



BRAND SWITCHING BEHAVIOR OF GENERATION Y CONSUMERS:

AN ANALYSIS OF THE SMARTPHONE INDUSTRY OF PAKISTAN

A Thesis submitted to Department of Management Sciences in
part fulfillment of the requirement for the MBA degree

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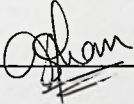
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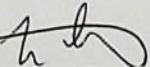
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Abstract

Purpose- *The main purpose of this research is to understand buying behavior of Generation Y with respect to smartphones. The constant rise and fall of various smartphone brands have attracted a lot of attention. By this research we aim to find out the reasons why Generation Y consumers switch their smartphone brand and why they are loyal to a specific brand.*

Methodology/sample- *This study was conducted by collecting data through questionnaires filled by 200 respondents and observation of Generation Y buying trends and market behavior. The respondent individuals belonged to different age groups, social classes and academic backgrounds. To analyze the data, regression, non-parametric and correlation tests were applied. Data from different universities was collected to get a detailed analysis from the respondents of Pakistan.*

Findings- *After conducting the analysis and analyzing the results it became clear that Generation Y consumers are brand loyal to their smartphone brand. It was also clear that Nokia and Blackberry which were once the market leaders have now failed and instead Apple and Samsung have emerged. It was also found out that innovation is an important factor for this industry.*

Practical Implications- *The outcomes of the research will benefit marketers, developers, suppliers, smartphone manufacturers and market analysts to understand what to manufacture and how to market to Generation Y consumers and how to make their products popular.*

Keywords: Brand loyalty, Switching Behavior, Generation Y, Smartphones

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