

**Role of Political Instability on Performance
of National Brands in Terms of Service Delivery**

(A case study of Metro Bus Service)

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Dedication

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Abstract

The purpose of this research was to find the impact of Pakistan's political instability on performance of national brands in terms of service delivery. For this research purpose I would make the case study of Metro Bus Service (MBS) and evaluate the effect of political instability on his services. The research was a quantitative research in which questionnaire was float in different areas from the employees of Metro Bus Service and also from the other folks who use this service along with this simple random sampling was done. The results were deduced through statistical tests in which descriptive and regression analysis preferred. According to the responses taken from the employees and from other users, getting their valuable responses then put them on the SPSS for finding the prudent results. Along with this I used political instability as independent variable along with their dimensions and performance of national brands in terms of service delivery as dependent variable. The results after applying statistical tests I found out the authentic picture that political instability immensely impact or influence the performance of national brands in term of their service delivery. It's massively effect the performance of Metro Bus Service's in terms of service delivery.

Table of Contents

1.0 Introduction.....	1
1.1 Background:.....	2
1.1.1 Political instability:	2
1.1.2 Service Delivery:	4
1.1.3 Protest:	4
1.1.4 Civil unrest:.....	5
1.1.5 Assassination:	5
1.1.6 Strike:.....	5
1.2 Gap Analysis:.....	5
1.3 Research Problem:	7
1.4 Importance of Research:	7
1.5 Research Aim & Objective:	8
1.6 Research Questions:.....	8
1.7 Scope of Study:.....	8
1.8 Empirical Study:	9
2.0 Literature Review.....	9
2.1 Theoretical Framework:.....	22
2.2 Hypothesis:	22
3.0 Research Methodology	22
3.1 Research design:	23
3.2 Population of the study:	23
3.3 Sample size:	23
3.4 Sampling Technique:	23
3.5 Data Collection:	23
3.5.1 Primary Data:	23
3.5.2 Secondary Data:.....	24
3.6 Instrumentation:	24
3.7 Unit of Analysis:	24
3.8 Time Horizon:.....	24
3.9 Statistical Tests:	24

4.0 Data analysis and finding.....	24
4.1 Reliability.....	25
4.2 Descriptive statistics	25
4.2.1 Demographics of Respondents:	25
4.3 Correlation analysis	27
4.4 Regression analysis.....	28
5.0 Conclusion	29
6.0 Recommendations & Suggestions	30
7.0 References	32
8.0 APPENDIX.....	34
9.0 Future Research	42