INFLUENCE OF PERCEIVED ORGANIZATIONAL POLITICS ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN PUBLIC SECTOR BANKS OF LAHORE DISTRICT; THE MODERATING ROLE OF EMOTIONAL INTELLIGENCE

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Abstract:

This research intends to investigate the effect of perceived organizational politics on organizational citizenship behavior and the moderating effect of emotional intelligence was also verified. Survey method was used for data collection. Data was collected from the employees of National Bank of Pakistan through self- administered questionnaire. Respondents were selected through simple random sampling and the data was analyzed using statistical techniques like co relational analysis and regression analysis. The effect of perceived organizational politics on organizational citizenship behavior and the moderating effect of emotional intelligence on Perceived Organizational Politics-Organizational Citizenship Behavior relationship were checked through regression analysis. Results showed that perceived organizational politics was positively associated with organizational citizenship behavior and emotional intelligence positively influences organizational citizenship behavior. This study further declares that emotional intelligence tends to moderate the relationship between perceived organizational politics and organizational citizenship behavior. This paper has enhanced our theoretical understanding of Perceived Organizational Politics-Organizational Citizenship Behavior relationship by integrating emotional intelligence. As result suggested that in this study emotional intelligence can positively enhance Organizational Citizenship Behavior and reduces Perceived Organizational Politics negative influence so this knowledge can help practitioners to introduce training program and devise strategies that can be useful for increasing OCB and for organization's progress.

Keywords: Perceived organizational politics, Organizational Citizenship behavior, Emotional Intelligence, Banking sector.

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1. Introduction

The word "politics" carries in itself a negative connotation. Mintzberg (1983) said that organizational politics involves individual or group behavior which is not legal, is self-serving and is not sanctioned by formal authorities and usually considered to be deleterious for organizations and employee (Miller etal, 2012). While Perception of organizations refers to the degree employees consider the work environment and tasks political (Morrel, 2012). During the last several decades, a number of researches have been done on POP and its consequences and implication at work place but there is still some outcome variable on which its effect is inconclusive (Abbas, et al, 2012). One of such variable is Organizational Citizenship behavior. Organizational Citizenship behavior is voluntary behavior that is not required in job and is not rewarded by organization's formal reward system (Podsakoff etal, 2000; Tang & Ibrahim, 1998).

Recently though a number of researches have been done to determine POP-OCB relationship but still researchers findings regarding the nature of their relationship is ambiguous , as some found negative relationship (Rosen et al, 2009) while some found positive and some found no relationship between them (Maslyn & Fedor, 1998; Cropanzano et al ,1997). Due to inconsistent results of previous researches, there is a need to go beyond bivariate associations and take in to account moderators. Cropanzano (1996) & Liu et al (2006) said that emotions and related behavior have potential ability to mediate the effect of perceived organizational politics in the organizational and several behavioral and attitudinal outcomes and hence it has been considered that EI has the moderating ability between POP and other outcomes (Chang et al, 2009). So the present study aims to investigate the relationship between OCB-POP along with moderating effect of emotional intelligence on their relationship.

2. Literature Review

2.1 Organizational Politics

Durbin (2001) consider organizational politics as an illegal mean and action taken in order to attain power. Organizational politics is considered as a self-serving behavior by employees to fulfill personal goals and to take advantage at the cost of other people and usually these interests and goals are found to be in contradiction with organization's goals and interests (Drory, 1995; Ferris & Kamcar, 1992). Organizational politics is thought to be that inescapable agent of organizational life which is detrimental for employees and organization's productivity (Pfeffer, 1981). Organizational politics is usually regarded as a negative phenomenon which is harmful for an organization and its employees. But as there are always two aspect of a story, likewise, organizational politics can be both positive and negative. Gotsis and Kortezi (2010) presented a pragmatic view of OP and consider both the positive and negative aspects of OP by stating that it is a social influence processes that can either be consistent with organization's interests or it can be self-serving and may include unsanctioned activities which are opposite to organization's goals and interests. Buchanan (2008) consider Political behavior as ethical and a useful tool to that can bring change, can be a vital mean of acquiring position and it necessary for organizational efficacy. So it can be said organizational politics have both beneficial and negative aspects but usually researchers endorsed the fact that negative and adverse effects of organizational politics has overweighed its positive effects (Adnan Riaz, 2013).

To measure organizational Politics, Ferris & colleagues (1989) created a model of perception of organizational politics as Politics is a subjective phenomenon hence

POP is subjective measurement of political activities happening in work place rather than objective political behavior (Beugré, Liverpool et al. 2006). With the help of this model, many researchers have discovered antecedents and consequences of POP (Vigoda –Gadot & Meisler 2010). Previous researches shows that POP is negatively associated with Job satisfaction, job performance, while positively correlated with job burnout, negligent behavior and stress(Chang & Rosen et al, 2012).

2.2 Organizational Citizenship behavior

In today's highly competitive work environment, organizations require their employees to perform more than their formally described job tasks to improve effectiveness, efficacy of organization and to compete with other organizations. This requirement of do more is usually regarded as organizational citizenship behavior. The construct of OCB was introduced twenty years back by Organ and Bateman 1983. OCB according to Robbins (2001) is a that discretionary behavior which involves activities like guiding a colleagues in work, safeguarding organization and following organization's rules, giving extra time to work to improve organizations functioning, it also includes the employee's willingness and readiness to work beyond their defined job description which is not rewarded by organization. Markozay & Xin (2002) stated that those organizations where OCB is practiced are more successful than those where less people are involved in OCB. Podsakoff and Mackenzie (1997) have identified several factors that are enhanced by OCB and they include co-worker productivity, managerial productivity and organization's stable performance. Hence it can be stated that OCB is a pre-requisite for organization's survival.

There are five dimensions of OCB presented by Organ (1988) and they are: 1. Altruism refers to helping and guiding other subordinates in work- related tasks. 2. Courtesy means sustaining good working relations with other employees, informing them regarding the progress, innovation and advancement which may affect their work and it also includes the evaluation of what is good for organization's smooth functioning. 3. Conscientiousness includes one's potential to do tasks beyond their formal job requirement 4. Civic Virtue refers to participation in organizations events, meetings and to show concern regarding organization's progress and survival. 5. Sportsmanship means behaving positively and avoiding irrelevant issues and not complaining about issues.

2.3 Emotional Intelligence

One of the indicators of a person's success is emotional intelligence. A study conducted by Goleman (1995) considers emotional intelligence as 80 % contributor in an individual's success and the present era demands their employees to be emotionally intelligent so they can effectively contribute to organization's productivity. Emotional intelligence is a person's ability to understand one's own emotions, other people emotions and to effectively manage emotions in heterogeneous situations (Wong & Law, 2002).

Goleman (2001) suggests emotional intelligence consists of several skills and abilities i.e. 1. Self-awareness is the ability to know your inners emotions and to manage them effectively while making decisions. 2. Self-management refers to a person's ability to control, express and handle emotions effectively 3. Motivation refers to one's ability to effectively use their spirit and energy for the progress and to effectively deal with frustration and failure. 4. Social awareness is a person's potential to perceive others emotions, to build relations with others, to understand other's people stance and to foster mutual reliance and to work smoothly with other people 5. Relationship management is to handle emotions while working with others, and to manage conflicts, to ensure effective communication and cooperation within a team.

2.4 Relationship between Perceived Organizational Politics and Organizational Citizenship Behavior

Up till now a number of studies have been done to investigate the relationship between POP and OCB. But still their association is unclear. A research conducted by Cropanzano. Howes, Grandy & Toth (1997) found a negative relationship between POP and OCB. Afshardoust, Feizabadi, Zakizadeh & Abdolhosyni (2013) found negative relationship between POP and OCB. Danaeefard, Balutbazeh & Kashi (2010) research also suggests that these two variables are negatively associated. Those organizations where environment is highly political employee’s extra-efforts are not recognized, so they are less likely to involve in OCB as such organziations employees extra-efforts are not recognized. A study carried out by Maslyn & Fedor (1998) found positive relationship between these two variables where-as Podsakoff; Whiting Podsakoff& Blume (2009) found no relationship between both these constructs. So on the basis of previous researches, we can postulate that:

Hypothesis 1. Perceived Organizational Politics is negatively correlated with Organizational Citizenship Behavior.

2.5 Relationship between OCB & EI

Moghadami et al (2010) examines the relationship between OCB & EI and concluded the both variables are positively correlated. A study conducted by Cote & Miner (2006) found positive relationship between OCB and POP. Pertrides, Frederickson & Furnham (2004) study demonstrated that higher the level of emotional intelligence higher will be the job performance & OCB.

Hypothesis No 2. Emotional intelligence positively predicts Organizational Citizenship Behavior.

2.6 Emotional Intelligence as a moderator

In past several years, researches carried out to investigate the impact of various organizational components on work outcome seem to be inconsistent and needs to be comprehensively researched. To reach valid and solid results, it is suggested by Law, Wong, Huang & Li (2008) that moderators like individual differences can be helpful in anticipating job, behavioral and attitudinal outcomes. It is thought that emotional intelligence is an aspect that can positively contribute to several attitudinal and behavioral work-outcomes as it possess skills and non-cognitive abilities which can help employees to effectively handle and manage environmental stress and requirements (Bar-on, 2000 & Gardner & Stough, 2002). Cropanzano, (1996) & Liu et al (2006) said that Emotions and emotions related factor i.e. emotional intelligence has the capability to mediate the relationship between POP and several behavioral, work and attitudinal outcomes (Cropanzano, 1996 & Liu et al, 2006). Furthermore some researchers have suggested that EI moderating effects can be helpful in understanding employee’s attitudes and behavior (Vigoda-Gadot & Meisler, 2010). Owing to directions provided by researches the present study uses emotional intelligence as a moderator to determine the relationship between POP-OCB.

Hypothesis 3. Emotional Intelligence moderates relationship between Perceived organizational politics and Organizational Citizenship Behavior.

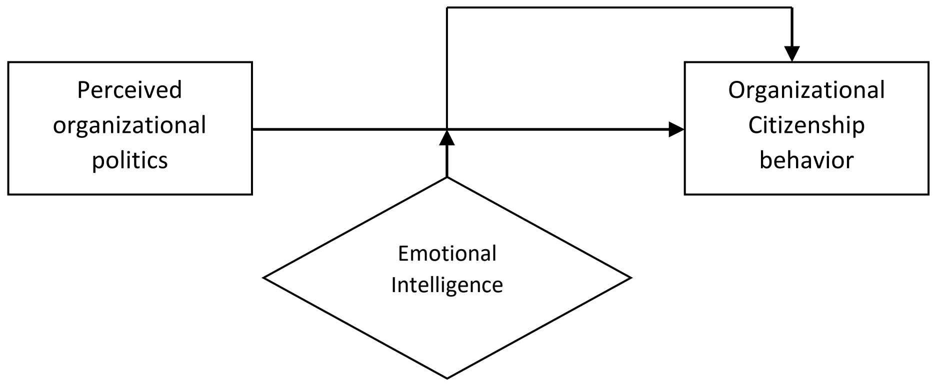

Figure 1: Conceptual model of the study

3. Research Methodology

The present study was conducted with the aim to investigate the relationship between POP-OCB and the moderating effect of emotional intelligence. Questionnaire was used for data collection. Data was collected from 229 employees working in government banking sector (National bank of Pakistan) from Lahore through simple random sampling. Questionnaire was divided into two sections. Section A consist of questions related to demographic information while section B comprise of questions measuring OCB, POP and EI. Total 232 questionnaires were distributed among randomly selected branches of government banks. Out of which 232 responses, 229 responses were usable and analyzed. Out of 229 respondents, 70 were female while men were 159. Academic qualification of the respondents were categorized as 14 years, 16 years and above 16 years, most of the respondents fall into 16 years category with frequency of 113 respondents. 125 respondents were working in the current organization for more than 10 years, while 9 were working for less than one year, 35 for 1-5 years while 59 for 6-10 years. 145 respondents were having total working experience above 10 years, 50 were having total work experience of 1-6 years while 31 had 1-5 years and 3 had less than 1 year of total work experience. In this study, self-reported questionnaire was used to measure all constructs. Responses related to all study were solicited with the help of Likert scale of 5 points. The scale consists of anchors such as 1=strongly agree, 2= Disagree, 3=neither agree nor disagree, 4= agree and 5= strongly agree. For all scales higher scores are related to higher level of constructs. Thirteen items were devised taken from scale developed by Kamcar and Ferris (1991) to measure organizational politics. The reliability of the scale was checked using Cronbach’s alpha and it is found to be 0.719. In order to measure the concept of emotional intelligence, eleven items were developed inspired from scale developed by Wong & Law (2004) and its internal consistency came out to be 0.755. Six items were developed to measure OCB and their Cronbach’s Alpha came out to be 0.789. SPSS was used for data analysis. Reliability of all measure was tested through Cronbach’s Alpha. Further Pearson Correlation and Moderated regression analysis was done to evaluate the magnitude and form of hypothesized relationship.

4. Findings

The aim of the present study was to find out the association between Perceived Organizational Politics Organizational Citizenship behavior, and the moderating effect of emotional intelligence. Initially the reliability all the measure was checked through Cronbach's alpha. Then to evaluate these relationships, Pearson product moment correlation was carried out. Furthermore, to assess moderating effect of emotional intelligence on POP-OCB relationship, moderated regression analysis was conducted. The results of both the tests are presented in tabular form.

Table 1: Internal Consistency reliabilities and Inter-co relations:

Variable	Mean	SE	1	2	3	4
1. OCB	2.025	.4235	(.789)			
2. POP	2.463	.7674	.488** .000	(.715)		
3. EI	1.938	.7038	.407** .000	.248** .000	(.755)	

Note: Internal Consistency reliabilities appear along the diagonal. OCB =Organizational Citizenship Behavior; POP=Perceived organizational politics; EI+ Emotional Intelligence

**Correlation is significant at the 0.01 level (2 – tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table no 1 show results contrary to most of the past researchers that OCB is positively associated with POP while supporting the previous studies and hypothesis OCB is found to be positively correlated with OCB.

Table 2: Moderated multiple analysis of POPXEI predicting OCB

Variable	OCB	
	ΔR^2	β
Model 1:		
Perceived organizational politics	.325*	.503*
	.000	.000
Emotional Intelligence		.377*
Model 2:		.000
POPXE1	.355*	.210*
	.000	.000

Note: *p<.05,**p<.01,***p<.001(two-tailed)

POP=Perceived Organizational politics, EI=Emotional Intelligence.

Table no 2 shows model 1 and 2, values of R square and β with and without interaction of moderator. Model no 2 demonstrates that significant moderation happens between POP and EI on OCB with R square value =.355,p=.000 and β value of .210.

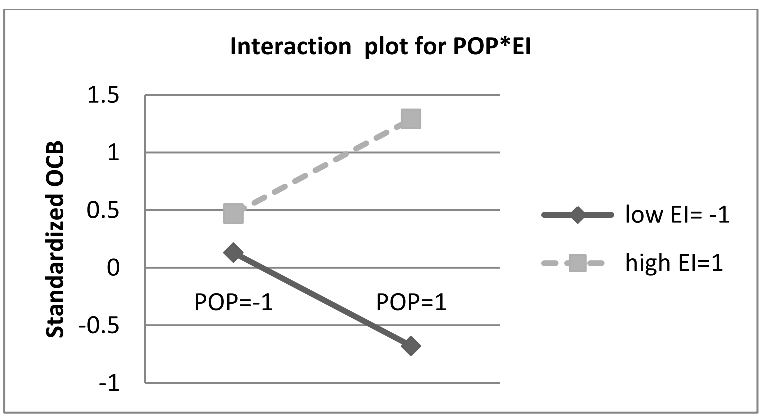

Figure 2: Interaction plot for POP*EI

Figure no 2 explains that when Emotional intelligence is high, positive relationship exists between Perceived organizational politics and Organizational Citizenship Behavior and OCB increases even in highly political environment. While when EI is low, inverse relationship has been observed between perceived organizational politics and organizational citizenship behavior.

5. Conclusion

It has been argued that political activities in organizations negatively affects employees attitude, performance and it directly influence the employees OCB (khwaja & Ahmad, 2013) but our results are found to be inconsistent with the past studies. Blau (1964) argued that organizations are market places where employees exchange their time and efforts for the sake of rewards but in highly political working environment due to unjust rewards system, employees are less likely to in OCB (Rusbult et al, 1990). Our study has found positive relation between POP and OCB. The reason behind positive relationship between Perceived Organizational Politics and Organizational Citizenship behavior can be due to the factors suggested by Ferris, Russ & Fandt (1989). According to them, there would be three reactions to POP. First is to leave organization, second one is to be the part of organization without indulgence into political maneuvering and lastly to be the part of politics and organization. Our research did not include the people leaving the organization, but result seems to be consistent with the second and third reaction. Organizational politics is well established as an influence strategy in literature (Gotsis & Kortezi, 2010) and employees who don't want to be involved in politics use OCB as alternative strategy to escalate self-interests and enhance influence (Bukhari & Kamal, 2015). Another reason for positively relationship between POP and OCB in our study can be contextual factor. As Pakistan is collectivist society and in such society usually focus is more on building good relationship with other members of society and more importance is given to other's interest and benefits. So in such society a person OCB be is found to be high even in highly political work setting (Hofstede, Minkov 2010) and POP becomes a factor for increasing OCB rather than reducing it.

In this highly competitive era organizations demands their employees to work more than job requirement for the progress of organization. OCB is basically discretionary behavior that involves working beyond the formally defined job duties (Organ, 1988). Emotionally intelligent people are more likely to be involved in OCB as it a trait which is 80% contributor in a person's success (Goleman, 1995). A study conducted by Chaudhary & Usman (2011) found positive association between OCB and EI. Our hypothesis is seemed to be supported by previous researches that emotional intelligence positively predicts organizational citizenship behavior.

In our study lastly it was postulated that emotional intelligence moderates the relationship between POP-OCB and the result of the study are supporting the hypothesis as it is already discussed in the above paragraph that EI positively influence OCB. Like wise, Emotional intelligence is one of the factors that may help an employee to navigate the political activities of an organization and to use OCB to enhance influence, as emotional intelligence may make an employee politically shrewd (Georege, 1996) because emotionally intelligent has ability to identify the influence of emotion on thought and know how and why emotion arises. Such emotional knowledge helps employees to avoid troublesome occurences and obstructive consequences of politics and make them politically savy and through this political savy employees can handle politics and intelligently use it as an opportunity rather than taking it negatively (Meisler, Eran & Vigoda, 2014).Moreover, this study has become an addition to literature by confirming EI modertation effect on POP-OCB relationship.The research is useful for managers as it will provide some useful guidelines to the relevant manager at work place. The study suggests that emotional intelligence is a factor that can be helpful for managers in reducing Politics influence and in enhancing OCB. Managers should take initiative and introduce training programs such as imparting the skill of emotional Intelligence (Luqman et al., 2015).

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IMPACT OF TRADE OPENNESS AND INFLATION ON FOREIGN DIRECT INVESTMENT: A PANEL DATA ANALYSIS OF SELECTED SOUTH ASIAN COUNTRIES

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ABSTRACT

The purpose of this study is to analyze the impact of trade openness and inflation on foreign direct investment (FDI) in selected four South Asian countries over the period of 1981 to 2015. It is a panel data analysis conducted by employing fixed effect or least square dummy variable model. The findings of the study indicate that trade openness and inflation both have positive and significant impact of foreign direct investment. Real GDP also positively and significantly contributes in attracting foreign direct investment. Population has negative and significant impact on FDI. Exchange rate volatility and real exchange rate both have insignificant impact on foreign direct investment with positive and negative signs respectively in selected South Asian economies.

Keywords: Foreign Direct Investment, Trade openness, Inflation, Fixed Effect, LSDV

JEL Code: C23, F21, P33

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1. Introduction

Foreign Direct Investment (FDI) in the current economic framework has established its importance by having a key role in determining capital resources for developing as well as developed economies. It has provided ample support to reduce technological gap and unemployment in the host countries particularly the countries of the third world. FDI in developing nations contributes to pave the investment-saving gap, encourages exports biased growth and reduce balance of payment disequilibrium, contributes to employment generation which in turn improves standard of living in host country. (Akhtar & Yasin, 2015). It also contributes to the provision of modern techniques and enhances the income growth which leads to the road of economic growth and development (UNCTAD, 2013). It may also help to improve the productivity of the factors of production and causes the extension of the markets of the least developed countries (Siddiqui, 2007). The cheaper labor and raw material are the two major elements which have developed the interest of foreign investors to make investment in developing regions of the world (Husek & Pankova, 2008). Shortage of capital investment has been one of the major causes of low level of economic growth rate in developing countries, which is why they are laying more emphasis to attract capital resources in the form of FDI. It not only insures employment generation but investment-saving and revenue gaps will also be reduced (Omankhanle, 2011).

Current FDI stats further strengthen its crucial role in economic growth. It has grown by 5 percent to achieve $1.24 trillion in 2010, and by the end of 2012 it was $1.35 trillion (UNCTAD, 2013). This trend continued and by the end of 2013, the total size of FDI rose to $1.42 trillion with a little decline in 2014 that is 1.27 trillion, again in 2015, it jumped to $1.76 trillion, a 38% higher than the previous year (UNCTAD, 2016). The widening scope of foreign investment in developing countries has considerably increased their share of FDI against the developed countries. The share of the developing has increased from 468 billion in 2014 to 541 billion in 2015, 31% of the total foreign direct investment inflows (UNCTAD, WIR 2015). Such trend is largely attributed to the change in consumption and production patterns in these economies.

The countries of South Asia such as Pakistan, India, Bangladesh, Afghanistan, Nepal, Maldives, Bhutan and Sri Lanka, are in developing phase and are facing the issue of scarcity of capital necessary for technological and industrial growth (Siddique et al, 2007). Before 90's, the volume of FDI in South Asia countries has been very low, which might be because of the several reasons such as political instability and security conditions, non-adoptability of openness policy and exchange rate instability (Singhania & Gupta, 2011). After the adoption of liberalized trade policy and the policies of stabilizing exchange rate, inflation rate, low interest rate, in Pakistan and India in 90s, in 1986 in Bangladesh and in 70s in Sri Lanka, South Asia has witnessed a huge volume of foreign direct investment from the developed countries (Lanka, 2000) as the volume of FDI in South Asia has risen from 1.5% of the world capital inflows in 2005 to 3.6% in 2009 and then slightly declined to 2.6% in 2010 (UNCTAD, WIR 2011). Sri Lanka although the smaller economy and it is far behind the other South Asian countries like Pakistan, India and Bangladesh, but it is making a steady progress as the volume of FDI rose from US$ 41.9 million in 80s to US$ 202.3 million in 2002 (Investment Policy Review of Sri Lanka, 2002).

FDI and economic growth, both have causal linkage i.e. both have considerable impact upon each other as proclaimed by various studies and FDI plays a very decisive role in the economic growth of these countries. It can helpful in stimulating economic growth by improve the total factor productivity or the efficiency of the host country' available resources. It works by generating direct impact on foreign trade, externalities resting to business sector and the structural factors in the recipient country (OECD, 2002). As far as developing country like Pakistan, foreign direct investment has positive and significant role in enhancing economic growth (Ali et al, 2011). In Nigeria, FDI has been proclaimed to be a contributory factor in the economic growth although its impact is not much significant overall yet it has shown strong potential in the communication and oil sector whereas negative impact on manufacturing sector (Ayanwale, 2007). Carkovic and Levine (2002) has not been able to find any independent influence on growth which is contradicting the general understanding of the relationship between FDI and growth which according to him is due to dissolution of many statistically issues not done before by previous studies. Foreign direct investment (FDI) has been proved to be an important element for economic growth in the less developed countries like Pakistan through the development of technology, competitive domestic market and human capital (Gudaro et al, 2010). Tiwari and Mutascu (2011) in a panel data analysis, also finds a positive role of foreign direct investment in enhancing the economic growth of Asian. Behname (2012) have investigated the impact of FDI on growth in South Asian economies by employing random effects model and confirms that FDI positively and significantly influence the GDP. Both FDI and GDP have long run as well as short run significant causal relationship in Pakistan. Foreign investment very significantly affects different sectors of the economy particularly primary and services sectors where as the trend of FDI towards manufacturing sector are not appreciable (Khan & Khan, 2011). Koojaroenprasit (2012) has attempted to explore the direction of relationship of FDI and growth in South Korea and finds strong positive role of foreign direct investment in the economic growth.

Owing to the important role of investment in an economy, various steps are taken to attract investment from as domestic as well as foreign sources. Trade openness or in broader term trade liberalization plays a critical role in terms of relaxing certain restrictions on capital inflows, removing trade barriers such as import duties or taxes, and by providing incentives to the investors in the shape of tax exemptions or subsidies. All such policy initiatives have always an important impact on FDI inflow in an economy (Khan, 2011). Trade liberalization helps enhance national income, economic growth which intern improves overall welfare and standard of living of the inhabitants of a nation. All these indicators help bring foreign investment in the country (Iqbal, et al, 2015). There has been an increasing trend in Foreign Direct Investment inflow in developing economies (like the economies of South Asia) due to liberalized trade policies adopted by such as nations particularly after 1990's structural adjustments in these economies. The growing economies have attracted more FDI against the developed nations particularly during and after world financial crises in 2009 (Shah and Khan, 2016). The role of trade liberalization in attracting FDI is beyond any doubt yet its intensity has not been considered comparable to other determinants of FDI. The catalytic nature of trade openness helps removing certain pre-requisites necessary for the foreign firm to establish sole enterprise in the host country which has also acted as stimulating factor to influence FDI inflows in Latin America and Asia (Tsaurai, 2015).

Inflation affects foreign direct investment negatively as high and impulsive inflation fluctuations hinder the investment planning by increasing the risk of lowering the expected returns (Reinhart & Rogoff, 2002). Ahn et al (1998) found that high inflation, although it not easy to forecast, is one of the causes of economic instability in the host country. The mounting inflationary pressure in the host countries creates unpredictability in input-output price level among the foreign investors, forcing them to curtail or stop the investment in those countries (Dhakal et al, 2007). In South Asian countries, due to several socio economic reasons such exchange rate instability and higher rate of inflation prevail in their economy which may become the cause of the lesser volume of foreign direct investment than other emerging economies (Nabi et al, 2010). So far various studies have been done to find the impact of exchange rate volatility and on FDI in developing countries including countries of South Asia. Most of the studies have ignored inflation as an important factor to affect FDI in the developing countries generally and South Asian countries specifically and have not focused upon South Asia in particular in panel data estimation so far. So, the purpose of this study analyzes the impact of trade openness and inflation in the selected South Asian countries which are Pakistan, India, Bangladesh and Sri Lanka under panel data estimation techniques.

The rest of the paper is organized into five sections which are as follows: After this introduction, there is section two which presents the review of the previous literature. Section three shows the methodology. Section four gives estimation results and section five briefly concludes and gives policy recommendations.

2. Literature Review

So far various research works have been produced by number of researchers on the said area of study considering different circumstances and different regions or states of the world. Most of the studies have shown similar behavior of foreign direct investment upon exchange rate volatility and inflation. A few studies have contradicted the common behavior of foreign direct investment in the presence of exchange rate volatility and inflation.

2.1 Trade Openness and FDI

The role of trade openness in economic performance as well as foreign direct investment inflows in economies has been widely discussed in various research studies. Khan (2011) has determined the impact of trade openness on FDI in Pakistan for the period of 1972 to 2009 in long run as well as short run and has concluded that trade openness has significant negative impact on FDI in long run whereas it has insignificant effect in short run. Shah and Khan (2016) has investigated impact of trade liberalization on FDI in six developing countries such as China, India, Brazil, Maxico, Russian Federation and Turkey as panel data analysis over the period of 1996 to 2014. The study has revealed that trade liberalization as significantly contributed towards attracting FDI in these economies. Tsaurai (2015) has examined a causal relationship between trade openness and FDI in Zimbabwe as time series data analysis for the period of 1980 to 2013. After employing ARDL estimation technique the study has found that there is no long run relationship between FDI and trade openness in any direction in Zimbabwean Economy. Iqbal et al(2015) has conducted an empirical investigation to find the relationship between trade liberalization and FDI in Pakistan for 1990 to 2005 by generalized least square method. The authors have determined that trade liberalization significantly affect FDI in Pakistan. Liargovas and Skandalis (2012) have attempted to determine the impact of trade openness on foreign direct investment in thirty six developing countries over the period of 1990 to 2008. The findings of the study have established long run positive impact of trade openness on FDI in these developing countries. (Kandiero & Chitiga, 2006) in another study have investigated the effect of trade openness on foreign direct investment inward in African economies by cross-country analysis and have found that openness has significant contribution in attracting foreign direct investment in Africa. ASIEDU (2002) has empirically examined the determinants of FDI in sub-Saharan African countries suggested that trade openness has attracted FDI in both SSA and non-SSA countries whereas higher rate of return on capital and provision of better-quality infrastructure positively affect foreign direct investment inflows in these economies. Trade openness along with infrastructure and financial development have helped foreign direct investment inflows grow with greater intensity in Malaysian economy whereas rise real exchange rate and taxes hinder FDI (Ang, 2008). Binh & Haughton (2002) has conducted a, empirical research and have concluded that trade liberalization has significantly and positively affect foreign direct investment. (Bibi et al., 2014)

2.2 Inflation and FDI

The studies under this section have considered Inflation as core independent variable to investigate if it has an effect in determining foreign direct investment. In this regard, Ahn at el (1998) have conducted a study to find the impact of inflation and exchange rate policies on foreign direct investment to 23 developing countries. The authors have recognized that inflation has significant negative impact on capital inflow in these countries. Demirhan and Masca (2008) investigated the role of inflation in attracting foreign capital inflows in a cross sectional study in 38 developing countries in the presence of other control variables such as per capita GDP, inflation rate, telephone main lines per 1,000 people measured in logs, labour cost per worker in manufacturing industry measured in logs, degree of openness, risk and corporate top tax rate. The study concludes negative and significant impact of inflation on FDI inward which indicates that low inflation encourages the foreign investors to invest in developing economies. Singhania & Gupta (2011) have contributed to investigate determinants of foreign direct investment (FDI) in India by applying ARIAMA model and have found inflation rate along with GDP, and scientific research have significant impact on foreign direct investment into India. Niazi et al (2011) have also found inflation affecting FDI negatively and significantly into Pakistan. Udoh and Egwaikhide (2008) (using GARCH model) have also established a negative impact of ER Volatility and Inflation uncertainty on foreign direct investment in Nigeria over the period of 1970 to 2005. Kiat (2008) has held a research work in order to explore the effect of exchange rate and inflation on foreign direct investment and its relationship with economic growth in South Africa and econometric technique deduces that inflation has affected the FDI. Omankhanlen (2011) has confirmed that inflation rate does not have much impact on FDI. Ullah (2012) in another study recommends that Inflation has positive but highly insignificant impact quite opposite to the general perceptions. Javed et al (2013) explore the key determinants of inward foreign direct investment in Pakistan in both short run and long run over the period of 1973 to 2011. They have chosen Co-integration (for the long run and short run as well) and ECM (Error Correction Model) and have found that GDP, inflation and exchange rate, all have significant impact on the inflow of FDI in Pakistan. Yousaf et al (2013) have conducted a time series data analysis determine the effect of inflation on foreign direct investment in Pakistan over the period of 1981 to 2011. After applying several econometrics tools, the results obtained recommends that FDI is negatively affected by inflation and positively affected by exchange rate.

3. MODEL, DATA & METHODOLOGY

3.1 Data and Variables

It is the panel data study of four South Asian countries (Pakistan, India, Bangladesh, and Sri Lanka) to analyze the impact of trade openness and inflation on foreign direct investment for the period of 33 years (1981 - 2015). The data relating to the concerned variables have been obtained from the different sources like WDI CD or World Bank website.

Foreign direct investment is taken as dependent variable, whereas trade openness and inflation are considered as independent variables. Along with these core variables, other supporting/control variables are also used in constructing the model, which are Trade Openness, inflate, Real Exchange Rate, Population and Real Gross Domestic Product and exchange rate volatility.

3.2 Model

The model developed by the above mentioned variables similar to Ellahi (2011) and adjustment have been made by including Inflation rate and population which are projected to be important factors affect FDI by the previous literature and capital account balance have been excluded due to the non-availability of data, The model is as:-

$$FDI = \beta_O + \beta_1 ERV + \beta_2 INF + \beta_3 TOP + \beta_4 RERG + \beta_5 POP + \beta_6 RGDP + \varepsilon \quad (1)$$

EVR is for Exchange Rate Volatility, INF is for Inflation Rate, TOP is for Trade Openness, RER is for Real Exchange Rate, POP is for Total Population and RGDP is for Real Gross Domestic Product. β_0 is constant term or intercept and β_1 , β_2 , β_3 β_4 , β_5 , β_6 are the coefficients of variables ERV, INF, TOP, RERG, POP and RGDP respectively and ε is an error term.

3.3 Variables Description and Theoretical Justification of their Expected Signs

3.3.1 Foreign Direct Investment (FDI)

It is in real value represents the net foreign inflows in the country calculated as the percentage of Gross Domestic Product (GDP) at constant prices (Ogunleye, 2009; Elahi, 2011).

3.3.2 Trade Openness (TOP)

Trade openness is obtained by adding exports and imports and dividing it with GDP. It shows the level of liberalization of an economy (Ellahi, 2011) & (Combes et al, 2011). Its expected sign is positive because the more an economy is liberalized, more will be the foreign direct investment since the investors may find more incentives (e.g. taxes or tariff reductions) from the host country (Dhakal et al, 2007).

3.3.3 Inflation Rate (INF)

Inflation is defined as the persistent rise in general price level in an economy. In this model, CPI (Consumer price index) has been used as measure of inflation which depicts the cost of living of the inhabitants of a country while purchasing a basket of goods and services either fixed or adjustable. The size of the basket also varies from country to country (World Bank). For inflation rate, (INF) has been taken as the growth in the CPI index. The relationship of inflation with FDI is expected to be either 'Negative' deducted from Reinhart and Rogoff (2002), Dhakal et al, (2007), (Ahn et al, 1998) and Kiat, (2008) or positive as depicted by Singhania & Gupta (2011) and Ullah (2012). The reason behind the negative impact of inflation on FDI is that high rate of inflation proves to be the hindrance against decision making of foreign investors regarding the investment in the host country and it might depicts the sign of instability in price level, labor wages etc. Kiat (2008). Moderate inflation rate on the other hand is taken as the indicator of stable economy in terms of prices, labour wages and employment level etc. and therefore attracts more foreign investment.

3.3.4 Exchange Rate Volatility (ERV)

It shows the variability of exchange rate i.e. the variation in the exchange rate either it appreciates or depreciates and is usually measured either by method of standard deviation or by using various editions of renowned ARCH (Autoregressive Conditional Heteroscedasticity and GARCH (Generalized Autoregressive Conditional Heteroscedasticity) practices. (Ogunleye, 2009). The expected "Negative sign" of Exchange rate volatility is due to the indecisiveness it creates among the foreign investors due to the accelerating fluctuations in the expected returns of their capital (Jeanerette, 2006; Furceri and Borelli, 2008; and Lin et al, 2006). Exchange Rate Volatility has been calculated by employing GARCH (1, 1) (Generalized Auto Regressive Conditional Heteroskadisticity) model and taken as the GARCH variance. There are various measures of exchange rate volatility such as standard deviations method and ARCH and GARCH techniques. Standard deviations method is criticized on the ground that it disregards stochastic process generating exchange rates and also ignores appropriate information on the random process generating exchange rate (Engle, 1982). It is too profound to adopting the method of moving average (Darrat and Hakim, 2000). In order to overcome these shortcomings, Engle (1982) introduced ARCH which was later transformed into GARCH by Bollerslev (1986). One of the major preeminence of ARCH and GARCH over the standard deviation measures is the ability to differentiate between anticipated and unanticipated features in real exchange rate foundation process and hence, not exposed to overstressed volatility (Darrat and Hakim 2000).

3.3.5 Population Growth (POP)

Population is taken as the total number of individuals living in the country (World Bank). This variable has been calculated as the ratio of total population to real GDP. Population in itself is not so critical in determining FDI but larger population may reflect larger number of consumers and thus depicts unsaturated demand for goods and services from the middle income group (Aziz & Makkawi, 2012). Its expected sign is positive since it reflects the size of market with sizeable middle class with spending power and in turn more scope of foreign investment (Javed et al, 2013).

3.3.6 Real Exchange Rate Growth (RERG)

"Real exchange rate is the nominal exchange rate adjusted by the ratio of foreign to domestic price level" (Chinn, 2006) & (Kipici and Kesriyeli, 1997), whereas nominal exchange rate is defined as price of local currency in term of foreign currency (mainly US$). Exchange rate depreciation or appreciation is considered to be an important factor in determination of FDI. RERG has been calculated as the percentage of real GDP. Its expected sign can be either positive or negative. The exchange rate shows positive sign if the investing country has technological advantage over the host country and negative sign and if it has technological disadvantage over the host country.

3.3.7 Real Gross Domestic Product Growth (RGDP)

GDP is defined as the total gross value of goods and services by the country using its all domestic resources including product taxes and excluding subsidies at constant prices (World Bank). It shows the size of the economy. It is calculated in US$ using 2010 official exchange rates and calculated as growth in real GDP. It is assumed to have positive impact on FDI because larger and growing economy offers more opportunities for foreign investors and therefore attracts more FDI (Awan et al., 2011).

3.4 Methodology

In this study as mentioned earlier, panel data estimation approach has been chosen because it improves the quality of data by reducing the collinearity among the independent variables and thus enhances the effectiveness of econometric estimation (Ahn et al, 1998. There are three basic panel data estimation models which are Pooled Ordinary least square (OLS) model (Constant coefficient model), Fixed effects model and Random effects model. OLS refers to the constant intercept and slopes for all countries over all periods of time. The fixed effects model undertakes constant slopes but intercepts differs among the countries (Ahn et al, 1998), whereas in Random effects model, there is single intercept, and variations among countries is compounded with the error terms. Panel unit root test was conducted using Augmented Dickey Fuller test to check if the series were stationary. The test proved that all variables such as FDI, ERV, RERG, TOP, POP, GDPG, INF are stationary at level I(0) and at 95% level of confidence. Usually Hausman-test is employed to choose among fixed effects model and variable effects model (Ahn et al, 1998) and it is applied on random effect model. One of the pre-condition of Random effect model is that the number of cross section must be greater than number of explanatory variables (EViews 6.0). In this study, the number of cross sections (i.e. Pakistan, India, Bangladesh and Sri Lanka) is less than the number of explanatory variables, so we cannot apply random effect model and then of course Hausman test. Hence fixed effect is the only suitable option available for the data analysis under consideration. In the light of the above discussion, further proceeding has followed the formulation of fixed effect model from the original model equation (1).

Following the structure of Fixed effect model, in order to consider the "uniqueness" of each country or each cross-sectional unit is to allow the intercept vary for each country assuming that the slope coefficients are constant across countries. For this purpose equation (1) has been transformed as follows:

$$FDI_{it} = \beta_{Oi} + \beta_1 ERV_{it} + \beta_2\, INF_{it} + \beta_3 TOP_{it} + \beta_4 RERG_{it} + \beta_5 POP_{it} + \beta_6 RGDP_{it} + \varepsilon_{it} \quad (2)$$

The model is known as the fixed effects (regression) model (FEM). The term "fixed effects" postulates that individual country' intercept is time invariant, although it may differ across individuals (in this case the four countries) (Gujarati, 2004). Here the subscript i on the intercept term advocates that the intercepts of the four countries can be different and the differences may be due to special features of each country, such as climate, geographical and natural resources. It may be noted that the FEM given in this model assumes that the (slope) coefficients of the regressors do not vary across individuals or over time. So in order to show the varying effect of coefficient of explanatory variables across countries or time we can apply dummy viable technique, particularly, the differential intercept dummies (Gujarati, 2004). Therefore, the equation (2) has been modified as follows:

$$FDI_{it} = \alpha_1 + \alpha_2 D_2 + \alpha_3 D_3 + \alpha_4 D_4 + \beta_1 ERV_{it} + \beta_2\, INF_{it} + \beta_3 TOP_{it} + \beta_4 RERG_{it} + \beta_5 POP_{it} + \beta_6 RGDP_{it} + \varepsilon_{it} \quad (3)$$

This is known as the Fixed Effects or Least-Squares Dummy Variable (LSDV) Regression Model. Here D_2, D_3 and D_4 are the dummy variables for India, Pakistan and Sri Lanka respectively and there is no dummy for Bangladesh to escape from 'dummy variable trap'. α_1 is constant term or intercept and $\alpha_2, \alpha_3\ and\ \alpha_4$ are the coefficients of dummy variables D_2, D_3 and D_4.

4. Results and Discussions

4.1 Test of Multicollinearity

To check the degree of collinearity among the independent variables, particularly real exchange rate and inflation rate, test of multicollinearity has been conducted using coefficient of correlations method as necessary condition.

Table 1: Correlation Matrix

	INF	GDPG	POP	RERG	TOP	ERV
INF	1.000000	-0.106075	-0.088519	-0.214330	-0.065743	-0.206814

GDPG	-0.106075	1.000000	-0.147683	-0.235100	-0.167100	0.131103
POP	-0.088519	-0.147683	1.000000	0.343925	0.099514	-0.118303
RERG	-0.214330	-0.235100	0.343925	1.000000	0.023535	0.085312
TOP	-0.065743	-0.167100	0.099514	0.023535	1.000000	-0.182014
ERV	-0.206814	0.131103	-0.118303	0.085312	-0.182014	1.000000

The table 1 shows the values of correlations coefficients of all the independent variables which confirm that the degree of multicollinearity is very low and ignorable. For sufficient condition auxiliary regression have been run such as regression of each of the independent variables on rest of the independent variables and applying Klein's rule of thumb i.e. R^2 values from each of the auxiliary regression is greater than overall R^2 value and for tolerance factor, it ranges from 0 to 1, i.e. zero means maximum collinearity and 1 means no collinearity (Gujarati, 2004). Table 2 shows that the R^2 values of all the auxiliary regression are less than the overall R^2 value 0.3445 (excluding dummy variables and lag-dependent variable) and tolerance values are closer to 1 confirms minimal multicollinearity.

F-test was conducted to see if appropriateness of the models among Fixed effect model and Pooled OLS model. Null hypothesis has been rejected on the ground F (3, 130) =18.70, with Prob > F = 0.0000, which confirms that Fixed effect would be appropriate model for the panel regression analysis.

Table 2: R2 values from auxiliary regressions

Dependent Variables	**R^2 Values**	**Tolerance Factor ($1-R^2$)**
INF	0.115294	0.884706
GDPG	0.120619	0.879381
POP	0.147880	0.85212
RERG	0.209718	0.790282
TOP	0.071579	0.928421
ERV	0.110228	0.889772

As mentioned earlier in methodology, Panel unit root test with the help of Augmented Dickey Fuller shows that all the variables i.e. FDI, ERV, INF, TOP, RERG, POP and RGDP are stationary at level at 95% level of confidence.

4.2 Regression analysis

Fixed effect model or Least Square Dummy Variable (LSDV) model specified as equation (3) has been estimated and fitted the model as:-

Table 3: Dynamic Panel Data (Least Square Dummy Variable) Regression Model estimation

Variable	Coefficient	Std. Error	t-static	Probability
Intercept	1.299223	0.358744	3.621587	0.0004
Exchange Rate Volatility (ERV)	3.52E-05	0.000107	0.329060	0.7426
Inflation (INF)	0.026557	0.012675	2.095148	0.0381*
Trade Openness (TOP)	0.492058	0.173860	2.830205	0.0054*
Real Exchange Rate (RERG)	-0.005508	0.008642	-0.637403	0.5250
Population (POP)	-1.145105	0.123577	-9.266303	0.0000*
Real GDP (RGDP)	0.051148	0.025733	1.987628	0.0490*
D2	0.925045	0.306317	3.019896	0.0030
D3	1.903719	0.341963	5.567037	0.0000
D4	0.089374	0.237397	0.376472	0.7072

$$FDI_{it} = 1.299223 + 0.925045\, D_2 + 1.903719\, D_3 + 0.089374 D_4 + 0.000270\, ERV_{it} + 0.026557\, INF_{it} + 0.492058\, TOP_{it} - 0.005508\, RERG_{it} - 1.145105\, POP_{it} + 0.051148\, RGDP_{it} \quad (4)$$

R-Square 0.542073

F-Statistic 17.09870

From equation (4), and table 3, it has been shown that there are different intercepts for all four countries. The intercept for Bangladesh is 1.299223, for India it is 2.2246275 (=1.299223+0.9254045), for Pakistan it is 3.202942 (=1.299223+1.903719) and for Sri Lanka it is 1.388597 (=1.299223+0.089374). The difference in the intercepts of all four countries is mainly due to special features of each country, such as climate, international relations and natural resources and political stability etc. The results indicate that the coefficients of the independent variables Real GDP, RERG, TOP and INF have the same signs as expected in the light of the previous literature analysis and variables such as VOL and POP have shown unexpected signs. Inflation with coefficient value + 0.02657, Trade openness (TOP) with coefficient 0.492058 and GDP with coefficient 0.051148 have shown positive and significant impact on FDI in South Asian countries. POP (population) on the other hand has shown strong negative impact (with the coefficient of -1.145105) on FDI. Exchange rate volatility have depicted positive and insignificant impact whereas and real exchange rate have shown negative and insignificant impact with coefficients +0.0000352 and -0.005508 respectively.

5. Conclusion

Foreign direct investment has always been assumed to be a key factor in capital resources for growth and development of an economy particularly developing country to overcome the technological gap and to reduce unemployment. The developing economies of South Asia are rich in natural and cheaper labor resources but they have shortage of capital which hinders their objective of economic growth.

This study has been conducted to analyze the role of trade openness and inflation in attracting foreign direct investment (FDI) in selected four South Asian countries which are Pakistan, Bangladesh, India and Sri Lanka over the period of 1981 to 2015. It is a panel data analysis conducted by employing fixed effect least square dummy variable model. Dynamic panel data estimation was used to overcome the problem of autocorrelation by including lag independent variable. Exchange Rate Volatility has been measured by applying GARCH (Generalized Auto Regressive Conditional Heteroscedasticity) model.

The results indicate real GDP, Trade openness (TOP) and Inflation (INF) has positive and significant impact on foreign direct investment

(FDI) in selected South Asian countries which Pakistan, India, Sri Lanka and Bangladesh. The positive impact of trade openness is quite similar to the findings of existing studies by Khan (2011), Shah and Khan (2016), Iqbal et al(2015), Liargovas and Skandalis (2012), Kandiero & Chitiga (2006), Ang (2008) and Binh & Haughton (2002) . On the other hand the positive impact of inflation is similar to the findings of Singhania & Gupta (2011) and Ullah (2012) but quite opposite to the findings of number of researches such as Ahn at el (1998), Demirhan and Masca (2008), Udoh and Egwaikhide (2008), Udoh and Egwaikhide (2008) Niazi et al (2011), and Yousaf et al (2013). The positive impact of Trade openness (TOP) on FDI suggests that a more liberalized trade attracts the foreign investors because it reduces the input cost borne in the form of export duties or import tariffs. Inflation (INF) has positive and significant impact on foreign direct investment. Inflation if not two high encourages the foreign investor to invest since it assures them higher profits. GDP has positive and significant impact on foreign direct investment. Since GDP represents both the size of the market and national output. It also shows the health of the economy that is higher GDP reflects better economic outlook which attract foreign investors. Population (POP) has shown negative and significant impact on foreign direct investment. The reason behind negative but stronger impact of larger population growth rate on FDI is its characteristic to hamper gross domestic product, (affecting investment-saving gap, lower or negative net exports) which gives low per capita income and hence low purchasing power which leads to low demand for goods and services produced my MNCs. The results further indicate that both exchange rate volatility (ERV) and real exchange rate (RERG) have insignificant impact on foreign direct investment with reciprocal signs (positive for ERV and negative for RERG) in these selected countries.

South Asian countries particularly Pakistan, India, Bangladesh and Sri Lanka where more than 1.6 billion people reside are the developing economies. The major problems in these economies are poverty and unemployment and huge investment is very much needed to cope up with these issues. Foreign direct investment is dynamic source which comes up with the advance technology and latest techniques have been proved to be very useful in growing the developing economies across the globe. Such steps are severely needed to be taken which attract more foreign inflows, such as controlling the inflation to a threshold level and a more liberalized trade and commercial policy followed by minimizing the existing trade barriers.

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CHANGE IN MEDIUM OF INSTRUCTION EFFECTING ACADEMIC ACHIEVEMENT OF UNIVERSITY STUDENT

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Abstract:

The present research was conducted to investigate the effect of change in medium of teaching on academic achievement of university students. A total sample of fifty male and female students was selected from ten different departments. It was investigated that either change in the medium of teaching affects academic achievement of university students. Survey method was used as a procedure for data collection. A self-developed structured open ended questionnaire was used in order to get responses of the students regarding change in the medium of teaching. Content analysis was carried out to analyze the responses. Our Result showed that the change in the medium of teaching has an effect on students' academic achievement. Other factors which effect the students' academic achievement are level of satisfaction, role of teachers and less expertise in English. Many previous studies are consistent with the findings of present research. These findings have implications for educational institutions, so that timely counseling could be provided to the students for valuable solution of the problems.

Key words: Medium of instruction, academic achievement, level of satisfaction, expertise in English

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Introduction

Language is a medium of communication, which is crucial in delivering lectures about any subject in educational system. The medium of teaching has always been a debate at all levels. Especially in the societies in which a variety of education systems are followed (Nisar, & Ahmad, 2011). Medium of coaching has a core function in enhancing the efficiency of schooling system for the students of various caliber. Language is a fundamental element of culture. It is the basic device through which evolution of cultural values take place. An individual formulates his self-concept in the context of his very own cultural settings. Language of course is a foremost part of the socialization and learning system (Cuber, 1959).

Academic accomplishment means specific learning in a particular setting or it can also be determined by test scores and grades (Kennedy, 1975). There are a number of indicators which determine student's academic success, while language is most importantly one of them, which impacts the overall student's achievement and performance pattern. According to Arshad (1997), almost all around the globe language is considered as a key to educational learning. After more than sixty years of independence, Pakistan and India including many other countries are still facing issues regarding medium of guidance with local language and English dominating at the existing time. This controversy of medium of teaching in Pakistan continues to date. It can now be considered as a power battle between different groups, elites and the pro-elites (Rahman, 1999).

Our country is a multilingual state where English and Urdu are both practiced being parallel mediums of instruction. In each province of Pakistan, there are number of languages and dialects practiced currently. Firstly, every province has a specific regional language which is spoken for daily communication; and in school level Urdu is used as the language of instruction. English is considered as an official and as language of instruction in higher education (Muhammad, 2009). Many studies have been conducted in this respect globally. In many studies, it is determined that college students are dealing with issues with admire to the medium of teaching. Resent researches point out the problems connected with the use of English as a medium of teaching and the difficulties faced by the students. Most of the studies in this regard have been conducted in Hong Kong due to the fact Hong Kong is also still in the dispute of language in their education system. A research carried out in Hong Kong points out that the alternate in language policy has had a notable negative effect on the tutorial vocabulary of students (Lin & Morrison, 2010).

Another finding concluded with the aid of Marsh, Hau and Kong (2006) that training in a second language (English alternatively than local language) had substantial negative outcomes on both instruction, identity and academic accomplishment. The present research will check out the effects and difficulties concerning language and its effect on their grades. The present study will have essential implications in instructional discipline. By evaluating the consequences of change in the medium of teaching, we can formulate tips for the educational establishments to eliminate the issues in order to ornament educational success of the students. In reference to above discussion following research questions arise:

Research Questions

Q1: Does the change in the medium of teaching have effect on student’s academic achievement?

Q2: Does the student’s level of satisfaction makes any difference in the academic achievement?

Q3: Does cooperation from teachers positively influence the academic achievement of students?

Q4: Does self-concept of students, enhance academic achievement of students?

Q5: Do previous English skills have an effect on academic achievement of students?

Q6: Does residing in the hostel affect academic achievement of students?

Methods

Both male and female students have been chosen as respondents from 10 departments of a private sector university located in Lahore. Fifty students were recruited as participants. In this study non probability purposive sampling technique was employed to select sample based on the following inclusion exclusion criteria. Five participants were selected from each of the ten departments in order to have a wider view point. While all the students belong to bachelor level the participants belonged to 18 to 23 age range.

Assessment Measures

An open-ended questionnaire has been used as a data collection tool in this research. Demographic questionnaire comprised of participants basic information i.e. age, gender, residence, educational level, current medium of teaching, previous medium of teaching, previous examination system, and current system of examination. A self-developed open ended questionnaire was administered by the scholar itself. The issues highlighted in the previous studies related to the medium of teaching have been included in the questionnaire used in our research. Consent was taken from every participant before the administration of the questionnaire. The respondents were informed that the information concerned with them will not be used for another assignment.

Procedure

The topic was framed after carefully analyzing the previous literature. We developed a questionnaire to find out about the issues faced by the students owing to the changed medium of instruction. University students whose medium of teaching was changed from Urdu to English were personally approached by the researcher.

Result

A list of demographics was collected in the data collection process. Our findings show that the average age of students was twenty years. While 21% of the sample belonged to male students and 79% of the participants were female. The data was collected from the students of BS level. And majority of the students (93.75%) used home residence preferably but some students (6.25%) also availed hostel residence. The previous medium of teaching of the 10.42% of the students was Urdu, while 70.83% of the students was English and 21.27% of the students was Bilingual. Our findings point out that the current medium of teaching of 70.83% of the students was English and 29.17% of the students was Bilingual. All the students (100%) included in the sample had experienced annual examination system previously. But the current examination system of 100% of the students was semester system. The findings are displayed in the table number 1.

Detailed Study of Demographics

Table. 1 Demographics Study		
Variables	**M (SD)**	**F (%)**
Average age of participants	20 years	
Gender		
Male		10(21.27%)

Female		38(78.72%)
Education B.S		 48(100%)
Residence of participants Home Hostels		 45(93.75%) 3(6.25%))
Previous medium of teaching: Urdu English Bilingual		 5(10.42%) 34(70.83%) 10(21.27%)
Present medium of teaching: Urdu English Bilingual		 0 34(70.83%) 14(29.17%)
Previous examination system: Annual exam system Semester exam system		 48(100%) 0
Present examination system: Annual exam system Semester exam system		 0 48(100%)

Frequencies of responses regarding changed medium of teaching

Table 2 Frequencies of Responses by Students		
Sr. no	**Responses**	**Frequencies**
1.	Academic achievement	90
2.	Medium of teaching	69
3.	Confidence is a platform for opportunities	59
4.	Level of satisfaction is major predictor of achievement	54
5.	Teacher’s co-proration	52
6.	Previous English language spoken and writing skills	48
7.	Good hostel mates contributes to the student’s positive experience	39
8.	There is a lack of comfort and personal space in hostel	26
9.	Lack of vocabulary	15
10.	Lack of attention by teacher	13
11.	Passion for learning	13
12.	Overconfident students does not achieve anything	13
13.	Previous grammatical skills	10
14.	Self esteem	7
15.	Instructor’s command on the subject	6
16.	Instructor’s langue proficiency	4
17.	Initially it is difficult to understand for the student but eventually they adjust	2

The above given table indicates the factors effecting academic achievement of frequencies in descending order, showing students in detail. Among the above given frequencies, the highest rating was medium of teaching pointing out, that medium of teaching has a significant influence on the academic performance of university students. Our results further indicated that there was a significant difference in academic achievement of students before and after the change in the medium of teaching showing that a change in the medium of teaching seriously affects the academic results of students.

Discussion

This research paper is exploratory in nature which is aimed at exploring the effect of change in the medium of teaching on the academic excellence of students. For this purpose open ended questionnaire was administered. The qualitative responses were thoroughly analyzed to identify the major factors contributing in the academic achievement influenced by changes in medium of teaching. Our results revealed those factors which influences the academic attainment of the students due to change in the medium of teaching.

Student perception about alteration of instruction medium and academic achievement

The most dominant factor found in analysis, which is also the main title of our article, is that changes in the medium of teaching influences the student's academic accomplishment (frequency 69). Students who have confidence (Frequency 59) in their skill and abilities better deals with challenges produced by change in language at Bachelor level as compared to those who have less or no confidence. The student's level of satisfaction (frequency 54) is another important factor. It was revealed that although the change in the medium of teaching also effects the academic accomplishment of those students who are satisfied with the present education system, but they can cope with the challenges in a better way. The role of satisfaction with the system is also pointed out in the research of Samdal, Wold and Bronis (1999) in which it was determined that satisfaction is the major predictor of students' perception in their academic achievement.

Whenever there is a change in the medium of teaching, students with good command in previous English spoken and writing skills adjust in efficiently to the new medium of education. Almost 48 respondents agreed to this perception. Andrade (2006) and Bataineh (2007) also stressed its importance. According to them achievement is determined by previous grammatical skills in English language, therefore change in the medium of teaching have an impact on students. Our finding are also consistent with these findings.

Furthermore students having high self-esteem (frequency 7) are self-driven and put in greater effort for adjustment in the changed medium. A keen desire and the passion to learn (frequency 13) is a key factor for facing challenges. Due to this inner derive; students adjust more efficiently to the change in medium of teaching. Lack of vocabulary (frequency 15) and previous grammatical skills (frequency 10) is another important factor which contributes to the improved academic achievement of the student's whose medium of teaching has changed. Some of the participants expressed that, those students who are more confident (frequency 59) get better opportunities to excel academically.

Teacher's behavior effects the Academic accomplishment

The cooperation of teacher's (frequency 52) is found to be a significant factor. It helps in the adaptation new changes in students. As positive teacher-student relations enhance academic achievement and absence of cooperation from the teacher's side is considered as an issue influencing the academic achievement of students. Our results approved the research question. This finding matches with the research of Sanders and Jordan (2000) which showed that effectively bridging the teacher-student relations boost their academic achievement. Another issue which has been pointed out by respondents is that lack of attention by teacher (frequency 13) towards students already facing problems due to change of medium of teaching negatively effects the academic achievement ship to students' academic performance.The students, who receive insufficient help from the teachers, side by side with the language problems, also have compromised academic achievement. Insufficient instructor's cooperation along with language problems leads to poor academic success. This finding parallels the finding of Adediwura and Tayo (2007). Instructor's command on the subject (frequency 6) and language proficiency is also found to be significant (frequency 4) influencing the delivery of knowledge related to the course outline. Therefore teacher's performance impacts the academic achievement.

Living in Hostel effects the Academic achievement

Cooperative and helpful hostel mates contribute to the student's positive experience on the whole (frequency 39). Some participants were of the view that there is a lack of comfort and personal space in hostel accommodation (frequency 26). Academic achievement is concerned with the difficulties faced by hostel students. Many students face numerous adjustment problems along with difficulties in their academic. The most dominant aspect found in analysis, which is also the main title of our article, is that changes in the medium of teaching effects the student's academic achievement (frequency 69). Our findings approve the research objectives. Present finding matches the previous results of scholars, who reported similar points (Sabri, 2007). In that study it was revealed that students taught in a foreign language had more misconceptions as compared to the students who were taught in their native language. One justification for these findings is that students whose instruction medium is changed in higher classes from a much used deeply rooted language would possibly take some time in understanding and adjusting and as a result, their academic achievement might get affected.

Conclusion

In the present study it is concluded that students who's medium of teaching was changed i.e. change in language of instruction and examination system faced many challenges in the adjustment with new system. As it is evident that they will require some time in adjusting to the language and as a result, their academic accomplishment might be influenced. Confidence, self-respect and self-esteem make the adjustment easier for the students, providing better opportunities for the students. Student's satisfaction is also considered major predictor of the improved academic achievement. In case the of student having better Previous English language skills students make efficient transition into changed medium of teaching, while the academic excellence of such students suffer to lesser extent. Desire and the passion of learning is an important aspect of academic achievement. It is seen that students having poor vocabulary and grammatical skills face increased difficulties owing to the alteration in the instruction medium.

The teacher's cooperation and adequate attention is a key element contributing in the adjustment of student to new information system. Instructor's command on the subject and language proficiency influences the delivering of knowledge related to the course outline. Therefore teacher's performance impacts the academic achievement. Students are also affected by the environment they live in, therefore good hostel mates contributes to the student's positive educational experience. Consequently lack of comfort and personal space in hostel creates issue for the students living in hostel in hostel. The qualitative research approach used in this study has pointed out that students' performance is affected by changes in the medium of teaching, particularly when the previous medium was Urdu language in the academic career.

Recommendation

1. Counseling should be provided to the students for valuable solution of the problems.
2. Special language based course could be offered to such students. Specially, in the 1st and 2nd semester. Because students face misconceptions in start of the program.
3. Consultation of dictionary and grammar should be made easier and promoted in the initial semesters.

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OCCURANCE OF NEW ECONOMIC DIMENSION IN ASIA THROUGH PAKISTAN CHINA COLLABORATION

Nusrat Rehman[1]

Abstract:

In the world of International Politics, there is neither everlasting companion nor a foe but it is an overall fact that friendship of China and Pakistan is constant as compared to the others but the connection between these two is having a persistent influence. It appears at high level of concurrent times because an All-Weather friendship of China and Pakistan is based on uniform manner of equal rights, brotherhood and cooperation with each other. In 2013 Pakistan-China relations have penetrate in to new climax when both countries agreed to signed more than 50 concurrences. This will lead to the development in business progress and the entire territory of Asia could enter in ease of success.

Key Words: Asia, Collaboration, Dimension, Pakistan, China

Introduction

Foreign Policy of a country is based on the accomplishment of its nation peoples. Asia is one of the continents who have potential to attract superpowers for its regions. Two sub regions are very important of Asia. East Asia is known as successful and affluent economies in the world. In East Asia world's largest powerful and most populous is China along with Japan, Taiwan, North and South Korea, Taiwan and Hong Kong. Whereas, South Asia that comprised of seven states namely Pakistan, Bangladesh, Bhutan, India, Maldives and Sri Lanka.

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China is well known as world's largest exporter and importer of goods as well as 2^{nd} largest economist of the world. The most attractive about China is her membership in nuclear club and has largest army in the world. Four South Asian countries connect their boundaries with china, like Pakistan, Bhutan, Nepal and India moreover south Asia is also has significance in the world due to its Geo-Politically and Strategically point of view.

Post-cold war, China has revised its foreign policy by Chinese leadership and trying to maintain mutual relations with all regional and non-regional states (Liu 2010).

Due to have potential and capabilities China is considered as a next superpower in worldwide. So it is said that this era will be the era of Asia and china will be main performer in the region. The matter of issuance in South Asia is enlisted as:

- Indo-Pak War in 1965 and 1971
- The issue of 1971
- Pending Kashmir issue
- Invading of Afghanistan in 1980's
- 9/11 mishap and post 9/11 USA presence in Afghanistan

The matter of stability influence is especially in South Asia, Asia. Stability and Safety of South Asia is preserved by the prosperity of China domain but USA has some evil plans of taking over the domain, as a whole. China is making up a healthy relationship with Pakistan. On the basis of nuclear protocol, India and USA are building their relationship that can create insecurity or can built vulnerable condition in this area. For maintaining peace and security china use its five principles of co-existence that are based on nonintervention in internal affairs, assurance and apprehension, mutual trust and respect of self-determination of independent state. Every states of the world must be known that presence of china in the south Asia is to boost economy for this purpose china well known as big donor not only for Pakistan but also for every state of the South Asia. Moreover Pakistan and China keep engage their friend ship in war against terrorism and all those factors that are worse to maintain peace and security in the region. Despite of that china avoids intrusive in the personal matters of the Pakistan.

Pakistan-China Bilateral Relations

As Pakistan and China are having comparable interactive by taking advantage of it, they have groomed their relation in to a stronger one.

China as a keystone of Pakistan's Foreign Policy is helping Pakistan in progressing its economic state which results in the affection for China from the survey of current analysis we have come to know that plus 80% of Pakistan has appreciative perspective for China as compare to other famous power states. Several times Pakistan has proven that Pakistan and china enjoyed their friendship and cooperation. Pakistan was only state who not only accepted china but also that country which took step against United Nation's resolution which portrayed that in Korean War China played as role of initiator. Along with contestant of America Pakistan is played very significant and cooperative role in favor of China. Bilateral relations of both states were begun in 1951, since that period these states have bathetic feelings for each other. Truthfulness and love of both peoples have proven their sincerity. More than one president of China like Xi Jinping and Hu Jintao have evidenced of their reliability. (Ali, 2017).

Pakistan reinforces China when it was facing some hurdles in Korean War. Regardless of having volatile and risky relations globally, Pak-China unites and endures their relationship with each other. According to Friedman George, it's globally intellect that China is a super power in world. To consider cordial relations of both states, there are several stages. (Esteban, M: 2016)

Several stages of China-Pakistan Relations

- The Pakistan China Relations can be measured into 6 stages.
- The first stage starts from 1951 to 1954
- The second stage starts from Bandong conference of 1955 to 1962
- The third stage starts from 1962 to early 1973
- The fourth stage starts from 1973 to 90
- The fifth stage starts from 1990 to 2013
- The 6th stage starts from 2013 to onward

The First Phase (1951-1954)

Paraphrased: From 1951-1954, China have faced some acute problems when Pakistan was proactive to develop its links with US, as do the Pakistan because at China border, more than one areas of Pakistan's cities, Hunza and Gilgit were inter-linked. Due to it China kept on warning that those areas are his district part as they were quite well-seen in the global map.

The Second Phase (1959-1962)

After discussing the tension between two countries before the CPEC, its second phase was known as Asian-African conference. This conference held in Bandung located in Indonesia. This conference was quite meaningful as it was going to be the first conference after upset environment between Pak-China. Pakistan's appoints US for the SEATO (1954) AND CENTO (1955) pact because to ensure its safety and stability in her financial state. China didn't like it. Later on, Pakistan's Prime Minister clears China that this pact won't harm them; basically it is done against the Indians as they are always declaration to them. US has strong bonds with India, if he says something unpleasant or averse about China then Pakistan will understand that it's better to stay calm and back out the pact silently which will not be influenced on Korean War.

China showed it's intelligible and trusted on Pakistan. This was the day; this was the mutual perceptive which rose to the strong and coercive congress among them. China was very prosperous for having Pakistan. After it, Chinese President claimed that India and Pakistan as Hindi-Cheni Bhai Bhai Paki-Cheni Bhai Bhai, A call for brotherhood.

When Hussain Shaheed Suhrwardy paid a call at US in July 1957, he agreed all the consents and etiquette with the President of US that "International communism is a major threat to the security of the world". This mishap leads to many doubts. Once again, Pak-China relation was in risk.

In the era of Muhmmad Ayub Khan, military coup took place. Icing on the cake, the provision of Two China's took place which was another part of botheration Pakistan have to faced. Then the signing defense pact came making the condition lowlier. In 1959, the defense pact was signed between Pakistan and US putting China in a great thought that from whom Pakistan needs defense?

Hence, In Nov,1959 the combat with Xinjing between Pak-China occurred however, Pakistan tried to interpret them it is not against them but position was gone worsen and results in the fragmentation of two states. This was the time when Pakistan needed China most, but the unexpected engagements break down their trust.

The Third Phase (1962-1973)

After the complications between Pa-China relations, their first two stages of journey have led to many failures for both of them. So, for the new outset this third point is quite essential than the previous ones. The two intense story which came into this phase and marking it as the important one was intensifying and setting up connection with Sino-India and US. It output was nothing. Pakistan's President presents the proposal of joint defense pact to

Indian government; as usual they disapproved it because they got afraid that Pakistan may snatch Kashmir from them through this proposal. Such things were putting China in doubt, that from whom Pakistan needs defense. Later on, In March 1962, The Sino-Pakistan issue like demarcation of its border was begun but later soon it resolved by chairing of both states foreign minister to signed on boarder agreements in 1963. Once again both countries escalated their cordial relations. At last, Pakistan and China relations became to prosper once more. By signed the border concordance, despite of crucial situations China remained solitaire and modest from Pakistan side. In March, 1963 both states came froward as brothers and signed the pact. The domestic minister Zulfiqar Ali Bhutto played a polar duty and claimed that "We have friendly relations with China and no one can harm us and this relation is without the dependency of other and is reliable of making its decision"

Seeing this, India got jealous and started making terrible plans they asks support from US government then US provided India with full support of weapons more than its requirement, this forms a hustle and tension in the environment for Pakistan. India got power and attacked Pakistan in 1965, they used all the supplies and weapons against Pakistan. Just like US was in India's advantage same is the China was furnishing and full-filling all the necessities of Pakistan before and after the war. US backed up and arrested the entire munitions and China was the only one who maneuvers first for aid.

Formerly, India wasn't stopped after the defeat in 1965 war; they once again contrived for the separation of Pakistan and started war in 1971. It results were intense as the East Pakistan was separated from the West Pakistan. Pakistan drowns in many economic crisis. Pakistan had played a role in fixing the rank of China in UN. After the War, China supports Pakistan in its lowest-economic phase. Pakistan also arranged a concealed meeting of Present of US Nixon to China. This meeting laid in 1972. This gathering is upshot in the finer and typical up a head relation between US and China. That only because of fairness of Pakistan with China because Pakistan not only wants to promote mutual relation by its own but also promote or establish friendship among nations. In this way Sino-US relations became closer.

Uptill now in all the phases, China always been a supportive state in every critical ascertain. China even stands for peace in Afghanistan which will result in safety of all the countries in Asia.

The Fourth Phase (1973-1990)

In 1974, after the disintegration of East Pakistan, India started preparing nuclear tasks named as “Smiling Bhuda” so for Pakistan, it is again a crucial stage for its status. China is quite more advance country as compare to India. China has far better strategies than India. Chinese government goes with some alterations introducing a reformist under the power of Deng Xiaoping which step forward for introducing new scheme plan of action. He initiate various kinds of reforms for all exterior and interior levels, specially these reforms left very supportive effects towards development of Pakistan in field of strategically, politically and financially. The new way of collaboration and treaties was open in the phase when the Soviet Union penetrates to Afghanistan. Both of the states known very well that the penetration of Soviet Union in Afghanistan showed a big feared for both peace and security of entire region. In 1980 relations of both countries were more reliable and became improved because Pakistan corroborated China in on all those national interest that could create unpleasant environment in the China like human right, Hong Kong, Tiwan and Tibet issues. China always had been a supportive state in every critical situation. In the period of 1990’s, when US imposed military sanctioned on Pakistan. (Javaid, U: 2016). China was single desperation who provides all those equipment which were required to Pakistani government to secure its strength and integrity. No doubt China is none align country and escalating and improving its relations with entirely states. Pakistan required to assistance and called to main three super powers to manage round table in between two big South Asian atomic rivals to decrease their atomic contender but India refused with the pretext amid at regional nonproliferation (Len 2015).

Fifth Phase (1990 to 2013)

Post Sino India war and after defeat by China India always surrounded in fear. So once again South Asia’s balance of power disrupted due to India proven in 1998 its nuclear devices. Both Indian Prime minister and defense minister showed and depicted that tested its nuclear devices were to protected Indian territories from the fear and security threat of China. At that situation Pakistan got chance to showed its bravery and tested nuclear devices. Through the Pakistan’s action of the reaction of tested nuclear devices, region of South Asia became in balance of power. No doubt that it was the need of an hour. In 1999, China played very vital role by the showed its nonalignment behavior in front of Kargil issues and solved issues by peaceful environment. China also emphasized in international forum to take some solutions to resolve international issues especially related to Pak- India, because world was so much disturbed in 2002 when both nuclear powers reached at face-off.

New phase of Pak-Sino relations emerged after the incident of World Trade Center of 9/11 of 2001. Pakistan chose to join the world coalition to fight against terrorism where China was the biggest partner of Pakistan. Later in 2005, balance of power was destabilized again in South Asia when civil nuclear deal was made in between US and India after their deal Pakistan and China came closer and initiated a deal similar to this (Abid and Ashfaq 2015).

According to (SIPRI), China is considered as a time tested friend of Pakistan. China is Pakistan's top most providers of arms. China is financing largely in Pakistan. As examined to US, Chin is a undeviating and "all weather" Ally of Pakistan which is more trust worthy, Collateral domestic partner, non-interfering and accommodating. By the resulting of Pakistan China relations a giant project named China Pakistan Economic Corridor (CPEC) was signed in 2013. This frame work has been adopted and commercial ties have been strengthened between countries that are partnering with the Chines for the Belt and Road project including Pakistan on the front line with CPEC as the first corridor. (Swaine, D, M: 2015)."

Sixth Phase (2013 to onward)

After the signing on CPEC prime minister of Pakistan MianNawaz Sharif and Li Keqiang Chines prime minister both $46 billion to lead off a work on CPEC in April 2015. On fifty one projects both countries were agreed to work on under CPEC agreement. For the betterment of projects $10 billion has been increased in 2015.

Pakistan and China both are anxious to finalize the project primal by these projects economic evolution can be arranged for the countries and region. On the other side security required due to predominant terrorist affliction, extremism and self-annihilation in not only in Pakistan but also some other regions of the South Asia.(Tong, L: 2017). To manage peace and security for made successful project of CPEC China has called to United Nation Organization to execute security. CPEC opponents already have threat from India, instead of, this mega project has functionalized within three years of its commencement and it is the corridor where China has invested a lot. (Rizvi, A, H: 2015). CPEC is not only beneficial for Pakistan to boost economy but also is game changer in the region and consider as a shining star that can shine whole region through its light. Pakistan and China both have massive reward of CPEC and the new Pakistan China cooperation is beginning to prove as a marker of stability for the region. These two countries, as they join hands to provide a new economic paradigm to the Central and South Asian regions in the face of America's "tilt to Asia". China always support and think fair about Pakistan, meanwhile India mostly time showed unwillingness regarding CPEC and tried to hitch China for built of economic way with Pakistan but China always amalgamated to listen India. China not only playing a significant role to spread economy in the region but also desire to keep peace and stability in South Asia as well as in Asia and China know very well that it is only possible when peace and security will maintain in Afghanistan.

Conclusion

China is emerging as an economic developer not only in Asia but also in rest of the world. Its developing economic power is blessing for Asia rather than threat. It appears at high level of concurrent times because an All-Weather friendship of China and Pakistan is based on uniform manner of equal rights, brotherhood and cooperation with each other. In 2013 Pakistan-China relations have penetrate in to new climax when both countries agreed to signed more than 50 concurrences. This will lead to the development in business progress and the entire territory of Asia could enter in ease of success. Four South Asian countries connect their boundaries with china, like Pakistan, Bhutan, Nepal and India moreover south Asia is also has significance in the world due to its Geo- Politically and Strategically point of view. Post-cold war, China has revised its foreign policy by Chinese leadership and trying to maintain mutual relations with all regional and non-regional states. Due to have potential and capabilities China is considered as a next superpower in worldwide. China always support and think fair about Pakistan, meanwhile India mostly time showed unwillingness regarding CPEC and tried to hitch China for built of economic way with Pakistan but China always amalgamated to listen India. China not only playing a significant role to spread economy in the region but also desire to keep peace and stability in South Asia as well as in Asia and China know very well that it is only possible when peace and security will maintain in Afghanistan.

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BEHAVIOR ANALYSIS OF A CONSUMER IN PURCHASING HYBRID TECHNOLOGY IN CARS

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Abstract:
This study is conducted on Consumer behavior towards hybrid cars, through model developed and quantified by the questionnaire with, the sample of 130 respondents are reached through Convenience sampling which is a non-probability sampling technique, the limitations of this study are cost and time which restricted the research from conducting interviews of seller and buyer, the data is collected and tested through SPSS software and is divided into five parts via Respondent demographic analysis, Respondents Like analysis, Hypothesis testing, Descriptive analysis and secondary data analysis, key results are that consumers are well aware of these new technologies, they know that they can save cost through fuel savings. Green technologies are better for the environment but they are reluctant due to the fact that the running expenses of these vehicles are bit higher than current technologies. Furthermore; the study take into account the consumer behavior towards hybrid cars, consumer behavior is broken down into awareness, like and perception about these machines, this study is useful for both for the Toyota Motor Corporation and other maker of mass market cars such as Suzuki and Honda, as well as for all those individual importers of cars in general. Outcome of study highlights awareness level in Pakistani educated masses are well established by knowing the potential advantages of hybrid vehicles, what they worry are some running repair and maintenance needs of the car.

KEYWORDS: Hybrid Cars Awareness, Technology, Perception, Economy

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1. INTRODUCTION

This study is undertaken to assess the consumer behavior towards hybrid cars which are offered by many automakers as solution for eco-conscious and efficiency seeker buyers in terms of recurring daily cost. Consumer behavior is related to the needs of individuals to satisfy their needs such as hunger, thirst etc. (Webb, 2004). Transportation is also a need and human option to satisfy it by acquiring automobiles manufactured by automakers. Hybrid cars are now a new product in many countries but in developed nations some hybrids such as Toyota Prius are in third generation and even it is brand extended (Website, 2012). In our country there is an influx of imported cars from Japan as reconditioned cars, in these cars a number of different models and makes are offered for sale to buyers that are reluctant to buy low quality high priced cars produced locally, including a lot of 2nd generation Prius hybrid, which becoming popular among Pakistani auto buyers. This research takes into account that perspective and checks the salience of such hybrid cars, buyer's perception for these new technology products and will for potential adoption.

1.1.PROBLEM & SCOPE

The dependency on oil and related products such as CNG, LPG etch which are termed as Fossil Fuels have lessen the efficiency of motor vehicle owning and maintain, because the resource is scarce and depleting fast, furthermore the consumption of these fuels for propulsion in vehicles impact dangerously on climate and environment and resultantly makes human destination vulnerable to destruction, many countries like USA and other advanced nations have adopted Hybrid cars or electric cars to lessen this impact. In our country both problems are not only prevalent but also becomes very prominent;

1. Increasing prices of Oils and other related products
2. Degradation of Adoption

This is the problem of our country that fossil fuels are used extensively, this study take into account hybrid cars as a replica to Fuel powered cars and checks consumer behavior for it.

1.2.BACKGROUND

The human beings are confronted with many problems on day to day basis for which the need solutions such for hunger food is solution, so for transportation from one place to another man have devised vehicular modes, which range from human and animal powered to self-propulsion from an engine. In 1886 Benz Motor wagon initiated their operations manufacturing single cylinder engines, the concept then was taken a remarkable journey in the automobile industry, no one knows that in future the cars will be drove by the fossil fuels or even with electricity. The concept of less efficient hence less effective due to risen up per barrel oil prices at one end and reserves, pollution of environment on other end brings remarkable changes in the acceptance of consumer in creating non-hazardous life on earth.

The term sustainability in marketing has taken as an enhancement/projection of society and its care involved marketing product/concepts that helps marketers to fulfill the needs of customers by providing with products that are durable and also don't inflict harm to environment, such as green cars, renewable energy resources etc. (Agr, 2010), Hybrids and electric vehicles (EVs) are developed in the past as a solution to the cons associated with internal combustion engine (ICEs) and steam powered cars (Curtis Darrel Anderson, 2010)

1.3.Research question

Following are questions which are going to be answered in this research study

1. What are Hybrid Cars?
2. Do they are efficient, effective and

Reliable?
3. What level of awareness do customers have about these Cars?
4. What is the perception about these cars?
5. Does market have any potential for these cars as compared to conventional Counterparts?
6. What different types of hybrids are available (Model and Makes) and what is the channel of their Sale?
7. What is the future of such technology in our Country?
8. What is the level of adoption Consumer Highlights for these technologies
9. Is 3S services are easily available?
10. Do hybrid cars are a viable solution to increasing gas prices and increasing greenhouse gases effects?

1.4.Research Objectives

The objectives of this study are mentioned below

1. To ascertain the technology of hybrid cars
2. To check the consumer behavior for these cars
3. To predict the future of the hybrid cars in Pakistan
4. To check the advantages of such innovations
5. To analyze the consumer perception and preferences for such products
6. To highlight the different makes of hybrid cars are available in our market
7. To locate what kind of services are available for such consumers who adopt such vehicles
8. To check issues in Hybrid cars adoptions
9. To elucidate the efficacy of such cars for environmental benefits
10. .To demarcate the Share of hybrid cars and related technologies in our automotive sector

2. LITERATURE REVIEW

Hybrid cars are a not new technology which are invented in the past but they are innovated recently as argued by (Professor Esther L Mead, December 8th,2008), he has formulated a comprehensive report on the matter of consumer behavior for hybrid vehicles and his research is although of US environment but is most applicable to my research and area of study.

This study by (Professor Esther L Mead, December 8th,2008) discusses the element of what a hybrid car is, how it works, the demographic and psychographic profile of consumer that own or use the hybrid cars further he checks which consumer behavior model applied on hybrid cars, viz green marketing which sees the marketing of environmentally products, the consumer decision making model and the five factor model of new or innovative product diffusion.

One can ask what a hybrid car is? According to (Professor Esther L Mead, December 8th,2008) the concept of hybrid cars are put to work by TMC (Toyota Motor Corporation) back on 1992, when they introduce their flagship Prius hybrid first in the domestic market of Japan which is followed by a full scale launch in the United States, as per (Professor Esther L Mead, December 8th,2008)a hybrid vehicle is a vehicle which combines the element of a conventional ICV (Internal Combustion Vehicle) and an EV (Electric Vehicle) in one car.

The car works by the combination of both a small internal combustion engine and an electric motor and have its own battery pack on board, this new technology promises to provide the commuters with greater fuel economy and less hazard to environment which is a result of fossil fuel usage in conventionally powered cars, with the reduction of the hybrid cars price to just $22,000 (Toyota Prius) and the advantage which can be reaped by having an hybrid vehicle, the car is gaining popularity.

While considering the macro environmental factor demographic involvement produced such products accordingly to the market segment to better target the consumer as their assumed buyer of such products, service etc. "The age of hybrid vehicle owners are predominantly in middle years from 25 to 54 but he says that, this not significant as all ages of people are thinking to have a green product." (Mead, 2008).

Similar the research conducted, (Mead, 2008) he highlights that, "We found no gender difference in ownership of hybrid vehicles and the percentage of male/female consumer of hybrid vehicles is approximately same. For income the people with lower levels of income from 20000 dollars to 39999 dollars own more hybrid cars than one bracket upper consumers, after that level the people up to 149,999 dollars buys hybrid cars and above that means from 150,000 and beyond would purchase less hybrid cars."

On a question, how consumer knew and learn about product like hybrid cars with a manner in adopting the change brought into their daily life is been researched. (Garth, 2010) "The researcher study that, how hybrid vehicles get diffused into the US markets, for this they used 11 different models data incorporated, and the time frame was seven years, they found out that the rate of penetration of the hybrid car is significantly affected by the type of model which is responsible for that penetration, they found out that by model diffusion effect Toyota's Prius has a positive effect for other hybrid cars and Honda's Insight has a negative diffusion effect but this negative effect remains only on that product and not spillover on other cars on sale in this category."

Garth Heutel (2010) argues that the hybrid technology's share in the auto market of US is increasing but there exist some uncertainty for such technology if we compare it to the conventional gas powered vehicles, consumers who purchase these cars are not certain about the quality of the hybrids they buy. Furthermore the study of (Garth Heutel , 2010) discusses the signaling effect of many different models of hybrid cars which are beyond the realm of my study

Hybrid vehicles are bought by consumers who are seeking to have their image as green in their communities and have a social influence because hybrid cars are seen as a green product due to its less environment damaging aspect whereas the buyers who buy conventional vehicles go for the quality of the vehicle and its performance on the track/road and they give very little importance to both image and to social influence (Chua, 2010).

Chua (2010) compares two groups of university graduates who going to purchase a vehicle in the next twelve month the age factor for both groups was 22-30 and they are all research colleagues, one group is evaluating to purchase a conventionally powered car while the other is seeking a petrol electric hybrid like the Toyota Prius. In the conclusion of the research (Chua, 2010) makes the finalization of his study by concluding that this study has got implications for social marketers who can use the findings and can apply the diffusion of innovation model because the manner in which the hybrid vehicles are owned and used/driven provide key answers to four question of diffusion of innovation models.

The pioneer of hybrid vehicle technology has developed a patent which known as HSD (Hybrid Synergy Drive) (Toyota, 2009) which are used in different models marketed by the automaker under its Toyota and Lexus brands.

Toyota call its HSD as an extension of CVT(Continuously Variable Transmission) which it termed as an E-CVT or (Electronically Continuously Variable Transmission) it also termed as HSD Vehicle as Combined HEVs. The system of HSD is a drive-by-system in this system there is no direct connection of mechanical nature between the engine and the controls of engine, this arguments of this case study about Toyota Hybrid Synergy Drive is applicable to my research any more penetration in this literature is beyond the boundary of this research which include technical specification and functioning of the Toyota Hybrid System.

The study by (Boekhorst, 2012)argued about the fuel saving aspect of the hybrid vehicles, it says that hybrid electric vehicles are the vehicles which have a combination of a conventional engine and a electric motor and batteries both acts for propulsion, the sales of these environmentally cars are increasing and the market share in the us auto market has been increased to 2.4%. The central idea of this research by (Boekhorst, 2012) is the impact of hybrid cars on fuel consumption by US economy, it also checks the economics of buying of these cars, the effect of incentives provided by the government for buyers to purchase such cars, the rebound effect is also discussed by (Boekhorst, 2012) in his research.

3. VARIABLES

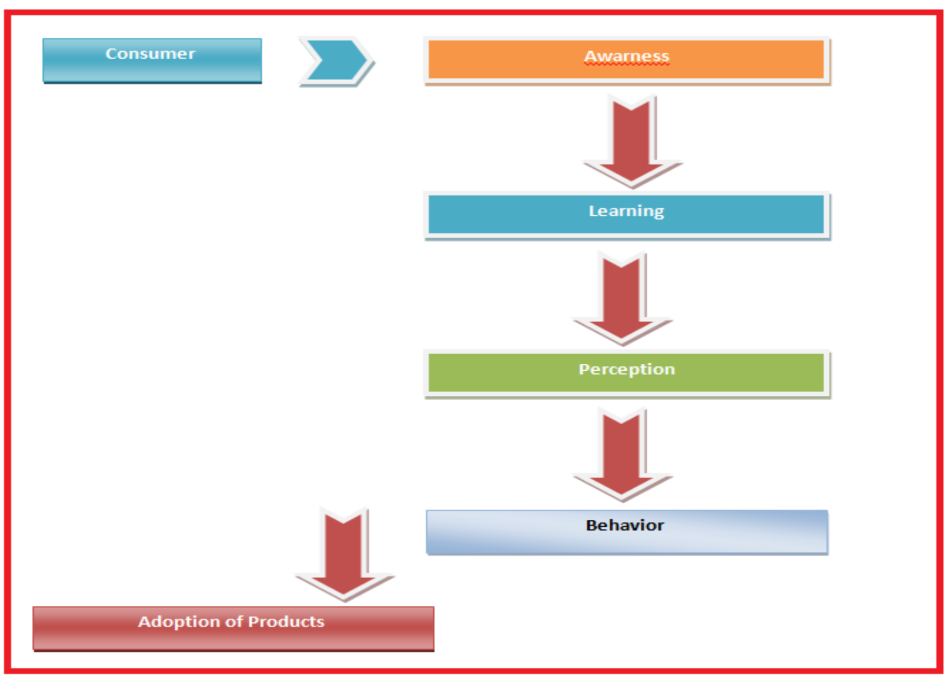
3.1.Dependent

- Consumer Behavior toward Hybrid Cars

3.2.Independent

- Awareness
- Perception
- Marketing Mix
- Adoption

3.3.RESEARCH MODEL



3.4.Sample population

The selection of respondents to this study is totally based on the existing and potential car owners/users in the city of Karachi, which I assumed to be 1.0 million strong, without any strata or groups in them, as in our city many people can afford, and maintain a sedan of up to 1300cc, Hybrid cars are also in this range and with government incentive for price concession as in the case of Toyota Prius, there can be a potential market for these environmentally friendly products.

The reason for taking the population 1 million is that I am not able to find the exact numbers of car owners in Karachi only I know that 2.0 million vehicles are on CNG in Pakistan as per an article in a leading newspaper, whereas the production of only locally produced of Toyota Corolla is around 55,060 units per annum (Indus, 2012)similarly of Honda all models 11 000 units (Financial Highlights 2012,Atlas Honda)Suzuki 92,529(Annual Report Pak Suzuki,2011) and imported car Sold in Karachi in 2012 is 23,580 units, looking at this trend, I also include the potential car users who might be a hybrid car user of around approx.. 1 million because adding these current production of these three auto makers and imported cars leads to more than 170,000 units and taking the future period of 10 years when Prius a hybrid car a future king of the road this population size is just and fair.

3.5. SAMPLING MATHODOLOGY

For this research, used non-probability sampling due to the constraints in construct probability distribution for the whole population, whereas non-probability sampling, also known as judgmental sampling (Saunders, 2004), in the sub category of non-probability sampling I select convenience sampling because of the constraint of time and financials availability to get a census of the population.

3.6.SAMPLE SIZE

With the help of "Survey System.com" the calculations were made;

Confidence Level	95%
Confidence Interval	5%
Population	1000000
Sample Size	384

Sample Size Calculator. (06 Dec 2012). http://www.surveysystem.com/sscalc.htm.

The response rate calculated to be 80%

Na = N X 100/ re %

= 384 X 100 / 80

= 480

However as the study is time bound the time frame is distributed into deliverables which becomes due for submission at regular intervals so the sample size is reduced to approx. 130.

3.7.Research Methodology Refined

After reviewing the literature I have refined my research questions and de list those that are not synonymous with the literature

1. What are hybrid cars?
2. What is the level of consumer awareness in our country?
3. What is the perception of potential consumers?

4. Do they are efficient as compared to conventional Counterparts?
5. What kind of customers like these green products?

3.8.Analysis Technique

The analysis techniques used in this study are listed as follows

1. Frequency Analysis
2. Multiple Correlation

Justification of above analysis techniques

3.8.1. Frequency Analysis

This statistical technique will be used in order to define the data, and present tables and charts with partial interpretation of the response generated by conducting survey through questionnaire from the sample population

3.8.2. Multiple Correlation

The multiple correlations is used in order to find out an impact of different variables as, awareness of consumer of hybrid cars over to the behavior of car owners/users

4. Instrument of Data Collection

There are many instruments that can be used in this research but due to time and financial constraints the survey questionnaire is used which is depicted in below

Consumer Behaviour Towards Hybrid Cars

You are requested to kindly Fill the below mentioned Questionnaire on Hybrid Cars Thanks for Your Precious Response and Time

Name

Q1 Gender
- ☐ Male
- ☐ Female

Q2 Age bracket
- ☐ 20-30
- ☐ 40-50
- ☐ 30-40
- ☐ 50+

Q3 Occupation
- ☐ Student
- ☐ Businessman
- ☐ Businessman&Student
- ☐ Employed
- ☐ Student&Employed

Q4 What is a Hybrid Car
- ☐ A Car powered by an Engine Petrol/Diesel
- ☐ A Car powered by an Engine Petrol/Diesel
- ☐ A Car Powered by an Engine and an Electric Motor
- ☐ A Car which used Fuel Cell as power Soruce

Q5 Do Hybrid Cars are better than their conventional counterpart
- ☐ Yes
- ☐ No

(if yes Answer Q7)
(if No Answer Q8)

Q6 Why they are better
- ☐ Better Fuel Economy
- ☐ Good for Enviroment
- ☐ Long Term Cost Savings
- ☐ Better Value for Money

Please provide Your opinion for these new technology by rating 1 to 5 for each Question
1 = Strongly Agree where as 5 = Strongly Disagree

Q8	Hybrid Cars are better technology	1	2	3	4	5
Q9	They are the Future of Auto Tranport	1	2	3	4	5
Q10	Hybrid Cars impact on Environment is positive	1	2	3	4	5
Q11	They have better milage hence save cost of fuel	1	2	3	4	5
Q12	They are Green Technology Revolution	1	2	3	4	5

Q16	Toyota Prius is a better economical family car	1	2	3	4	5
Q17	The Shape of the car is very good	1	2	3	4	5
Q18	The interior is very comfortable	1	2	3	4	5
Q19	Very good ride quality and engine performance	1	2	3	4	5
Q20	Toyota has to introduce hybrid car in Pakistan because market has potential	1	2	3	4	5
Q21	The repair and maintanence of Toyota Prius is difficult due non availability of mechanics	1	2	3	4	5
Q22	Toyota has introduced new range in Prius line as Prius V and Prius C and this is a	1	2	3	4	5

Q23 Which Car you like the most

- ☐ Petrol Powered
- ☐ Diesel Powered
- ☐ Hybrid Cars
- ☐ Electric Cars
- ☐ CNG and other Gas Vehicles

Q24 Which Brand of Conventional Cars you like most

- ☐ Honda
- ☐ Toyota
- ☐ Suzuki
- ☐ Mitsubhisi
- ☐ Nissan
- ☐ Kia
- ☐ Hyundai
- ☐ Volkswagen
- ☐ Fiat

4.1.Instrument confirmation and its Objectivity

The instrument has 24 questions in numbers, which supports to have responses in regards to three areas for hybrid cars, level of consumer awareness, their perception and their attitude towards a brand Toyota which is the pioneer in hybrid car market, the questionnaire begins with taking demographic information of the respondents, and then two parts are listed first part illicit the general hybrid car information from the respondent and the second part checks for a specific brand Toyota Prius. It helps to get maximum responses which furthermore highlights the way to find out what is the level of their awareness of hybrid cars in this 21st century with the proliferation of information media, which gives instant information regarding every subject matter, and internet is teeming with hybrid cars information, views, reviews etc., if the respondent has the information the questionnaire check what is their perception about hybrid cars in general and Toyota Prius in particular

4.2.Proof of Validity

The questionnaire is valid as it measure what it is intended to measure and the respondents either have the knowledge of hybrid cars or they won’t know anything about it

4.3.Pilot Testing

The pretest is done on 10% of the sample of 130 that is 13 respondents and anything they can't understand is noted and rectified in the questionnaire, it is noted that most respondents will not understands the brand question, in the hybrid car probing awareness question so it is removed and initially there are 15 no of question the number then increased to 24, two questions are then deleted in the subsequent pretest and the reliability statistics contain Cranach's alpha for 26 questions or items.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.612	.692	26

4.4.Research Questions

Following are my research questions which I will answer with the help of three things

Data Analysis	
S.No.	**Analysis**
1	Respondent Demographic Analysis
2	Respondent Likes Analysis
3	Hypothesis Testing
4	Descriptive Analysis
5	Secondary Data Analysis

4.5.HYPOTHESIS

H1: Customers are well aware of these hybrid cars

H2: The customer perception regarding hybrid cars is very positive

H3: Market has got tremendous potential for these hybrid cars

S.No	Research Questions	Mode of Answer	Questionnaire Questions Used
1	What are Hybrid Cars?	Descriptive Statistics	Q4
2	Do they are efficient, effective and Reliable?	Hypothesis Testing	Q4,Q8,Q10,Q13
3	What level of awareness do customers in Karachi have about these Cars?	Hypothesis Testing	Q4,Q6
4	What is the perception about these cars?	Hypothesis Testing	Q4,Q6,Q8,Q10,Q13
5	Does market have any potential for these cars as compared to conventional Counterparts?	Descriptive Statistics	Q20
6	What different types of hybrids are available (Model and Makes) and what is the channel of their Sale?	Secondary Statistics	-
7	What is the future of such technology in our Country?	Descriptive Statistics	Q9
8	What is the level of adoption Consumer Highlights for these technologies	Secondary Statistics	-
9	Is 3S services are easily available?	Descriptive Statistics	Q7,Q21
10	Do hybrid cars are a viable solution to increasing gas prices and increasing greenhouse gases effects?	Descriptive Statistics	Q10,Q11,Q12,Q14

Respondent Demographic Analysis (Gender of the Respondents)

Statistics		
Gender of the Respondents		
N	Valid	130
	Missing	0

Gender of the Respondents					
		Frequency	Percent	Percent	e Percent
Valid	Male	91	70	70	70
	Female	39	30	30	100
	Total	130	100	100	

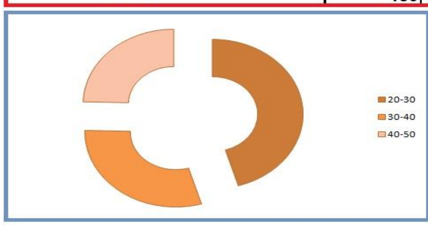
The above graph shows that more respondents are male and less are female, as the area chosen is male-oriented and less female provide their response in this area

Age Brackets of the Respondents

The study is conducted on mainly in university and an organization such as HBL, therefore most respondents lies in the 20-30 age bracket, further it is also pertinent that more younger people now more about newer technologies like hybrid cars and people who are of ages above this band are less aware and eager of any changes in technology.

Statistics		
Age Brackets of the Respondents		
N	Valid	130
	Missing	0
Mean		1.7923
Std. Deviation		0.81361
Variance		0.662

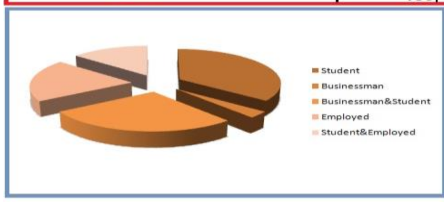
Age Brackets of the Respondents					
		Frequency	Percent	Percent	e Percent
Valid	20-30	59	45.4	45.4	45.4
	30-40	39	30	30	75.4
	40-50	32	24.6	24.6	100
Total		130	100	100	



Occupation of the Respondents

Statistics		
Occupation of the Respondents		
N	Valid	130
	Missing	0
Mean		2.7385
Std. Deviation		1.46565
Variance		2.148

Occupation of the Respondents					
		Frequency	Percent	Percent	e Percent
Valid	Student	46	35.4	35.4	35.4
	Businessman	4	3.1	3.1	38.5
	Businessman&Student	36	27.7	27.7	66.2
	Employed	26	20	20	86.2
	Student&Employed	18	13.8	13.8	100
	Total	130	100	100	

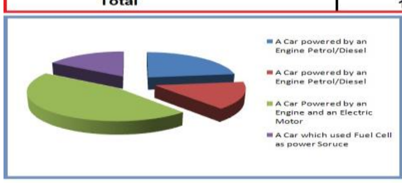


The occupation of most respondents is student as mentioned earlier that the study concentrates on PAF KIET City Campus student's population due to time and cost constraint in which some students are employed and some have their own business, this things give rise to better chances of good population

RQ1: What is a Hybrid Car

Statistics		
What is a Hybrid Car		
N	Valid	130
	Missing	0
Mean		2.5462
Std. Deviation		1.02004
Variance		1.04

What is a Hybrid Car					
		Frequency	Percent	Percent	e Percent
Valid	A Car powered by an Engine Petrol/Diesel	30	23.1	23.1	23.1
	A Car powered by an Engine Petrol/Diesel	20	15.4	15.4	38.5
	A Car Powered by an Engine and an Electric Motor	59	45.4	45.4	83.8
	A Car which used Fuel Cell as power Soruce	21	16.2	16.2	100
	Total	130	100	100	



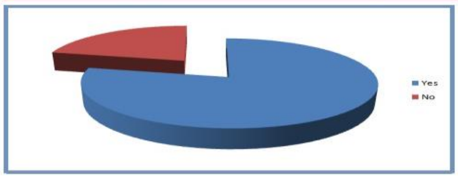
The above figure depicts that most people suggests that a hybrid car is a car which is powered by engine and electric motor which means that they are aware and abreast of the new inventive technology, this also my first research questions which is asked directly to respondents in the questionnaire, and they have answered mostly correct meaning they are aware of what is a hybrid car?

Respondent like Analysis

Do Hybrid Cars are better than their conventio nal counterpart?

Statistics		
Do Hybrid Cars are better than their conventional counterpart		
N	Valid	130
	Missing	0
Mean		1.2154
Std. Deviation		0.41268
Variance		0.17

Do Hybrid Cars are better than their conventional counterpart					
		Frequency	Percent	Percent	e Percent
Valid	Yes	102	78.5	78.5	78.5
	No	28	21.5	21.5	100
	Total	130	100	100	



Most respondents reply to this question in affirmative which shows that the level of their awareness meaning that they not only knows that these hybrid cars possess which technology and they also of the view that they are better than their conventional counterpart.

Why they are better?

Statistics		
Why they are better		
N	Valid	102
	Missing	28
Mean		2.402
Std. Deviation		0.85896
Variance		0.738

Why they are better						
			Frequency	Percent	Percent	e Percent
Valid	Better Fuel Economy		12	9.2	11.8	11.8
	Good for Enviroment		50	38.5	49	60.8
	Long Term Cost Savings		27	20.8	26.5	87.3
	Better Value for Money		13	10	12.7	100
	Total		102	78.5	100	
Missing		99	28	21.5		
Total			130	100		

As to the question of why hybrid cars are better to the current technology, most respondents are of the view that they are better for the environment followed by long term cost savings as hybrid car have better mileage due to combination of gas engine and electric motor, so they view that it also save cost in the long run which is a good sign

Why they are not better?

Statistics		
Why they are not better		
N	Valid	28
	Missing	102
Mean		2.4286
Std. Deviation		0.92009
Variance		0.847

Why they are not better					
		Frequency	Percent	Percent	e Percent
Valid	Initial High Cost	4	3.1	14.3	14.3
	High Maintanence Cost	12	9.2	42.9	57.1
	Difficult Repair	8	6.2	28.6	85.7
	Less Models available	4	3.1	14.3	100
	Total	28	21.5	100	
Missing	99	102	78.5		
Total		130	100		

The disinterest shown by most respondents in hybrid cars is due to their perception that these new technology infested toys are more expensive to maintain and some are also of the view they are more expensive to similar powered conventional gas vehicle

Many hybrids are in the market, but the pioneer and leader is Toyota in hybrid car market

Statistics		
Many hybrids are in the market, but the pioneer and leader is Toyota in hybrid car market		
N	Valid	130
	Missing	0
Mean		1.2308
Std. Deviation		0.4409
Variance		0.194

Many hybrids are in the market, but the pioneer and leader is Toyota in hybrid car market					
		Frequency	Percent	Percent	e Percent
Valid	Yes	101	77.7	77.7	77.7
	No	28	21.5	21.5	99.2
	3	1	0.8	0.8	100
	Total	130	100	100	

This question elicits the response about the Hybird car leader Toyota and most respondents know that this company is pioneer in commercializing previously concept car.

Which Car you like the most?

Statistics		
Which Car you like the most		
N	Valid	130
	Missing	0
Mean		1.9
Std. Deviation		1.19333
Variance		1.424

Which Car you like the most					
		Frequency	Percent	Percent	e Percent
Valid	Petrol Powered	75	57.7	57.7	57.7
	Diesel Powered	13	10	10	67.7
	Hybrid Cars	26	20	20	87.7
	Electric Cars	12	9.2	9.2	96.9
	CNG and other Gas Vehicles	4	3.1	3.1	100
	Total	130	100	100	

The above diagram shows that most people like petrol powered car because they are more powerful hence thrilling drive, other preferred diesel cars and its surprising that hybid cars popularity is also on the rise.

Which Brand of Conventional Cars you like most?

Statistics		
Which Brand of Conventional Cars you like most		
N	Valid	130
	Missing	0
Mean		3.2692
Std. Deviation		2.29522
Variance		5.268

Which Brand of Conventional Cars you like most					
		Frequency	Percent	Percent	e Percent
Valid	Honda	49	37.7	37.7	37.7
	Toyota	16	12.3	12.3	50
	Suzuki	8	6.2	6.2	56.2
	Mitsubishi	8	6.2	6.2	62.3
	Nissan	23	17.7	17.7	80
	Kia	17	13.1	13.1	93.1
	Hyundai	5	3.8	3.8	96.9
	Fiat	4	3.1	3.1	100
	Total	130	100	100	

Automotive world has many brands from all vehicle manufacturer to specialist such as Land Rover which make only 4x4, this question presents respondents with some preselected brands of automotive which are more mass scaled and also have introduced their version of hybrids, most people prefer Honda brand of cars followed by

Hypothesis Testing

RQ2: Do they are Efficient, Effective and reliable?

H1: Customers are well aware of these hybrid cars

Correlations

		What is a Hybrid Car	Hybrid Cars are better technology	There uses decreases the dependency on oil	Hybrid Cars impact on Environment is positive
What is a Hybrid Car	Pearson Correlation	1	-.153	-.127	-.003
	Sig. (2-tailed)		.082	.151	.971
	N	130	130	130	130
Hybrid Cars are better technology	Pearson Correlation	-.153	1	.555**	.661**
	Sig. (2-tailed)	.082		.000	.000
	N	130	130	130	130
There uses decreases the dependency on oil	Pearson Correlation	-.127	.555**	1	.310**
	Sig. (2-tailed)	.151	.000		.000
	N	130	130	130	130
Hybrid Cars impact on Environment is positive	Pearson Correlation	-.003	.661**	.310**	1
	Sig. (2-tailed)	.971	.000	.000	
	N	130	130	130	130

**. Correlation is significant at the 0.01 level (2-tailed).

The above table shows that the relationship between DV Hybrid cars and IDVs Hybrids are better cars There uses decreases the dependency on oil and hybrid cars impact on environment is positive have weak or no significant correlation but the P-values of the three relations are 0.082,0.151 and 0.971 which are all lies in the acceptance zone of null hypothesis, and we infer that the customer are well aware of these hybrid cars which means that in our country a massive campaign is needed in order to aware people of the potential benefits of these cars or technologies

RQ3: What level of Awareness' do customers in Karachi have about these cars?

H2: The customer perception regarding hybrid cars is not very positive

Correlations

		What is a Hybrid Car	Why they are better
What is a Hybrid Car	Pearson Correlation	1	.090
	Sig. (2-tailed)		.367
	N	130	102
Why they are better	Pearson Correlation	.090	1
	Sig. (2-tailed)	.367	
	N	102	102

The analysis of the above correlation statistical table shows that the customer rate this car as very positive it is continuous from the previous factor that they are well aware of this fact that these cars have enormous benefits which are rampant in the US market and it is spreading towards other developed countries as well, the P-Value is 0.367 which is above the significance level of 0.01 which means that the null hypotheses is accepted

RQ4: What is the perception about these cars?

Correlations

		What is a Hybrid Car	Why they are better	Why they are not better	Hybrid Cars impact on Environment is positive	They are Green Technology Revolution	They are better than CNG Cars
What is a Hybrid Car	Pearson Correlation	1	.090	.592**	-.003	-.077	.306**
	Sig. (2-tailed)		.367	.001	.971	.382	.000
	N	130	102	28	130	130	130
Why they are better	Pearson Correlation	.090	1	.a	.267**	.200*	.368**
	Sig. (2-tailed)	.367		.	.007	.044	.000
	N	102	102	0	102	102	102
Why they are not better	Pearson Correlation	.592**	.a	1	.285	.000	.296
	Sig. (2-tailed)	.001	.		.141	1.000	.126
	N	28	0	28	28	28	28
Hybrid Cars impact on Environment is positive	Pearson Correlation	-.003	.267**	.285	1	.883**	.173*
	Sig. (2-tailed)	.971	.007	.141		.000	.048
	N	130	102	28	130	130	130
They are Green Technology Revolution	Pearson Correlation	-.077	.200*	.000	.883**	1	.001
	Sig. (2-tailed)	.382	.044	1.000	.000		.988
	N	130	102	28	130	130	130
They are better than CNG Cars	Pearson Correlation	.306**	.368**	.296	.173*	.001	1
	Sig. (2-tailed)	.000	.000	.126	.048	.988	
	N	130	102	28	130	130	130

**. Correlation is significant at the 0.01 level (2-tailed).

a. Cannot be computed because at least one of the variables is constant.

*. Correlation is significant at the 0.05 level (2-tailed).

H3: Market has got tremendous potential for these hybrid cars

The null hypothesis is analyzed by taking in four variables correlation with DV and it found that in all instances there exist weaker or no significant relationship except with why they are not better, the P-value on all instances means the null hypothesis is accepted except in the second variable which is 0.01 means H0 is rejected, this means these cars have tremendous potential but there high maintenance cost, initial high cost, not availability of mechanics for repairs is the crucial factor hurdling the diffusion of this technology in the market place

Descriptive Analysis

RQ5: Does market have these cars have any potential in the market

Statistics

Toyota has to introduce hybrid car in Pakistan because market has potential

N	Valid	130
	Missing	0
Mean		2.1154

Toyota has to introduce hybrid car in Pakistan because market has potential

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	65	50.0	50.0	50.0
	Agree	13	10.0	10.0	60.0
	Neutral	36	27.7	27.7	87.7
	Diagree	4	3.1	3.1	90.8
	Strongly Disagree	12	9.2	9.2	100.0
	Total	130	100.0	100.0	

The above table and figure depicts that most respondents are of the view that Toyota must have to introduce Prius and other hybrid vehicles as there exist a niche in the country which are currently buying the car from the imported or black market channel which is negative for the company as these cars comes without any service warranty no market progression takes place, Toyota has the advantage that it can leap more in this Toyota loving country with these new green productions.

RQ7: What is the future of such technology in our country?

Statistics

They are the Future of Auto Tranport

N	Valid	130
	Missing	0
Mean		2.5385

They are the Future of Auto Tranport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	16.2	16.2	16.2
	Agree	22	16.9	16.9	33.1
	Neutral	83	63.8	63.8	96.9
	Diagree	4	3.1	3.1	100.0
	Total	130	100.0	100.0	

The table and response refers respondents' about future of auto transport agrees the change in perception towards the hybrid acceptance in future, which comes to 43 but the majority are neutral to this question because of the fact that they are less bombarded with hybrid car advertisements and they only medium where they learn about them in Pakistan is on the internet and which is a selective channel, hence it is concluded that the future of auto transport lies partly in these technologies and partly in the current ones.

RQ 9: Is 3S Services are easily available?

Why they are not

Statistics

Why they are not better

N	Valid	28
	Missing	102
Mean		2.4286

Why they are not better

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Initial High Cost	4	3.1	14.3	14.3
	High Maintanence Cost	12	9.2	42.9	57.1
	Difficult Repair	8	6.2	28.6	85.7
	Less Models available	4	3.1	14.3	100.0
	Total	28	21.5	100.0	
Missing	99	102	78.5		
Total		130	100.0		

The repair and maintanence of Toyota Prius is difficult due non availability of

Statistics

The repair and maintanence of Toyota Prius is difficult due non availability of mechanics

N	Valid	130
	Missing	0
Mean		2.1769

The repair and maintanence of Toyota Prius is difficult due non availability of mechanics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	51	39.2	39.2	39.2
	Agree	29	22.3	22.3	61.5
	Neutral	30	23.1	23.1	84.6
	Diagree	16	12.3	12.3	96.9
	Strongly Disagree	4	3.1	3.1	100.0
	Total	130	100.0	100.0	

The above mentioned research questions is answered through two questions of this study viz

RQ 10: Do hybrid cars are a viable solution to increasing gas price and increasing greenhouse effects?

They have better milage hence save cost of

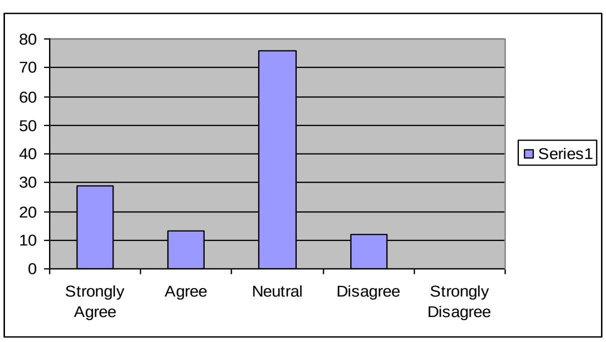
Statistics

They have better milage hence save cost of fuel

N	Valid	130
	Missing	0
Mean		2.5462

They have better milage hence save cost of fuel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	29	22.3	22.3	22.3
	Agree	13	10.0	10.0	32.3
	Neutral	76	58.5	58.5	90.8
	Diagree	12	9.2	9.2	100.0
	Total	130	100.0	100.0	



They are better than CNG

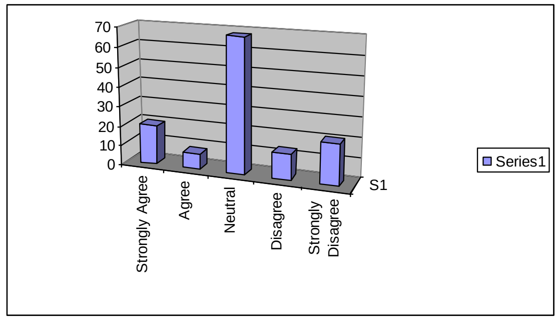
Statistics

They are better than CNG Cars

N	Valid	130
	Missing	0
Mean		3.0538

They are better than CNG Cars

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	15.4	15.4	15.4
	Agree	8	6.2	6.2	21.5
	Neutral	68	52.3	52.3	73.8
	Diagree	13	10.0	10.0	83.8
	Strongly Disagree	21	16.2	16.2	100.0
	Total	130	100.0	100.0	



Do hybrid cars are a viable solution to increasing gas price and increasing greenhouse effects?

They are Green Technology

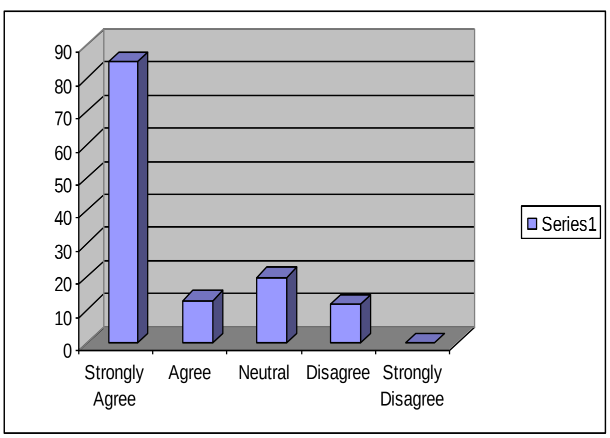
Statistics

They are Green Technology Revolution

N	Valid	130
	Missing	0
Mean		1.6846

They are Green Technology Revolution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	85	65.4	65.4	65.4
	Agree	13	10.0	10.0	75.4
	Neutral	20	15.4	15.4	90.8
	Diagree	12	9.2	9.2	100.0
	Total	130	100.0	100.0	



Hybrid Cars impact on Environment is

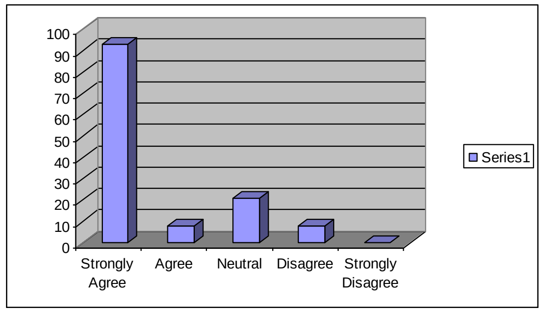
Statistics

Hybrid Cars impact on Environment is positive

N	Valid	130
	Missing	0
Mean		1.5692

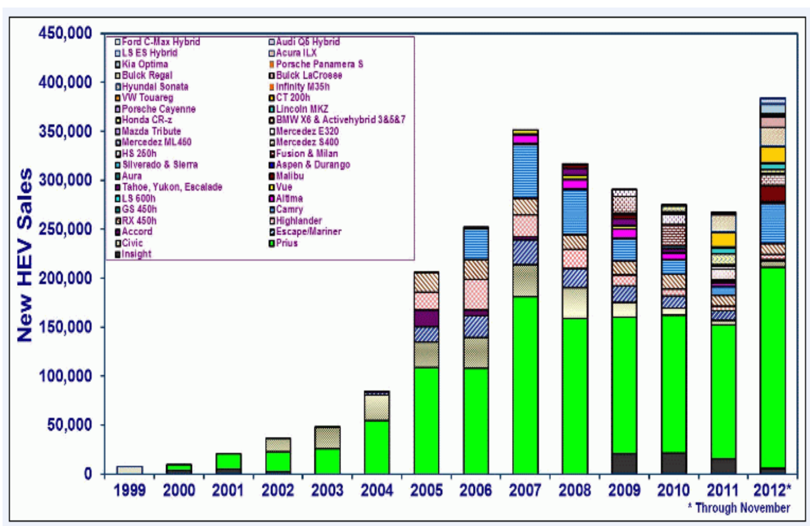
Hybrid Cars impact on Environment is positive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	93	71.5	71.5	71.5
	Agree	8	6.2	6.2	77.7
	Neutral	21	16.2	16.2	93.8
	Diagree	8	6.2	6.2	100.0
	Total	130	100.0	100.0	



Secondary Data Analysis

RQ6: Model and Makes and what is their Channel of Sales



The above Figure shows that from the Introduction of Toyota Prius First Generation in 1997 many firms have follow suit and have introduced new brands such as Honda Insight, Chevy Volt as well extensions in their current brands such as Honda Civic Hybrid is a brand extension, Ford Escape Hybrid, even new companies have emerged such as Fisker offering upscale Karma but the market leader remains Toyota Prius as shown in above table and chart that in 2012 all model of Prius Hybrid sales totaled to 236,659 units whereas Honda models sales in 2012 totaled to mere 17194 (HybridCars,2012), also if we check the chart pasted above it is clearly visible that the green color representing Toyota Prius hybrid sales(all models) is on the rise since 1999 through 2012

RQ 8: What is level of Adoption Consumer Highlights for these technologies?

Heutel and Muehlegger, (2010) has analyzed the diffusion of hybrid vehicles in their study Consumer Learning and Hybrid Vehicle Adoption, using data on sales of 11 different hybrid models and over seven years, the result for two of the top brands viz Toyota Prius and Honda Insight are highlighted, they found positive diffusion effect in case of Toyota Prius Hybrids which and negative diffusion for Honda Insight (Heutel and Muehlegger,2010) also found that in case of Toyota Prius Hybrid the positive diffusion effect leads to sales of other hybrid models as Ford Escape Hybrid , whereas negative diffusion effect of Honda Insight did not have any spillover effect

5. KEY RESULTS

The above data analysis which is sub divided into five distinct parts viz Respondent demographic analysis, Respondent like analysis, Hypothesis testing, Descriptive analysis and secondary data analysis reveals that the hybrid cars are newer animal in the automotive breed and they are crying to relish their true impact on the automotive world promising surprising benefits for the people, profit and planet perspective. The hurdles are as they are newer technology both in the first and second world countries but also a newer phenomenon in third world nations, higher cost in relation to economy of drive with better mileage options in regards and comparative study to conventional is high but their repair are costly, Toyota is the only producer which have sold the bulk of these vehicle through its Prius brand which so successful that it had launched brand extensions such as Prius C. Prius V and Prius PEHV or Plug-in Hybrid Electric Vehicle

Recommendations

Following are some recommendations in light of above data analysis and whole study

1. The consumers must be awarded through a communication medium of the changing technology in the world, so that anyone taking benefit from these innovations are reap also in this country
2. We are going through a phase of moderation where oil price are on the rise, gas reserves have dual responsibility, decreasing value of Pak Rupee and energy shortfall, in this way the only viable solution both for the masses and for elite is to resort to these hybrid cars because they perform better than conventional cars and have extended range than electric vehicles
3. Toyota has sold most hybrid vehicles in the world through its Prius flagship product which is also brand extended, it is recommended by checking respondent views that Toyota had introduced Prius in this country as well
4. Intercity transport must incorporate hybrid buses fleet in their total pool so that the commuter get advantage of fuel saving through lower fares
5. The most major hurdle as drawn from the data is running cost explained earlier be checked and is solved, when consumer learned that the cars can be repaired easily and inexpensively even the car won't require any major maintenance upto five years, the confidence of the buyers mostly increase and the go for the products, because cars are the only product that still dependent on the commodity performance

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WHERE WE ARE AND WHERE WILL BE;

COMPARATIVE ANALYSIS OF GOLDEN RING ECONOMIES WITH SPECIAL REFERENCE TO PAKISTAN

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Abstract:
The purpose of this paper is to analyze the trade potential among Golden Ring Economies (Pakistan, Iran, China, Turkey & Russia) with reference to Pakistan. Thorough analysis of socio-political and economic aspects of these economies has been of conducted while considering the available materials from different sources, research studies. The study has concluded that the region comprising of Golden Ring has great trade prospective due to the prevailing greater level of comparative advantage possessing these economies. The study suggests that first Pakistan has to exploit the trade potential and develop strong bilateral trading relations with its neighboring countries before moving toward any multilateral trading agreements. This would not only increase regional connectivity but also help in minimization of trade deficit.

Keywords: GREF, Trade Potential, Bilateral Trade, Black Gold, Regional connectivity.

Introduction

In the most recent world's Geo-Political scenario so called modern and well equipped world have coined many new terms like Black Gold, Green Gold and Human Resource (Man Gold). The whole world is seems to be tilted towards the countries and regions which have enriched with these Golden resources. It's not wrong if we would say the one who would catch "The Golden Sparrow" will be the King, the super power of the world. Along with these Golden Resources one thing which is also very important in this era of Globalization is Connectivity; increasing link among countries and regions mostly with trade. For that, manufacturing World is trying to find out new potential trading routes and making the old one more efficient and safe. This new strategic need will make our region specially Pakistan apple of eye for few and apple of discord for others. Pakistan, a land of opportunity, enriched with natural resource green gold, deepest warm water sea port (Gwadar), with more than 60% of its total population comprise of youth and above all its geo strategic location which tremendously increase its importance especially in last two decades with the emergence of China as a one of the world economic super power. With the increase in Pakistan's geo political and strategic location threats are also increasing so to deal with these threats Pakistan must have to increase ties with its neighbor's to strengthen its position not only in our region but also in the other regions of world. Economic interdependence is the best possible way to develop good relations with our geographical partners

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and it's only possible through trade. In this millennium, geography has once again become a major determinant of strategy, and strategy plays a major role in politics. So it is almost unavoidable to develop any national development plan without keeping in view the world new emerging geographical ties. If we have a look on world map the idea of Golden Ring countries depicts that it is one of the best potential, trading route of the world which makes a beautiful ring on the world's map it will prove Economic Ring of the World if it will be materialized in it's true sense . We can also say that these "Golden countries" endowed with plenty of Golden resources. Here one point to be noted that in middle of this ring Afghanistan (share longest border with Pakistan i.e. 2,430 km), it seems like gem which will enhance the value of this ring in near future so we must have to consider this side of the story too.

Fig 1: **Golden Ring Countries**

Analysis

Table 1: **Sectors' Share of GR countries and GDP dependency on natural resource (Current, %)**

Country	Agriculture	Industry	Services	Dependency of GDP on Natural
China	8.6	39.8	51.6	9.1
Russia	3.9	36.0	60.1	22.0
Turkey	8.9	28.1	63.0	0.8
Iran	11.2	40.6	48.2	27.97
Pakistan	28.1	23.6	54.6	3.8

Source: World Bank Data Sources

Above table shows that all GR countries are resource rich, despite of the fact that they are developing countries where most of their natural resources are still unexplored. Now we have a look on Pakistan political and economic relation with these countries (Iran, China, Turkey & Russia) and what is the potential of trade among them.

Iran the very important neighbor of Pakistan and a natural resource rich country, which shares 906 km border with Pakistan, enriched with black gold, 27% of its GDP depends on natural resource and the owner of the world's second largest proven natural gas reserves. Iran also wants to exploit this resource and to use it as a source of revenue. If we see the history of Pakistan and Iran relationships Iran was the first country who recognized Pakistan as an Independent country. If we viewed Pakistan and Iran relations, it has two phases first from 1947 to 1980', second from 1990 onwards. During first period we had friendly relations as Iran supported Pakistan in its different conflicts with India, also favored Pakistan's instance on Kashmir Issue. On the hand Pakistan had given its military support in Iran-Iraq war in 1980's. But unfortunately the second period they turned in the other way, grew strained at times due to sectarian tensions and with the increasing involvement of Saudi Arabia in our internal affairs especially for it supports, Pakistani Government Islamization Program. Saudi Arab used Pakistan as battle field for its proxy sectarian war by supporting different Jihadi and Extremists organization and by giving birth to Talbanisation in past. Due to this Pakistan and Iran relations becomes very sensitive especially after 1990. But in last ten year the diplomatic relations between both countries are improving gradually. Pakistan Iran Natural gas pipeline project is the evidence, and beneficial for both countries especially when India is also one of beneficiary of this project. This project help Pakistan in many ways i) to meet energy needs ii) by earning millions of dollars in transit fees and other annual royalties from both Iran and India iii) this will bring economic interdependence which lead towards cooperation and better relations between India and Pakistan. So we can say that this pipeline very strong and long lasting economic as well as political impacts if it is materialized. As Iran has spent almost three decades of isolation and sanctions by the international Community and now wants to enter in different bilateral and multilateral regional trade agreements to put pressure on United States, Europe, and the industrial West. But this project is not materializes due to US pressure. In January 2010, the United States asked Pakistan to stop the pipeline project. If canceling the project, Pakistan would receive assistance from the United States for construction of a liquefied natural gas terminal and importing electricity from Tajikistan. However, on 16 March 2010 in Ankara, Iran and Pakistan signed an agreement on the pipeline. But due to US continuous interference this project has not been materialized yet. Now India is also planning to separate from this pipeline project and working on cheaper independent under sea pipe line directly from Iran.

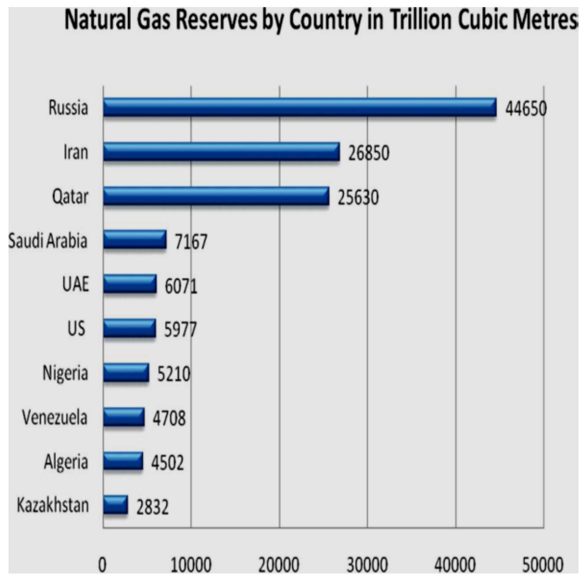

Fig 2: Natural Gas Reserves by Country in Trillion Cubic Metres.
Source: Data compiled from *CIA World Fact Book*

Pak-Iran relations are getting better because of Pakistan's important and effective role against terrorism and all those extremist groups of society. Visit of Iranian President Hassan Rohani last year has proved a big leap in this connection as both countries are looking to draft the new ways to increase bilateral trade volume. If we have a look on current documented trade between Pakistan and Iran it's less than one percent of Pakistan total trade which is almost negligible. Despite of the fact, that we haven't have any considerable trade volume with Iran in past and present and a very remote underdeveloped border and border areas from our side which don't have any basic facilities, even than we have large undocumented trade with Iran mostly based on barter. We have a great potential of trade with Iran. Currently both have signed six MOUs for promoting bilateral cooperation and aim to increase trade volume 5 billion dollar annually but it would be materialized if and only if Pakistan and Iran has to take certain measures. Iran should have to minimize its tariff and non-tariff barriers on textile and agricultural products and Pakistan would have to increase import of oil from Iran.

Table 2: **Pakistan-Iran Bilateral Trade (thousands US $)**

Year	**Pakistan Export to Iran**	**Pakistan Import from Iran**	**Trade Volume**	**Iran's Total Import from world**
2012	141,954	120,338	262,292	69,796,179
2013	62,635	167,777	230,412	63,830,867
2014	43,049	185,731	228,780	72,819,672
2015	32,293	260,894	293,187	55,369,321
2016	35,562	323,086	358,648	55,058,771

Source: International Trade Centre (ITC)

Pakistan has also developed almost complete infrastructure for import of electricity from Iran on very cheap rates. On the other hand both countries are also working on Pak-Iran gas pipeline projects but due to International pressure it not operationalized yet. So on the basis of current statistics and comparative advantage we can say that Pakistan Iran will have a great potential of trade. If we start importing oil and gas from Iran it will help in many ways as it reduces our dependence on Saudi Arabia (largest oil exporter of Pakistan), reduces the transportation cost, gas will also cater our domestic fuel needs and last but not least it will be helping in building good ties with Iran for making our situation better in this region.

China, our friend in all times, Pak-China relations began in 1950 when Pakistan was among the first countries to end official diplomatic relations with the Republic of China or Taiwan and recognize the PRC. As there Diplomatic relations were established in 1950, military assistance began in 1966, a strategic alliance was formed in 1972 and economic co-operation began in 1979. Since then till now Pakistan has growing ties with China. Developing good relations with China is the central part of our foreign policy. China has become Pakistan’s largest supplier of arms and its third-largest trading partner. If we see in world scenario, China has largest export volume with the world more than 2 million dollar and second largest importer of the world (The World Fact book of the CIA).

So China needs safest trading routes and as its current water trading channel may be in danger with increasing tension in China America relations. CPEC is a great step in this connection. CPEC master plan revealed that the other aim CPEC is to connect South Xinjiang with Pakistan which is one of the less develop region of China. There is another misperception related to CPEC that it focus on massive development of industry and transportation, involving power plants and highways but contrary to that main thrust of plan lies in agriculture, in this regard engagements from one end of supply chain all the way to other. It starts from provision of seed and other inputs like fertilizer, pesticides and credit. They are also working to enhance processing facilities for fruit vegetables and grains. Logistics companies will operate a large storage and transportation system for agriculture produce. Currently due to shortage of cold-chain logistic facilities 50% of our agriculture output is wasted so this will helpful to boost our agriculture sector. So it will prove win project for both of us.

Table 3: **Pakistan-China Bilateral Trade (thousands US $)**

Year	**Pakistan Export to China**	**Pakistan Import from China**	**Trade Volume**	**China's Total Import from world**
2012	2,012	6,687,566	6,689,578	1,818,199,200
2013	2,013	6,626,323	6,628,336	1,949,992,300
2014	2,014	9,588,418	9,590,432	1,959,234,625
2015	2,015	11,019,005	11,021,020	1,679,564,325
2016	2,016	13,680,153	13,682,169	1,587,920,688

Source: International Trade Centre (ITC)

Pakistan has great trade potential with China by enlarging our exports and providing a safest trade route to China.

Pakistan and Russia, both have very bright prospective in mutual cooperation not only in the field of economic by enhancing trade and investment, by cooperation in energy sector, but they can also share their geo-political strategies in the current scenario of world politics. Russia being one of the biggest oil and gas exporter can fulfil the current energy needs of Pakistan (Abbas, 2016). Pakistan can gain from the Russian intention to participate in the ongoing gas pipeline project between Iran and Pakistan, and other mega energy projects and heavy machinery. Russia also seeks the opportunities of investment in infrastructure and agricultural sector of Pakistan (Hanif, 2013).

Russia has shown keen interest in CPEC since its western corridor through Gwadar can provide not only Russia but Central Asian Russian states a good access to the Indian Ocean which will also play an important role in the economic development of Pakistan. Pakistan-Russia trade volume has not been so appreciable and has been staggering in the previous years. The table No3 shows the bilateral trade between the two neighbors has shown a volatile trend in the past years. Russia also interested to enhance the trade volume to US $ 1 billion. As for as trade opportunities are concerned, Pakistan could have a good market of agricultural and textile products market in the form of Russia and we can replace Russian imports of about US $ 16 billion from Europe, since Russia has banned food imports from Europe (Abbas, 2016).

Pakistan has long lasting brethren relationship with its neighbor Turkey. Both countries have been members of ECO (Economic Cooperation Organization) formerly RCD (Regional Cooperation for development). The economic and political relations among both the countries have been very important strategically and economically. The trade expansion between Pakistan and Turkey has very bright perspective for Pakistan since it would not only help to improve trade deficit given present Pak-Turkey trade surplus but would also create greater opportunities for joint investment projects for Turkish investors (Gul, 2014).

Turkey's total exports in 2014 were $157,715 million which have fallen to $142,529 million.Whereas imports were $242,223 million have also fallen to $198,681 million, indicating a trade deficit of over $84,508 million in 2014 following a falling trend and appears to be $52,088 million in 2016.

Table 4: **Pakistan-Russia Bilateral Trade (thousands US $)**

Year	Pakistan's Exports to Russia	Pakistan's Imports from Russia	Trade volume	Russia's total Imports from the world
2012	186,192	246,513	432,705	43,813,262
2013	205,510	287,758	493,268	43,775,183
2014	187,633	224,926	412,559	47,544,889
2015	160,925	170,240	331,166	43,989,645
2016	144,774	258,011	402,785	46,998,269

Source: International Trade Centre (ITC)

The table no 5 shows a continues fall in Pakistan's export to Turkey from 2012 to 2015 whereas imports to Turkey has risen from 2015 after falling trend from 2012 to 2014 which may be due the overall fall in exports as well as imports of Turkey globally. The stats suggest that there is vast scope of absorbing Pakistan exports in Turkish domestic market as well as Pakistan would be proved to be a big market for Turkish imports. So both countries would gain.

This discussion revealed that Pakistan has the potential to increase trading links with all its neighbors but before going into any multilateral ties with GR countries we should have to develop bilateral trading relations with Iran, Russia ,Turkey by increasing our trade volume with them as it not only provide a strong base for GREF but also helpful in understanding potential of trading and also difficulties on practical grounds like language barriers, national rules and regulations, trading norms and etc.

Table 5: **Pakistan-Turkey Bilateral Trade (thousands US $)**

Year	Pakistan's Exports to Turkey	Pakistan's Imports from Turkey	Trade volume	Turkey's total Imports from the world
2012	555,012	276,127	831,139	236,545,141
2013	436,651	285,901	722,552	251,661,250
2014	435,546	259,317	694,863	242,177,117
2015	310,543	289,155	599,698	207,206,509
2016	263,354	346,896	610,250	198,618,235

Source: International Trade Centre (ITC)

There is also notable consensus in research literature that multilateral cooperation is harder to achieve as compared to bilateral agreements.

GREF is successful if our bilateral trade with these countries will increase to understand the trade potential among these countries. Bilateral trade with these countries also reduces our dependence on largest Pakistan oil exporter to Pakistan SaudiArabia and also reduces our dependence on USA (largest trade volume). Pakistan needs diversification of trade. We must have to learn from our past experience as concentration of trade around few trading partners will affect not only our political autonomy but also our internal affairs, institutions and social sector through different structural adjustment programs imposed by international financial institutions on the directions of USA. The main objective of this structural adjustment program since 1988 onward is to minimized fiscal deficit at least to 4% of GDP.For achieving this objective involve high taxation and a reduction in Public expenditure. To increase tax revenues our government is continuously increasing indirect taxes since 1988 despite of widening tax base. On the other side to curtail Public expenditure government reducing development expenditure, minimizing subsidies specially on agriculture sector, continuously raising administered prices of utilities and selling state owned enterprises or privatization. Its has double raiser effect one side increase in taxation result in increase in cost of living and cost of production both give rise to price of goods and services. On the other side, reduction in Public expenditure is badly affecting our social sector. This has been resulted in serious micro and macro-economic crisis since 1990s till now .The situation is becoming worst day by day. So it is necessary for coming out of this net to reduce our dependence on these countries and find new trading partners.

The second very important reason to strengthen bilateral trade is that Pakistan is now not in a position to open one more diplomatic front against Saudi Arabia in case of GREF so first we have to reduce our fuel dependence on Saudi Arabia by diversification of oil and fuel import than move towards any other multilateral trade ties. We also have to explore new markets which are geographically closer for our agricultural produce to save time and cost.

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FACEBOOK MARKETING OF FASHION BRANDS IN PERSPECTIVE OF PLAY THEORY

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Saadia Sharif[3]

Abstract

The objective of this paper is to study the elements of social marketing on fashion brand's Facebook posts is grounded on the theoretical framework of play theory by Zhang (2010). The effectiveness of these activities will also be analyzed, as it reflects brand's post interactivity and engagement. A content analysis will be performed for the Facebook posts of ten fashion brands in time duration of one month. The content such as text, photos, and videos posted on the brand's Facebook profiles will be analyzed in this study. Our results indicate that previous body of research provides deep insight into fashion brands' application of Facebook as a marketing approach. Dominant social media marketing strategies consisted of photos and advertisements primarily used for promoting sales of services and products without using any specific theme. Among the prominent play-themes, frivolity was dominant. On the whole, fashion brands used a limited number of branded entertainments on their Facebook posts. By incorporating play-themes in marketing strategy, fashion houses can boost their material on social media to connect with customers and enhance potential customer's motivation. This study will highly add to the subject of social media marketing for fashion brands and their utilization of different types of branded entertainment.

Keywords: Play theory, Fashion Brands, Branded Entertainment, Social Media Marketing

Introduction

Today customers expect brands to maintain a strong online profile (Parsons, 2011). An efficient way of communication between consumers and the company is a distinctive feature of online media (Salkhordeh, 2010). It offers a platform on which content is shared and members can communicate and contribute mutually (Thrackery et al., 2008). Since the start of their use by majority people in 2003, the Social Networking Sites (SNW) such as Instagram, Twitter, and Facebook have improved significantly in acceptance and practice among customers. Masses of people mutually connect to these sites on everyday bases (Salkhordeh, 2010). Social networking web sites allow the establishment of a profile with a marked list of members in which content can be viewed by all the members (Boyd and Ellison, 2007).

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According to Arnold (2006) and Lipsman (2012) there are over “483 million daily active users” of Facebook alone and has risen as one of the most successful Social network. Majority of the renowned fashion houses have integrated Facebook into their marketing strategies due to its massive user base (Boyd and Ellison, 2007). Designers and fashion houses in have mostly combined the employment of SNW in their social media marketing mix to compete with the continually growing situation of online sales, or e-commerce (Constantinides et al., 2008). Fashion accessories and clothing are considered as rapidly emerging e-business trend in which product sales reaching $73 billion in 2016, accounting for 20% of all e-sales (E-marketer, 2012). Almost 64 % of customers checks a brand’s web site before making clothing selection, according to Johnson (2011). If a clothing brand can appeal more clients on its web site, it can believe to witness a rise in sales. Caverly in 2011 found that businesses can increase visitors on their web sites by keeping an active Facebook profile pages. More customers a brand involves with its Facebook community, the more customers will visit a brand’s web site and make purchases. Caverly (2011) “found that eight out of the top ten fashion brands that consumers searched for online after visiting the company’s Facebook page”. By maintaining the Facebook official pages for fans that have significant potential customer communications, fashion companies can benefit from Facebook’s unlimited user base and can access its directed customers. For example, almost 67 % of trades have achieved increased sales due to their Facebook promotional activities (Williamson, 2011). Fashion companies can employ Facebook in different manners. For example, Burberry offered its Facebook members to join account to receive a gift of a special Burberry perfume which is greatly “liked” brands on Facebook in the UK (McEleny, 2011),

The basic purpose of Facebook profile page is to involve and connect with consumers by the application of various categories of branded entertainments (Lehu, 2007). “ The concept of branded-entertainment involves a mixture of entertainment and brand information that is part of a marketing strategy designed to reach consumer” (Hudson and Hudson 2006). There has been a greater emphasis on the use of branded entertainment on online platform owing to its high popularity (Zhang, 2010). Different categories of branded-entertainment can be employed on Facebook includes, “interactive games, contests, sweepstakes, and word play, audios, events, videos, downloads and videos”. Contests establish winners and give awards to the contributors. Whereas in sweepstakes champions are chosen randomly, contests on the other hand involve contestants to compete in order to obtain rewards. Games and word play both activities implicates direct contact between members, which may give them amusement and recreation. Such simple games can be played by one or two members. While occasions, offer a chance of working for a shared and mutual goal. Audios, videos, and downloads vigorously involve users and are used for a number of objectives, so that to keeping members occupied for a prolonged time. Zhang (2010) also highlighted that downloads were the most commonly type of branded entertainment. Branded entertainment can develop an effective association between the brand and customers in comparison with the traditional forms of marketing (Zhang, 2010). By developing a connection among brand and consumers, these fun activities assists as an active marketing and promoting scheme that enhances the long and short term recognition about a brand (Lehu, 2007).

According to Play theory “mass communication can be understood as a form of play because it provides enjoyment and pleasure” (Stephenson, 1967). Zhang (2010) further worked on Stephenson’s (1967) play theory and gave 4 types of play-themes such as power theme, identity theme, fantasy theme, and frivolity play theme that enlighten the importance of consumer motivation to take part in play activities. In this research, play can be understood as a branded entertainment on Facebook. According Zhang in 2010, “brands could possibly apply some play-themes in branded-entertainment on Facebook to motivate the users to participate. Specifically, it displays play-themes that are compatible to the users’ profiles, such as demographics and psychographics”.

Play theory in general suggests that mass communication is a type of play and that audiences will freely participate in mass communication activities that are displayed by the media, for self-satisfaction (Stephenson, 1967). Zhang (2010) has adapted Stephenson’s (1967) play theory and the frameworks from Pellegrini (1995) and Sutton-Smith (1997) to examine branded-entertainment used on Facebook posts on official pages. According to Zhang (2010), branded-entertainment as a social media activity can be considered as a form of play; different forms of branded-entertainment trigger different consumer motivations. The four play-themes that were present in branded-entertainment on Facebook posts on official pages include: power theme, identity theme, fantasy theme, and frivolity play theme (Zhang, 2010).

Power theme

Pleasure related with the power theme has its base in beating the competitor and from the chance to display power skills used for these games (Sutton-Smith, 1997). Within this form of play, members’ intellectual or physical talent is checked and ranked competitive games and events.

Identity theme

Identity theme involves cooperation and unity in a community (Zhang, 2010). Participation in a community is the key of identity theme. Members join for these activities to be a part of the events and thus to accomplish a shared aim. The main objective of this theme is that users can show their identity by being related with a community. Identity theme activities are most suitable for the people who require a sense of belonging. Identity theme based posts on a brand’s profile page includes an occasion or plan that necessitates a collective effort (Zhang, 2010).

Fantasy theme

“This theme comprises of activities such as imagery, creativity, and imagination” (Pellegrini, 1995). Particularly in reference to Facebook, fantasy theme based posts contain amusement that offers to accomplish dreamlike ideas and aims (Zhang, 2010).) Fantasy theme was found in videos, games, and downloads. Potential customers who most commonly become a part of fantasy theme based activities are children and teenagers the nature of such activities is romantic and artistic, requiring creativity and imagery. Teenage girls are the most effective target population for this theme (Pellegrini, 1995).

Frivolity play theme

Frivolity play theme involves the activities which are plain and simple, not presenting a difficult task for fans (Sutton-Smith, 1997). Activities that come under frivolity are basically addictive and comforting games. These activities could also be in the form of a poll organized by brand’s marketing team, asking fans a simple question. Zhang (2010) also proposed that kids and women are the most commonly engage in frivolity play theme activities because they are more attracted by fun and relaxing activities. Videos, downloads, and games are the most prominent form of frivolity theme (Zhang, 2010).

Significance

Previous researches on this topic have majorly studied fashion brands Facebook communities in relation to its strategic significance and consumer satisfaction. There is a gap to investigate the combination of branded entertainment with play themes, and also discuss their implications and effectiveness.

Problem statement

In this research we will explore characteristics of branded entertainment on fashion brands' Facebook profiles. Our study is grounded on the theoretical structure of play theory (Zhang, 2010). Our study focuses on the phenomena of the integration of four types of play-themes with various types of branded entrainment on their Facebook official pages in order to attract their target audience.

Research Questions

Q1. Which basic categories of branded entertainment are used by fashion brands' on Facebook?

Q2. How do fashion brands combine play-themes with branded entertainment categories on Facebook?

Methodology

Top 10 fashion brands were selected as a (Speer, 2011) study sample i.e. The selected brands were Nishat, Gul Ahmed, Bareeze, Sana Safina, Khaddi, Rang Ja, Alkarum Studios, Junaid Jamshed, Maria. B and Bonanza Satrangi. The sample comprised of fashion brands that are catering the designer wear "lawn and winter collections" for female consumers. The Facebook profile pages of these brands were looked deeply and categorized for content based data collection, for 1 month duration in March 2018. The study was carried out in this particular period because lawn collection faces higher sales due to the change of season i.e. from winters to summers. In our research content analysis is selected as a tool as "it describes a snapshot of the phenomenon and can be used to analyze the content of written, spoken, or graphic communication in a methodical, neutral, and measureable manner" (Neuendorf, 2002). Our coding scheme, included 7 categories of branded-entertainment i.e. "online interactive, sweepstakes, video/audio, contests, festivals/events, downloads/uploads, and games/word play" and four play themes "power, Identity, fantasy, and frivolity" based on research of Zhang's (2010). The coding categories of "photos" and "advertisements" were also included as a type of "branded entertainment". To ensure reliability and validity of our results two persons separately coded the posts and results were checked for discrepancies.

Results

On the whole 328 posts were analyzed for this study. All the posts were coded exclusively based on the categories of "branded entertainment" and play themes present in the Facebook posts. Thus our sample collected for data analysis was 328 posts.

Q1. Which basic categories of branded entertainment are used by fashion brands' on Facebook?

The most commonly employed type of "branded entertainment" used by the fashion brands Facebook pages were the category of online interactive posts (100 %), which were used on an average of 24 times on each Facebook page. All the posts in which member could provide input in the form of like, comment or share are falls under the category of online interactive. For example, "Junaid Jamshed" posted such content by enquiring users to "Like this post and win the tickets for PSL matches". Advertisements and photos, as shown in Table I is second most often used which promoting fashion product sales.

Blog-like format with the help of photos and advertisements was also witnessed to be used by many brands. For example, Ideas by Gulahmed frequently uploaded photos of celebrities and important people, including actors and singers. Photos and advertisements appeared on Facebook posts almost 302 and 241 times with the percentages of 73.5 % and 92.1%. On each brand's Facebook page "photos and advertisements" appeared at an average of 24 times and 30.2 times. The download category frequently occurred on these Facebook posts on official pages for almost 77.4%, for example "Bareeze man" allowed its members to download a photo, video or a free song and performance of their organized events. Festivals and events were among the commonly organized by many brands as it was a way to interact with the potential customers (29 %). Famous celebrities were invited by the brands and the guests were presented a chance to meet with these celebrities. Games and word play, appeared very few times in the posts almost 5.2%. Sweepstakes and contest were the least used type of branded-entertainment on these Facebook posts on official pages that appeared almost 6 times, while contests appeared only single time.

Table # 1 "Branded entertainment Categories used in Facebook posts"

No.	Category	Number of occurrence	Percentage
1	Online interactive	328	100%
2	Advertisement	302	92.1%
3	Download	254	77.4%
4	Photos	241	73.5%
5	Festival /Events	95	29%
6	Video /audio	72	22%
7	Games/word play	17	5.2%
8	Sweepstakes	6	1.8%
9	Contests	1	0.3%

Q2. How do fashion brands combine play-themes with branded entertainment categories on Facebook?

Our analysis focused on the branded entertainment features of the posts and the way they incorporated play-themes within them. "Cross-tabulations" of "branded entertainment" categories and play themes was run on the SPSS software and the results are shown in Table II. No specific play theme was seen in 163 posts (49.7 %) of all posts analyzed in this research. Play themes were reported by almost 165 (50.3%) posts. Amongst the themes used, frivolity play theme (41.9 %) was most recurrently apparent, followed by identity theme (19.8 %), fantasy theme (10.4 %) and power theme (2.4 %).

Table # 2 "Cross tabulation of branded entertainment types and play theme"									
Play theme		Advertisement	Photos	Online interactive	Sweepstakes	Video/audio	Contests	Festival/Events	Download/uploads
Non play	N % Within BE Sig.	163 100 % .000	162 99.4% .000	163 100%	0 0.0% .013	1 0.6% .000	0 0.0 % .314	4 2.5% .000	120 73.6% .070
Power theme	N % Within BE Sig.	8 100 % .401	2 25% 0.002	328 100%	8 0.0% .696	6 75% .000	0 0.0 % .874	4 50.0 % .184	8 100% .127
Fantasy theme	N % Within BE Sig.	34 100 % .071	9 26.5% .000	34 100%	0 0.0% .401	26 76.5% .000	0 0.0 % .733	16 47.1 % .014	32 97.0% .005
Identity theme	N % Within BE Sig.	56 86.2 % .049	44 67.75 .238	65 100%	5 7.7% .000	21 32.3% .024	1 1.5 % .044	57 87.7 % .000	59 92.2% .002
Frivolity play theme	N % Within BE Sig.	129 94.9 % .117	67 49.3% .000	136 100%	6 4.4% .003	71 52.2% .000	1 0.7 % .232	79 58.1 % .000	128 94.8% .000

The frivolity play theme was applied on an average of 13.6 times on each most brand's Facebook page, identity theme was found on an average of 1.04 times, fantasy theme appeared 6.5 times, while power theme was used 0.8 times. The most significantly used "branded entertainment" type including photos and advertisements, involved a non-play theme into half of the posts. Samples of such branded-entertainment were frequently employed by Sana Safinaz and Maria.B's Facebook posts on official pages. Most of the brands endorsed a “Product of the Day” by posting a shot to provide members with description about the products. The category of “photos and advertisements” utilized all non-play as well as play-themes. Non-play theme was used 163 times, frivolity play theme was used 129 times in the sample while identity theme was used 56 times. Fantasy theme was sparsely used 34 times and power theme was used 8 times in the Facebook posts.

Non-play theme was used in almost 50% of the online interactive posts, being the most often used type of “branded entertainment” for this catagory. Bonanza, Junaid Jamshid and Alkaram Studio including many others, commonly used non-play theme within Facebook posts that tell members about discounts and shipping options. Frivolity play theme incorporated online interactive category on a percentage of 41.46 % incorporated. Such posts enquired questions that fans and consumers could answer by writing comments. Online interactive posts, advertisements, and photos used all categories of play-themes. Sweepstakes and audios/videos also majorly used the play theme for a most of the posts. Sweepstakes used frivolity play theme for six times, identity theme five times, and power theme eight times in the posts.

“Videos/audios” used non-play themes very rarely. While frivolity play theme was used very often in the videos (71 times). Fantasy theme was used 26 times, identity theme 21 times and power theme 6 times on the Facebook posts. For example videos of pot-shots for new launches of ‘Sana Safinaz’, ‘Nishat’, ‘Gulahmed’ etc., videos covering the inaugural events for new outlets and PSL Campaigns sponsored by “Junaid Jamshaid”. Some of the brand uploaded brand ambassador videos, highlighting the good features of branded products and their events. Contests was very rarely used and it employed frivolity play theme (0.7%) and identity (1.5%) occasionally.

The festivals and events category incorporated frivolity play theme most recurrently almost 79 times in the Facebook posts analysed. The festivals and events category also used identity theme 57 times, and is the only branded-entertainment type that use identity theme highest number of times. Almost all the brands organized events for independence day on ‘23 March’, displayed special collections on the Independence Day theme and offered sales and promotion. While some brands also celebrated women’s day and offered special discount on female collections.

Downloads and uploads used frivolity play theme very frequently (128 time), which primarily came from new collection launches of multiple brands. The download options provide users with a sense of entertainment and information. The remaining downloads and uploads post 120 times used non-play theme. Identity theme was the third highest category accounting for almost 5.9 times on each brands Facebook profile. Fantasy theme was utilized 32 times among the posts and power theme was least used type of theme (8 times).

Discussion

This study highlights the literature concerned with fashion brands’ and application of Facebook as a marketing strategy. Our outcomes will add to the present literature by exploring the entertainment based marketing used effectively in the play theory framework. Our analysis shows that brands maintain their online presence in some form in terms of “branded entertainment”. Whereas the most common form of “branded entertainment” were found to be photos and advertisement. A great number of pictures and ads on brand’s Facebook posts supported particular items for the coming seasonal collections. For example, many brands posted ‘product of the day’ and promoted specific products based on the fashion to update the members with popular styles.

Fashion brands are observed to combine "branded entertainment" with advertising activities to grow customer involvement in their products and services specifically through social events and upcoming seasonal collections, this finding confirmed Zhang's (2010) theory. Such focused strategies and the commercial concern in advertising are related to our results that word play elements and games were very sparsely incorporated by fashion brands in online posts. "Games and word play" don't characteristically have an extraordinary persuasive influence and require skillfulness from the social media members. During the new seasonal launches, brands cannot afford to risk posting such elements, which could shift the customers focus from their products.

Remarkably, almost 50% posts analyzed in the present study integrated specific play-themes into branded-entertainments. Half of the brands studied in this article focused their efforts in presenting simple and intriguing display of their items and brand information which usually involved photos and advertisements. Among a number of themes used, the reasonably common use of frivolity seems to match with Facebook's key objective as a social media site. SNW especially Facebook is targeted for simple conversation with friends, family, and companies, which is also the actual purpose of frivolity play theme. Fashion brands are using posts strategically to shows the easy going and inspiring nature of this particular SNW. Most of the brands posted, interesting and entertainment based videos on their Facebook sites to form an efficient two way connection between brand and community members without asserting any stress for members to buy their items. Such link can easily help brands raise a progressive position in customers' minds. For example, Nishat posted a series of videos and shots of models at various destinations in Turkey. And recently Nishat is continuing a fashion modeling contest 'Beyond Fabric' setting a new trend among its competitors. Moreover, this point was not in similar to the Zhang's (2010) research, in which power theme was reported as a central theme. Zhang's research findings are different from our results because of the different time duration of the data collection, category of brands analyzed and various cultural differences present.

Identity theme was more focused on festival and events especially national events which were very thoroughly celebrated by the fashion brands incorporating sales, promotions, organized events and special window and Facebook displays. Some other dominant aspect of events was the launches of seasonal collections, new fashion line, opening of new outlets and special days e.g. mother's day. For example 'Junaid Jumshed' hosted an important sports celebrity 'Wasim Akram' on the launch of their new fragrance range inspiring his fans and flowers. Another deviation from the Zhang's (2010) investigation, was a recurrent use of "identity theme" on the most of the brand's Facebook page. Communities and cooperative relationships among people could be more made more effective by employing identity theme as an advertising strategy (Zhang, 2010). A key factor of motivation for customer engagement on online networking sites was understood to be "social identity" (Muntinga et al., 2011). Facebook provides a huge way for companies to interact with consumer's aspiration of being recognized with others who share similar likes and interests, by allowing to be a part of their virtual brand community, (Zaglia, 2012). Precisely as a solution to the absence of human networks and associations, on online platforms (Laroche et. al., 2012), clothing brands should understand the effectiveness of identity theme as a vital part of their Facebook marketing approach. Fashion brands employing the identity theme have a massive possibility of increase in inspiration, social acceptability, and word-of-mouth promotion. Brands could apply content based on identity theme simply by mixing it existing strategies successfully. For example, ‘Khaddi’ formed an event on Facebook for the inauguration of their new showroom launch at Peshawar. Many Facebook posts were based on identity theme by permitting users show interest in the event on social media and RSVP, comment and “like” the event. Such event bring together the consumers who which to share common goals and have similar interests. Finally this can result in the promotion of the brand store. This strategy is found common incorporating identity theme. By effectively managing an online brand community, fashion brands can reinforce bond between consumers, organization, and their products and services.

Power theme was predominantly utilized in men’s fashion display including photos and videos. It was also used by some brands occasionally to display the theme of female liberalism and independence of working women. The power theme is predicted by the organizations successfully when used for the male consumer target market owing to the competitive aspect.

The fantasy theme was more often utilized for the photo shots of kids wear and teenager collections. Some of the brands have also focused on their collections for young college girls adding fantasy based themes in photos, videos and advertisements. For engaging young females and kids, fantasy theme could be employed effectively by creating interesting theme based photo and video backgrounds (Zhang, 2010). Therefore, it is of significance fashion brands’ online pages to combine the play theme that suits their target users and capture their interest in long run. Each brands have their specific target markets, so the usage of play theme should be carefully selected, which can be highly significant in engaging members of Facebook page. This phenomenon was very clear for some fashion brands analyzed in this study, as they were more considerate in the use of play-themes then others according to the social acceptability.

Companies should research the types of play-themes that would most successfully involve and retain their customers. Social media pages provide a bright prospect for fashion brands to increase consumer brand relations. Using “branded entertainment” elements that combines different intensities of potential consumer’s activeness is the goal in such activities (Lehu, 2007). Direct interaction among a brand and consumer is the key tool that can strengthen the bond, resulting in strong brand loyalty (Muntinga et al., 2011, Zhang, 2010). In present study, some brands provided such opportunities to their online members. However many fashion luxury brands uploaded videos of brand ambassadors to inspire the potential buyers such as Alkaram Studio frequently uploaded their videos of several celebrities (Mariyam Nafees and Ayeza Khan etc.) giving reviews about their latest ‘MAK’ collection. Such activities motivate consumers greatly by enhancing the engagement, involvement, and activeness their Facebook profile sites. Other fashion brands such Nishat, Bonanza and Gul Ahmed etc. were highly responsive to the consumer quarries. Consumers are appreciated to show membership with the group and discuss their experiences and opinions about the products online. It is also necessary for brands to study the suitable branded entertainments that will engage consumers in participating on their online platforms. Loyalty and companies sales are the ultimate goals that are targeted to be achieved (Muntinga et al., 2011). Our results indicate a pressing need for fashion brands to use dynamic strategies on their Facebook official pages to increase user involvement and to ultimately promote the products. By incorporating play themes into branded entertainment, fashion brands can additionally polish their content on social media sites to strategically maintain two way communications and boost motivation.

Conclusion

Social media specially Facebook is potentially an effective marketing tool for all products and services especially luxury products. Our research has clearly pointed out that fashion brands in our local market are not differentiating themselves beyond basic features of branded entertainment. We further analysed that some brands were more efficiently utilizing their Facebook posts on official pages as compared to other brands. Moreover, in the situations where play themes and related features are not applied effectively customers may not be able to distinguish between social media brands uniqueness. The play themes shed light on the specific consumer motivations that governs involvement with the fashion brand and also highlight best strategies to motivate consumers visit and stay on a social media site. "branded entertainment" based on play theory could prove to be very beneficial in increasing efficiency of Facebook based marketing, fashion brands must tailor their efforts likewise. In this study majority of the brand frequently employed frivolity theme does not conclude that it is the most effective theme among others on Facebook. As to decide about the effectiveness of a specific play-themes will be majorly depend upon the brand image, marketing objectives, target market, and product section. The application multiple play themes on "branded entertainment" can be effective, because it can better motivate the consumers and create engagement with diverse consumer class.

Future Recommendations

The time framework of our research also decreases the generalizability of the points highlighted in this study. Thus, future researchers could conduct such study over a lengthened period and focus on multiple online sales situations throughout the year. As our sample was limited to the top ten fashion brands the results could not be generalized to the entire population. The future research could be conducted on wider sample for representing the clothing industry at large. Additionally, future research could also categorize the brands into defined groups, such as the targeted consumers or according to price ranges. This variation would improve the reasonableness of Facebook marketing strategies especially in explicit targeted market segment or product classifications.

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