

# **IMPACT OF BRAND IMAGE, SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION IN TELECOMMUNICATION SECTOR**

**By**

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**MBA Thesis**  
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**Statement**

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No.	Date	Place of meeting	Topic of discussion	Signature of student
5	11-01-16	Cubical	Review Data Analysis	<i>Minhaj</i>
6	26-01-16	Cubical	Review Discussion & Recommendation	<i>Minhaj</i>
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**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 16% 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.

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## Abstract

**Aim of Study:** The aim of this study is to find out the impact of things that have an impact over customer satisfaction, main points of this research is to identify the impact of brand image on customer satisfaction in telecommunication sector. Second main point is to identify the impact of service quality on customer satisfaction in telecommunication sector and last point is to identify the impact of price on customer satisfaction in telecommunication sector.

**Research Methodology:** For this research convenience sampling of non-probability sampling technique was used. Sample size of 300 was selected to collect the data; close ended questionnaire was made to collect the data electronically. For the research three variables were identified to make hypothesis, these variables are brand image, service quality and price. These are independent variables and their impact over customer satisfaction is identified.

**Research Findings:** The main findings of this research is that , this research shows that there is a significant impact of brand image, service quality & price over customer satisfaction within telecommunication area, because all the hypothesis that was analyzed for this is accepted.

**Significance of the Research:** The significance includes, that this research provides fruitful information about the impact of brand image, service quality & price over customer satisfaction within telecommunication area in Karachi only, so organizations should identify the importance.

**Key Words:** Price, service quality, brand image, customer satisfaction, telecom sector.

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