is a positive correlation between consumer expectations before buying and consumer loyalty and satisfaction after buying.

**Findings-** The research findings have indicated that the level of expected satisfaction before buying mobile phone is expected to have positive influence on level of actual satisfaction that obtained from purchase experience of buyers. The result of this research indicates the main and important aspects of customer services, specific brand, customer loyalty, expectation from performance and features of cell phones, and price consideration before buying the cell phones.

**Practical Implications-** The main outcomes of the research study could be served as major guidelines that can further improve by effective research on rapidly changing of consumer's taste and preferences about cell phones features and their expectations regarding buying the mobile phones

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