



**Exploring the Factors Affecting the Purchase of Different  
Mobile Phone Brands- A Case Study of Universities of  
Lahore**

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By

MadihaJaved - 14002203010

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**Research Completion Certificate**

It is certified that the research work contained in the thesis “Exploring the Factors Affecting the Purchase of Different Mobile Phone Brands- A Case Study of Universities of Lahore” has been conducted under my supervision to my satisfaction by Ms. MadihaJaved, ID, 14002203010, of MS Applied Statistics program.

**Supervisor’s Name: Dr. Muhammad Moeen Butt**

**Assistant Professor**

**Department of Quantitative Methods**

**Signature**\_\_\_\_\_

## **DECLARATION**

I MadihajavedID # 14002203010 Session 2014-2016, hereby certify that this thesis is being submitted in partial fulfillment of the requirements for the MS degree in Applied Statistics. This thesis is my original work, and the data/material presented herein has not been used for the acquisition of any other degree from any institution.

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**Date:** \_\_\_\_\_

**Researcher Signature** -----

**Researcher (Name)** -----

**Confirmed by**\_\_\_\_\_

**Supervisor's Signature**\_\_\_\_\_

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**MadihaJaved**

## **Summary**

In this study we explore the effects of various factors in selecting a specific mobile brand by students of different universities of Lahore. Multinomial logistic model has been utilized to check significance and effect of the variables. Results revealed that gender, age, discipline of study, job status, no. of family members, no. of employed family members and mobile phone price has turned out to be statistically significant indicators for selection of mobile brand. Gender, age, discipline of study, job status and no. of family member have positive effect on selecting mobile brands such as Samsung, Nokia, LG, Huawei and Others. While no. of employed family members and mobile phone price have negative effecting on selecting these brands.

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# Chapter 1

## Introduction

Communication has been an old habit among all living beings since the beginning of life. The process of communication has been in a constant state of evolution among Homo-sapiens compared to other beings. Communication channels have been classified into two sub-categories namely:

- i. **old communication channel**
- ii. **new communication channel**

Nowadays, people from all over the globe (developed and underdeveloped countries including Pakistan) are quickly adopting new technologies in their lives. Modern communication resources introduce a new face to connect with each other thousands of miles apart from around the globe with the speed of light. Among the different modes of communication technology available to us today, mobile phone is one of the reliable and major one and it has become a need in our daily lives. We use it to keep contact with our family, friends, relatives and business contacts on daily basis. Life without a mobile-phone is analogous to living in the jungle.