



FACTORS AFFECTING THE FEMALE PREFERENCE OF CELL PHONES IN KARACHI

A Thesis submitted to Department of Management Sciences In Part
Fulfilment of the requirement for the MBA degree

JUNE, 2014

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I Quratulain Saleem Registration No. 22993 submit _____ bound copies of thesis titled: "Factors affecting the female preference of cell phones in Karachi" in the management science department as part of fulfillment of the MBA degree requirement.

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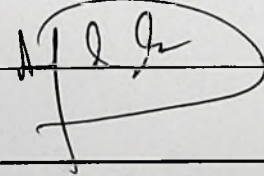
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Abstract

Purpose- This research is exploratory in nature which is carried out with the objective to know about the preference of the female for selecting the cell phones. Through this exploratory research the various factors / features would be inquired from a set of sample to know their preferences.

Methodology/sample- The research respondent are the females who reside at Karachi. For the sample size non-probability and continence sampling has been used. 107 responses have been received for the research which is assumed as satisfactory for the study. Questionnaire has been selected as a tool for the data collection for this research. Data has been integrated with SPSS and analyzed with the help of frequency tables, bar charts. T-test have been used to test the hypothesis.

Findings- The critical value of t as per the t-table at degree of freedom (df) 106 and confidence level of 95% is 1.984. the t value of innovative service, multimedia, design, branding, outside influence, price and other are greater than the tabulated which means that these is sufficient evidence to conclude that these variables have been required by the female user of cell phones. Thus in a bird eye view all the null hypothesis has been rejected and alternative have been accepted. however the variable of email feature, small size cell phone, domestic brands, salesman recommendation for buying particular cell have less calculated t values as compared to the tabulated t value which means that these are the rejected variables and these features and not or less required by females in Karachi.

Practical Implications- This research is of significant worth for the cellular companies working or operating in Karachi. Through this research they could know about the preferences of the female target market for the cell phones. This research would help the cellular companies to know about the detail preferences and dislike of various features. by knowing these preferences the cellular companies could mold their strategies for the correct focusing on the need and wishes of the female gender which is one of the largest target market for cellular phones in Karachi.