

MEDIATING ROLE OF EMOTIONAL INTELLIGENCE BETWEEN TRANSFORMATIONAL LEADERSHIP, EMPLOYEES TASK PERFORMANCE AND OCB

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Abstract:

The changes in higher education system has created new demands for professional who performs leadership roles and the need for knowledge has also been increased how to deals with the transformed institutions. The current study tries to link the relationship between Transformational Leadership and employees job performance attitudes (Task performance and OCB) with mediating role of emotional intelligence. In this regard data was collected from private and public sector universities in Khyber Paktoonkhwa. Data was analyzed through CFA via AMOS and mediation analysis was performed through Preacher and Hayes statistical procedure. Results reveal that Transformational leadership has significant association with employee's task performance and OC Behavior. At the same time emotional intelligence acts as a stronger mediating role in enhancing the relationship between Transformational Leadership and task performance.

Keywords; *Emotional Intelligence, transformational leadership, OCB, Task Performance.*

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1. Introduction

During the previous decade, higher education institution has altered its dynamics in order to foster academic excellence as well as efficiency. The changes in higher education system has created new demands for professional who performs leadership roles and the need for knowledge has also been increased how to deals with the transformed institutions (Marshall, Adams & Cameron, 2013). Bartram and Casimir (2006) evaluated that the basis of leadership model (Transformational and transactional) lies in vision and empowerment which leads to enhance employee's efficiency as well as job performance (Task performance and Organizational citizenship behavior). However, the importance of leadership model has questioned, whether the leadership model is useful (efficient) for educational sector or not (Bartram & Casimir, 2006). The main objective of the research study is to improve the understanding and interpretation of Transformational leadership in educational sector. This research study also deals with those variables which acts as mediators in the leadership process, so that to investigate why, how and when leadership originates in educational sector. The current research study deals with mediator (Emotional Intelligence) in order to investigate the association between leadership style and job performance attitude

(Task performance and OCB) among the employees in educational sector.

Burgoyne, Mackness and Williams (2009) expressed that society has a general hope from the universities that they will create new professional to the various sectors of economy in order to foster national growth. Bodla and Nawaz (2011) stated that due to globalization, higher education system has made a global problem because of the shift in competition from the national levels to an international. The role of global competition in education system has increased the demands for leadership and performance (Bodla & Nawaz, 2011). Bakar and Mahmood (2013) interpreted that it is necessary for the higher educational institutions to enhance the knowledge and skills of their employees. There must be an increase in economic resources so that to provide good economic packages for employees in order to boost the performance of higher educational institutions, so that to confirm their success (Bakar & Mahmood, 2013). Success of any organization depends upon the role of leader's behavior and employee's attitude toward their job. However, in modern world, organizations across the globe try to select the person for top level management that possess the highest level of emotional intelligence and to work closely with employees in managing their attitude properly.

Hence the current study try to develop the link between transformational leadership and employees job performance behavior attributes (task performance and OCB) through mediating role of emotional intelligence.

2.0. Literature review

In the view of interpretation conducted by (Bass, 1985) expressed that transformational leaders give favorable feedback and give confidence to their subordinates to remain creative and conduct critical thinking under the difficult work situations. Podsakoff et al, (1991) suggested that under the influence of transformational leadership, employees give preference to the general mission of an institution and employees will devote their energies and ensure full concentration to the organizational goals rather than focusing on the own personal interest. Employees can better understand and interpret the institutional value if employees have preferred organizational success rather than individual success.

According to the research study expressed by (Bass, 1985; Yuk, 1999a, 1999b) comprised that the philosophy of transformational leadership has been generated by Burus, (1998).

The basis of transformational leadership lies in vision and empowerment and has favorable impact on worker's performance and attitude.

Transformational leadership provides a main focus towards contemporaneous leadership research. The favorable impact of transformational leadership has been identified. But until researchers have obtained very little information's of how transformational leadership has emerged and has affected by the natural environment of an institution (Bizhan, Saeid & Barghi, 2013). Transformational leaders can influence follower's attitude through psychological processes and mechanism because psychological processes help to understand why transformational leadership is effective (Bakar & Mahmood, 2014). Therefore, further research work is required to interpret transformational leadership in the context of higher education regarding job performance as well as organizational citizenship behavior (OCB).

According to Baksh, Zaman and Fida (2014) analyzed that job performance of workers can derived from individual ambitions as well as individual principles which possess unseen roots to institutional values and possess rationality for whom organization exist. Performance is multidimensional construct which contains task performance and Organizational citizenship behavior (OCB) that have significant role for organizational success (Baksh, et al., 2014). Fatma and Aini (2015) interpreted that task performance represents a

working process, when employees prepare task plan for the execution of a task. When employees express themselves as effective performers in their actions then task performance will be successful. Organizational citizenship behavior (OCB) exhibit voluntary commitment of employees with their institutions because OCB are not mentioned in contractual task (Fatma & Aini, 2015). Performance is the outcome of those activities when workers accomplished them under diverse situation as well as diverse factors (Such as: Task performance and OCB).

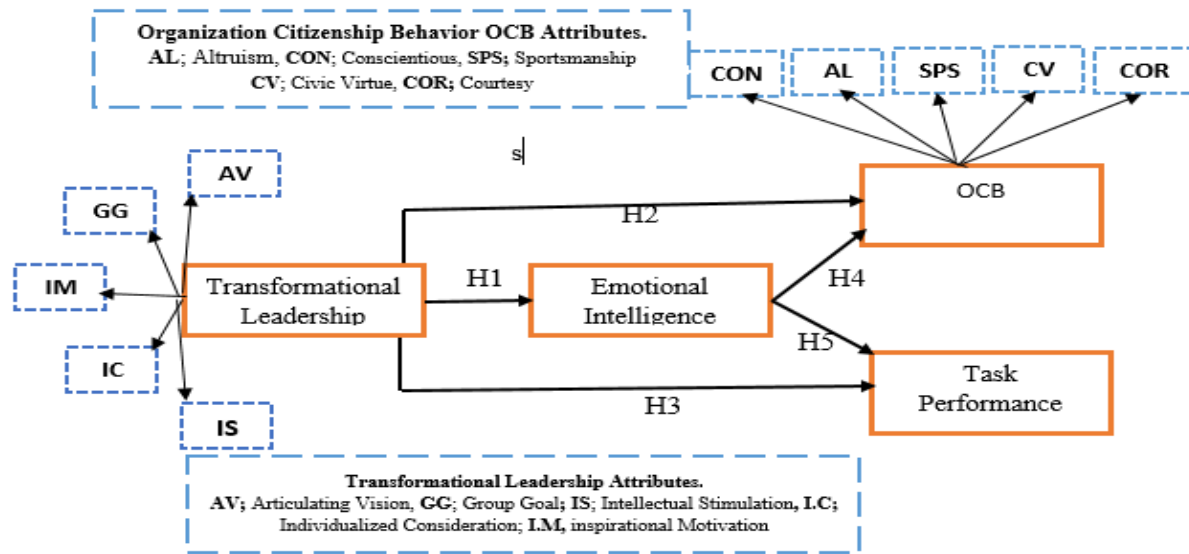
Based on new research studies Emotional intelligence (EI) is a common indicator which transforms individuals into innovators, effective managers and leaders and shows methods to enhance the performance. EI abilities regulate, anticipate as well as utilize emotion. For example, researchers have noted that the meaning of EI is to identify own feelings and others, control of emotions and empathizing with others (Baksh et al., 2015). The concept of EI can be studied both in formal and informal organization. EI describes human skills of motivation, self-control, empathy, self-awareness and expertise in association. EI guides an individual to understand human intelligence so that to quantify total intelligence of an individual employee Irvan, Mosa & Mohmoud, (2016). A study conducted by (Saif

et al., 2018) state that transformational leadership has significant relation with leaders EI level in the banking sector of Pakistan. Similar results were found by (Nath.,2013) in Indian banking industry. It is very important to bring changes in organization in order to face and solve issues through diagnostic process, leadership provides good diagnostic process, leadership also provide time as well as effort to diagnose organizational issues before resolution (Bass et al., 2003). Based on needs of individuals, their task as well as behavior, transformational leaders, several research processes has also interpreted the effect of transformational leadership style upon employee's performance in lieu existing research literature, interpret dominant association between transformational leadership style and employee's performance (Gadot & Durga, 2007). According to Abbas and Sara (2009) suggested that transformational leaders increases the motivational level of employee. So that they should be creative and understand their basic needs. Transformational leadership style enhances institutional productivity and employee's performance. It has been confirmed that transformational leaders possess knowledge, skill as well as experience regarding the organizational activity and they don't bother to avoid risk or uncertainty (Abbas & Sara 2009). Researcher

have also been conducted upon the association of transformational leadership as well as performance. Transformational leaders inspire their followers to go beyond the basic operation (Shah, et al., 2011)

Baker and Mahmood (2013) suggested that transformation leadership enhance job performance (Task Performance and OCB). The relation between transformation leadership and job performance is the result of (norms and condition) present in the basic agreement of employees and to whom they are subjected to perform. Research literature have expressed that transformational leadership is effective in two ways. First Transformational leadership creates passion and secondly, transformational leadership causes inspirational feelings which boost up jobs satisfaction which in turn enhances performance of employees significantly (Bakar and Mahmood,2013).Fatma and Aini (2015) Analyzed that transformational leader's give

motivation to workers, execute goals and objectives of the institutions. Transformational leader gives courage and motivation to attain high performance and helps to followers to solve their problems considering new methods. Javed and LeCaz (2011) found significant relationship between transformational leadership and employees in role and Citizenship behavior. Another study conducted by Javed, et al., (2014) state that the relationship between leaders (transformational) behavior and employee's performance is enhanced by employees self & collective efficacy. Saif, Khattak and Khan (2016) find the relationship between various attributes of transformational behavior of leaders and OCB. Results indicate that employees OCB is strongly associated with Individualize consideration and inspirational motivation. Majeed, et al., (2017) study found EI as a stronger mediational effect between transformational leadership and OCB in Malaysian universities teaching faculty.



Based on the above research model following hypothesis are drawn;

H₁; Transformational leadership has significantly associated with EI of employees.

H₂; Transformational leadership has significant impact on employees Citizenship Behavior

H₃; Transformational leadership has significant impact of employees Task Performance.

H₄; EI and OCB are highly correlated.

H₅; EI and Task Performance are highly correlated.

H₆; EI mediate the relationship between transformational leader's behavior and employees task performance attitude.

H₇; EI mediate the relationship between transformational leader's behavior and employees Citizenship Behavior.

3.0. Methodology

3.1. Population and sample size.

Population of the study consists of all the private and public sector HEI's in KP. While sampling procedure was applied in two phases. In the current Study multistage sampling technique was applied. In the first stage the whole populations (HEI's) are dividend in 2 groups (Quota Sampling) namely (Government Sector and Private Sector).

And in the next stage through convenient sampling technique 2 public sector and 2 Private sector Universities in the Capital of KP were selected. Finally, 500 faculty member and

their Deans/Director/ HoD and supervisory staff are selected on purposive sampling technique. The justification for the selection of 500 is based upon known population. As according to (Sekran, 2000) known population chart if the sample size is about 1500, then the best sample size is between 350.

3.2. Constructs;

3.2.1. Leadership

In order to measure Transformational leadership attributes adapted version of (Multi-Leadership Questionnaire) MLQ is used. Generally, MLQ developed by (Bass and Avolio.,2000) is used because of its authenticity in the research field of leadership. The adopted version of (Javed and LeCaz, 2011) was used to obtain the response through 5 Point Likert scale.

3.2.2. Emotional Intelligence

Leaders EI capabilities was assessed by adopted version of ESCI developed by (Boyatzis, and Goleman,2007). Response was based upon 5-point Likert scale.

3.2.3. Organization Citizenship Behavior.

In the current study adopted construct of Podsakoff, Mackenzie, Moorman, and Fetter (1990) is used to investigate the behavior of

employees through leader's response. Response was obtained through 5 point Likert scale.

3.2.4. Task Performance;

Employee's task performance was assessed via 7 item adapted scale of Williams and Anderson, (1991). Employees task related behavior was also investigated through the response of Leaders on 5-point Likert scale (1=strongly disagree and 5 represent strongly agree).

3.3. Data Analysis Procedure.

In the current research study use of statistical software's e.g. SPSS and AMOS. As the study consist of investigating the relationship between leadership styles and job performance through EI. Hence systematic procedure of data analysis is followed. CFA was performed in the first stage. In the next step Hayes and Preachers (2014) mediation statistical procedure with bootstrapping was applied.

4.0. Results and discussion

4.1. Demographic Composition of sample from HEI's.

Detail information about the sample characteristics obtained from different HEI's in Khyber Pakhtoonkhwa, indicate that sample consist of 320 (84.21%) male and 60 (15.79%) female. The gender difference is because of the job nature as well as educational status of male and female in KP. The sample maximum age

group belong to (26- 35 years) that comprises (55.26) percent of overall sample, followed by age group of (36-45) (26.21%), while the minimum percentage (1.31%) belong to age group of above than 56 years. The educational qualification of the respondent shows that most of them possess M.Phil. degree (173, 45.52%) followed by (167, 43.94%) master's degree holder, while 50 (13.15%) respondent that consist of having PhD Degree. In response to experience maximum number belong to those having (6-10 Year experience) which comprises (42.10%) followed by (less than 5 years) experience, while minimum ratio belongs to those having higher tenure of experience i.e more than 15 year. In term of job nature 320 (84.21%) respondent have full time, permanent job in the university while (15.79%) percentage works on contract.

4.2: CFA for Transformational Leadership (IV-1).

Transformational leadership was adopted from (Padoskaf et al, 1990), which consist of six attributes that determine the behavior of (Trnsf) leadership in Pakistani HEI's. Result of fit indices about 5 factor (transfer) leadership is appropriate. The values of ($\chi^2/df=2.33$), (CFI=.90) and (RMSEA=.0152) see table (4.2). In earlier studies the same five factor model of Leadership to determine the nature of transformational behavior was used by (Saif et al., 2016) in Pakistan SME's sector, while (Javid and LeCaz, 2011) in Banking sector of Pakistan. As the loading of the all the items on their relevant factor are higher than (0.50). Hence it can be used for further analysis.

Table 4.2. Fit Indices of 5 Factor Model of Leadership (Transformational).

Factor	χ^2/df	GFI	NFI	CFI	AGFI	RMESA
Transformational Leadership	2.33	.942	.897	.903	.906	.0152

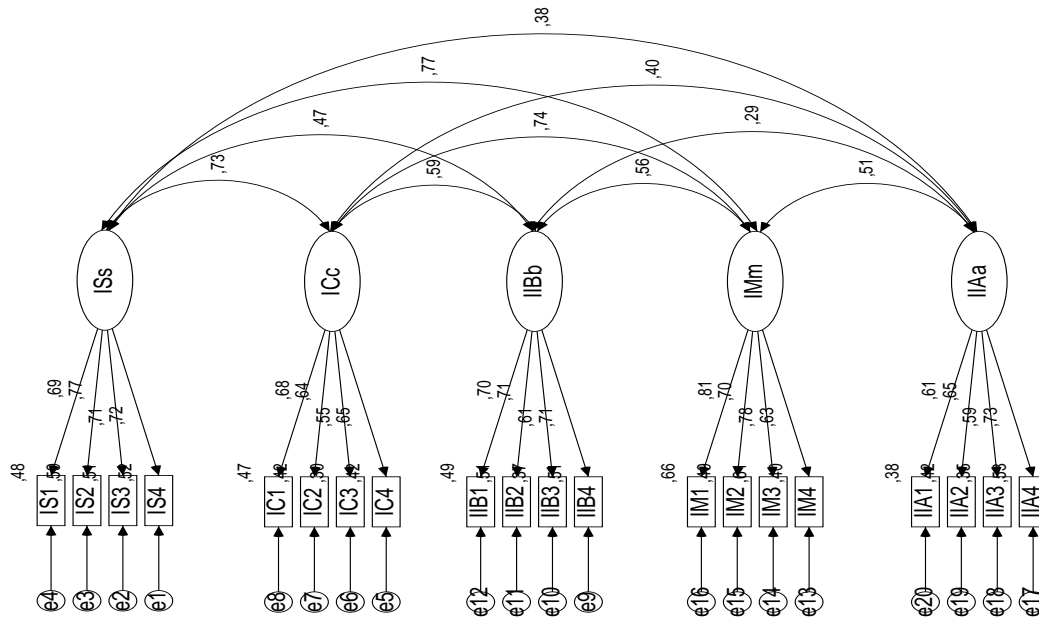


Figure 4.1. CFA for Transformational leadership in HEI's.

4.3.: Assumption for CFA (Convergent and Discriminate Validity).

In order to understand the variation in (Transfer) leadership 5 factor model. Statistical procedure approved by (Formal & Lorcker.,1981) and used by (Javed and LeCaz, 2011; Saif et al., 2015). In the recommendation of statistical procedure by Fornell and Larcker (1981) as well as Podsakof et al (2005) we also investigate the discriminate and convergent values of validity for transformational leadership. PVC values actually explain the value of proper proportion of different item under one or more factor.

In the next step we measured shared variances among various factors of (Trnsf) leadership from table it is clearly evident that there is no higher correlation among variance factors while reliability of construct was measured by Joreskog Rho values. The reliability values are within the prescribed range i.e. above than 0.70. Joreskog Rho value for IS is (0.81), IC(0.73), GG(0.77) IM (0.82) and AV (0.74). As there is no high correlation between factors of transformational Leadership (see table 4.3). So the construct can be used for further analysis.

Table 4.3. Convergent and discriminate validity for transformational (Trnsf) Leadership.

	IS	IC	IIB	IM	IIA	Construct Reliability (CR)
IS	0.53					.81
IC	0.53	0.40				.73
GG	0.38	0.34	0.47			.78
IM	0.57	0.54	0.31	0.51		.82
AV	0.14	0.16	0.08	0.26	0.42	.74

IS= intellectual Stimulation, **IC**= Individualized Consideration, **GG**= Group Goal Behavior, **IM**= Inspirational motivation, **AV**= Articulating Vision.

4.4. CFA for combine effect of both (DV`s) (OCB and Task Performance

In order to measure combine effect of both of OCB was removed because of poor loading. variables multidimensional CFA was run The model fit result show that overall value of Factor loading results show that two items from fit indices is in acceptable range. (4.6). task performance and on item from three factors

Table. 4.4.Fit Indices of 5 Factor Model of OCB and Task

Factor	χ^2/df	GFI	NFI	CFI	AGFI	RMSEA
OCB & Task	1.63	.880	.922	.910	.812	.0623

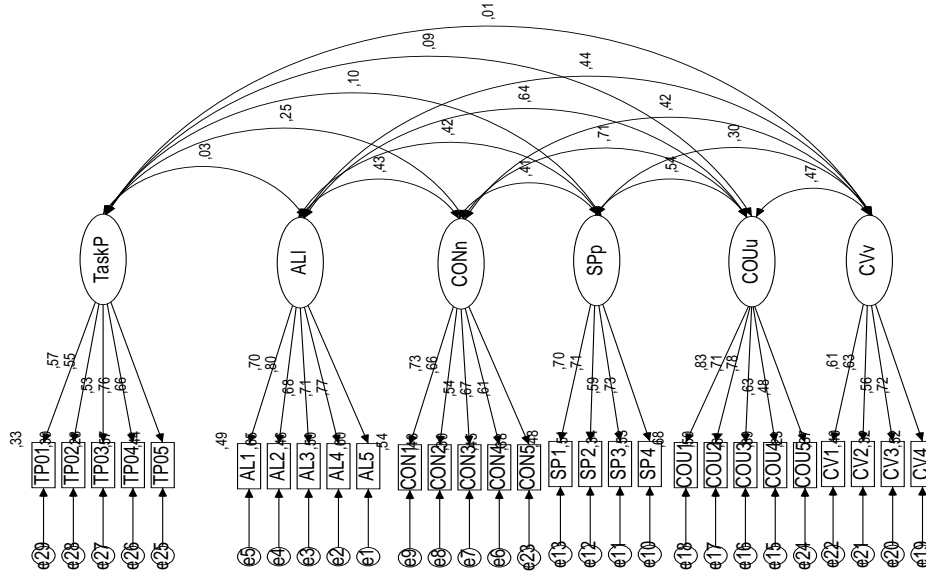


Figure 4.2. CFA for Employees

OCB and Task in HEI's.

4.5. Measurement of validity for combine effect of (OCB & Task Performance) discriminate and convergent.

In order to understand the variation in OCB 5 factor model. Statistical procedure approved by (Formal & Lorcker.,1981) and used by Javed and LeCaz, (2011); Saif et al, (2015). In the recommendation of statistical procedure by Fornell and Larcker (1981) we also investigate the discriminate and convergent values of validity for OCB and Task Performance. After calculating PVC indices for all the five factors of OCB. In the next stage we calculate shared variances of all the factors. For measurement of

convergent validity, PVC indices were entered, that explain the nature of variance of various items in relevant factors. The value of PVC Indices is as following for six factor model of OCB and Task Performance is as following.

PVC index for factor one of OCB (Altruism-ALTR) is 0.53

PVC index for factor Two of OCB (Conscientious - CONS) is 0.42

PVC index for factor Three of OCB (Sportsmanship -SPMS) is 0.43

PVC index for factor Four of OCB (Courtesy-COUR) is 0.51

PVC index for factor Five of OCB (Civic Virtue-CVR) is 0. 42

PVC indices for task performance (TaskP) is 0.44.

For the measurement of convergent as well as discriminate validity we focus on the value of task performance and its correlation with other factors of OCB. Table (4.5) indicate that PVC indices of Task performance is higher than its correlation with OCB factor`s.

Table 4.5. Convergent and Discriminate validity for OCB and Task.

	ALTR	CONS	SPMS	COUR	CVR	Task. P	Construct reliability
ALTR	0.53						0.81
CONS	0.22	0.52					0.76
SPMS	0.23	0.17	0.43				0.80
COUR	0.30	0.44	0.31	0.51			0.81
CVR	0.21	0.19	0.11	0.31	0.42		0.79
TaskP	0.33	0.29	0.22	0.17	0.30	0.44	0.83

ALTR= Altruism, **CONS**= Conscientious, **SPMS** =Sportsmanship,**COUR**=Courtesy
CVR =Civic Virtue, **TaskP** = Task Performance

4.6. Regression Result for Direct and Mediating Effect via Preacher and Hayes.

From table (4.6) results about the direct path effect of IV over DV and mediating variable (EI) effect on dependent variable (Task Performance) are presented. Results indicate that the relationship between transformational leadership and Task Performance (DV1) is significant. Values of Path coefficient are (Coeff=.18, $p < .05$). Hence our hypothesis number three (**H3**) is accepted. These are in line with (Javed& LeCaz,2011; Saif et al,2014,). Saif et al (2014) investigate the detail relationship between transformational

leadership and employees OCB among Pakistani Banking sector. Similarly, Javed and LeCaz (2011) investigate the relationship between leadership, job performance with employee's self and collective efficacy as mediators.

While the current study focusses on investigating the relationship between these variables in HEIs of Pakistan. The relation between transformational leadership and EI is also proved via path a1 (Coeff=.22; $p = .05$). Which leads toward the acceptance of **H1**.Simmilar results were found by (Nath, 2013, Saif et al, 2018,Majeed et al., 2017).

Table 4.6: Results of Model-1 Direct Hypothesis(IV1, MV1, MV2,DV1)

		Coeff	P	H.S	Results
Path c (IV1-----DV2)	Direct Path (TRNSF-----TPR)	.18	.00	H₃	Accept
Path a (IV1----MV-1)	IV1(TRNSF)--- MV1 (EI) a1	.22	.05	H₁	Accept
Path b(MV1,2---DV2)	MV1(EI)----- DV (TPR) b1	.29	.01	H₄	Accept
IV = Independent Variable; MV ; Mediating Variable, DV = Dependent Variable; TRP = Task Performance, EI = Emotional intelligence, TRNSF = Transformational Leadership.					

From table (4.7) it is clearly indicated that at the level of ninety five percent (95%) confidence interval 0 does not exist for mediator Emotional intelligence. Results reveal that emotional intelligence act as a stronger role in enhancing

the relationship between Transformational Leadership and task performance (DV-2). Hence it is concluded that mediating hypothesis **H6** is accepted.

Table 4.7: Results for mediating Hypothesis.

Task Performance (TPR) (DV2)	Sample Size (n=380)			
	Point of Estimate	Hypothesis Results	BCA 95% CI	
			Lower	Upper
Total Indirect Effect	.13		.06	.20
Indirect effect--- (EI) (MV1)	.05	Accept H₆	.02	.11

Results indicate that the relationship between transformational leadership (Independent variable 2) and OCB (DV-2) is significant. Values of Path coefficient are (Coeff=.22, $p<.05$). Hence our hypothesis number three (**H2**) is accepted. These are in line with (Javed & LeCaz,2011; Saif et al, 2014, Saif et al,2015, Majeed et al.,2017),. Saif et al (2015) investigate the detail relationship between different factors of transformational leadership and employees OCB among Pakistani SME's

sector. While the current study focusses on investigating the relationship between these variables in HEIs of Pakistan. The relationship between transformational leadership, EI (MV) is also significant, which is already proved in current Model. Results for direct relationship between Transformational Leadership (IV) to employees Citizenship behavior (DV) through path (c) is (Coeff=.44; $p<.05$), IV2 to MV through path (a1) is (Coeff=.22; $p=.05$), MV to DV2 through path (b1) is (Coeff=.27; $p<.05$),.

Table 4.8; Results of Model 2 Direct Hypothesis

		Coeff:	P	H.S	Results
Path c (IV-----DV2)	Direct Path (TRNSF-----OCB)	.44	.00	H₂	Accept
Path a (IV----MV)	IV1(TRNSF)--- MV1 (EI) a1	.22	.05	H₇	Accept
	MV1(EI)----- DV (OCB) b1	.27	.01	H₄	Accept
Path b (MV1 ---DV2)	[`] IV= Independent Variable; MV ; Mediating Variable, DV = Dependent Variable; OCB = Organization Citizenship Behavior, EI = Emotional intelligence, TRNSF = Transformational Leadership.				

From table (4.9) it is clearly indicated that at the level of ninety five percent (95%) confidence interval 0 does not exist for mediator Emotional intelligence (MV1). Results reveal that emotional intelligence act as a stronger role in enhancing the relationship between Transformational Leadership (IV) and OCB (DV2). Similar results were found by (Majeed.,2017), Hence it is concluded that both the mediating hypothesis **H₇** is accepted.

Table 4.9: Results for mediating hypothesis Model-2.

Organization Citizenship Behavior (OCB) (DV2)		Sample Size (n=380)		
	Point of Estimate	Hypothesis Results	BCA 95% CI	
			Lower	Upper
Total Indirect Effect	.22		.16	.41
Indirect effect--- (EI) (MV1)	.13	Accept H7	.09	.19

Conclusion

From the results it is proved that Transformational leadership shows positive relationship with employees in role (Task)

performance. Results of the current study are in line with (Saif.,2015; Javed and LeCaz,2011; Ling et al, 2011), they report positive relationship between transformational leadership and in role performance. Javed and

LeCaz, (2011) study was conducted in Banking sector of Pakistan. In the current study transactional leadership shows stronger relationship with task performance as compare to transformational leadership. Few of the studies (Vigoda,2007; Eran,2007) indicate that transformational leadership is the stronger predictor of Task performance, while (Javed and LeCaz,2011) findings lead to favor transactional leadership in comparison to transformational, and (Ling et al, 2011) results favor both the style of leadership in the presence of employees feeling of job satisfaction. One of the reasons that support the findings of the current study may be the variation in cultural norms as well as job status. In Higher Education Institutions (HEI's) of Pakistan rules and regulation for job performance is in accordance to the guideline issued by Higher Education Commission (HEC) Pakistan. All these rules are to be followed in true spirit, and any deviances from the rules can lead toward termination of the employment. At the same time HEC provide financial support to its stakeholders for extra ordinary achievement in their relevant field. More specifically if employees (Faculty Members) are performing their job on Tenure Track System (TTS) or Interim Placement, in such case role of financial benefit encourage employees to produce at the higher level.

From the result of the current study it can be deducted that transformational leaders infuse feeling of motivation among the employees, they consider each employee individually and try to enhance employee's performance in group goals attainment. Hence by motivating individual and giving them confidence that they (employees) are the stronger asset of organization, employees not only complete their assigned tasks (task performance) but also help colleagues and peers (OC Behavior) to finalizing their work. In the case of Pakistani HEIs transformational leadership is mostly found in Government sector universities. These universities employees try to complete their own assigned task and help peers to complete their task without any financial rewards. The relationship between employees build upon social fabric, which motivate them to help their colleagues. It is in line Social Exchange Theory, that focuses on the inter relationship between individuals based upon the social values, ethos, and norms.

On the other hand, Transformational leadership is also found positive association with emotional intelligence and cause (22%) variation as compare to transactional leadership (41%) variation. Generally, the findings of the current study are in line with (Saif et al, 2018; Nath, 2013; Mehmood et al., 2017). Leaders with high level of emotional intelligence infuse

feeling of motivation among employees. They also help the employees in achieving the organization vision and prepare them to tackle the organization and technological changes effectively. Transformational leaders have changed its role from simple leader Member Exchange to inspirational and motivational leader. It is basically the emotional intelligence capabilities of the leaders that mold the behavior of its employees. Technically if employees are inspired from their leaders, they will portray both in role and OC behavior.

Recommendations.

In the current study data was collected from different public sector universities in KP, However the future researchers may obtain the data from public and private sector universities from all the provinces of Pakistan to get more in depth information's about the underlying assumption of the current Model. The same model may also be applied in different industrial sector (Banking, insurance, Cement, Lather, textile, electronic), Small and Medium Enterprises (SME's) and service areas like (Food and restaurants, Airlines, primary education, call centers, etc.) in both public and private sectors. Future study may investigate the leader member relationship through (transformational, transactional, paternalistic, authentic and Laissez Fair, Spiritual, and Team

Leadership). In future more variables eg (Perception of Politics, Cynicism, organizational as well as national culture, Emotional Labor, and organization justice) may be used as potential mediator or moderator.

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RELATIONSHIP OF BRAND CREDIBILITY WITH BRAND LOYALTY

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Abstract:

Globalization has turned the world into a small village, giving access to everyone for everything. World is now becoming brand less as organizations are facing the problem of brand loyalty throughout the world. Pakistan being a developing country who is also facing the same problem. This research aims to address the issue of brand loyalty while identifying its potential predictor. Along with the relationship attitude towards brand and brand loyalty. Attitude towards brand plays its role as an independent variable and brand loyalty consider as dependent variable. Simple random sampling technique is used for gathering the data from 220 respondents of Samsung Pakistan from Lahore. Reliable and valid scales have been used for measuring the attitude towards and brand loyalty. Results indicate that brand credibility has significant impact on brand loyalty. For generalizing the result, current research can also be extended to customers of other users of products like FMCGs, luxury items and even for industrial products in which effect of brand credibility and attitude towards brand may be even more prominent in enhancing the level of brand loyalty. This research explains how attitude towards Samsung mobiles shape the brand loyalty and marketers can boost the level of brand loyalty by incorporating the better policies about attitude toward brand. For the practical point of view this research describes that attitude towards brand is important in shaping the brand loyalty.

Key Words: Attitude towards Brand, Brand Loyalty, Samsung, Lahore, Pakistan

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Introduction

The variable interest of this study is brand loyalty. Brand loyalty is the hallmark for many business organizations. The marketing field first took an interest in brand loyalty on an academic level through Copeland's work in 1923 (cited in Kabiraj and Shanmugan, 2011), with the understanding that brand loyalty existed only at the behavioural level. At that time, brand loyalty was measured by using factors such as purchase sequences, percentage of total purchases, and purchase probability (Kumar and Advani, 2005; Kabiraj and Shanmugan, 2011; Iglesias et al, 2011). This notion led to a focus on price, functionality, and quality when marketing products and services, providing that the customers would develop a repeated purchase pattern if, these factors meet the customer's criteria.

Large numbers of organizations are now focusing on brand loyalty for long term profitability and source of competitive advantage. Brand loyalty has been studied in many industries and countless product categories (Sheeraz et al., 2016).

Brand loyalty is the main variable of interest for marketing managers and researchers. The previous research on brand loyalty shows that spending expenses of loyal buyers are higher than non-loyal buyers. So, loyal customers are

a company's most valuable group (Ganesh, 2016).

Dick and Basu (2017) explain there are positive as well as negative perceptions of the consumers towards the brand and the negative perception may lead to patronize of the brand but in few occasions. The patterns in consuming durable and non-durable goods or consumption goods are not similar (Thiele & Bennett 2017). Customers make a purchase in consumption goods frequently while the purchase of durable goods is made on rare occasions. Brand loyalty is a consumer attachment to a high value of the brand (Aaker, 2014). A consumer will deliver loyalty, trust for the brand in regard to their beliefs and expectation. Also, they will get remained to their loyal brand and are not carried away by the strategies of their competitor's brand (Aaker, 2014). Goodman, & Newman, (2017) examines that 54% complaining customers were not loyal with the particular brand. Moreover, 10% customers are switching annually from one brand to another brand. Researchers claimed that it can cost as much as 6 times more than to attract a new customer than it does to keep an existing one. It is also noted that the any industry can increase profit by up to 60% by reducing potential migration of customers up to 5% (Radzi et al., 2018; Mbama & Ezepue 2018)

The actual problem of the present research is that brand loyalty is serious concern for the organizations. Calderon Rave (2019) examines that 54% complaining customers were not loyal with the particular brand. Moreover, 10% customers are switching annually from one brand to another brand. Researchers claimed that it can cost as much as 6 times more than to attract a new customer than it does to keep an existing one. It is also noted that the any industry can increase profit by up to 60% by reducing potential migration of customers up to 5% (Radzi et al., 2018; Mbama & Ezepue 2018). This quantitative research is planned to conduct with the help of survey questionnaire to address the issues of brand loyalty and try to reduce this problem with the help of variables like brand credibility and attitude toward brand. The customers and users of Samsung in Lahore, Pakistan considering as target population for the present research.

Literature Review

Attitude toward Brand:

Attitude toward Brand is considered as the most distinctive concept in social psychology and marketing literature. It is the most investigated issue in the consumer behavior researches (Belch & Belch, 2016). According to Kruger et al., (2019) attitude can be considered to be a relative, enduring, context-specific overall

evaluation of some aspects of a consumer's environment, be it a product, service or brand (Hoyer et al. 2019; Petruzzellis 2018; Solomon 2013). Therefore, brand attitude can be described as a consumer's overall evaluation of the ability of the brand to satisfy needs (Liu et al. 2012). Malik & Ahmad (2016), Eagly and Chaiken (2014) define attitude as "relatively global and enduring evaluation of an object, issue, person, or action. Sheerazet al., (2016), Fishbein and Ajzen (2017) define attitudes as "learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object".

Mitchell and Olson (2018) define a Attitude toward brand as an individual's overall evaluation of a brand. This means that attitude toward a brand mainly depends on a consumer's own perceptions regarding a brand, and this is considered as a reliable predictor of consumers' behavior toward brands (Shimp, 2018).

Mogaji, E., & Danbury, A. (2017) and Clow et al. (2005) note that a consumer's attitude toward brand must be driven by a positive attitude towards the advertisement as well as the brand. They state that if consumers cannot relate to the brand, they might not patronize it, even when the advertisement gets their attention. The authors were able to identify the need for an advertisement to appeal viewers'

emotions for it to be effective; describing it as an effective creative message strategy whereby the advertisement can appeal directly to viewers' emotions. They conclude that visuals can be used to create positive feelings towards the advertisement and that copy can be used to create a positive attitude towards the brand. Attitude toward brand significantly effect intentions of consumers. Abimbola et al., (2012) describe that attitude toward a brand, or Brand Attitude is another key component for valuing a brand's equity. Attitude toward a brand mainly depends on a consumer's own perceptions regarding a brand and is argued to be a reliable predictor of consumers' behaviour toward brands (Shimp, 2010). Attitude toward brand has positive Effect on brand loyalty (Liu et al., 2012).

Brand Loyalty

Brand loyalty can be described as, "a deeply held commitment to re-buy or re-consider a preferred product/service consistently in the future, causing a repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Lam, et al., 2018). Hoyer, Macinnis and Pieters (2018) define brand loyalty as, "Consumers buying the same brand repeatedly because of a strong preference for it."

According to Akin (2017), the increasing importance of the brand concept led to the examination of many concepts (Çabuk& Orel, 2018). Brand loyalty is at the forefront of these concepts (Gounaris & Stathakopoulos, 2015).

Every company wants to achieve the creation of loyal consumers to their brands. It will be possible to maintain the market share with the stability to be attained at this point. Each form of interaction communicates with the user, and each detail such as image, icon, placement or button that the users face, plays an important role in the connotations and judgments about the company. Gobe (2016) mentioned about the emotional economy in which people interact more with brands at this point. Emotional brands not only give support to who we are, but also physically provide us with the opportunities to transform into what we desire to become.

Loyalty can be defined as "a continuous purchase of products and services made by consumers, and unchanged purchasing decisions of the consumers despite whatever reason due to any external factors" (Kwong & Candinegara, 2014). Brand loyalty is the measure of the consumer's commitment to the brand, and it forms the basis of the brand value (Supphellen & Grinhaug, 2003; Rai & Medha, 2018). Brand loyalty can, in general, be defined

as “the positive attitude and behavioral response of the consumer to one or more brands in a product category over a period” (Engel et al., 1990, Rai & Medha, 2019).

Loyalty is seen as one of the key elements to achieve permanent and long-term success in terms of businesses. Brand loyalty is the loyalty of the consumer towards a brand which leads to re-purchasing of the brand, not only in the present period but also in the future (Kim et al., 2015). Repetitive purchasing behavior and positive attitude towards a brand or company are considered as important indicators for the loyalty of consumers (Dick & Basu, 1994; Lee, Kim, & Kim, 2018). Taking repetitive purchasing behavior into consideration as a measure of brand loyalty causes the consumers to ignore their feelings towards the brand, the reason why they constantly purchase the brand and whether or not they like it.

Brand loyalty represents a customer’s positive attitude towards a brand or offering, in addition to repeat buying behavior (Liu et al., 2012; Rather, 2017, 2018). Customers who engage with a brand and/or service-provider are expected to build positive attitudes most instantly than customers who are not engaged with the brand or provider (Harrigan et al., 2017; So et al., 2014). Such attitudes are the most expected to be favorable that may guide to

increased loyalty and/or patronage intent (Harrigan et al., 2017; Hollebeek 2011).

Attitude toward brand has positive impact on brand loyalty (Liu et al., 2012). On the basis of this fact current research proposes the following hypothesis.

H: Brand credibility has positive impact on attitude towards brand.

Scale and Measurement

In this study the scale of Attitude toward brand is consist of eight-items scales. Response of first five items will be collected on five-point Likert scale which is ranging from (1 being “strongly disagree,” 5 “strongly agree”). Response of last three items will be collected on five-point Likert scale which is ranging from (1 being “very bad,” 5 “very good”). The scale is adopted from the researcher (Krosnick et al. 1993).

In this study brand loyalty measured in four-item scale. This scale comprised a five-point Likert scale (1 being “strongly disagree,” 5 “strongly agree”). The scale is adopted from the researcher (Kim, 1998).

Research Design:

This is the cross-sectional research data is collected from the respondents for single time of study. This is the explanatory research because relationships are based on cause and effect.

Target Population

Customers of Samsung Mobile users who live in Lahore are the target population.

Sample Size

Data is collected from 220 customers of Samsung Mobile users. Based on formula No. of items of questionnaire multiply with 10.

Sampling Method

Data collected from four branches of Samsung mobiles (SES).

Sampling Technique

Data is collected with the help of simple random sampling from list of selected customers. The researcher collected the data and made a list of Samsung users within 20 days then run data on excel sheet and select the customers.

Data Collection

Data is collected with the help of structured questionnaire. From the list of target population 220 customers were randomly selected. The data was collected in 2 months.

Data Analysis

Data is analyzed with the help of SPSS 22.

Attitude towards Brand Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
0.709	8

Above table shows that overall value of Cronbach's Alpha is 0.709. This indicates that data is reliable.

Brand Loyalty Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
0.705	4

Above table shows that overall value of Cronbach's Alpha is 0.705. This indicates that data is reliable.

Correlation

	BL
BL	1
ATB	.396**

Correlation analysis explains the kind of relationship between the variables.

Above table shows that coefficient of correlation between attitude towards brand and brand loyalty is 0.396. This shows that positive significant relationship with one another.

Regression Analysis

Impact of Attitude towards Brand on Brand Loyalty:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.262	.271	.50257

a. Predictors: (Constant), ATB

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.304	1	10.304	40.797	0.000 ^a
	Residual	55.566	220	.253		
	Total	65.870	221			

a. Predictors: (Constant), ATB

b. Dependent Variable: BL

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.130	.268		7.945	0.000
	ATB	.440	.069	.396	6.387	0.000

a. Dependent Variable: BL

Above table describes the Effect of ATB on brand loyalty. Value of R^2 is 26.2% which is > 25%. Value of F is 40.797. This value is also good one. The value of p of F= 0.000. This value is <0.01. This value is also in acceptable range.

For effect of ATB on brand loyalty is 0.000. This value is <0.01. This means that hypothesis of about effect of ATB on brand loyalty is accepted. Value of β for this relationship is 44.0. This shows that change in one unit of ATB result in 44.0% change in brand loyalty.

Conclusion and Recommendations:

This research describes the relationship of attitude towards brand and brand loyalty. Results show that attitude towards brand has positive significant effect on brand loyalty. Several limitations of this study should be considered when the current results are interpreted. It includes only the range of customers of Samsung Mobile who are within the boundaries of Lahore Pakistan. Demographic variables were included as control variables in the regression analysis and are taken as serious limitations. An additional limitation of present research is that obtained results cannot be comprehensive to female customers because majority of the participants were male. As in this study questionnaires are taken as measurement instruments, there was less chance for customers to explain in their own words about the reasons for brand loyalty. This research includes only one antecedent of brand loyalty. Longitudinal studies will facilitate an understanding of the relationship between the variables in more depth. It is interesting to include the customers of other mobile companies such as Apple, OPPO and Q mobiles and can compare the level of customer loyalty among the customers of these companies. The aim of the study was to establish relationships between the prescribed variables, future studies can include a larger and

wider variety of variables; replication of the study in other regions may produce different results due to contextual differences. It is also worthwhile to consider female customers of Samsung mobile for generalizing the results because large number of female also used Samsung mobiles. This research cannot be limited to mobile industry because other sectors like banking, beverage, cosmetic, textile and fashion industry etc also use the concept of brand loyalty for generating more profit and for competitive advantage also. In future, researches in depth interviews will also a helpful tool for attaining the complete information about the brand loyalty and other variables. In future studies, to include the range of other potential antecedents like pleasure, product quality, brand image, brand reputation, brand love, brand satisfaction, brand trust, brand commitment, brand experience along with current variables to understand the phenomenon of brand loyalty.

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RELATIONSHIPS OF SOCIAL MEDIA ADDICTION AND STUDENT ENGAGEMENT

Irfan Ahmad¹
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Abstract:

This research is designed to check the relationship of Social Media Addiction and Student Engagement. Media Addiction is dealt as independent variable Student Engagement as dependent variable. This is quantitative research. Data is collected 600 respondents with the help of structured questionnaire. Multistage sampling techniques i.e. simple random sampling and Judgment sampling are used for selection of respondents. Results indicate that Social Media Addiction is good predictor of Student Engagement. In future, these kinds of researches may also conduct on different sectors like textile sector, telecommunication sector, and health sector. In future, more universities of heterogonous cities will also include for generalization of results.

Key Words: Social Media Addiction; Student Engagement, Punjab University, Superior University, Forman Christian College and Lahore College for Women University Lahore, Pakistan.

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Introduction

Current study is designed to check the relationship of social media addiction and student engagement. social media addiction is independent variable and student engagement is treated as dependent variable. In higher education the student engagement is extensively recognized because his influence on success and learning and so this has been extensively theorized and researched. Student engagement exist as an expression in higher education and that would be immensely theorized and research work under discussion with increasing affirmation and its commentative role in success and learning (Trowler 2010) student engagement is no longer questioned and he suggest in his recent review but the government extensively interested to measure the student outcome.(Zepke and Leach 2010) also suggest that engagement of student can work as an agent for standard (Kuh 2009).

Clearly understand about this necessary raise is vital and engagement is having many sides and complex. The overarching meta construct also aims to draw together showing the great deal of variety in different studies and give the explanation about the success of student (Fredricks, Blumenfeld, and Paris 2004). All have same opinion it is most important because debate is established over the same issue, but

the main cause is an absence of variance among the engagement along its antecedents and results. The engagement of student defines by (Kuh2009) (Krause and Coates, 2008) also used is a time that students dedicated to their activities and are empirically connected to suitable results of college and what educational institutions also doing to give rise to their students who are participated in those events (Kuh,2009, p. 683). Bowen et al., (2017) suggested that social media has significant effect on student engagement.

Today the technology has entered every aspect of life and the internet is knowledge technology as a vehicle of communication, trade and information. Now the emergence of technology secures, fast, inexpensive information and to facilitate communication though this means of technology causing the individuals life and society.

This is a fact changing form of communication leads and usage of internet take place separately in time and space over the virtual environment.

In modern age the social media is the extended version of the internet technology and the changes of communication channels between the people. Worldwide users of internet have immensely increased around 3 billion and 732 million people and the total percentage is 46.9, the data provided by internet based leading

firms in 2017 who evaluate the data through the statistical process (Kuss & Griffiths, 2012).

In 2000-17 the rate of social media usage is higher in Turkey as compare to Europe (37.6%) because the usage rate of internet increases (933.8%) and the same study also pointed out that internet users in Turkey around 46 million and 283 people and their percentage is (59.6%) and Face book users are nearly 41 million and their percentage is (53.2%) and in the same research that is outline about the number of internet users in Turkey is nearly 46 million 283 people (59.6%) and the users of face book is about 41 million (53.2%). Addiction of social media is to be deem as a addiction of internet (Kuss& Griffiths, 2012).

Literature Review

Student Engagement

Student engagement term has concerned about the involvement of student and it also have historic roots in Australia and North America particularly. This matter can engrain by yearly immense scale of national surveys.

In higher education the student engagement is extensively recognized because his influence on success and learning and so this has been extensively theorized and researched. Student engagement exist as an expression in higher education and that would be immensely theorized and research work under discussion with increasing affirmation and its

commentative role in success and learning (Trowler 2010) student engagement is no longer questioned and he suggest in his recent review but the government extensively interested to measure the student outcome.(Zepke and Leach 2010) also suggest that engagement of student can work as an agent for standard (Kuh 2009).

Clearly understand about this necessary raise is vital and engagement is having many sides and complex. The overarching meta construct also aims to draw together showing the great deal of variety in different studies and give the explanation about the success of student (Fredricks et al., 2004). All have same opinion it is most important because debate is established over the same issue, but the main cause is an absence of variance among the engagement along its antecedents and results. The engagement of student defines by Kuh (2009) and Krause & Coates, (2008) also used is a time that students dedicated to their activities and are empirically connected to suitable results of college and what educational institutions also doing to give rise to their students who are participated in those events (Kuh, 2009).

Engagement is also expanded by the art of teaching and rest of the comes through by the spirits of students who invested in their academic or campus base tasks. e.g. groups

events or campus engage, peer and teacher involvement, studying and meeting higher academic expected values) is firmly linked with a successful academic experience (Kuh 2009). Many authors also focused about the effort made by their academic faculty and educational institution to give better situation to student to expand their learning chances (Krause & Coates, 2008), (Pascarella&Terenzini,2005). Student engagement is also affected by several factors. For example, social and economic conditions, academic preparation, ethnic and racial background, generations experiences (first generation versus those students who have educated parents) all of them have acting for (Pascarella et al., 2004) growth of student engagement. Pascarella and their teammate find out in a study engagement is affect by faculty towards students.

As the matter discuss earlier any attempt that universalize the student experiences may become in an absence of identification and how those factors communicate in classroom of university. Despite of all factors this is a common view that accepted about engagement and educational success are closely twine together. An example is reflected about this thinking in by the National Research Council and stated that the students in sequence to feel a motivation to gain something that would be have, the ability to do something and control,

confidence about the importance of education and a sense of belonging.

They also pointed and stated that engagement is a key for student success and their stay in institution. It should not be unexpected and investing into study how to maintain the engagement in institution. In other words, no surprising thing used to increase the engagement in classrooms also. Certainly, the universities or colleges also take the especially rational measures of the institutional learning results, decisions about the allocation of resources and the strategies of curriculum (Ewell, 2008; Gonvea and Kuh, 2009).

Seven engagement points proposed by Krause and Coates (2008) in analysis of student engagement e.g. Online, Transition, Academic and Beyond the class, Peer, Student and Staff, Intellectual, but this research is considering the three-dimensional model of (Welch & Bonnan-White, 2012) Academic Engagement, Peer Engagement and Intellectual Engagement.

Social Media Addiction

A person who use the social media and spend excessive amount of time on it and have a desire to get the immediate information about any happenings and generate the communication and problem as well as virtual tolerance. So, these types of attitudes also force the person into those type of Endeavour and disclose that social media addiction (Turne & Serenko,

2012) also outline three different hypothetical extent to clarify the development of social network addiction.

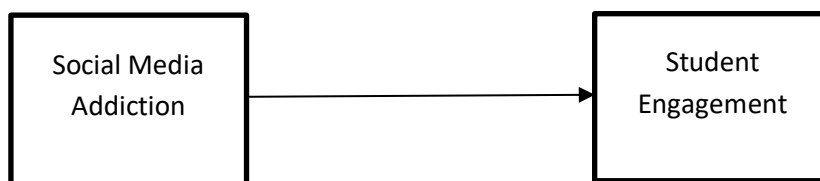
Today the technology has entered every aspect of life and the internet is knowledge technology as a vehicle of communication, trade and information. Now the emergence of technology secures, fast, inexpensive information and to facilitate communication though this means of technology causing the individuals life and society.

This is a fact changing form of communication leads and usage of internet take place separately in time and space over the virtual environment. In modern age the social media is the extended version of the internet technology and the changes of communication channels between the people. Worldwide users of internet have immensely increased around 3 billion and 732

million people and the total percentage is 46.9, the data provided by internet based leading firms in 2017 who evaluate the data through the statistical process (Kuss & Griffiths, 2012).

In 2000-17 the rate of social media usage is higher in Turkey as compare to Europe (37.6%) because the usage rate of internet increases (933.8%) and the same study also pointed out that internet users in Turkey around 46 million and 283 people and their percentage is (59.6%) and Face book users are nearly 41 million and their percentage is (53.2%) and in the same research that is outline about the number of internet users in Turkey is nearly 46 million 283 people (59.6%) and the users of face book is about 41 million (53.2%). Addiction of social media is to be deem as a addiction of internet (Kuss& Griffiths, 2012).

Hypothesized Research Model



Bowen et al., (2017) suggested that social media has significant effect on student engagement. Thus, current study proposes the following hypotheses in this regard.

H1: Social Media Addiction has significant effects on student engagement.

Measurement

Social Media Addiction is evaluated by 14 items scale. This scale was adopted from the old researcher (for e.g. Al-Menayes 2015).

Student Engagement is evaluated by 18 items scale. This scale was adopted from the old

researcher (for e.g. Welch & Bonnan-White 2012).

Reliability of Student Engagement

Reliability Statistics

Cronbach's Alpha	N of Items
0.824	18

If the value of Cronbach's Alpha is greater than 0.50 then the data is reliable and result in above table shows that the value of Cronbach's Alpha for Student Engagement is 0.824 this means data is reliable.

Reliability of Social Media Addiction

Reliability Statistics

Cronbach's Alpha	N of Items
.859	14

In above table the value of Cronbach's Alpha for Social Media addiction is 0.859 this mean that data is reliable. When Cronbach's Alpha is greater than 0.50 so the data is reliable.

Correlation Analysis

Correlations

	SMA
SE	1 0.45(**)

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

The coefficient of correlations between the relationship of SE and SMA is 0.45(**). This shows that relationship between these variables is significant and positive.

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.52	0.26	.25	.53523

a Predictors: (Constant), SMA

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.048	1	4.048	14.130	.000(a)
	Residual	171.309	598	.286		
	Total	175.357	599			

a Predictors: (Constant), MA

b Dependent Variable: SE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.247	.094		34.413	.000
	SMA	0.413	.030	.152	3.759	.000

a Dependent Variable: SE

In above Table the result shows that relationship of Social Media addiction on Student Engagement. The value of R square: 0.26 which is greater than 0.25, $F= 14.130$, $p= 0.00$ i.e. $< .01$. and value of $\beta= .413$ this mean that one-unit change in Social media addiction will result 41.3% change in student Engagement.

Conclusion

The purpose of this study is to check the relationship of Social Media Addiction and Student Engagement. Results indicate that Social Media Addiction is good predictor of Student Engagement.

Limitations of Research

Following are limitations of the study.

- Data is not collected from all the Universities of Lahore.
- Data is not collected from different cities of Pakistan such as Karachi, Faisalabad, Bahawalpur, Multan and Peshawar.
- This is cross sectional research.
- Some other potential predictors of student engagement for example student satisfaction, student benefits are not included in this research.

Future Researches

Following are future researches of the study.

- In future, Data will be collected from all the Universities of Lahore.

Data will also collect from different cities of Pakistan such as Karachi, Faisalabad, Bahawalpur, Multan and Peshawar.

Longitudinal data collection method will also conduct for generalization.

Some other potential predictors of student engagement for example student satisfaction, student benefits will also include in this future research.

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EDUCATION FOR ALL GOALS: A DREAM IN THE PRESENCE OF CHILD LABOUR IN PAKISTAN

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Abstract

Child labour is amongst one of the largest & foremost confronts for the accomplishment of the Education for All Goals in our country Pakistan. The in-hand article is an effort regarding prevailing situation of Child Labour in Pakistan & its inverse effects on the development towards the achievement of the EFA Goals. This article reached the conclusion that Child Labour is often caused as a result of the culture, attitude, commitment & priorities of the society & the states which not only has increased the number of Child Labourers but has become a strong & rigid obstacle to the EFA Goals, particularly, for young children. Though the Pakistani states has shown its full dedication to the EFA map, nevertheless, futile execution of procedure, rapid change in political setups, cultural constraints, lack of qualified teachers, missing of basic infrastructure facilities, insecurity, lawlessness, natural disasters, lack of commitment towards girls education, priorities in Govt budgetary allocation, lack of literacy awareness campaigns, gender discrimination & lack of reforms in the education sector are some of the key confronts. Skirmishing Child Labour & the attainment of EFA should be one the most desired & preferred Goals in Pakistan. So, Pakistani states requires comprehensive & inclusive efforts at all levels, i.e., individual, family, society & the states levels especially private sector & all other stakeholders should come forward on emergency basis to boost EFA & to remove the evil of Child Labour from the Pakistani society forever

Keywords: Education for all Goals, Child Labour

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Introduction

Our homeland Pakistan has become the 2nd leading country regarding out of educational institution children on this planet, there are 54 lacs out of school children in the year 2011 with a slight decrease 53 lacs in the year 2012). Amongst the total out of educational institution children approximately 58% were reported as girls, i.e., 32 lacs girls were busy in some sort of works. The masculinity disproportion in schooling can be observed from the GPI in Pakistan, which is 0.818 in 2010, means that only 81 girls were admitted in the educational institution per hundred boys admitted (GMR 2012). Lots of girls who were not attending educational institution were affianced in numerous types of child labor, say for instance in farming; carpet tiles weaving; soccer ball factories, surgical tools, or in household activities' etc. Quite a few girls were seen to be out of their schooling because of early enforced weddings or being enforced into pornography. As in our neighbor country Afghanistan, repeatedly rebellious assemblages have harassed educational institutions in general & girls' educational institutions. Same is the case in our country Pakistan where girls' children and their education is neglected from the very past by every political or dictator govt.

However, on one side our country has the 2nd largest number of children out of schools but on the other side yet it has retained a small amount of expenditure, of 3% of its total GNP on education. It has further abridged its expenditure on education from 2.6% to 2.3% of its GNP over the last 10 years. In contrast, our govt spends extra money and provide extra subsidies on other sectors like Pakistan International Airlines, Pakistan Steel mills & Pepco etc. than on education. Our govt also spends 7 times more money on military than on primary educational institution (GMR 2011). Which clearly shows its commitment to education and its stance? To surmount the impasse of its military budget and to spread the learning opportunities to all children alike throughout the country. Pakistan needs to divert and implement a single and universal education system for all children in all corners of the country & provide opportunities to all children to complete primary education in their own doorstep institutions without any difficulty and obstacle. Furthermore, though donors countries and agencies have increased their funding by 6% in 2011 in Pakistan, but it still spends a small amount of the provided funds i.e. (5%) on education less than India (10%) in spite of the fact that the number of out of educational institution children in Pakistan are three times

larger than the number in India in 2011 (EFA Policy, 2013).

There is a universal, established acknowledgment and fact that youngster work end & the accomplishment of general fundamental schooling can be seen interconnected and a fact remains that one can't be accomplished without the complete removal of the other. The focal spot of schooling in battling child labour has its verifiable roots in the nineteenth & mid-20th century in mechanical nations. In a report, Myron Weiner (1991) clearly pointed out mandatory instruction and schooling in wiping out kid work, whether it was in past or in present. Weiner's elucidation of the chronicled record has thusly started an enthusiastic discussion among scholastics. This verifiable discussion has been supplemented all the more as of late by an assessment of the connection among instruction & kid work on or after a human being civil rights point of view. The privilege of all youngsters to free & obligatory schooling is cherished in worldwide commandment in an assortment of settlements. Moreover, Education for All turned into a focal improvement objective during the 1990s & its financial advantages turned out to be progressively perceived. As a result, the member's countries were forced to spend 20% more of their budget to arrive at the youngsters

for EFA as a huge number of kids were involved in labour markets as laborers. So ultimately the number of working kids dropped down slightly of the societies which were redundant of getting their education.

Conversely, firstly instruction and schooling assume and supposed to be a fighting against various jobs or activities done by children. To start with, widespread obligatory instruction and schooling up to the base age is a basic precautionary appraise. Secondly, schooling of good quality has a significant defensive influence on the kids and provides more extensive defensive condition for kids as an alternative of the employment. Also schooling gives true direction and guidance to children and ultimately open doors by enlarging choices for youngsters by putting them destined for success for the future instead of work, (Grootaert & Kanbur, 1995)

Education for all point this emergency in schooling a noteworthy new activity, the World Conference on Education for All, was met at Jomtien, Thailand in March 1990 to set out another hallucination. The point was to restore the universal network's duty to essential schooling. Initially started and gathered by UNDP, UNESCO, UNICEF & the World Bank, the battle & eventually gone to by 155 states & NGOs. The Conference delineated an

“extended vision” also the Conference Declaration centered, as a component of this “hallucination” on quality, kid advancement, & the requirements of the least fortunate nations. As a result, 6 basic objectives were recognized, as: all-inclusive right of entry to & fruition of essential instruction constantly by 2000. The Jomtien objectives were additionally reproduced in a progression of UN gatherings which pursued during the 1990s: The World Summit for Children (1990), the World Summit for Social Development (1995) & the Fourth World Conference on Women (1995).

Later on these gatherings of states rose up to the Development Assistance Committee (DAC) of the Organization for Economic Co-activity & Development (OECD), a center worldwide accord on advancement regarding children schooling: widespread access to essential schooling by 2000, with culmination by 80% of essential age youngsters; conclusion of the sexual orientation hole in essential schooling & optional instruction by 2005; general essential instruction by 2015, upgrades in the nature of schooling, & improve the low salary networks and package for teachers. The rising profile of child labour right now was likewise reflected in significant universal gatherings held in 1997 at Amsterdam & Oslo. The Oslo gathering specifically centered and focused on youngsters

schooling in its last embraced content.

EDUCATION FOR ALL GOALS

EFA is a universal progress effort guided by UNESCO aiming to congregate the learning desires of each and every one child, youth & adults of a society by 2015. EFA was taken on by the Dakar Framework in April 2000 at the World Education Forum in Senegal, Africa, with the goal that each one child would be given free primary education by 2015. Somehow not all children were given the education they require or want; therefore, this goal was put in place to lend a hand. UNESCO has been consented to lead the movement & coordinate the international efforts to arrive at Education for All and no doubt it started their efforts as well. As a result, many states, development agencies, civil society, non-states organizations & the media actively participated in the campaign, but still a number of the cohorts working and getting the way to reach these goals. The EFA goals also make a payment to the global pursuit of the eight (MDGs), especially MDG 2 on universal primary education & MDG 3 on gender equality in education, by 2015. For this purpose “The Fast Track Initiative” was set up to put into practice the EFA movement, aiming at “accelerating improvement towards quality universal primary education”. UNESCO also fabricated the annual Education for All Global Monitoring

Report. EFA Goals are shortly introduced below:

goal1–early childhood care & education

Growing & improving exhaustive early youth care & instruction, particularly for the most helpless & burdened youngsters.

Goal2–universal primary education

Guaranteeing that by 2015 all kids, especially young ladies, & those in troublesome conditions also, those having a place with ethnic minorities, approach, & complete, free & necessary essential instruction of good quality at their doorstep with an easy access.

Goal3–youth & adult skills

Making sure to the acclimatize requirements of every young people & grown-ups are to congregate from side to side impartial admittance to appropriate learning & fundamental abilities programs

goal4–adult literacy

Accomplishing a fifty percent improvement in levels of grown-up adult education by 2015, particularly for ladies, & make arrangement for fair access to essential & proceeding with schooling for all grown-ups.

Goal5–gender equality

Dispensing with sexual orientation variations in indispensable & discretionary schooling by

2005, & accomplishing sexual orientation balance in schooling by 2015, with an emphasis on guaranteeing young ladies' full what's more, equivalent access to & accomplishment in essential schooling of good quality.

Goal 6–quality of education

Improving all dimensions and parts of the schooling & guaranteeing them all quantifiable learning environment and conditions to accomplish their education in a standardized educational institution, particularly in proficiency, numeracy & fundamental abilities.

Progress towards efa

Worldwide promises made in the Dakar Framework was just somewhat satisfied and achieved. The Dakar Framework for Action proposed three sorts of worldwide intercessions to help nations: A) Coordination components, some of which previously existed; others were delineated without precedent for the Dakar Framework & therefore changed. B) Campaigns committed to specific parts of EFA, for example, grown-up education, or to particular challenges. C) Initiatives, some of which were determined in the Dakar Framework while others were made later, drawing from its position. It was trusted that, if effectively executed, these mediations would prompt five medium-term results which thusly would help accelerate the accomplishment of

the EFA objectives. The intercessions were normal to: D) Reaffirms & support political duty to EFA E) Help assorted kinds of learning, proof & mastery be conveyed & utilized F) Impudence & reinforce national EFA arrangement & practice G) Effectively assemble money related assets for EFA H) Establish free observing & detailing of advancement towards the EFA objectives. Though these objectives were not completely achieved but it set a platform for others in future.

Importance of education for all

In spite of the fact that there has been enduring advancement towards accomplishing numerous EFA objectives, yet due to numerous difficulties and obstacles some remained un-achieved:

1-Today, an expected 250 million youngsters around the globe can't peruse & compose, even in the wake of burning through they spent at least three years in educational institution as well. 2-In 2012, 58 million kids were out of educational institution; half of these kids lived in strife influenced nations they were somehow approached and brought into educational arena. 3-In sub-Saharan Africa, young ladies represented 56% of out-of-younger students in 2012, due EFA efforts most of them were enlisted in the schools. 4-In 2011, just 60% of nations had accomplished sex equality in

enlistment at the essential level & 38% at the optional level due EFA efforts. 5-In around 33% of nations, less than 75% of elementary teachers are prepared by national norms as result of the worldwide teacher's campaigns. 6-In 2011, around half of little youngsters approached pre-essential schooling, & in sub-Saharan Africa the offer was just 18% as EFA has started their never-ending efforts. Due to the Education for All objectives one of the eight MDGs were achieved to a limited extent because of the immediate effect of instruction on tyke & conceptive wellbeing, just as the way that EFA has made an assemblage of involvement in multi accomplice coordinated effort toward the 2015 targets. At the same time, accomplishing the different MDGs, for example, improved wellbeing, access to clean drinking water, diminished destitution, & natural manageability, are basic to accomplishing the instruction MDGs were become possible of the work of EFA. **WORLD bank efforts for the accomplishment of efa goals**

The Bank bolsters EFA through multidimensional, endeavors for instance: a-to improve instructive quality & learning results. b- To improve low grade educational institution. c- To improve the left out & consistency standards of young ladies, just as their learning results. d-to advance early youth

improvement & Protect EFA prospects in delicate states. The Bank directed every one of the nations to accomplish their schooling objectives through money & learning administrations in the types of systematic work, arrangement counsel, & specialized help. Strategy work is a key part of the Bank's work to acknowledge EFA. The Bank's Systems Approach for Better Education Results Initiative (SABER), for instance, gathers & investigates strategy information on schooling frameworks around the globe, utilizing proof-based structures to feature strategies & institutions that matter a good number to endorse learning for all children. The World Bank Group reorganized the Global Partnership for Education (GPE), as a Board Member, host of the GPE Secretariat, trustee & supervising entity for the enormous mass of GPE grants. Lastly the World Bank moreover chains EFA hard work from side to side analytic work & sharing of global knowledge & high-quality perform. The Bank's analytic work has, for instance, lent a hand to create yardsticks for quality, effectiveness, & reserve enlistment in the education sector.

Anyway, Child work is a noteworthy test for the fulfillment of the objectives of Education for All (EFA) in Pakistan. Kid work is characterized as, the interest of little youngsters aging below 15 years in the work power, with

the intention to acquire a living or to help family unit salary (Grootaert & Kanbur, 1995). In nearly all developing nations, 1 in each 5 youngsters work; & 1 in each 3 kids work in Africa and 3rd world countries (Pakistan comprehensive report), however there are huge contrasts in financial action rates over these locales (World Bank 2007). Kid work is far reaching & has been on the expanding move in Pakistan, where 45% of the all-out populace, or simply more than 1 Cror 40 lacs individuals, has been observed to be kids younger having 15 years of age (PRB, 2009). An immense 15 million kids, younger than 15 years, are occupied with some type of work in Pakistan. A larger part of these youngsters is presented to extended periods of time of work in perilous & unfortunate conditions. Youngsters in Pakistan are utilized in open places & markets: as road sellers (64%); homeless people & shoe shiners (4%); vehicle washers/watchers (six %); scroungers (five %); & feet washers (eight %). In northern Pakistan, kids are alluded to as 'almajirai'. The ascent in the pace and increasing interset of youngster work in the 3rd world nation may have been a result of the interest for modest work & destitution (UNICEF, 2006). Despite the fact that, kids have consistently opposed and denied in Pakistan, but still number child laborer's are steadily on the up. The way of thinking of most

societies in Pakistan, have urged youngsters to profession among their folks, so as to become skilled and earning source for their families as they would later on require in their adulthood. Be that as it may, kids today are compelled to fill in as a survival methodology for themselves & their family. The cash earned by youngster workers has shaped a huge piece of income generating source of poor families. Thus, kid work has prompted mass drop out from essential & auxiliary educational institutions in spite of the efforts, as a result expanded inclusion of youngsters in wrongdoing & medication related propensities, hampered human capital advancement, & the improvement of the possibilities of nations like Pakistan. There is far reaching conviction, that work is dangerous to a child's scholarly & physical improvement, particularly that of small kids. Kids in Pakistan have been set up to invest their energy in four fundamental exercises, to be specific: work, educational institution, work/educational institution, & recreation/inactive. ILO assessed in 1999, that 24.2 % of kids in Pakistan among the age of ten & fourteen years are been working or they are busy in some sort of activities. The key mean & goal of any nation to make progress is laying behind in their education system they have but unfortunately children and their education in our country Pakistan is not been focused and

keenly taken. Pakistan has been credited to have the most noteworthy number of dealt kids & ladies, as can be observed that eighty lac Pakistani kids, are engaged in exploitative work against the international prevailing laws (NAPTIP, 2008). The EFA is a kind of platform on a worldwide level that make sure to give excellence fundamental instruction and schooling to all youngsters, adolescents & grown-ups in all corners of the world. The development was propelled at the world Conference on EFA in 1990, where delegates of the global network acknowledged the fact that universalizing the essential instruction and schooling & lack of enough educational institutions at all level before the decades to be over is badly missing. The worldwide duty of EFA rose as a response to the expanding pace of youngster work, tyke dealing, tyke misuse & kid related maltreatment that deny offspring of essential schooling, & a protected future for these children.

Child labour & education for all inter-connection

there is strong inter-connection between children's education and the delima of child labour. As it can be seen in any former research studies and literatures that wherever there is abundance of educational facilities like enough schools, provision of basic facilities, enough number of skilled and professional teachers, and a well spread and

organized set and system of education there can hardly be seen children in the work places and labor markets in the shape of child laborer's. But inversely if there is lack of these kinds of facilities especially for kids there can be seen abundance of child laborer's instead of they should be in their birth right (educational institutions). During the last piece of the 1990s, kid work took-off as a global issue. Be that as it may, little association was made with the EFA plan. Jomtien, coming not long subsequent to the selection of the CRC, neglected to consider the essential idea of tyke rights as the fundamental standard behind EFA. Under worldwide human rights law, eighty% child laborer's were approached, but 20%, children that are still in employment are hard-to-reach, which remains the extraordinary test to accomplishing EFA Goal.

Progress in the new millennium

The World Education Forum held at Dakar, Senegal, in April 2000, that insisted on appropriate, with free obligatory essential instruction & educational institution of good quality as a long-haul focus to be achieved by 2015 in all corners and all children of the world. Uncommon notice was made of young ladies, kids in particularly troublesome conditions & those having a place with ethnic minorities however there was no notice of working

youngsters as an objective. It took an additional 2 years for the schooling & kid work association with to be officially made outside of a kid work context. This was accomplished at the year 2002 UN General Assembly's Special Session on Children (UNGASS). UNGASS, on 8 May 2002, incorporated a reference regarding the same issue to provide equivalent chances & access to quality schooling that is free & obligatory. This was trailed by an accord result report of the General Assembly, "A World Fit for Children" with objectives & focuses to be meet the challenge of the new arena. The opening Declaration expressed that: All young ladies & young men must approach & finish essential instruction that is free, mandatory & of good quality as a foundation of a comprehensive essential schooling. In the Plan of Action, the association among schooling & child labor is first. They also realized that Education is a human right & a key factor to diminishing destitution & youngster work. As a major aspect of the execution technique, reference is made to advancing imaginative projects that urge educational institutions & networks to look all the provided educational facilities if not they should be made more effectively for youngsters who have dropped out or are barred particularly young ladies & working kids. Extraordinary measures ought to be set up to avert & diminish drop out because

of the children in work section and business centers. In the areas where these kind of activities and practices are observed as tyke work, special reference were made, and prepared and significance importance was given to these kids to bring them into free fundamental instruction & with professional preparing & their combination into the schooling framework inside & out.

The association made at UNGASS was additionally reflected in crafted by the G8 Task Power on Education & the Working Group on Education for All: that child labor was a noteworthy obstruction to EFA. The G8 Summit in June 2002 pronounced: "More grounded endeavors must be made to wipe out the most exceedingly awful types of youngster work & to standard working kids into formal educational institutions". Simultaneously UNESCO proclaimed, on the off chance that we need to accomplish Education for All, the issue of child labour must be taken all the more unequivocally into account. In 2003, at the round table sorted out by the ILO, UNESCO, Global March & the World Bank, held at New Delhi, on connecting arrangements in child labour disposal, destitution decrease & EFA, a Declaration was received, expressing: The worldwide network's endeavors to accomplish Education for All & the dynamic end of child labour are inseparably connected. From one

perspective, instruction & specifically, free & obligatory schooling of good quality up to the base age for ingoing business is a key component in keeping kids from working in risky & dangerous circumstances. Then again stressed that kid work is one of the biggest obstructions to EFA & neediness mitigation. Similarly, young ladies' work is a genuine hindrance to accomplishing sex equality in essential & auxiliary instruction by 2005 (13, November, 2003). In conclusion, it should be recognized that the Global Campaign for Education & the Global March Against Child Labor were offering energy to & picking up help for EFA & the dynamic end of youngster labor. Child work influences both the capacity to go to schools and class, & subsequently it has been recognized as significant test to the fulfillment of the objectives of EFA. At the point when youngsters are utilized in one type of work or the other, they will in general drop out of essential & optional educational institutions. Children working inside their homes, or in outsider family units, speaks to a noteworthy obstruction to access & consummation of value fundamental instruction in Pakistan. Also, a fact remains that of out-of-educational institution young ladies are engaged with household work. Young ladies engaged with household work are made helpless against maltreatment & misuse &

frequently experience unforgiving working conditions & are prevented from securing their privileges. The greater parts of the kids, who work don't have time, cash, or the vitality to go to class or they are even not reached by any agency yet. There are around sixty lac working kids in Pakistan, half of which are young ladies, & 10 lac of these children don't go to class at all or they are compelled to drop out of their educational institution, because of neediness or on account of guardians' interest to add to the family salary. More than eighty lac kids consolidate tutoring & work. This gathering of youngsters works at some stage in their extra time to lift assets to compensate their educational institution expenses. In the course of time they frequently bounce classes because of the interest of the labor market (UNICEF, 2006). Passing up instruction makes it difficult to fracture the sequence of neediness & abuse & keeps youngsters from having better life & a sheltered future. There is shortage of information on elementary educational institution participation rates in Pakistan. While educational institution enlistment rates are an indication of the degree of responsibility to schooling in Pakistan, they don't generally mirror a tyke's support in educational institution. The vulgar elementary educational institution enlistment declined, from roughly 86.2 % in 1993 to 70.3 % in 1996. The left-out

rate for both male & female kids in elementary educational institutions is moderately high, being around 10 to 15 % somewhere in the range of 1990 & 1994, sixty-four % of understudies' in elementary educational institution finished evaluation five, & just 43.5 % proceeded to junior auxiliary educational institution. During the previous year, both real universal appraisals of instruction advancement distinguished the test that kid work presents to achievement of schooling targets. The MDG's Report 2006 expressed that "soaring paces of destitution in rustic territories limit instructive open doors in light of requests for youngsters' work, low degrees of parental schooling & absence of access to great quality tutoring." Meanwhile the Education for All Global Monitoring Report 2007 states that Education for All requires a comprehensive methodology that stresses the need to arrive at gatherings that may not generally approach instruction & learning. It calls for arrangements planned for "coming to the unreached", including approaches to defeat the requirement for kid work & to handle avoidance. A gathering of the Global Task Force on Child Labor & Education for All was held in Cairo on November 14, 2006. The gathering was gone to by all the center individuals from the Task Force, ILO, UNESCO, UNICEF, UNDP, World Bank, Education International & the Global March

aligned with Child Labor. Delegates of the States of Norway & Brazil additionally took part in the gathering, which talked about various activities to take forward crafted by the Task Force. A short rundown of this work is given underneath.

Various national level activities are being started in chosen nations to look to standard child labor into EFA & new advancement systems, with a specific concentrate on present or likely Fast Track Initiative nations for instance the nations who first distinguished are Mali, Zambia, Albania & Pakistan. In these nations entomb organization talks will survey chip away at child labor & Education for All & distinguish methods for expanding entomb office collaboration on related work. Kid local work in outsider family units speaks to a noteworthy hindrance to get to what's more, finishing of value essential schooling, particularly in the most unfortunate nations. A generous number of out-of-educational institution young ladies are associated with local work. Young ladies' inclusion in residential work involves solid latent for maltreatment & misuse & it is regularly joined by cruel working circumstances & hardship of rights. This joint activity will:

- 1- Bolster advancement in chose nations of instruction & security program that

locations CDL in national schooling plans & part changes.

- 2- Reinforce associations & synergistic components.
- 3- Build up a viable correspondence technique at national & worldwide levels that advances a favorable situation for progress.

To help business related to the kid work & instruction for all linkage, a reference booklet is being created, pointed fundamentally at instruction arrangement creators. This will be accessible for use by offices either inside their own exercises or as an asset for use on joint office programs. Reinforcing the learning base on child labor & its effect on schooling accomplishment is a significant advance in guaranteeing that the need to handle youngster work is reflected in national arrangements & systems. Youngster work influences both the capacity to go to class, & to profit from tutoring. The subsequently gathering of the GTF will consider a paper arranged by the Understanding Children's Work (UCW) venture which audits existing information on kid work & schooling relationship & which distinguishes territories which could frame the reason for new look into around there.

Similarly, significant advancement has been made in Pakistan as well towards the

acknowledgment of the cardinal objectives of the EFA development since it was articulated in 1990, however difficulties remain. The national states has built up various instructive strategies, for example, Universal Primary Education (UPE), EFA & Universal Basic Education (UBE), so as to check the issue of educational institution, drop outs, the decreasing enlistment in essential & optional tutoring, & instructive weakening for the most part in the nation. The UPE plan was organized by the military states in 1976 to build up the instructive limit of unskilled Pakistan. The plan was not as viable true to form. More individuals have been capable go to class, read & compose their names, & are better educated, because of the plan. Then again, the Universal Basic Education (UBE) was established in 1999; it made the initial nine years of tutoring free & necessary for all Pakistan offspring of educational institution age. UBE is sponsored up by a law that additionally stipulates free, obligatory & widespread essential schooling, when it is practicable. Besides a free-lunch approach has been organized by most states in northern Pakistan to draw in mass educational institution enlistment. Under the last strategy understudies are sans given lunch in educational institution notwithstanding the arrangement of free educational institution uniform, free course readings, composing &

perusing materials. There is a National Commission for Mass Literacy (NCML) in the nation, which is commanded to set up projects & systems to raise Pakistan's proficiency rate & line up with the fourth objective of EFA. Accessible information has shown an unfaltering ascent in grown-up education enlistment, from 665,113 people joined up with 2001, 842,987 out of 2001 to 933, 868, in 2004. EFA arrangements & changes set up by states have not been as compelling as envisioned. Henceforth the instructive segment is looked with real difficulties of ineffectively paid educators, a deficiency of prepared instructors, a poor & lacking foundation, & inadequately inspired educational institution personnel. This has thusly added to poor or unpredictable educational institution participation among youngsters in the nation. These difficulties, in any case, have been consistently ascending in elementary educational institution enlistment in the nation. The example of enlistment has demonstrated that a sum of 19.2 million grade educational institution understudies were tried out 2001; 19.8 million out of 2002; & 25.7 million out of 2003. As far as sexual orientation, there are progressively male enlistment in elementary educational institution, than their female partner; 10.8 million male & 8.4 million female youngsters took a crack at 2001; 11.0 million guys & 8.7

million females in 2002; & 14.4 million male & 11.3 million females were tried out 2003 (FME, 2007).

There exists strong relationship between advancement on decreasing kid work & arriving at Education for All. There is an unmistakable relationship between the locales & nations where the most progress is being made in lessening youngster work & those where the most progress is made in arriving at Education for All objectives have made progress as well. Comprehensively, progress in accomplishing general essential schooling has been consistent by & large enrolment in essential instruction arrived at 89% in 2009 up from 82% in 1999, with clear gains in arriving at sex equality objectives too. This advancement is reflected by the decrease in the general quantities of youngster workers. In Latin America, youngsters' work rates have diminished from 10% to 9% somewhere in the range of 2004 & 2008. During that period, enrolment rates in essential schooling for the area all in all have stayed over 90%, & enrolment in optional instruction arrived at 70%. This contrasts & figures for Sub-Saharan Africa of 63% essential schooling enrolment & 28% for auxiliary instruction (UNICEF 2010), where the commonness of kid work is most noteworthy & the total quantities of youngsters out of educational institution is developing. An

ILO concentrate dependent on family unit kid work reviews in 34 nations from 1998-2006 discovered clear proof of the connection between's better on accomplishment of general schooling & the lower rate of youngster work, (FME, 2007).

In a state like Brazil, during the 1960s, just about 60% of all kids 7-14 years of age were going to class. The new Constitution of 1988 made 8 years of instruction necessary, (in this way stretched out to 9 years in 2006), setting up an open responsibility to general schooling. In any case, the nation confronted significant social & monetary disparities. By 1991, in the more extravagant South & South East, enrolment rates had arrived at 95%, while in the North East, it was just 73%. Following on from the first Education for All Conference in Jomtien, Brazil embraced a 10-year Education for All Plan (1993-2000) & turned out to be immovably dedicated to the objective of all-inclusive essential instruction. Through a scope of Central & decentralized projects, significant venture & common society preparation, grade educational institution enrolment rates climbed drastically, especially in the more unfortunate States, & by 1999, it had arrived at 96%. So, they made inclusive progress in EFA Goals. Simultaneously as this drive towards all-inclusive essential schooling, say for example in the Brazilian states embraced another Statute

on Children & Adolescents, which expressed that youngster work is incongruent with the privilege to instruction. The National Program for the Elimination of Child Labor (PETI) was intended to give month to month recompenses to poor families for every youngster going to class normally. Joined with after-educational institution programs, also a progression of different measures, the occurrence of kid work has fallen significantly. The quantity of kids in youngster work in the age bunch 10-17 dropped by 36.4% from 1992-2004 & for youngsters between 5-9 years; the decay was a sensational 60.9%.

Mauritius is another case of a nation where considerable advancement on access to instruction, joined with considerable states managed savings inclusion, has fundamentally decreased the rate of youngster work. The nation has accomplished 95% enrolment rate at elementary educational institution (young ladies at 96%) & 73% at auxiliary educational institution (with young ladies at 77%.) It additionally has the most reduced degrees of youngster work of any African nation, with an expected 2%-3% of kids delegated kid workers. Since the 1980's, the nation has appreciated a high GDP, considering a solid fare situated assembling part, & prospering the travel industry area. The administration has put

intensely in schooling & social assurance, (NAPTIP, 2008).

Schooling is free from essential to advanced education & there is a free restorative framework, a non-contributory annuity conspire for individuals more than 60, & benefits for impaired, survivors, also, the jobless from low pay families. 17% of states consumption is spent on instruction & 19% on social welfare. There are likewise solid social exchange components & tripartite bodies. While the nation faces provokes identified with basic joblessness, the maturing populace & the significant expenses of social assurance, it is regardless an unmistakable case of what can be accomplished with the political will to contribute in schooling. For the situation of Tanzania, while the general pattern for the Sub-Saharan locale has been an expansion in youngster work, figures demonstrate that in Tanzania, the quantity of kid workers have diminished. Schooling throughout the most recent decade has been given high need, with the cancelation of elementary educational institution expenses & the development of interest in fundamental instruction. Enrolment rates in grade educational institution are currently 73% (young ladies 75%) up from 43.4% in 2000 what's more, which is essentially higher than in nations with comparative degrees of GDP. Connection between advancement

towards all-inclusive schooling & decrease in kid work is fact which cannot be denied by any one. There were as yet 72 million kids, of whom 54% were young ladies, out of educational institution in 2007 in spite of a decrease of 33 million since 1999. As indicated by UNICEF, the figure ascends to 101 million when participation rates gathered from family unit reviews are considered in. In view of current patterns & levels of venture, there will in any case be 56 million offspring of elementary educational institution age out of educational institution in 2015. Out of 33 nations with a high predominance of youngster work, 28 additionally have a high level of kids out of educational institution. Similarly, those areas were most out of educational institution kids are found, especially Sub-Saharan Africa & West Asia, will in general have the least venture & enrolment rates.

Laws & initiatives for EFA in Pakistan

The Pakistan constitution requires the arrangement of free, necessary & all-inclusive essential schooling, when it is practicable. In 1999, Pakistan characterized once more essential instruction sketch that made the initial nine years of tutoring free & mandatory. The point of the arrangement was to perk up the pertinence, productivity, nature of educational institutions & to make projects to address the fundamental schooling needs of traveling &

out-of-younger students, adolescents, grown-ups & defenseless kids, by & large. The Labor Act of 1974 precluded the work of youngsters younger than fifteen years in trade & commerce. It additionally limited work performed by youngsters to locally established farming or local work. Pakistan is an individual from various worldwide associations, for example, the ILO, with whom the nation has marked global conventions. These conventions are planned for securing powerless kids & giving essential schooling to all offspring of educational institution age so as to meet the MDG's set for the nation. In promotion of the hallucination of giving essential instruction to all offspring of educational institution age, the Federal Ministry of Women Affairs & Social Welfare worked out a cooperative energy with UNICEF & the Center for Non-Formal Education & Schooling (CENFET), to contain the test of absence of formal schooling educational program for young ladies, kids without access to class, educational institution left outs, specifically, kids from non-very much worked educational institutions, where young ladies represent 60 % all things considered. These endeavors have added to an expansion in enlistment, especially, among the young lady kid, & upgraded the improvement of non-formal & roaming schooling. In a pilot undertaking did in Sokoto State, in Northern

Pakistan, it was found that educational institution enlistment in essential schooling, ascended from 914 students in 1996 to 115,525 understudies in 2000, out of which, 73,291 had passed their tests. The task documentation under 0.2 % left out rate, with less young ladies dropping out of educational institution than young men.

Discussion of the study

Endeavors since year 2000 to propel instruction around the globe have progressed toward becoming nearly synonymous with guaranteeing that each youngster would be in educational institution. The EFA & MDG) focus of widespread access to essential instruction was particularly relevant to the least fortunate nations, yet others thought that it was less significant. In the interim, the attention on all-inclusive essential enrolment implied less consideration regarding other significant regions, for example, instruction quality, early youth care & instruction (ECCE), & grown-up proficiency. In general, not in any case the objective of all-inclusive essential instruction was come to, not to mention those increasingly driven EFA objectives & the most impeded kept on being the last to profit. In any case, there have been accomplishments that ought not to be belittled. The world will have progressed by 2015 past where it would have been if the

patterns of the 1990s had endured. What's more, the checking of instruction progress since Dakar has improved & extended. At last, the EFA development can be portrayed as a certified achievement, regardless of whether EFA accomplices might not have all in all satisfied their duties. However, the exercise rising in the course of recent years is that, while specialized arrangements are significant, political impudence & footing are more in this way & are fundamental for understanding the size of change & activity required to accomplish EFA at the national level. The dialogs on the post-2015 motivation may offer a chance to accomplish the essential scale. 1-Increase accentuation on early youth care & schooling. All nations should make in any event one year of preprimary instruction obligatory as a major aspect of the essential instruction cycle, & states should make the fundamental assets accessible. Where states spending plans can't grow administrations for all, they should focus on the most hindered populaces. Non-formal & network based early learning projects ought to be upheld where formal projects are less doable. Care & educating ought to be of good quality & staff ought to be prepared to animate little youngsters intellectually & offer socio-enthusiastic help. Nations ought to endeavor to pull in more & better parental figures & instructors by lifting their status & pay to the

degree of grade teachers. 2 Do all that it takes to empower all kids to finish grade educational institution States need to create sensible money move programs, with streamlined contingency & focusing on plans, to enable poor families to meet expenses of tutoring, for example, casual charges, regalia & transportation. To improve educational institution interest & diminish left out, states should execute intersectoral programs in territories, for example, wellbeing & sustenance, just as interests in streets, water & power framework. States ought to get ready alternate courses of action to meet the instruction needs of youngsters in crisis circumstances & zones of equipped convicts. 3 Improve the securing of work & fundamental abilities among youth & grown-ups States need to guarantee that every single youngster, particularly the least advantaged, procure establishment aptitudes through general access to free & necessary lower optional schooling.

Conclusion of the study

The objective of ensuring & giving Education to All, specifically for defenseless kids in Pakistan, requires the cooperative energy of all partners in the instructive division. That is, approach creators, non-legislative organizations, global offices & the common society, ought to be made to orchestrate their procedures to check youngster work, tyke

dealing, secure vagrants & give the required instructive foundation required for the achievement of the objectives of EFA. It is essential to take note of that noteworthy advancement has been recorded on the EFA program in Pakistan. Be that as it may, numerous powerless kids are found over the length & expansiveness of the nation & are yet to entrée & profit completely from UBE & EFA programs. These helpless youngsters are principally road kids alluded to as 'almajirai', itinerant Fulani kids, vagrants & the young lady kid. There is, subsequently, need to grow new procedure to oblige this gathering of powerless kids found in a few conditions of Pakistan to rush the nation's advancement towards the achievement of the EFA objective & by expansion the MDGs. In this light there is total requirement for forceful & supported promotion for EFA, in all conditions of the nation. The support for EFA ought to include teaching & edifying the country people, specifically, of the requirement for offspring of educational institution age to partake & profits by the EFA program. The administration should, as an issue of direness, make an empowering domain for all partners in the instructive area, under a private-open association methodology, to possess & oversee instructive framework at the essential & auxiliary degrees of schooling. The states and

administration should demonstrate their political will to encourage the fulfillment of EFA objective by raising their separate budgetary assignment up to the universal gauge standard distribution to instruction, build up the limit of instructors through preparing & re-preparing programs lastly, EFA educational plan ought to be created make use of a participatory way to deal with upgrade the degree of acknowledgment of the EFA program & subsequently the accomplishment of EFA objectives in Pakistan.

The report on the worldwide observing of Education for All obviously demonstrates how 164 nations around the globe have acted subsequent to having conceded to accomplishing six instructive objectives in “Education for All”. The report distinguishes a deficiency of educational institutions in Pakistan, non-attendance of instructors, absence of qualified educators & missing foundation offices that have hampered the development of the nation's schooling division.

Besides, he refers to extracurricular factors, for example, social imperatives, frailty, neediness, rebellion, political shakiness & feeble administration as a major aspect of the issue. Cataclysmic events that have demolished educational institution structures & framework & genuine militancy issues in certain pieces of Pakistan have kept on obstructing the

accomplishment of objectives. Pakistan is focused on accomplishing objectives other than instruction for all in 2000. We as a whole think about the MDG's of the United Nations Millennium Declaration through which another worldwide organization was to help decrease neediness & improve financial advancement exercises. There were eight national MDG targets & in excess of 30 pointers for Pakistan against which progress must be estimated. By 2013, we have accomplished three of these objectives, & as we approach the part of the bargain, risks that we will go anyplace else will diminish quickly. The report distinguishes Pakistan's endeavors to quicken the pace of accomplishing EFA objectives by rolling out sacred improvements (as Article 25A) & presenting join crusades & giving free reading material to understudies. In actuality, little has been accomplished for the sake of schooling. The state experiences issues giving free schooling to all kids & has flopped wretchedly to look after measures

On the off chance that a layman was asked how Pakistan's instruction framework functioned, almost certainly, he would paint a depressing picture, & which is all well & good. When we talk about fortifying safety efforts for educational institutions, we locate that over 40% of the educational institutions in Sindh as of now work without a fringe divider,

considerably less a security monitor. When we state we need more educators, media reports find a huge number of apparition instructors who are undermining the nature of schooling? Around 20 % of all open grade educational institutions in the nation have just one class & around 40 % have no power. Previews of the “education of Pakistan” in web crawlers uncover careless understudies sitting in the open or in scattered homerooms & the instructors end up adjusting without contacting the dismissed condition. Global & national associations distribute reports that appear, on their spreads, a little Pathan from rustic settings wearing cobalt blue & white, their exhausting classes out of sight & books wilted in their grasp. These pictures are illustrative of the more extensive reality, yet in addition uncover instructive disappointments. We may have a flourishing tuition based educational institution framework; however, the level of kids we need is only a cake in heaven. The greater parts of our kids are required to go to educational institutions without drinking water or sanitation. One of the six destinations of EFA is to give all youngsters access to free & mandatory indispensable schooling of superior quality, paying little mind to race & sex. Pakistan is as of now falling behind in its objective of accomplishing all-inclusive essential enlistment & a 100% survival rate.

The present net enlistment rate is 69 %, contrasted with 57 % in 2002.

With a 67% survival rate, kids the nation over drop out of educational institution because of different social & monetary components & 6.7 million youngsters don't yet. The measurements acquired from the report demonstrate that the nation has accomplished poor outcomes contrasted with the objective of a grown-up proficiency rate half higher in 2015. From 46.5% in 2002, it rose to just 56% (in 2013). This development isn't just inadequate, yet the absence of national insights additionally restricts the capacity to gauge genuine changes. As specialists in the field of instruction, we look for dependable & modern data, however shockingly, in numerous spots; we don't have steady logical proof of advancement. The present condition of instructive offices in the nation places young ladies in a feeble position. 55 % of all kids who don't go to class are young ladies & Pakistan has the second biggest sex uniqueness in enlistment in the South Asian area. The spending limit for instruction has been generally censured for being excessively low; however, the psyche disregards how the use of assets effectively accessible is brimming with irregularities. An expansion in the present schooling spending plan might be a lot for Pakistan, as one of the most significant difficulties we face is the under-use of cash on

a financial limit. The report expresses that instruction is the fourth most degenerate part in the nation (2010). Educational institutions & instructors don't satisfy their obligations, while assets are yet arriving at their goal. We realize that instruction stays an overlooked reason in this nation, regardless of how solid & clear the political talk on the execution of Article 25A is. We need more proficiency programs, particularly those focusing on remote territories & minimized divisions of society, (for example, ladies & minorities). The enlistment projects are nothing superior to anything twofold edged swords: they will fail if there are no better & better educational institutions, with prepared & upheld instructors. In short child labour and EFA goals are two opponent sides of a coin, wherever there abundance of child laborers, there is very little hope and opportunity for children to get education, but on the other side wherever EFA goals are truly fulfilled and implemented in their true sense & spirit and there cannot be seen children in the shape of child laborers. So, this is the responsibility of all the pillars of the society (govt, stakeholders, individuals, family members, teachers, religious members and parents to truly realize the seriousness of the issue and jointly start efforts & work for the complete & absolute implementation of the EFA Goals.

Recommendations of the study

- 1- As there is a general shortage of educational institutions throughout the country so, new educational institutions should be constructed for all children below the age of 14 to enroll them without any further delay, hence most children will have educational institutions at their own doorstep & will not leave the educational institutions prematurely thus they can be protected them from early child labour activities
- 2- As many of the reports regarding education census shows that there is a general perception regarding teacher absenteeism from their educational institutions so, for this purpose strict & firm steps should be taken against the accusers & the habitual teachers to make them regular & guarantee their 100 % attendance in their respective educational institutions, thus by doing so one of the reason of children's left out from educational institutions & getting into early child labour should be controlled to some extent
- 3- There is a lack of qualified teachers in our education system which is a major reason of low enrollment in many educational institutions of the country. Similarly those children who have already admitted in educational

institutions are forced to leave their education in the very early stage due non professionalism & commitment to the profession of teaching, so to increase enrollment rate & to retain these kind of children in their educational institutions, enough skilled & professionally sound teachers are to be appointed just not to boost literacy rate, but retain them in their respective educational institutions thus avoiding them from early entry in the labour market

- 4- Missing of basic infrastructure facilities in most of the educational institutions is yet another hindrance in the way of EFA which smoothen the way for child labour later on
- 5- Cultural constraints are also a barrier to EFA which leaves very little chance to children education specially to female children rather than early entry into the labour market
- 6- Insecurity is a general problem of our country, say for instance not only teachers, but parents & students feel themselves insecure in their educational institutions due which they hesitate to go into the educational institutions which inversely become a hurdle in the way of EFA & clear the way for early

child labour for parents & children as well as they have no other option & alternative rather than child labour

- 7- Poverty is one of the biggest complication in the way of Education For All, as poor families have no fair mean of income for their livelihood so, due to the miser economic conditions they do not even think to bring their children into the educational arena & leaving behind the last option for their brood in the shape of child labor
- 8- Lawlessness & lack of control on behalf of the govt is another obstacle to EFA which in turn makes the parents ready for child labour instead of education
- 9- Political instability may be one of the main obstruction to EFA, because due to discontinuity in the policies & rapid changes in the educational set up & policy directly or indirectly create instability & inconsistency in the organizational & educational activities which may badly effect the whole educational arena & may tease the sincere policy makers in the long run as well which ultimately increase the number child laborer
- 10- Natural disasters is a real an obstacle to EFA so, due to lack of resources the common members of the society have

very little option rather than to early entrance of the children in the labour force to cope with these sort of worse economic conditions

11- Serious issues of militancy in most parts of Pakistan is another genuine reason of low enrollment in educational institutions & the early mean of child employment in occupations

12- Ghost teachers & ghost educational institutions phenomenon can be frequently been seen in our educational set up from the very long time, for which teachers, society & parent's department may be stayed responsible, hence for this purpose keen, sincere & non tire-able commitments on behalf of all pillars are very much needed to overcome the issue of ghost teachers & ghost educational institutions, which may provide extra opportunity of education for child laborers wherever these sort of educational institutions or teachers are seen

13- Girls education situation is very much worse in our country as 55% of all the children who are out of their educational institutions in our country are girls which clearly shows the commitment, stance & priority of the govt & the society how much they are interested in

female education which fairly shows the priority & the gap of gender discrimination in our society. Due to unequal opportunities of education for girls, they do not have other option rather than to get start working either in their own household activities or in their owner houses/farms houses, ultimately the dream of EFA remains incomplete

14- There is lack of priorities in our country as it has very low & nominal budgetary allocation for education which ultimately becomes a hindrance to EFA & clear the way to child labour, so due to lack of interest & priority on the part of the govt, abundance of young children may be seen in the labour market instead of educational institutions

15- Education the fourth most corrupt sector in the country as can be seen from many official & no official organization reports, for this purpose keen & strict measure should be taken to stop the malpractices in the parent department. Also sincere & honest personals should be appointed in the parent department to reinstate the confidence of the layman & stop the ever increasing rate of child labour

16- Lack of literacy awareness programmed in the country is yet another hindrance to EFA which indirectly smoothen the way of high child labour rate in the country

17- Education sector needs a new wave of reforms & an intense reordering of priorities throughout the country to boost EFA & to block the ever-rising rate of child labour in the country.

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ESTIMATING THE RESULTANT OF OFFICE DESIGN OF EMPLOYEE PERFORMANCE: EVIDENCE FROM EMPLOYEES FROM NADRA

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Abstract:

Office ergonomics is treated as one of the two most important factors along with work environment. Although there are several studies on both factors but most of the studies are found to be focusing on elements from both factors simultaneously. Therefore, there is a requirement of research work which might focus on these two elements separately. Hence this is the study which is intensively focusing on impact of office design elements on employee performance with reference to NADRA, Karachi. The reason behind selection of NADRA as the point of reference for data collection is the study of as study of Jaffri (2015), indicated the severe lacking office design elements in NADRA, Pakistan. Although prior study was not done on extensively upon managerial level employees, neither it has detailed inventory of variables. Therefore, legitimate to declare the current study is one of the pervasive one and use of SMART PLS is also making the study unique in comparison to any other done in this domain. Results of the study are significantly different from the study conducted in 2015 and thus it is legitimate to induce post-positivism as the philosophical stance with this study.

Key Words: Office Design, Employee Performance and NADRA, Pakistan

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Introduction

Ergonomics is defined as the way to tailor equipment and system as per the requirements and usage of human being (Snell, Bohlander & Morris, 2015). Similarly, in the field of Human Resource Management workplace environment is the most is the topmost variable which affect employee performance, in fact importance of workplace environment is even higher than recognition, rewards and compensation etc (Kingsley, 2012). Similarly indicated by Sehgal (2012) that under most of the situation employee productivity has been influences workplace environment and elements of office design but office design is the factor which does not only influence performance at employee level and has the ability to influence performance even at organizational level (El-Zeiy, 2012).

This is potent as employees who are satisfied with their physical work environment tend to more productive as compared to others (Dole & Schroeder, 2001). Haynes (2008) claimed that there is a relationship between physical comfort and level of productivity. In fact, employees who are willing to perform physically and emotionally would be performing better as compared to the past.

The level of user satisfaction with physical environment fosters morale and level of job satisfaction and organizational commitment

(Kamarulzaman, Saleh, Hashim, Hashim & Abdul-Ghani, 2011), thus reduces the chances to quit (Haynes 2008 & Kamarulzaman et al., 2011). Validated by Pickson Bannerman and Ahwireng (2017), that due to noise and dangerous/complex elements employees feels to be in undesirable working environment which diminishes the productivity level of employees. These all looks quite understandable as Edem Akpan and Pepple (2017) highlighted that relationship among work, workplace and tools used is most important for work progress. Contrary to these statements some studies highlighted positive impact of physical work environment on level of job satisfaction, behavior and performance (Kamarulzaman et al., 2011).

STATEMENT OF PROBLEM:

Studies indicated that one might consider office comfort as the potent influencer of productivity, although there is no widely accepted definition of office comfort will be gauged it is difficult to highlight the way through which office comfort (Haynes, 2008). Therefore, management of most of the organizations are still facing challenges to establish office conditions which retain talent and motivates them to work effectively (Edem, et al., 2017). Although studies highlight numerous advantages for adhering ergonomic workplaces like lack of damages to equipment, decrease in effect of

carelessness and lack of injuries and death of employees etc. (Manggo, 2014).

Contrary to all this study conducted in NADRA, Pakistan indicated that the employees are working without most of the elements and requirement of ergonomic office design. Study forced to indicate the word of absent as employees were facing severe inadequacy of required facilities (Jaffri, 2015). Though Manggo (2014) advised HR and administrative managers to make office ergonomically sound to reduce harmful effects of carelessness, damage to equipment, or even injury to death to employees. Numerous studies highlighted that office design contains several elements like furniture, noise, air quality etc although elements like color etc might also be taken into consideration (Manggo, 2014). Similarly, Jaffri (2015) also indicated the requirement to consider other elements of office design to check and verify their impact on employee performance at NADRA Pakistan.

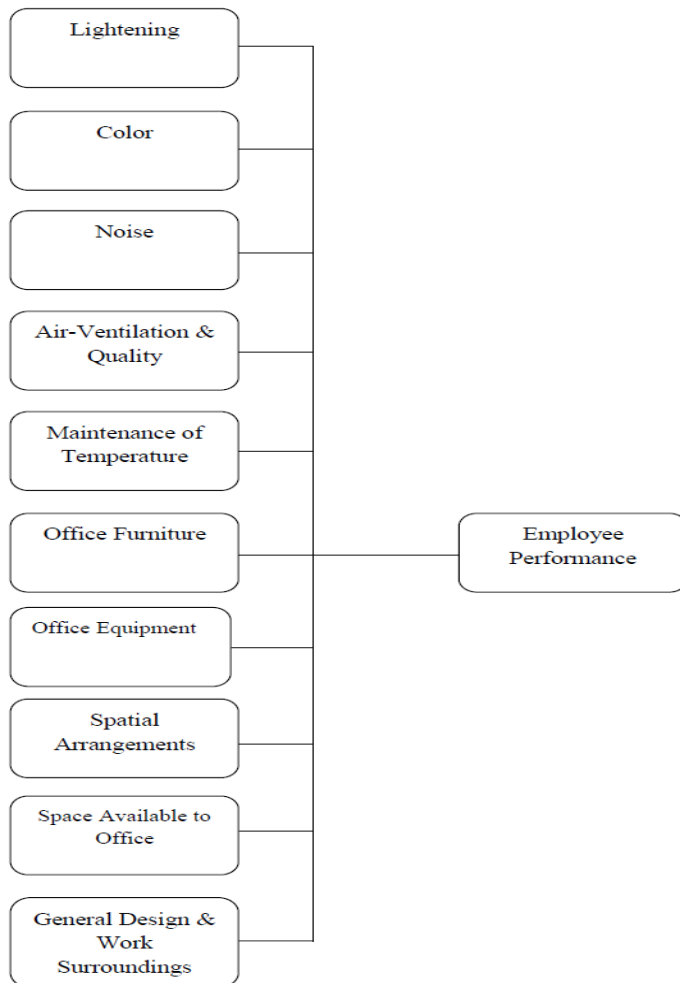
Theoretical framework and delimitations

This study uses large inventory of independent variables highlighted by Jaffri (2015), i.e.

furniture, noise, lightening & spatial arrangement and by other researchers from Pakistan and also from other parts of the world. Although this study focused only on office design and do not include elements from workplace so to focus extensively on physical comfort on performance of employees. The idea regarding separation of office design elements from elements of workplace has been grasped from Parveen, Sohail, Naeem, Azhar and Khan (2012) and Khan Azhar, Parveen, Naeem and Sohail (2012).

Thus, through considering the difference this study only focused upon variables associated with office design and excluded those which are part of any other construct e.g. work environment. Therefore, the major theme of the study is based upon Hameed and Amjad (2009), Jaffri (2015), Manggo (2014), Pickson Bannerman Ahwireng (2017), Riaz et al (2017) Saha (2016), Sarode and Shirsath (2012), Sehgal (2012), Sharma, Sharma and Lakshmi (2018), and Sultan Zafar and Anila (2016) etc.

RESEARCH MODEL



RESEARCH OBJECTIVES:

H_{1A}:There is a positive relationship between office lightening and employee performance in offices of NADRA, Pakistan

H_{2A}:There is a positive relationship between office color and employee performance in offices of NADRA, Pakistan

H_{3A}:There is a positive relationship between noise and employee performance in offices of NADRA, Pakistan

H_{4A}:There is a positive relationship between air quality and employee performance in offices of NADRA, Pakistan

H_{5A}:There is a positive relationship between maintenance of temperature and employee performance in offices of NADRA, Pakistan

H_{6A}:There is a positive relationship between furniture and employee performance in offices of NADRA, Pakistan

H_{7A}:There is a positive relationship between equipment and employee performance in offices of NADRA, Pakistan

H_{8A}:There is a positive relationship between spatial arrangement and employee performance in offices of NADRA, Pakistan

H_{9A}:There is a positive relationship between space available for office and employee performance in offices of NADRA, Pakistan

H_{9A}:There is a positive relationship between general design and working condition for office and employee performance in offices of NADRA, Pakistan

SIGNIFICANCE OF THE STUDY AND SCOPE:

The significance of the study has many folds as this is not a type of study which is supplemented with complete range of variable inventory from office design but will also verify the findings of Jaffri (2015) and evaluate the difference in working in 2015 and 2019. Moreover, due to the use of depth of variable

inventory this study will also make managers understand the impact of those variables which are rarely been studies, especially in the context of developing countries like Pakistan. Therefore, the study can be treated as the base of research work in government sector organization of developing or underdeveloped countries, especially of South-East Asia.

Literature review

Light:

Lightening is also an important factor which might affect performance of employees Sultan, et al., 2016) through making working easier for visual activities of job (Bachner, 2000). Although it is required to analyze that whether the quality of light will induce or reduce the employee performance (Sultan et al., 2016) and this can effectively be done through analyzing the needs of occupants (Manggo, 2014). Though Sultan et al (2016) indicated that light is in focusing on tasks which require intense visual focus and also aids in maintaining alertness

Colors:

Kwallek Soon Woodson and Alexander (2005) highlighted that color is one of the top ranked stressors but there is significant lacking studies which related color with the level of productivity (Kamaruzzaman&Zawawi, 2010). Garris and Monroe (2005), indicated that in recent working environment work is

supplemented with bright and colorful computer screens which increases the importance of restful colors. Hence it is appropriate to mark color scheme as an important player of working environment (Kamaruzzaman & Zawawi, 2010).

Any mistake in selection of proper color scheme will result in severe issues like eye strain, headache etc. (Manggo, 2014) and therefore require proper planning in order to identify the most suitable color (Kamaruzzaman & Zawawi, 2010). Brill Murgulis and Konar (1985), indicate light blue and light blue green are two most preferred color highlighted in the literature survey. Similarly, Sultan et al (2016) posited that workplace must be conducive for work and thus colors like orange and red must be avoided in order to provide mental peace to employees. Although findings of Sharma et al (2018), highlighted that productivity of female employee is more affected by the color of office rather than the performance of male employees.

Noise

Noise is treated as an issue which cannot be avoided in any work setting (Sharma et al., 2018). Noise is not composed of speech only, it also contains noise generated from keyboards, phone and copier etc. (Loewen & Suedfeld, 1992). Quible (2001) indicated that increased level of noise at work resulted in increase of

blood pressure and hence hindered the work through decreasing ability to focus.

Thus, legitimate to believe Tjambolanf (2003) that noise in work environment is responsible for 71% of distraction which is more than the level of distraction caused by any other element. Hence resulted in dissatisfaction from work-environment and job (Loewen&Suedfeld, 1992), also supported by Toftum Lund Kristiansen and Clausen (2012) and Sharma Sharma and Lakshmi (2018), that increase in level of noise is directly related with the work-deficiency.

Air Quality:

Quality of air can easily be determined by the number of impurities it contains (Clements-Croome & Derek, 2008). Brand (2008) indicated that air exchange rate from 10 liters/s/person to 15 liters/s/person or higher benefits occupants and their performance. Similarly, below than 6 liters /s/ person is indicated as sick building syndrome and standard rate of air exchange is 6liter/s/person to 8liter/s/ person.

Adding to this Sarode and Shirsath (2012) indicated, indicated, headache, fatigue and respiratory issues as the harmful effects which are caused by poor air quality. Similarly, Clements-Croome, Awbi, Bako-Biro, Kochhar and Williams (2008), added harmful impacts on

sensory system as the other negative of poor air quality.

Temperature:

Seppanen, Fisk and Lei (2006), indicated that temperature affect level of performance in an indirect manner as it produces harmful; effect on Shaken Baby Syndrome (SBS) Symptom. Validated by Kamarulzaman, et al., (2011), that employee productivity declines by 2% with increase of any addition in room temperature after 25°C. Though best temperature for working in closed office environment is 68°F (Quible, 2002) but duration to which employee is experiencing temperature is also an important element (Riaz, Shoaib & Sarfraz, 2017).

Similar was indicated Seppanen (2006) that impact of temperature is weakest for the creative tasks performed in labs but for short intervals of time and strong for activities performed as regular work. Study further indicated that motivation to work might diminish the negative impact of temperature but working for longer intervals has been affected more critically by increased level of temperature. Sultan et al (2016) indicated that increased level of heat at workplace are not only responsible for decrease in employee motivation but might also create heart related problems in workforce. These findings are further induced by Riaz et al (2017) that too hot condition (i.e. above 90°C) or too cold

condition (below than 50 °C) produces negative impact on employee performance.

Office Furniture:

Major components of office furniture are desks, chairs, filling systems and shelves (Saha, 2016). Furniture is in use since the times of Stone Age (Oyewole et al., 2010) & its purpose is to make people work effectively (AduAdu and Effah, 2014). In fact, Riaz et al (2017) furniture is one of the two most important office design elements along with lightening which has severe impact on employee performance and health. It has the capacity to increase level of performance by 10% to 15% as this is found to be valid for an insurance company (El-Zeiny, 2018).

This is valid as in recent scenario employee must spent six to eight hours in constant contact with office furniture. Uncomfortable furniture might create negative impact on physical & psychological state of employee hence purchase of furniture must be done through considering individual requirements (Adu et al., 2014).

Office Equipment:

Entire set of machinery and devices required to fulfill work related responsibilities are termed as office equipment (Sultan et al., 2016). One of the prior studies by Keeling and Kallaus (1996) indicated that office equipment mediates the relation of employees and their work.

Therefore, the criteria for the selection of office equipment is much tougher as selection of office equipment must be done in coherence with the need and comfort of individuals (Sultan et al., 2016).

Although cost associated with the office equipment must be considered (Sultan et al., 2016), but effective selection will result in optimization of quality of output with decrement in variable cost (Keeling & Kallaus, 1996)

Spatial Arrangements:

Spatial arrangement is the space factor associated with workplace (Sharma et al. 2018). Importance of spatial arrangements are in growth phase in the recent era & this must be coherent with the objectives of organization as different organizations require different types of interaction and communication. Thus, legitimate to declare that interaction and communication which correlates positively with the organization improves alignments (Deb & Sinha, 2010; Manggo, 2014).

Although teams working on similar projects could be situated close together (Kok et al., 2015), but individual motivation and job satisfaction will face a downfall due to restricted space and crowded workstations. This will also cause stressful working environment and ultimately resulted in

decrement in quality and performance (Al-Omari & Okasheh, 2017).

Space Available at Office:

Office space is very expensive, and subsequently also very limited, it is paramount that businesses find customized ways of optimally utilizing their available space with custom designed work-environments (Kok et al., 2015).

General Design and Work Surroundings:

Ulrich (2003) indicated that availability of plants and flowers at workplace creating significant impact on productivity of employees. Presence of these elements at workplace creates profound impact on the creativity level which enable employees to make more innovative solution to complex problems. Sharma et al (2018), indicated that female employees are more concerned towards work surroundings and general design of workplace.

Study indicated this through using descriptive statistics that mean female prefer plants in working environment as compared to their counterparts. Other study of El-Zeiny (2012) indicated that workers from generation Y believes presence of plants at workplace induce their concentration towards complex tasks.

Research methodology

Research Methodology is defined as the systematic manner to solve the problem, it is a procedure followed by researchers to describe, explain & predict phenomenon (Patil & Mankar, 2016). Although previously it is treated as the tool to connect all the relevant information for process of research (Brannick & Roche, 1997). Hence in order to draft research properly all the indication posited by Saunders Lewis Thornhill and Wilson (2009), Saunders & Bezzina (2015) and Sekaran & Bougie (2016) etc.

Moreover, in order to fulfill the indications of Patil & Mankar (2016), this study also uses the gaps (Jaffri, 2015; Manggo, 2014), in order to study impact of office design elements thoroughly on NADRA, Pakistan. In fact, this study also correlates the literature available from Pakistan and from other parts of the world in order to develop effective research which is in benefit of entire society. The parameters which further elaborate the scientific process followed by the study are as under:

Research Design

This study tries to work on the gaps highlighted by Jaffri (2015), therefore it is related with the building of theory and knowledge and hence the philosophy associate with the study is epistemology. Moreover, the purpose of the study is not only increase of knowledge through

testing of more and more variables but also to verify the findings of Jaffri (2015) and Manggo (2014). Therefore, the philosophical stance (paradigm) associated with the study is post-positivism (John & Gray, 2010). The assumption which underlies post-positivism is that research has been influenced by several theories and studies in addition to the study which is acting as the base (Cook & Campbell, 1979), & post-positivism is mostly associated with quantitative technique (MacKenzie & Knipe, 2006). Post-positivism provides another paradigm that can move positivism from a narrow perspective into a more income-passing way to examine real world problems. The use of stance is actually to falsify the existing knowledge and theories (Ponterotto, 2005). Similar valid in this case as this study is valid in the case as the study is to check and verify that whether employees of NADRA, Pakistan are working without desired facilities of office design as highlighted by Jaffri (2015). Strategy to conduct research is survey & method of data collection is mono method (Saunders et al., 2015), while data analysis has been made once in order to comply with cross-sectional time horizon of data collection (Saunders et al., 2015; Sekaran & Bougie, 2016). Although the data collection was made through visiting offices of NADRA, located in Karachi hence optimal to relate work with indication of

Sekaran and Bougie (2016) that study setting is non-contrived, unit of analysis is individual & researcher interference is moderate. Study is also associated with the use of descriptive statistics before proceeding with inferential statistics (Vimalanathan and Babu, 2017). Although excessive statistical testing has been done with SMART PLS to make study associated with post-positivist approach, i.e. study is not only dependence upon the base theory and has been influenced by several other researchers. Cook & Campbell, 1979).

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Sampling Design

The purpose to induce sampling over data collection from population is to collect data with convenience with less time and cost (Sekaran & Bougie, 2016). This study has been supplemented with simple random sampling as indicated by Jaffri (2015), Parveen et al (2012) and Sultan et al (2016). Although unlike Jaffri (2015), paper is based on the data from employees working at managerial level and thus the sample size for the study is 120.

This has been done in collaboration from literature that employees spent 6 to 8 hours in thorough contact with office furniture (Adu et al., 2014) & office boy, gardener and driver etc. does not work in office. The lack of sample size will not create issue on applicability and reliability of the data as the study is based on indication of Jaffri (2015) that more factors must be explored and hence linked with the theory building approach, which requires the

use of SMART PLS which may work effectively on small sample sizes (Hwang et al., 2010).

Questionnaire

Jaffri (2015) and Manggo (2014) indicated there is a requirement to check the impact of office design elements in different industries and locations etc. Similarly, Jaffri (2015) indicated the requirement to check the impact of other office design elements as the study conducted on NADRA, Pakistan in 2015 indicated absence of most of the office design elements. Therefore, this study tries to combine entire range of potent office design elements; therefore, questionnaire is a hybrid of several studies. Though most of the studies does not have all the variables associated with office design. Therefore, elements for questionnaire are derived from studies used hybrid of elements and from studies which uses single or few office design elements as the evaluator of employee performance.

Some of the major contributors for elements of specific variable are Kwallek Soon Woodson and Alexander (2005) for office color, Sharma

et al (2018) for General Design and Work Surrounding etc. These elements are mixed with studies use hybrid of office design variables), to develop a systematic closed ended questionnaire. Major contributors for hybrid of office design elements are Amirazar, et al., (2017) and Parveen et al, (2012).

Statistical testing and analysis

The paper is trying to sum up all the variables from the domain of office design and also tries to evaluate the impact from the view-point of managerial level employees; therefore this has been associated with use of SMART PLS. Use of SMART PLS require descriptive as well as inferential testing which has also been recommended by Vimalanathan & Babu (2017), that data must be tested descriptively before implementing inferential statistics. Therefore, in this section data will be presented in a combination of measures related with descriptive stats (e.g. Outer Loadings, Quality Criteria, Construct Validity and Discriminant Validity) and inferential statistics (Path-Coefficient).

Outer Loadings

	Air-Qual	Color	E-Per	Light	Temp	Noise	Equipm	Furniture	Space Avail	Spatial Arr	G-Design
A-Q 1	0.799										
A-Q 2	0.756										
A-Q 3	0.782										
A-Q 4	0.818										

A-Q 5	0.767										
CL1		0.818									
CL2		0.803									
CL3		0.825									
CL4		0.772									
CL5		0.753									
E-P 1			0.805								
E-P 2			0.763								
E-P 3			0.820								
E-P 4			0.810								
E-P 5			0.813								
LI 1				0.748							
LI 2				0.704							
LI 3				0.788							
LI 4				0.791							
LI 5				0.809							
T 1					0.771						
T 2					0.869						
T 3					0.789						
T 4					0.733						
T 5					0.722						
No 1						0.724					
No 2						0.777					
No 3						0.783					
No 4						0.771					
No 5						0.724					
No 6						0.748					
OE 1							0.730				
OE 2							0.768				
OE 3							0.795				
OE 4							0.747				
OE 5							0.732				
OF 1								0.730			
OF 2								0.765			
OF 3								0.755			
OF 4								0.709			
OF5								0.742			
SA 1										0.722	
SA 2										0.898	
SA 3										0.878	
SA 4										0.813	

SA 5										0.790	
SAO1									0.744		
SAO2									0.812		
SAO3									0.710		
SAO4									0.772		
SAO5									0.741		
G-D 1											0.761
G-D 2											0.713
G-D 3											0.710
G-D 4											0.781
G-D 5											0.789

Table. 1 Outer Loading

Table 1 indicated that outer loading for each element (indicators) associated with different variables of study are more than 0.70. Therefore, all the elements (indicators) are appropriate enough to relate with the variable to which they belong. Therefore, the impact of these indicators on their respective latent variable is significant as the indicators affecting

the latent variable with lesser values than 0.7 must be deleted (Chen, 1998). Especially when the deletion is contributing positively to reliability of the variable (Hair Jr, Hult, Ringle & Sarstedt, 2016). It is also recommended to delete values 0.5 or lesser as these are indicating irrelevant indicator (Avkiran & Zhu, 2018).

R Square

	R Square	R Square Adjusted
Employee Performance	0.751	0.709

Table.2 Predictive Accuracy (Quality Criteria)

Table 2 indicated values of R-Square which are included in predictive accuracy and it is used to highlight the extent to which exogenous variable is predicting the endogenous variable (Avkiran & Zhu, 2018). According to the table value of R-Square is 0.751 and value of

Adjusted R-Square is 0.709, that indicates the model is excellently predicted by the exogenous variable as the Hair Sarstedt and Ringle (2011), indicated that 0.75 as substantial value for R-Square.

	Cronbach's Alpha	Rho-A	Composite Reliability	Average Variance Extracted (AVE)
Air Quality	0.799	0.824	0.859	0.550
Color	0.854	0.855	0.895	0.632
Employee Performance	0.803	0.811	0.867	0.571
Lighting	0.764	0.793	0.834	0.503
Temperature	0.837	0.879	0.881	0.598
Noise	0.813	0.822	0.866	0.520

Equipment	0.785	0.796	0.847	0.526
Furniture	0.754	0.764	0.835	0.505
Space Available in Office	0.731	0.778	0.704	0.550
Spatial Arrangement	0.835	0.944	0.873	0.587
General Design	0.813	0.826	0.866	0.565

Table.3 Construct Validity

Table 3 is the construct validity, and this has been highlighted on the bases of indicated that values of Cronbach's alpha, Dillon-Goldstein's rho, Composite Reliability & AVE. According to the table for each case value of alpha, rho and composite reliability is more than 0.7 and value of AVE is also more than 0.50. Although Cronbach's alpha (α) and Dillon-Goldstein's rho are treated as the tools for the analysis of internal consistency, with Dillon-Goldstein's rho is more effective tool to predict internal consistency.

Moreover, value of rho it must have value more than 0.7 (Hussain et al., 2018) and composite reliability is used in association with Cronbach's alpha in order to predict internal consistency (Avkiran & Zhu, 2018). Composite

Reliability is more effective manner of internal consistency as compared to Cronbach's alpha (α) (Bagozzi & Yi, 1988 & Hair et al., 2012). Although the benchmark value for validation are almost same for Cronbach's alpha (α) & Composite Reliability are almost identical i.e. minimum 0.70.

Study also highlighted that in order to validate that value of composite reliability there is a need to calculate average variance extracted (AVE) and the minimum acceptable value for AVE which is yield by any observed construct is 0.50 (Ab Hamid et al., 2018). Thus, the table 3 is effectively fulfilling the entire required criterion required to assure construct reliability.

	Air-Qual	Color	Emp Per	Light	Temp	Noise	Equipment	Furniture	Space Avail	Spatial Arr	G-Design
Air-Qual											
Color	0.117										
Emp Per	0.176	0.591									
Light	0.691	0.107	0.171								
Temp	0.583	0.124	0.103	0.627							
Noise	0.090	0.497	0.542	0.115	0.084						
Equipment	0.725	0.088	0.126	0.534	0.560	0.112					
Furniture	0.797	0.077	0.186	0.639	0.544	0.099	0.801				
Space Avail	0.077	0.132	0.354	0.086	0.100	0.172	0.098	0.091			
Spatial Arr	0.429	0.064	0.115	0.400	0.330	0.131	0.526	0.469	0.098		
G-Design	0.072	0.090	0.449	0.056	0.104	0.127	0.121	0.123	0.449	0.100	

Table.4 Discriminant Validity (HTMT Ratio)

Table 4 indicated Discriminant Validity, through Heterotrait-Monotrait Ratio, & through this table it has been indicated that there is no variable which is relating with other. This is valid through the criterion mentioned by

Alarcon, Sanchez and Olavide (2015), that 0.85 is the value which must not be attain by the relationship of any variable, if these are needs to be differentiated with each other. This criterion has been validated by Hair Jr.

SarstedtRingle and Gudergan (2017), and hence the other tool of measurement model is found to be appropriate enough to proceed towards structural model.

	Air-Qual	Color	Emp Per	Lighting	Temp	Noise	Equipment	Furniture	Space Avail	Spatial Arr	G-Design
Air-Qual	0.742										
Color	0.079	0.795									
Emp Per	0.145	0.490	0.755								
Lighting	0.503	-0.018	0.150	0.709							
Temp	0.475	0.092	0.089	0.471	0.774						
Noise	0.038	0.419	0.439	0.075	0.029	0.721					
Equipment	0.556	0.036	0.110	0.378	0.449	-0.030	0.725				
Furniture	0.616	-0.021	0.147	0.461	0.437	-0.049	0.591	0.710			
Space Avail	-0.017	0.105	0.311	0.000	-0.038	0.132	0.020	0.014	0.692		
Spatial Arr	0.341	0.021	0.118	0.264	0.270	0.035	0.383	0.345	0.004	0.766	
G-Design	0.011	0.064	0.389	-0.005	-0.080	0.095	0.097	0.103	0.380	0.056	0.751

Table. 5 Fornell and Larcker Criterion (1981)

Table 5 indicated that Fornell&Larcker criterion and the indications are valid enough to declare the tool appropriate. This statement has been made as the diagonal values which are square of AVE (Hussain et al., 2018), are more than all the association which the value has i.e. other than the relevant variable. (Ahmed and Omar 2017 &Fornell&Larcker, 1981)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Air Qual ->Emp Per	0.008	0.015	0.056	0.151	0.880
Color ->Emp Per	0.363	0.359	0.042	8.552	0.000
Lighting ->Emp Per	0.100	0.104	0.049	2.045	0.041
Temp ->Emp Per	-0.011	-0.002	0.068	0.164	0.870
Noise ->Emp Per	0.237	0.236	0.047	5.060	0.000
Off Equ ->Emp Per	-0.036	-0.024	0.059	0.611	0.542
Off Fur ->Emp Per	0.096	0.086	0.061	1.568	0.117
SP avl OFF ->Emp Per	0.132	0.140	0.040	3.275	0.001
Spa Arr ->Emp Per	0.040	0.045	0.053	0.761	0.447
G-Design->Emp Per	0.284	0.281	0.050	5.700	0.000

Table. 6 Path Coefficient and Total Effect

Table 6 is indicating the inferential statistics and results through Path-Coefficient, the table has three main section i.e. regression weight (O), t-statistics and p-values. According to the table Air-Quality, Temperature, Office Equipment, Office Furniture and Spatial Arrangements are not affecting the performance of managerial level employees of

NADRA. Although the results are found to be bit different from the study of Jaffri (2015), as Color, Lightening, Noise, Space Available at Office and General Design are those elements which are found to be affecting performance of managerial level employees of NADRA. All these results are consistent with Hair Jr. et al. (2016), which indicate t-values must be more than 1.97 and p-value must be lesser than or equal to 0.05.

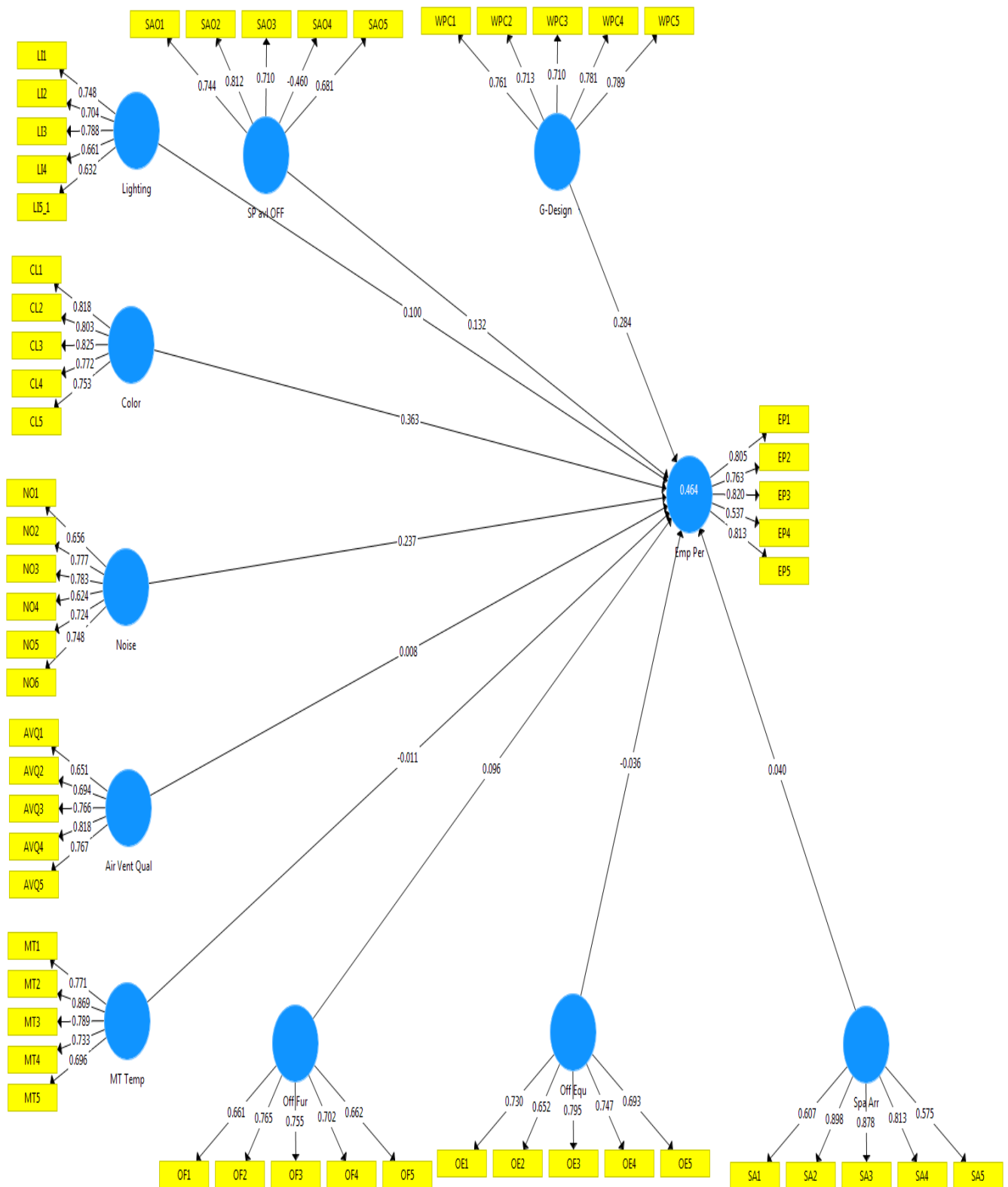


Figure 1: Regression weights for all the variables in the measurement model & structural model

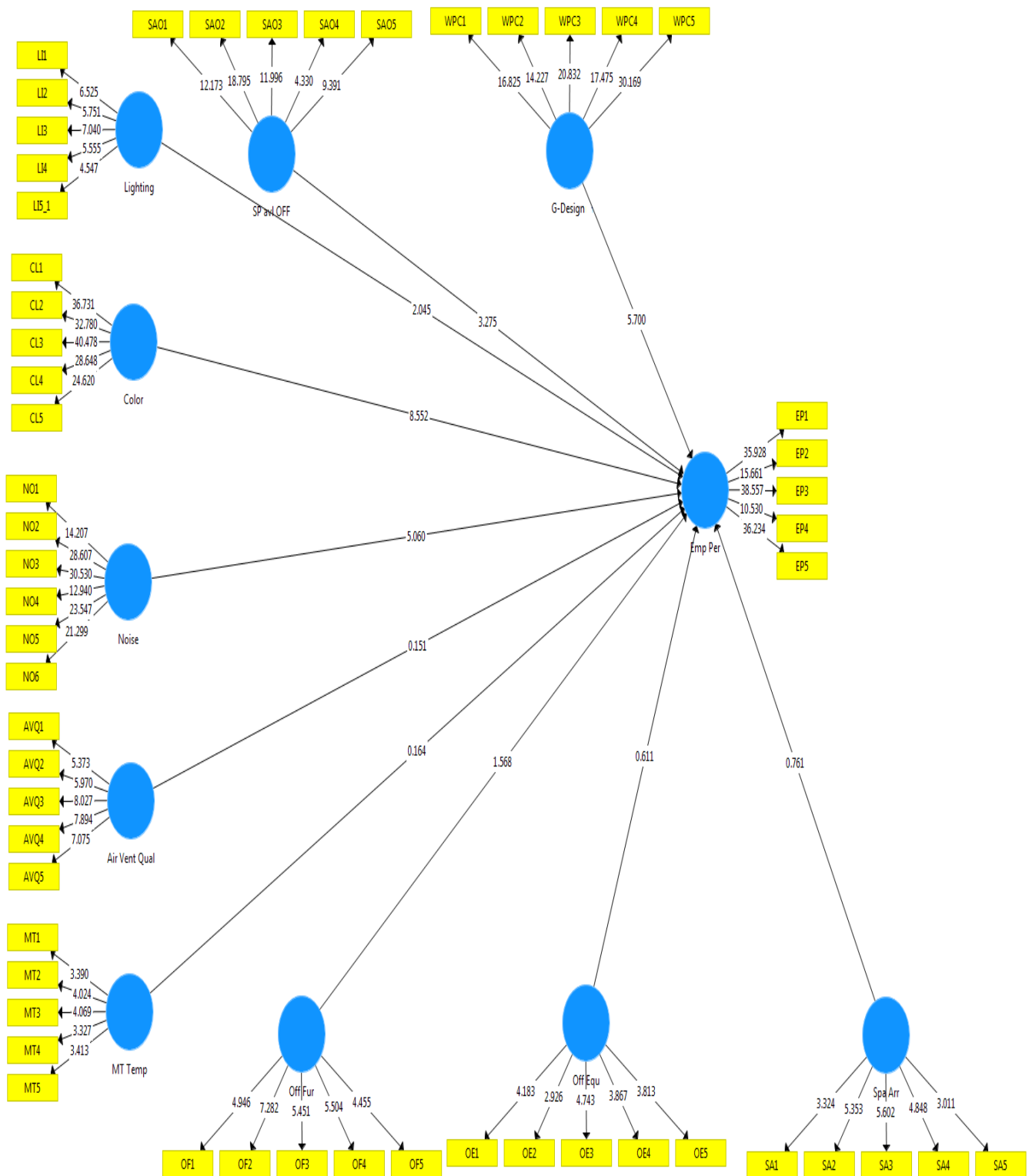


Figure 2: t-values for all the variables in the measurement model & structural model

Conclusion and discussion

Prior study on NADRA, Pakistan indicated that almost all the elements of office design were absent as the result indicated impact of office furniture only on employee performance. Although this study aimed to collect data from managerial level employees and found bit different results as this study uses more variable mix as indicated by Manggo (2014) and Jaffri (2015). Moreover, the study also uses SMART PLS rather than SPSS or AMOS in order to deal with the issues of skewness (Hussain et al., 2018) and small sample (Wong, 2013).

Although the results are still not good for facilities which are provided to employees at NADRA although there are some positives too which were not in the study of Jaffri (2015). This statement is valid as color, lightening, noise, space at office and general design are those elements which are making employees of NADRA capable for fulfilling their work. Thus, in the light of these parameters it is valid to declare that facilities at NADRA are different for employees at managerial and clerical (non-managerial) level. Hence claim made by Bean (2017) is valid in case of NADRA too, that working patterns are different for different levels of employees so do their preferences at work. Therefore, this study is potent enough to be further used as the reference point for conduction of more studies on facilities available to managerial level employees of other government-based institutions.

Areas(s) for further research

In coherence with the conclusion further studies might be done on effect of detailed variable mix on institutions which are renowned for intensive indoor working like banks and higher educational institutions etc. Moreover, variable inventory might also be associated with other government sector institutions like Police and Railway etc, at last the study might also be done on the comparison of managerial and non-managerial employees in order to contribute significantly not only with respect to genders but also with respect to job grades.

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SOCIAL MEDIA SHAPING BRAND CONSCIOUSNESS AND PURCHASE INTENTION OF FASHION CONSUMERS

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Abstract:

This study was designed to explore the role of social media in brand consciousness and purchase intention of young and old fashion consumers. Social media has significant impact on consumers as individuals. The major purpose of this research was to gain in depth information of social media. Phenomenological research design was used to explore the viewpoint of young and old fashion consumers regarding the impact of social media towards brand consciousness and purchase intention. Data for this research was collected from hundred participants between the range of 18 to 30 and 31 to 50 years. The researcher gathered information from students of a private university, schoolteachers and businessmen. We found out that on average most of the users spend 1 to 6 hours on social media each day. Fashion consumers of young age group are more brand conscious because they are more motivated to purchase clothes that have branded names or logos.

Keywords: social media, brand consciousness, purchase intention and fashion consumer

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Introduction

Advertising strategies to connect with customers have changed at large due to internet in the most recent decade owing to the introduction of social networking sites. Social media content includes image, slide show, blogs, games and short videos that are developed and uploaded by marketers or brand community members. “Social media is a mean of interaction among the people in which they generate, share or exchange information, ideas & experience in virtual communication and network” (Turban et al., 2015). Social media is the platform for communication on internet, which is web or mobile-based (Durango, 2015).

There are numerous social media platforms i.e. social networks which refer to websites such as Facebook, YouTube, Instagram, Google+ Snap chat and LinkedIn. Social media also includes other types, such as blogging, online rating, social news, social bookmarking, forum, and various multimedia sites (Perera et al., 2015). Its distinguishing feature in term of two-way communication between the customers and brands through written status that are descriptive, comments, mails, pictures or other kinds of communication (Jokinen, 2016). A very significant type of social media includes blogs, that are websites which contains articles and update regarding any topic of interest.

Blogs have unique importance for promotional activities of fashion brands (Oxford Dictionaries, 2016). In blogs specific topics or bloggers personal life and experience are discussed. Fashion brands use them as a reinforcing medium for communicating their brand message and brand image management (Gogoi, 2013). Users can upload, share and view content, usually they are pictures or video (Perera et al., 2015). YouTube, Facebook and Instagram are the example of media sharing platform.

Utilization of Social Media for Branding Purposes

Social media is an efficient way to gain customer attention (Jokinen, 2016). According to Celaya (2008) using social media marketing, brands can improve interaction with their customers and increase their sales. Social media today plays a very useful role in branding. It is an important fact that number of social media users is ever increasing and introduction of mobile phone technologies such as smartphones, social media has increased general level of awareness and communication. It is an important part of social media from a branding viewpoint is that users are in control of what they see, share, generate, or comment on, and marketing in social media is the

cheapest way and it is highly targetable too if compared to traditional media.

Social media's greatest advantage is low cost resource. Therefore, social media is highly used for branding and marketing purpose. With the help of social media, direct discussions between brand and customers can be conducted. This sort of communication can help in harboring loyalty for brands that are smartly utilizing social media's full potential (Jokinen, 2016). Word-of-mouth now occurs on social media like real life, but the difference is that consumer's opinions can be made more easily and with less cost. But it has a negative point too that negative word of-mouth will also make its place on social media. According to Turban et al. (2008) social media allows fixed targeting. For example, discussion forums only serve a particular group. Facebook is advantageous business purpose due to better target ability in advertising. On Facebook, advertisements can be done easily by advertisers for the target audience based on the user demographics i.e. age, gender and interests (Gensler et al., 2013).

Branding

"A brand is a name, phrase, logo, design, symbol or combination of these used to identify and differentiate a product from the competitors" (Kotler et al., 2005). "A brand is a

unique name, term, words, sign, symbol, design, a combination of these, or any other feature that identifies products and services of a company and differentiates them from the competitors" (Ringold & Weitz, 2007). A company which is differentiating itself from its market competition, by making different strategies and offers for target markets is called branding. Moreover, the important thing that can be used for identifying is name and logo that can be related with quality (Wheeler, 2012). The purpose of branding is to create effective communication with customers. From this customer can have a positive brand image and brand awareness too, which lead to brand equity. The achievement of a brand depends on how much consumer is satisfied by the experience they get from the product they use from a brand. If consumers get a better product than the competitors that will be the success of the brand (Weilbacher, 1999).

Brand Consciousness

An individual who is brand-conscious will only like to do shopping by famous brands or companies which have labels. "The brand consciousness of a consumer is a mental orientation in which consumers choose brand name products based on their familiarity with this brand due to advertising and market awareness" (Sproles & Kendell, 1986). Now the

dressess which have different tags from famous brands grab the eye of customers. People become passionate in following the brand contest from which street level market become low priced, now the focus of fashion consumers is on tags of latest brands. Fashion consciousness customers are satisfied by buying outfits and accessories with famous brand names, for them high quality and comfort can be only achieved from famous brands (Clark et al., 2017). People are becoming brand loyalist even if they must give a huge amount of money while shopping, they give just to get satisfied by wearing brand. Brands are setting a new dimension for marketers by gaining the attention of customers. It is a common perspective that wearing a brand represent personality, while some believe that it also gives pleasure. Brands are signs of both status and prestige; it is a faith of brand conscious people (Rageh, 2017). Consumers have become obsessed with products of local and international well-known brands. As social media is growing, people are becoming conscious for brands. Consumers those are interested to wear latest trend and design, go for brands. Apart from benefits, people choose brands to represent their personality and social status to achieve their desire for uniqueness (Shah, et al., 2012). Social media has played its role in increasing fashion consciousness. Most

of the clothing brands have websites on social media which they update every day. People who follow those pages immediately know about new design, latest collection and discounts. Apparel that have tags of known brands, receive people attention.

Purchase Intention

Consumers purchase decision is a complex process. “Purchase intention is related to behaviors, perceptions and attitudes of consumers” (Gogoi, 2013). “Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer” (Shah et al., 2012). Consumers think that buying a cheap, private product with simple packaging is a high risk because the quality of these products is not good. “Brand name has a significant impact on consumers purchase intention”. For creating loyal customers brands plays a very important role. Loyal customers recommend brand to others and they buy again and again. “Brand loyalty means customers pay more money to particular brand against similar products” (Manfred, et al., 2012). So, it is more expected that brand awareness can increase consumer decision to purchase that brand product (Tih& Lee, 2013). Results of Hernández and Küster (2012) depicts that attitude of a consumer towards brand has an important impact on their buying decision.

Purchase intention is related to the behavior, perceptions and attitudes of consumers. An effective tool to analyze buying process is purchase intention. Purchase intention can be changed under the effect of worth and quality. Engel et al. (1995) had presented a model of consumer purchase intention. This model categorized the process of purchase in five stages: problem identifying, examining of information, evaluation of the substitutes, decision making, and behavior after shopping.

Factors Shaping Consumer Purchase Intention

Buyer's purchase intention is influenced by different external or internal factors. The important factors include trigger, outcome expectations, recommendations and personal association" (Ringold&Weitz, 2007). Trigger means anything which inspires a customer to purchase a product of a specific brand. It can be unique packaging or any other product feature which attracts the consumer towards the product. Outcome expectations refers to as a good effect from a product or service of a brand can affect purchase intention of a consumer. Recommendation from a trustworthy source can help customer to buy the branded product. And, personal association of a consumer can also affect his buying intention for purchasing any branded product. Purchase intention of a

buyer depends on the level of satisfaction, they think and gets. If a brand becomes successful in satisfying consumers it can result in shaping loyal buyer for that specific brand (Judith & Richard, 2002). Cost to be paid for the product is the important factor which can affect the intention of consumer. Consumers who are price sensitive are likely to buy products that are cheap. But for consumers who value quality do not buy cheap products if its quality is not according to their demand. For such customers only expensive products are of high quality. For consumers a product with an attractive packaging is important, smartly advertised brand will always be chosen by customer over a poorly packed product. Risk perception of a customer also impacts his purchase intention. Mostly consumers are not willing to purchase local products because of the risk (Engel et al., 1995). That is why consumers like to buy famous international and national brands because of risk factor in these products is less than the private products.

For creating loyal customers brands plays a very important role. Loyal customers recommend branded products to others and they buy again and again. "Brand loyalty means customers pay more money to particular brand against similar products" (Manfred, et al., 2012). So, it is more expected that brand awareness can increase consumer decision to

purchase from that particular brand (Tih& Lee, 2013).Results of Hernández and Küster (2012) depicts that attitude of a consumer towards brand has an important impact on their buying decision. Product quality has a significant impact on consumer purchase intention. It is a constant process of improvement which increase product sale, there for customer's satisfaction is needed. Turban et al. (2008) said that customer will do more shopping if the product is of better quality.

Today social media have turned into as an essential part of routine. Famous brand names are a significant factor in determining consumers purchase intention especially for fashion conscious buyers(Ledford & Anderson, 2013).Consumer perception about quality and effectiveness of branded products can shape customer satisfaction as well. Satisfied customers can be loyal towards a brand and lead to repeated buying and recommendations to others. This research has strived to understand the role of social media in shaping brand consciousness and consumers purchase intention among young and old fashion customers (Tih & Lee, 2013).

Rational

This study was conducted to understand the impact of social media on brand consciousness and purchase intention of fashion consumers.

This research will also provide a viewpoint on social media as a branding tool. Moreover, it will add to the previous literature on this subject.

Problem Statement

The purpose of this research was to explore the impact of social media towards brand consciousness and purchase intention of fashion consumers towards fashion clothing.

Research Questions

- Are young and old consumers aware about social media, and who it plays its role in customer engagement?
- How social media influence consumer purchase intention of fashion consumers?
- What is the role of social media in brand consciousness of fashion consumers?

Methods

Research Design

The study is qualitative in nature "Qualitative research is especially helpful when it provides us with someone's perceptions of a situation that permits us to understand his or her behavior" (Krathwohl, 1998). "Phenomenology research is an approach in qualitative research paradigm that focuses on the commonality of a lived experience within a particular group.

Through this process the researcher may construct the universal meaning of the event, situation or experience and arrive at a more profound understanding of the phenomenon” (Gall, Borg, and Gall, 1996). It is used to describe how human beings experience a certain phenomenon.

Sample

The people selected for this study were 100 young and old consumer, both male and female with the age group of 18 to 30 years and 31 to 50 years. Non-probability convenient sampling technique was adopted in this study.

Instrument

Structured interviews were used as a data collection instrument. “A structured interview, sometimes called standardized interviews. In this, each respondent received the same interview stimulus as any other. Interviewers are supposed to read out questions exactly and in the same order as they are printed on the schedule this type of question is often called closed ended, pre-coded, or fixed choice. It is typical form of interview in survey research” (Bryman). The questionnaire for this study consists of total 25 questions, first part of the questionnaire consisted of demographics in which gender, age and education was asked. Questions related to social media, brand

consciousness and consumer purchase intention were included in the questionnaire. Structured interviews performed as the data collection method for gaining primary data from participants. The researcher gathered information from university students, teachers and business men.

Data Analysis

The collected knowledge was regenerate into numerical form and coded in SPSS software. For the analysis of the data frequencies and cross tabulation was reported.

Results and Findings

This study inspects the impact of social media on brand consciousness and consumer purchase intention of consumers. For this purpose, we have reported frequency distributions of the demographics, across gender, age groups and qualification of the respondents. To report brand consciousness and consumer purchase intention frequencies and cross tabulation has also been reported. Respondents profile indicates that out of hundred individuals 52% were females and 48% were males. All respondents were in the age group of 18-50 years. 26 females (49%) were between the 18-30 age group and 26 (55%) were between the age group of 31-50 years. Whereas 27 males (50%) were in the age group of 18-30 and 21

(44%) were between age group of 31-50 years. The distribution regarding qualification of participants shows that only 8% respondents were intermediate level students, 65% participants were the student of bachelors, 11% belonged to masters, whereas 6% of participants were post graduate students.

On the questions about time duration spent on social networking sites following trend was revealed i.e. 2% of participants never use social networking sites, 12% of the participants used once a week, 6% of respondent use thrice a week, 26% of participants spent 1 hour per day, 38% of respondent spent 2 to 4 hours per day, 16% of the participants spent 6 or more hours per day on social media. On query about number of account on social media participants reported that 28% people have only one social media account, 37% have two accounts, 21% have four accounts, 3% have five accounts

while 1% have six and 1% participants have seven social media accounts. Latest Information technology devices are used by all types of consumers. While fashion audience and consumer group used mobile phone most often 79% for getting latest fashion trends, 10% used Laptop, 6% use I pads or tablets and 4% used Computer for this purpose. Fashion conscious consumers follow fashion brands on various platforms including social media. Almost 83% of the participants reported that follow famous fashion brands to feel connected with brand community. Whereas 17% of the participants said that do not follow any fashion brand.

Table 1 Use of social media

# Questions	Yes		No	
	<i>f</i>	%	<i>f</i>	%
1 Is TV a source of fashion information?	4	47%	5	53
	7		3	%
2 Do you have internet facility?	9	94%	6	6%
	4			
3 Do you use social networking sites?	8	85%	1	15
	5		5	%

4	Do you have account on	8	83%	1	17
	Facebook?	3		7	%
5	Do you have account on	7	70%	3	30
	Instagram?	0		0	%
6	Do you follow fashion brands on	7	71%	2	29
	social media?	1		9	%
7	Do you get better ideas from	5	59%	4	41
	magazines?	9		1	%

The table depicts that 53% of respondents do not watch television to get fashion information whereas 47% does. 94% participants have internet facility and 6% participants do not have. The results show that 85% of respondents are active user of social media and other 15% do not use social networking site, in which active social media users are young participants with the percentage of 46% whereas 6% of young participants do not use. As shown in graph that old age respondents also use social media but less than young ones with the

percentage of 37% and 10% of old age respondents are not interested in using social networking sites. The results in this table shows that out of 100% participants 70% use Instagram and remaining 30% do not have account on Instagram. Most of the participants have account on Facebook and they are 83% whereas 17% do not have Facebook account. Yes, 71% of population follows brands on social media whereas 29% do not follow. Yes, 59% of respondents get better ideas from magazines whereas 41% do not.

Table 2 Which source of fashion information is more effective?		
	<i>F</i>	%
Social networking sites	54	54 %
Fashion magazines	17	17 %
Newspaper magazines	16	16 %

Fashion shows	5	5 %
Window shopping	5	5 %
Television media	3	3 %
Total	100	100 %

As shown in table, 54% participants believed that social media was the most effective source of fashion information, while fashion magazines were second (17%) most effective source of fashion information.16% reported

that newspaper magazines were more effective. 3% participant's thinks that television media was better option while fashion shows and window shopping was chosen by 5% respondents.

Table3Which kind of fashion trends you prefer to follow on social media?		
	<i>f</i>	%
Latest fashion trends in TV shows	36	36 %
Latest fashion shows	10	10 %

New brand collection	27	27 %
Fashion designers	9	9 %
Fashion celebrities	14	14 %
None	4	4 %
Total	100	100 %

The table depicts that out of 100% respondents 36% said that they get to know latest fashion trends from social networking sites, 10% said that they watch latest fashion shows on social media, 27% participants see brands new fashion

collections on social media, 9% respondents get to know about fashion designers, 14% said they get exposure about fashion celebrities and 4% respondent do not use social networking sites.

Table 4Customers Engagement on Social Media

	Social media is effective for engaging customers with fashion brands?		Do you review comment and conversation of others while making your purchase decision?	
	<i>F</i>	%	<i>F</i>	%
Strongly agree	28	28 %	13	13 %
Agree	51	51 %	41	41 %
Neutral	16	16 %	31	31 %
Disagree	2	2 %	12	12 %
Strongly disagree	3	3 %	3	3 %
Total	100	100 %	100	100 %

The question was about engagement of social media with brands, as a tables shows 16% of

respondents were neutral about it, 2% disagreed, 3% strongly disagreed, whereas 51%

with the highest rating agreed and 3% strongly disagreed for them it is less important, where 41% with the highest rating agreed and remaining 13% strongly agreed that reviewing comments of others while buying is very important. respondents replied neutral, 12% disagreed, 3%

Table 5What do local fashion brands lack on social networking sites?

	<i>f</i>	<i>%</i>
Cheap and commercial advertisement	18	18 %
Lack of engagement	23	23 %
Interesting and useful	51	51 %
Annoying as it damages privacy	8	8 %
Total	100	100 %

The results analyze that, 51% of population thinks active fashion brands on social media are interesting and useful, 23% consider they lack effective engagement. 18% of participants said that it was a cheap and way to advertise, whereas for 8% respondents paid advertises were annoying as they damage privacy.

Table 6Where do you usually buy your clothes?

	<i>f</i>	<i>%</i>
Brands	63	63%

Three options were given to respondents that from where they buy clothes, 63% of the participants said that they buy branded clothes,

Local	25	25%
Both	12	12%
Total	100	100%

25% buy local clothes whereas 12% of population buy both local and branded clothes.

Table 7Which variable is important when you purchase a garment?

	Age 18 to 30		Age 31 to 50	
	<i>F</i>	<i>%</i>	<i>f</i>	<i>%</i>
Price	8	15 %	9	19 %

Design	18	33 %	17	36 %
Brand	6	11 %	4	8 %
Trend	14	26 %	5	10 %
Material	5	9 %	12	25 %
Others	2	3 %	0	0 %
Total	53	100 %	47	100 %

The table represents two age groups. The 18 to 30 age group shows that for 15% of participants price was an important factor, whereas design was important for 33%, brand name most important for 11% respondents, 26% participants look for trend when purchasing a garment, and for 17% material should be keenly considered. The age group consisting of 31 to

50 years reported that price is very important factor (19%), whereas, 36% of respondents said that design should be considered, 8% of participants said that brand name is also important, fashion trend was important for 10% participants and 25% of respondents looks for material while shopping.

Table8 Are you Brand Conscious?

	18-30 years		31-50 years	
	<i>f</i>	%	<i>f</i>	%
Yes	31	58 %	18	38 %

No	22	41 %	28	59 %
Total	53	100 %	47	100 %

The result concluded that, 58% of young respondents were brand conscious. Whereas 38% of old age participants were brand

conscious and 59% old respondents were not brand conscious.

Table 9 Fashion Consciousness

Are you afraid to be seen without fashionable clothes?	Do you feel more inclined to buy clothes with branded name or logo?
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	<i>f</i>	%	<i>f</i>	%
Yes	32	32 %	51	51 %
No	68	68 %	49	49 %
Total	100	100 %	100	100 %

The table represents that out of hundred most of the respondents i.e. 68% were not afraid to be seen without fashionable clothes where 32% of population were afraid to seen without fashionable clothes. While shopping, 51% of population prefers clothes that have branded names or logos on and the remaining 49% does not consider it important.

Table10 Cross tabulation between Brand Consciousness and Consumer Purchase Intention

Questions		Are you very brand conscious?			Are you afraid to be seen without fashionable clothes?			Do you feel more inclined to buy clothes with branded name or logo?		
		<i>f</i>	<i>%</i>	<i>S</i>	<i>f</i>	<i>%</i>	<i>S</i>	<i>f</i>	<i>%</i>	<i>S</i>
Where do you usually buy your clothes?	Brands	34	79.1%	.003	26	81.3%	.017	34	66.7%	.485
	Local	4	9.3%	.003	4	12.5%	.017	10	19.6%	.485
	Both	4	9.3%	.003	1	3.1%	.017	6	11.8%	.485
What is the most important variable when you purchase a garment?	Price	3	7.0%	0.005	4	12.5%	0.05	6	11.8%	0.08
	Design	17	35.5%	0.005	13	40.6%	0.05	18	35.3%	0.08
	Brand	10	23.3%	0.005	7	21.9%	0.05	9	17.6%	0.08
	Trend	8	18.6%	0.005	3	9.4%	0.05	9	17.6%	0.08
	Material	5	11.6%	0.005	5	15.6%	0.05	9	17.6%	0.08

Cross tabulation between brand consciousness and purchase intention shows that 79.1 % respondents who said that they often buy clothes from brands also said that they are very brand conscious. 9.3% participants said that they buy from both brands and local markets and they are not brand conscious. As result shows that 81.3% of population are afraid to be seen without fashionable clothes and they only buy from brands. For 35 % population design is important variable while shopping. 18% said that they look for trend when shopping and 23% respondents who just see brands while making a purchase. Material is important for 11 %

participants. Table also shows that 66% participants buy those clothes which have logos and branded names on it.

Discussion

The main purpose of this research study was to examine social media, which contributes towards brand consciousness and purchase intention of young vs. old consumers. The findings of this study are based on the interpretation and analysis of data obtained through the process of structured interviews.

Awareness among young and old consumers

We explored that the popularity of social networking sites in society plays a significant part in communication and marketing of brands. Number of users between the ages 18 to 50 years are now active on social media, but in general young people are among the most dominant users of social media. We found out that on average most of the users spend 1 to 6 hours on social media each day. Old consumers were also observed to use social media although much less in comparison with young consumers. This trend is since old consumers have learned from society the benefits of using these sites. Social media sites not only provide a way of entertainment it also serves as an efficient way of communication and information. Today, internet users show great involvement on social networking sites like Facebook and Instagram, and they create their

own profiles on these sites. Social networking sites motivate users to regularly use internet for communication and information, providing a sense of connection to the community members. Sometimes the usage may result in addiction making it difficult to stay away from the Internet. Social media has made a strong position with the developments in communication and media technology, and it has opened new possibilities in the field of fashion communication. A platform which belongs to social media allows consumers to make, share, connect and communicate with others. Almost all brands are trying to maintain strong online presence by creating their official pages, sharing their collection and communicate by replying on comments, that's how they connect with their followers. Consumers who are interested in fashion use social media sites to keep informed about latest fashion trends as majority of the fashion brands are present on social media.

Social Media as a Promotional Medium for Fashion Industry

Our result shows that social media has brought about change in social life. Social media become direct communication medium between brands and people. Individuals have started to turn to social media because they can easily communicate from wherever they are, without facing any difficulty. People think that

social media sites are more effective source of fashion information because brands display detailed information about their products and offers. People viewed social media as an information source of brands which helps to stay up to date. Social media ranks well compared to other mediums such as fashion magazines, newspaper magazines, television and fashion shows.

Other mediums of advertisement are also of significance, although social media has gained much importance in comparison to old mediums. Today fashion magazines must compete against social media because some people who don't use social media uses magazines to get fashion information. The purpose of magazine was to give its advertisers a chance to share with its readers. Fashion magazines are an important part of the fashion industry they are the medium that conveys and promotes the design, latest trends and style to the customer. These days it's impossible to go with reading because smartphones and tablets are replacing printed materials. People who watch television regularly get fashion inspiration from celebrities and fashion shows, they consider television as a source to get to know about latest fashion trends. But for people with busy schedules it's impossible to watch fashion shows for hours on television. Traditional media is still in use, but social

media is on top of the rank because people have choice to use social media on smart phones, instead of using laptop people prefer smart phones because it is used for different purposes now. Smart phone is not just a phone; it is a total multimedia tool now. People get numerous useful applications in a single device. Everyone whether they are young or old have a mobile phone and now it become a necessary for daily life. Now people spend hours on social networking sites, and they have become less interested in traditional media. Social networking sites have overshadowed traditional media communication and changed the directions of communication market.

Role of Social Media in Brand Engagement

Social media play vital part in everyone's lives and effect their observations, information seeking and involvement with brands. Social media is used to gain the attention of consumers by many brands. When brands use social media as advertising tool, they are looking for improved communication with their customers and to increase their sales. Through social media, consumer can have direct interactions with brands. Now brands use social media for marketing and to involve their target market.

Social Media have gained an important role in communication and marketing plans because number of peoples is using social media and had face to face interaction with brands. Brands

that are active on social media are doing marketing in all new ways. People think it is interesting and useful because shopping online or making any purchase decision become easy and less time consuming. By following brands people can easily check new collections, promotion and every little detail about products. Branding on social media have become a trend in the recent years, people started doing online shopping instead of going to brand outlets because online shopping become more convenient for them. They make themselves satisfied by checking reviews and comments of others, reviewing it helps a lot while shopping and the study shows that majority of people check comments and then make their purchase decision. Social media gives marketers a way to communicate with customers and provide an identity to the products. A lot of people follow brands on social media because they get desired content and they can share their opinions which help other users as well. Furthermore, people feel connected with brands on social media because they can have information not only from their official pages but also from the blogs which are presented about different products, bloggers wrote about brands or product after using it. They write their genuine experience which helps a lot of consumers. So, this is how brands

engage with social media and get a warm response.

Influence of Social Media on Consumer Purchase Intention

Purchase intention of a consumer depends on the satisfaction level they receive. Today social media has become an important part in growing markets. At the same time, advertising focus on the mental, emotional, and social issues that effects consumer behavior. Before purchasing, consumer will always do the survey or ask someone about the product that how and where to buy? If somebody gets to know any negative comment about a product, they will not buy it. That is why we say that good image of brand is very important. To keep the consumers aware about a brand it is important to keep advertising and promoting which is possible through social media. Social media have been affecting decision making processes through social interactions between individuals. Brands are focusing on most widely used social networking platforms such as Facebook and Instagram for branding: Through social media, brands have begun to shift their promotional methods based on their target audience by campaigns, sales emails, forums and e-commerce websites. Social media have become a trend for consumers in buying process, from this customer can directly interact and share their buying experiences. Using social media,

consumers can directly give response on opinions, comments, and suggestions about the products. Online shopping becomes useful for the consumers, as they feel this convenient way to shop. Fashion brands provide detailed description of the product on social media. And consumers can use customer service given on website which helps a lot.

While shopping online, a customer is always doubtful of purchasing any new product. As result shows that consumers are interested to wear branded clothes because brand make their customer satisfy by providing latest trend, design and high-quality products. In case consumers are satisfied by the brand they will become loyal customer of that specific brand. By shifting towards social media, consumers go through common steps while shopping, first they view a product and decide whether to purchase it or not. After wards they decide price, design, trend, material, and brand of the product. According to study the most important variable for the customers is design. People whether they are young or old like to buy good designs instead of material and trend, the only thing they see while shopping is a good design of the product. The increase in use of social media is due to the fact that consumers can assess different ideas, personal experiences, and guidance and description about fashion products shared on different platforms such as

blogs. It includes text, images, photos, videos and other forms of media this helps a lot to consumer while making any purchase decision.

Role of Social Media in Brand Consciousness

Due to the improved means of communication and social interaction on media social trends are evolving quickly such as trends and styles etc. People are becoming increasingly brand conscious. For them products that are of well-known brands having labels give satisfaction. Moreover, people are becoming self-conscious they are trying to enhance their clothing sense to achieve personality. With the increased fashion consciousness about wearing well known fashion brands it has become a trend to wear known fashion designers. Peoples want to be publicly accepted because of this they follow latest designs and trends through the most effective source such as social media.

Trend of wearing brands is growing at very high speed because of social media. Most clothing brands have online page on social media, and they are day by day updating customers those who are following pages about new design, latest collection, and promotions. Now people are becoming more conscious about their clothes, therefore, brands are inventing new ideas to gain consumers attention. By following the brands, the street trends are getting out of fashion and latest styles tagged with brand name are controlling the market.

As result shows that people focus on brand labels means they are brand conscious. Latest dresses, which have different branded logos, gain the attention of people. Consumers who are brand conscious thinks that a good quality can only be achieved by brands. People who are brand conscious do not have any issue to pay high prices for brands. They think that wearing a brand is a symbol of high status and they feel confident when they are wearing famous brands. People who are conscious about brands are not afraid to seen without fashionable clothes because when they are shopping, they are more motivated to purchase clothes that have branded names or logos. Furthermore, an increase in number of fashion brands, young generation is very obsessed with labels they feel themselves proud in branded dress. Now a day young consumer is very concerned about their personality and impression they make on other people. People try to compete in wearing famous brand. As results young generation is now more conscious about their looks and branded dresses are their weakness. They are more likely to go to brands when it comes to clothing, just to look different and trendy.

Conclusion

Fashion industry has adopted social media for their promotion and advertisement due to its effectiveness and fast results. This last decade has witnessed an amazing advancement in their

combined role. Businesses are using social media as a promotional tool. People spend hours on their phones by using social media. Now people have more than one account on it whether they are young or old, social media is used by all, but young people are more interested in its use. Now fashion industry is a business where many changes occur, and the results concluded that there is no other effective source of fashion information as compared to social media now; it is most convenient and inexpensive mean to communicate.

Today brands on social media update consumers about new designs, latest collection, promotions and discounts. There are many platforms of social media for fashion industry including Facebook, Instagram and many others, these are the most popular in the industry because people can easily get ideas from branded content. Branded content is created to engage and involve customer on their social media community. Consumers check social media for discovering information about apparel brand and consider it as a reference group. People's observation about active brands on social media are exciting and very valuable as they feel connected with brands by using social media. Consumers are more confident in purchasing fashion apparel for various brands because of good quality and reputation. They feel more confident while

wearing branded dresses. More consumers are interested in wearing latest trends as a result young generation have become brand conscious because they think that, they look stylish, trendy, cool and eye-catching in branded dresses. Whereas, adult consumers are like wearing branded dresses, but they are not conscious about brand. So social media has changed purchase intention of people and made youngsters brand conscious by advertisement which is a branding tool.

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Future recommendation

Social media is a developing field for research. There are many chances for more research in this area. As this research is limited to the role of social media in brand consciousness and purchase intention of fashion consumers so further research can be carried out in relation to age groups and gender differences. The role of social media in building brand equity, brand image and brand awareness of people can also be studied. Further research can be conducted to identify the effective source of fashion information or usage of social media sites among male and females.

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EFFECTIVENESS OF LEARNERS CENTERED APPROACH IN SUBJECT OF ENGLISH AT SECONDARY LEVEL

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Abstract:

Students centered approach of learning plays a pivotal role in teaching learning process at secondary level. It is an important way of learners' engagement and utilization of learners' talents in a systematic way. That is why keeping in view the immense global importance of learners centered approach of teaching English language; the present study was designed to find out the effectiveness of learner-centered approach in teaching of English language at secondary level. Major objectives of the study were: To determine the effectiveness of learner-centered approach in teaching of English at secondary level. To compare learner-centered approach and traditional method of teaching English at secondary level. To compare the learning competencies/abilities of the students taught through learner-centered approach and traditional method of teaching English at secondary level. Similarly, the study was guided by the null hypothesis. Therefore, in order to achieve the main objectives of the study the researcher conducted experimental study at Oxford Model School District Bannu Khyber Pakhtunkhwa and took a sample of sixty (60) students randomly. First of all, the researcher administered pre-test and then wrote the marks of the students in descending order, and thus through this way all the odd numbers were included in control group and all the even numbers were included into experimental group. After the successful and careful division of students into two equal groups the researcher himself taught both groups himself, the experimental group was taught English through student-centered method and on the other side, the control group was taught through traditional method for complete four weeks. When the researcher successfully administered the post-test, then the test scores both pre-test and post-test were statistically analyzed in order to find out the significance. The researcher used inferential statistics for data analysis like Mean, Standard deviation, t-test, and co-efficient of variance for the purpose of clear and reliable and clear result of the said study.

Key words: Learners centered versus teacher centered approach, English language. learning, secondary level Learners

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Introduction

Learners' centered approach is also known as students centered learning in which focus is given to learners/ students as compare to teacher. Thus, the center of concentration is learners that is why different type of activities are given to learners to engage the learners and to highlight hidden talents of learners and then facilitate learners according to the needs and requirements of learners. In this type of learning students' interest is on priority that is why students also get interest in this type of learning. It is basically totally opposite to teacher centered approach because in teacher centered education students totally focus on teacher while in learner centered it is contrary focus is given to learners. Students share their knowledge and experiences to each and work both in groups and individually with collaboration which may not be neglected but rather mention it because it encourages learners to greater extent. It is also clear from previous research studies that in learner- centered education there are different interactive strategies in which learners are engaged to develop their abilities and skills according to the new trends. Students are working together, they complete various assignments, tasks, which not only encourage them but also help them to promote in them the decision making ability, problem solving, team work, and presentation skills which are not only important I may say that it is the need of time. Blumberg (2008) described that traditional way of learning was that of teacher active delivery of contents and learners were busy in receptive process to contents learning but now in 21st century the situations are quite change and focus is given to learners, because in this way of learning learners are actively engage in teaching learning activities. Simasiku (2011)

also highlighted the main difference between learners centered approach and teacher centered which is that learner centered education is basically focused on learners' active participation instead of passive listeners. It is not like traditional methods of teaching like lecture method or other traditional methods used in our education system. It is the need of time to improve learners skills and competencies in light of modern approach of learning because it is necessary that education should highlight the hidden potentials of learners and encourage them to participate actively in teaching learning process, to learn team work, individual work, co-operation with other friend and fellows in various assignments assigned to them (Rodgers and Richards, 1992). Thus, in light of the above researchers views it has been clear that learners centered approach is basically that approach in which special focus is given to different type of activities like demonstrations, presentations, problem solving, assignments (MOE, 1992). It is clear in light of previous research studies that language is basically skill not knowledge that is why practical activities are essential for its learning because Pham (2005) also mentioned that language is skills and for skill learning or for improvement of any skill like language we need acquisition, practice of various activities and language skills like listening, speaking, reading and writing. Similarly, the importance of learners' centered education is not only needed in Pakistan but in other countries also focus is given to learner centered approaches i.e. The usage of learner centered activities in sub Saharan countries is not effectively implemented despite the governments documenting policies compelling teachers to use the approach, Eli (2013). Guthrie 2011,

Tabulawa (1998) Mtika 2012), Brian & Chipphiko (2014) and Simasiku (2012) have all seen the need for African countries to change teaching and learning approaches with caution and not with donor funding.

Review of Literature:

In learner centered teaching students learning process develops and it is important because it encourages learners to participate and reflect what they are going to learn. The goal is to make students aware of themselves as learners and to make learning skills something students want to develop. In this approach the learners' skills and talents are noted and directed them according to their skills. Students are engaged in various activities like problem solving, various competencies, in the supervision of teacher and students are encouraged to do according to the given instructions in proper way and to complete their tasks properly. Learner-centered teaching includes explicit skill instruction. Learner-centered teachers teach students how to think, solve problems, evaluate evidence, analyze arguments, generate hypotheses—all those learning skills essential to mastering material in the discipline. They do not assume that students pick up these skills on their own, automatically. A few students do, but they tend to be the students most like us and most students aren't that way. Research consistently confirms that learning skills develop faster if they are taught explicitly along with the content. Irfan (2016) stated that in traditional methods of teaching teacher role is active the learners role is passive, teacher teaches according to his personal way of teaching, making curriculum and use method of teaching which the teacher consider suitable according to the situations, but on the other side in learner centered teaching, teacher keeps in mind the role of learners during the teaching learning process and provide them opportunities of participation, demonstration, activities, which reflects their learning competencies.

Weimer (2000) has clearly described that how learners are encouraged in learner centered teaching method. In student- centered learning method more preference is given to students and their role which they perform during the teaching learning process instead of how teacher teach. That is why this method is more beneficial for learners as compare to traditional styles of teaching because teacher tries his level best to utilize the talents of learners and engage them in various activities which develop their talents. Duckworth (2009) stated that in student-centered learning students are very careful about their learning and they take responsibility. They try to do as they are directed to do that is why students' role is active but on the other hand in teacher centered learning student's educational growth is not like the students-centered learning. Similarly, Whistler (2007) stated that in higher education teacher centered method of teaching is replaced with student-centered learning because this method is more suitable than teacher centered. Student-centered learning enables learners to participate in various activities, make the learners autonomous, and other most important point is that in student-centered learning students have their own experiences about various things and prepare them for practical life. This method is basically the reflection of constructivist philosophy of teaching (Brwon, 2008).

Henry (2005) has described the value and significance of writing and said that writing is necessary for our cultural accomplishment. Now if we come to student-centered learning then we may come to this conclusion that the writing skill of learners may easily be increased through student-centered method of teaching of teaching because in this method students are provided several opportunities to do practice of writing. Thus through this way they may learn writing and may note their limitations (Irfan et al, 2016) Cornelius & Gordon (2008) stated that in student- centered learning the needs of

learners are accommodated and students are facilitated in a very flexible manner in order to develop their skills and competences in a systematic manner and promote their learning in a suitable environment. Thus, in light of the above detail it may not be wrong to say that through this way learners get more and more, and learning takes place through practical participation. Similarly, those teachers who are interested integrate web-based learning activities into courses then they may have access to various commercial courses management, and thus through this way they may get help from it (Deroma & Nida, 2004). Teaching-learning process should be active. The participation of teacher as well as learners should be active specially students should be encouraged to participate in teaching learning process, student should ask questions, give answers, present his views freely and without any hesitation. In the past teacher was autonomous and was considered the superior one; the role of the learner in teaching learning process was passive and was not given a due importance. But in the present scenario the concept has been changed and now in recent years learner's role is active in teaching learning process. At lower stage the concept of learner's participation was encouraged but now at higher education clearly indicates the active role of learners in teaching learning process. Now at university level special attention has been given to multimedia presentation, group discussion and practical participation of students in various co-curricular activities for the progress of the students' academic achievement. Teaching is a double way process and communication takes place in teaching learning process. In teaching there is an effective communication between teacher and

learner. In effective communication we should be careful about the three aspects of communication i.e. a person who provides information, the second point is that the message / information that is to be passed and the receiver. It is now necessary in this present technological age that learners should be aware of technology use and to have the ability of problem solving and able to use appropriate information on suitable situations according to the need of time (Pinto & Sales, 2008). Teaching is an important profession in which teacher tries his level best to utilize his/her services for the best interest of learners and make learners active learners rather than passive learners (Irfan et al., 2016). Similarly, Davis (1997) also described the importance of student-centered method in a very clear manner that the selection or design of teaching method should not be limited to subject matter but it should must be noted that the learners will learn. It means that in designing or selection of teaching method the learners may not be neglected but their role must be noted because teaching is basically for the medication of learners behavior. In theory, learner-centered assessment is formative in nature (Andrade, *et. al.*, 2012). In order to improve the process of formative assessment it is necessary for learners also to become active and take part actively in all the given activities assigned to them during the assessment process, if the learners role is active and according to the given instruction its result will be better (Heritage, 2007).

There is quit difference in teacher centered education and learner centered education. As Weimer (2002) described that in learner centered education teacher focus on learners to participate in various activities designed for learners or text. In this method students are not

just considered as empty vessels but rather they are considered as active learners who gain knowledge and present what they have learned. Baxter and Gray (2001) also stated that learners should be no longer as passive observer and passive listeners but rather they should be given model or direction so that they may utilize their own potentials to learn and to share knowledge what they already have with them because they actually learn by doing. The role of teacher should be just a facilitator not a good presenter or teacher role is facilitation and guidance while the learners will basically learn by doing active participation in various activities (Tärnvik, 2007). Similarly, the other example is that of learning activities to engage students in various activities like peer work, or peer learning to share and gain instead of only passive listeners, and to use only that materials which they have received or provided to them for reading or for study (Oldenburg, 2005).

Objectives of the study

The following are the main objectives of the study.

1. To determine the effectiveness of learners centered approach in teaching of English language learning at secondary level.
2. To compare learners centered approach with traditional method of teaching English at secondary level.
3. To compare the learning competencies/abilities of the students taught through learners centered approach with traditional method of teaching English at secondary level.

Hypothesis of the study

The study was guided by the following null hypothesis.

Ho1: The first null hypothesis shows that there is no difference between the mean

Scores of experimental and control groups on pre-test.

Ho2: The second null hypothesis shows that there is no difference between the

mean Scores of experimental and control groups on post-test

Ho3: The third one is that there is no significant difference between the mean scores of the

academic Achievement of students who were taught English thro at secondary level.

Delimitation of the study

The study was delimited to male students of Oxford Model School District Bannu, Khyber Pakhtunkhwa.

Research method

The researcher was basically interested to highlight the effectiveness of learner centered education in subject of English language at secondary level that is why the researcher conducted experimental study in this regard and selected 60 students from the school and divided these students in two equal halves for the purpose of experimental treatment regarding learner centered education. The researcher conducted pre-test before treatment and then post-test after complete treatment and then compare scores of both pre-test test and post in order to find out the significant difference between experimental group and control groups.

Data analysis

The data was successfully analyzed by using Mean, Standard Deviation, t-test, co-efficient of variance, and correlation had been used in order to measure the effectiveness of learners centered approach in teaching of English language at primary level.

Graph No.4.1

Mean and Standard Deviation of Experimental and Control groups on Pre-test

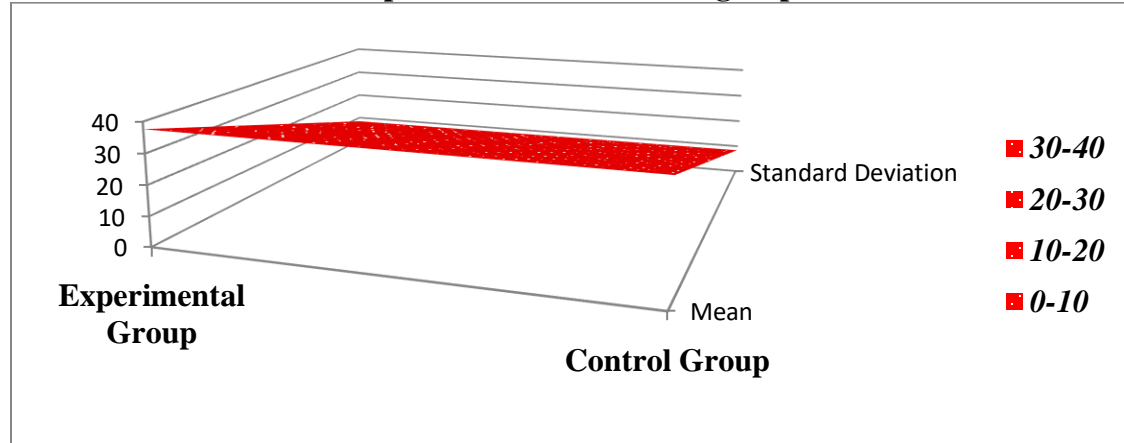


Table No 4.1

Mean and Standard Deviation of Experimental and Control groups on Pre-test

S.No.	Group	Mean	Standard Deviation
1	Experimental	37.67	8.40
2	Control	37.46	8.36

The above table mean score of experimental group is 37.67 and control group mean score is 37.46. Similarly, the standard deviation of experimental group is 8.40 and control group is 8.36. Thus in light of pre-test score before proper treatment level of learners were same and there was no significance difference.

Graph No.4.2

Mean and Standard Deviation of both Experimental and Control groups on Post test

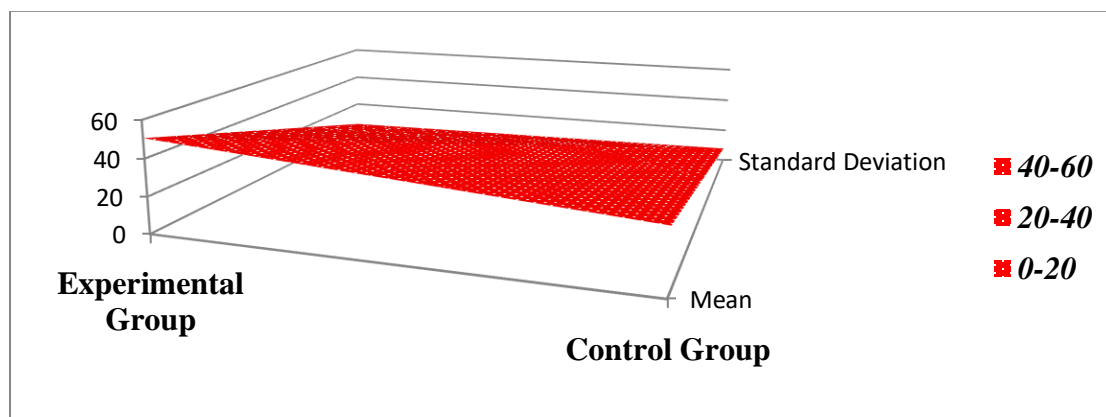


Table No 4.2

Mean and Standard Deviation of both Experimental and Control groups on Post-test

S. No.	Group	Mean	Standard Deviation
1	Experimental	50.66	4.994
2	Control	33.20	7.70

Table No.4.2 mean scores of experimental groups in post-test are 50.66 and f control group are 33.20 the Standard Deviation of experimental group is 4.994 and control group is 7.70. Thus in light of post-test score after proper treatment there was significance difference which clearly indicates the

importance of learners centered approach in English language teaching learning process because in this method or approach of teaching learning process learners are actively engage in their work which is important for them during their teaching learning process.

Graph No.4.3

Mean Standard Deviation and t-value of Experimental and control groups on Pre-test.

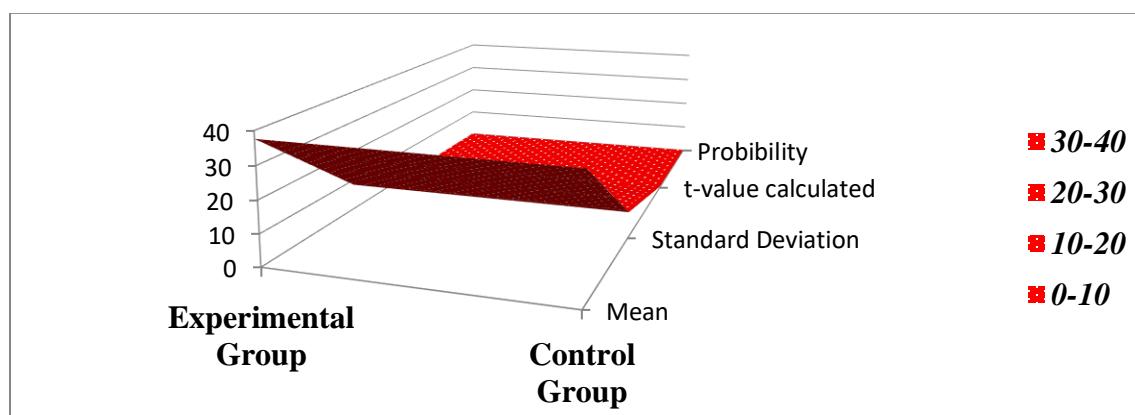


Table No 4.3

Mean Standard Deviation and t-value of Experimental and control groups on Pre-test.

S.No.	Group	Mean	Standard Deviation	t-value calculated	probability
1	Experimental	37.67	8.40	0.32	0.05
2	Control	37.46	8.36		

This table No. 4.3 indicates that the mean scores of control and experimental group in pre-test are 37.67 and 37.46. Thus, Standard Deviation of experimental and control groups are 8.40 and 8.36. Similarly, the t-value between both groups experimental and control groups is 0.32. Which is smaller than the table value ± 2.0126 at 0.05 level of significance. And at $df = 48$. Here

considering study results standard deviation and t-value of both groups are equal which highlight the level of learners before treatment. The main purpose of pre-test score comparison with experimental group is that to highlight the performance of that group which more effective in teaching learning process.

Graph No.4.4

Mean Standard Deviation and t-value of Experimental and control groups on Post-test.

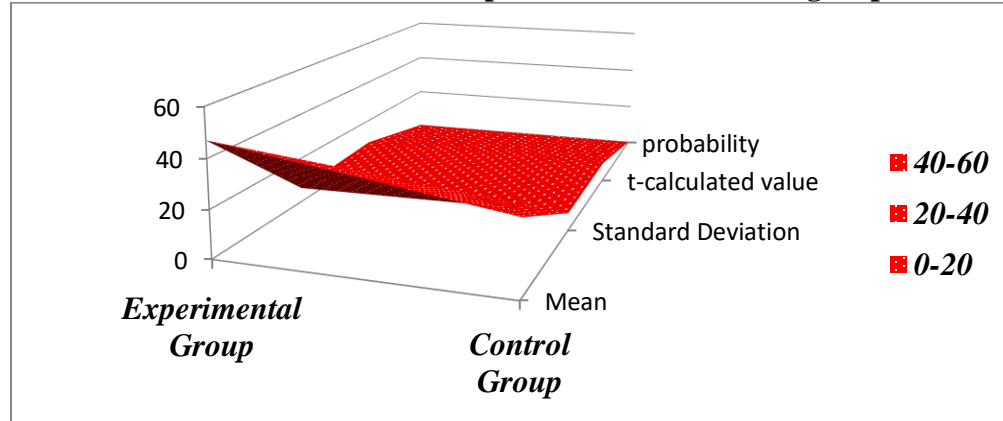


Table No 4.4

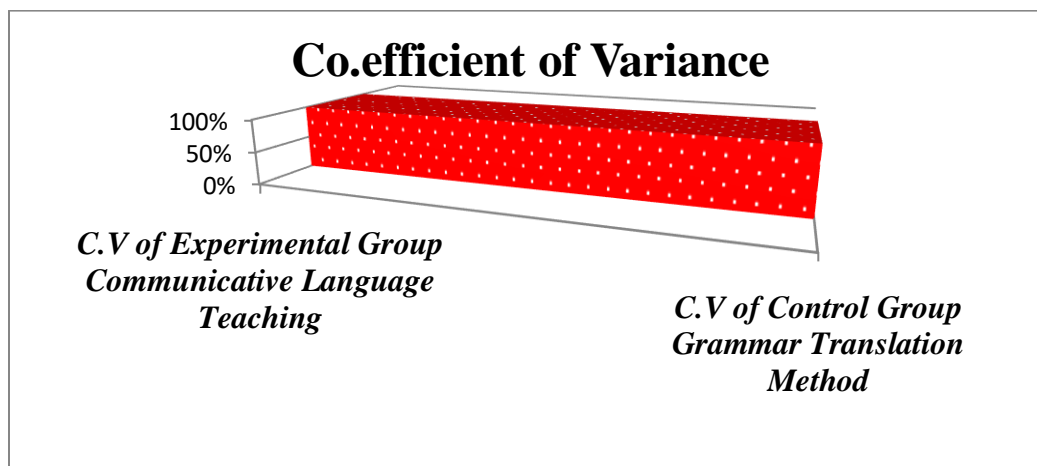
Mean Standard Deviation and t-value of Experimental and control groups on Post-test.

S. No.	Group	Mean	Standard Deviation	t-value calculated	probability
1	Experimental	50.66	4.994	-8.46	0.05
2	Control	33.20	7.70		

Table No.4.4 indicates the mean scores of control and experimental groups in post-test are 50.66 and 33.20. Thus, Standard Deviation of experimental and control groups are 4.994 and 7.70. Similarly, the t-value between both groups experimental and control groups is -8.46. Which is smaller than ± 2.0126 at 0.05 level of significance. And at $df = 48$ Thus in the

light. Here considering study results standard deviation and t-value of both groups are not equal which highlight the level of learners after treatment. The main purpose of post-test score comparison with experimental group is that to highlight the performance of that group which is more effective in teaching learning process.

Graph No.4.5



The Co-efficient of Variance (C.V) on pre-test scores of learners centered approach and traditional method of teaching English at primary level

C.V of Experimental Group	C.V of Control Group
45	44.64

In the above table significance difference between learners' centered approach and traditional methods of teaching English at secondary level is given but the table clearly highlight that there is no significance difference between these two groups considering pre-test score. The difference between co-efficient is

not significant because one is 45 while the other one is 44.64 which is not significance difference. Thus, we may not wrong to say that before post-test students level is same and there is no significance difference in light of pre-test scores achieved by learners.

Graph No.5.6

The Co-efficient of Variance (C.V) on post-test scores of learners centered approach and traditional method of teaching English at primary level

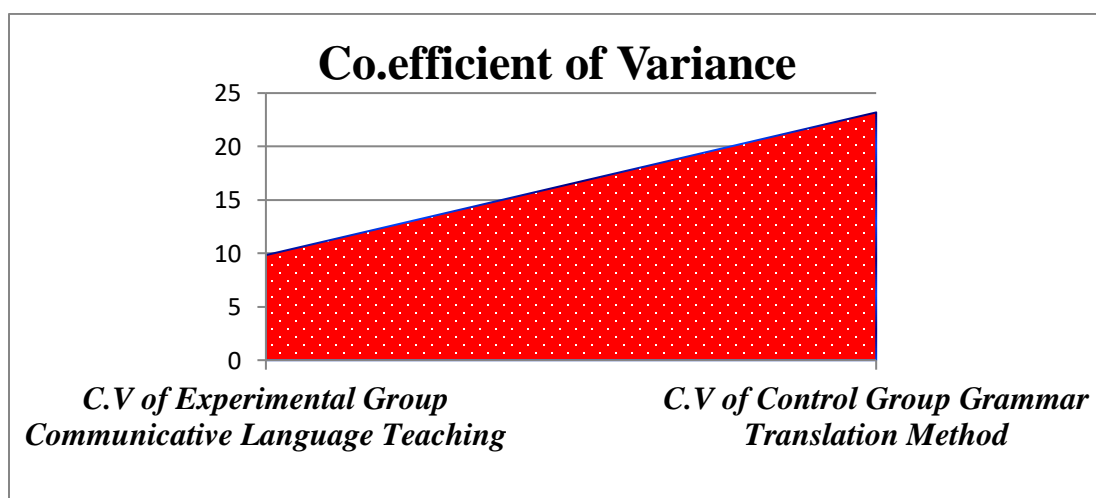


Table No 4.6

The Co-efficient of Variance (C.V) on post-test scores of learners centered approach and traditional method of teaching English at primary level

C.V of Experimental Group	C.V of Control Group
19.7	46.38

In the above table significance difference between learners' centered approach and traditional methods of teaching English at secondary level is given but the table clearly highlight that learners centered approach is more effective than teacher centered approach. The difference between co-efficient of various is clear between experimental and group one is 19.7 while the other one is 46.38 which is not only different but shows significance difference.

Conclusions

At the end of this experimental study the researcher reached the following conclusions.

- The findings of this present study and precious research studies clearly indicated that learners centered approach improve student's participation in various activities.
- The findings of the study also revealed that it improves retention level of learners and thus they retain their memory and knowledge.
- It also revealed from the study findings that learners centered education boosts performance at work.
- Review of previous research studied also clearly highlighted that problem-solving skills of learners may be improved through learners' centered approach of learning which is very important for learners.

- Findings of this study also revealed that learners centered education fosters collaborative learning and makes learning more fun which is useful for facilitation and personalized learning.

5.4. Recommendations

Following are the main recommendations:

- I. The present experimental study revealed that learner-centered education is more beneficial at secondary level because in this method learner's role is active.
- II. The findings of the present experimental study indicated that learner-centered method makes the teaching learning process effective and interested. Therefore, it is recommended that learner-centered method should be used in teaching of English at primary level because it makes the students/learners interested in learning of English at primary level.
- III. Considering the findings of the present experimental study this point has been highlighted that learner-centered method are suitable method for English language teaching because learners gain practical experience while doing any activity or demonstration.
- IV. It was also revealed from the findings of the study that learner-centered method is not only useful and easy for learners but also for teachers because when teacher assigns tasks to learners then

- they learners will engage in that very activity and teacher will supervise it.
- V The findings of the study indicated that learner-centered method is important in teaching learning process. Therefore, it is recommended that various refreshers and training courses should be provided to English teachers' time to time in order to improve their teaching methods and teaching skill and make them able to use learner-centered method in their classrooms
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HUMAN RESOURCE TRAINING AND DEVELOPMENT AWARENESS AND PRACTICES IN SMALL, MEDIUM AND LARGE ORGANIZATIONS

Gulzar Ahmad

Abstract:

Training and development of employees of any organization is considered critical and essential for their growth and effectiveness. If the organizations must grow and play an effective role in today's competitive market. Current research is designed to examine the human resource development training programs in small, medium and large organizations. For this purpose, a research was conducted with the help of survey questionnaire. Current study examines the actual conditions of human resource training program in small, medium and large organizations. Results indicates that large organizations are aware about the human resource development training programs and these organizations incorporate the effective programs about increasing the skills of their employees. While, medium organizations are not aware about the human resource development training programs as compare to large organizations and these organizations incorporate the effective programs about increasing the skills of their employees as compare to large organizations. Moreover, small organizations are not aware about the human resource development training programs as compare to large and medium organizations and these organizations incorporate the effective programs about increasing the skills of their employees as compare to large and medium organizations. These results may help full the policy makers of Pakistan to emphasis the medium and small organizations to increase the frequency of human resource development training for elevating the organizations in turbulent environment.

Key Words: small organizations, medium organizations, large organizations, human resource development training programs, Pakistan

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Introduction

Training and development of employees of any organization is considered critical and essential for their growth and effectiveness. If the organizations must grow and play an effective role in today's competitive market, their employees need to believe that are being valued if the company takes their training needs seriously (McKeena& Beech, 2002). By the process of training and development, the employees realize that their company is investing in them to perform better, and consequently, the employees feel motivated to perform accordingly (McKeena & Beech 2002). Over 40% employers consider on the job training for increased productivity and 35% for enhanced employee morale in the organization and it also reduces attrition to a considerable extent (Times Job.com Bureau, 2013).

Literature Review

Investigating in employees, the human resources, is becoming an increased focus of attention for several reasons. First, the modern and distinctive knowledge has been recognized as a key competitive advantage over the rival organizations. Secondly, change and flexibility is being endemic for many industries that requires their employees to display new skills, be flexible and ready for change according to the needs of time and space. Thirdly, the companies whose employees are prone to fix their customers' problems efficiently and effectively are perceived as of high-quality services.

Training and development are interactive and interrelated terms. In the past, development was associated with the future managers while training was assigned with improving knowledge and skills of non-managerial employees in their job. But, presently, the

development of all employees is considered significant that would be reflected in multiskilling and flexible operational abilities. Further, in the presently rapidly changing environment, training and development of managerial and non-managerial staff is a continuous process for retention of suitable employees with their loyalty and commitment at work. Keep (1992) indicated that training and development is not an option, it is an essential investment in people and an integral part of the human resource management practice.

The modern literature on training and development of employees as investment on human resources have indicated that such organizations in addition to other benefits, remain more competitive, resilient, quality oriented, performance oriented, growth oriented, great market share oriented and profit oriented. Additionally, in the present-day competitive environment of globalization process, small, medium and large organization, local, national and international organizations are strategically heading against one another. For their survival and growth, they are forced to changes in their work practices, attitudes, cultures, inputs and operations with redesign of work.

Whereas, globalization and competitive environment have brought many changes and benefits in the lives of many organizations as well as the common man such as peoples' mobility, employability, profitability, intercultural relationships, economies of scale, competitive prices, better quality controls etc., it has brought many associated challenges such as threat and demise of many kinds and levels of organizations and cultures, unemployment or under-employment in some regions, widened gulf between rich and the poor etc. (AlRubaie,

2002). To reap the benefits of current waves of globalization, and to avoid the associated threats and difficulties, we need to resort to training and development for the purpose to maintain and improve the quality of work, and personnel and organizational gains (Al-Rubaie, 2002; McKeena& Beech, 2002).

Considering this perspective, the present study was designed to look into training and development awareness and practices of small, medium and large organizations in the major province of Punjab in Pakistan.

Objectives

The objectives of the study were: 1. whether the small, medium and large organizations in Pakistan were aware of training and development programs or not? 2. Whether the small, medium and large organizations in Pakistan were practicing training and development programs or not? 3. Whether these organizations perceive the benefits of T&D or not? 4. Whether they favor the policy of T&D in their organizations or not? and additionally, 5. Whether these organizations were rising, static or declining in perspective of their T&D awareness and practices?

Hypotheses

H0 1: Small, medium and large organizations have no awareness of T&D.

H0 2: Small, medium and large organizations have no practices of T&D.

H0 3: Small, medium and large organizations have no perceptual benefits of T&D.

H0 4: Small, medium and large organizations do not favor policy of T&D.

H0 5: There is no association among small, medium and large organizations on their current state of business trends.

Method

Sample and Procedure

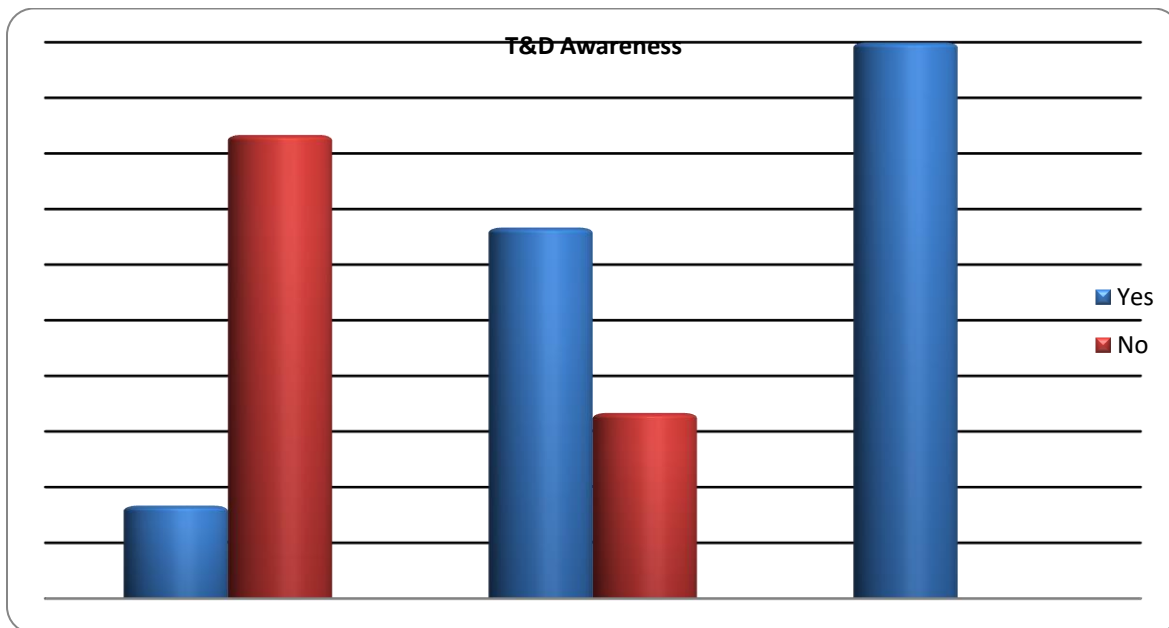
For this purpose, a survey design was prepared, and the questionnaires were administered on thirty small, thirty medium and twenty large organizations from different geographical regions of Punjab. The questionnaires included the demographics, and seeking information related to their training and development awareness and practices including their perceptual benefits of T&D, their policy favor on T&D, and their organizations' rising, static or declining profit earnings. The respondents included 30 supervisors, middle and higher-level managers from each category of varieties of organizations so, the total respondents were ninety (N=90). The questions related to their investment on training and development cost and profit earning were dropped from data analysis of this study as most of the respondents were reluctant to answer such questions related to financial matters.

Results

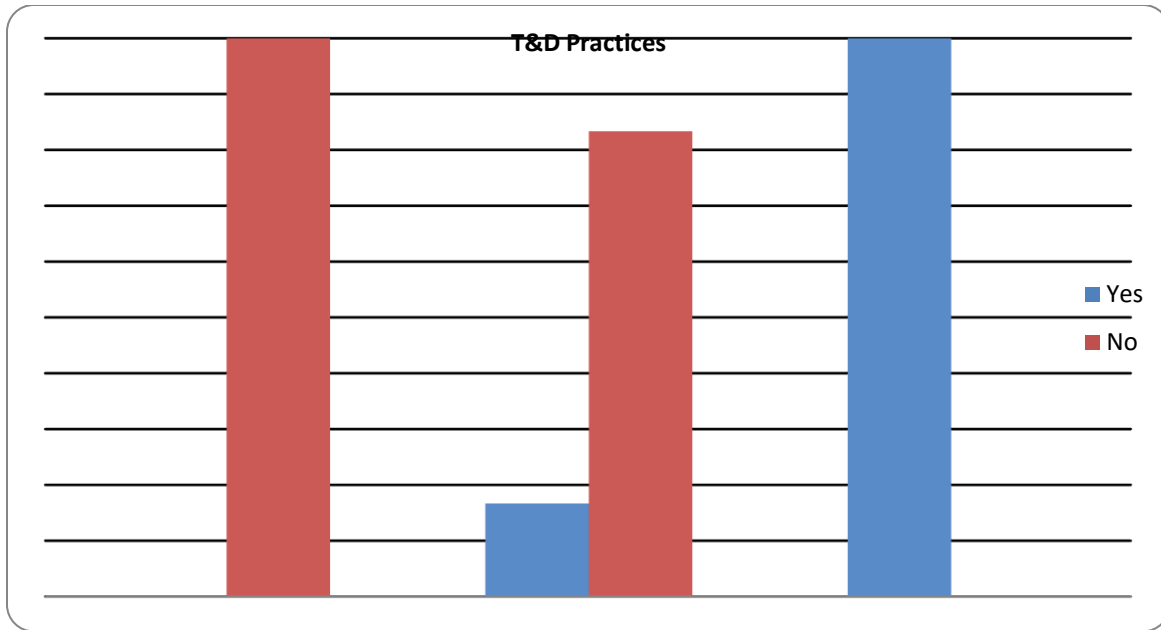
Table1. T&D awareness, practices, perceptual benefits and policy favor on compulsory T&D of small, medium and large organizations.

	T&D Awareness		T&D Practices		T&D Perceptual Benefits		Policy favor on Compulsory T&D	
	Yes	No	Yes	No	Yes	No	Yes	No
SMALL ORG. (N=30)	16.67	83.33	---	100	16.67	83.33	66.67	33.33
MEDIUM ORG. (N=30)	66.67	33.33	16.67	83.33	66.67	33.33	93.33	6.67
LARGE ORG. (N=20)	100	---	100	---	100	---	100	---
TOTAL (N=80)	56.25	43.75	31.25	68.75	56.25	43.75	85	15

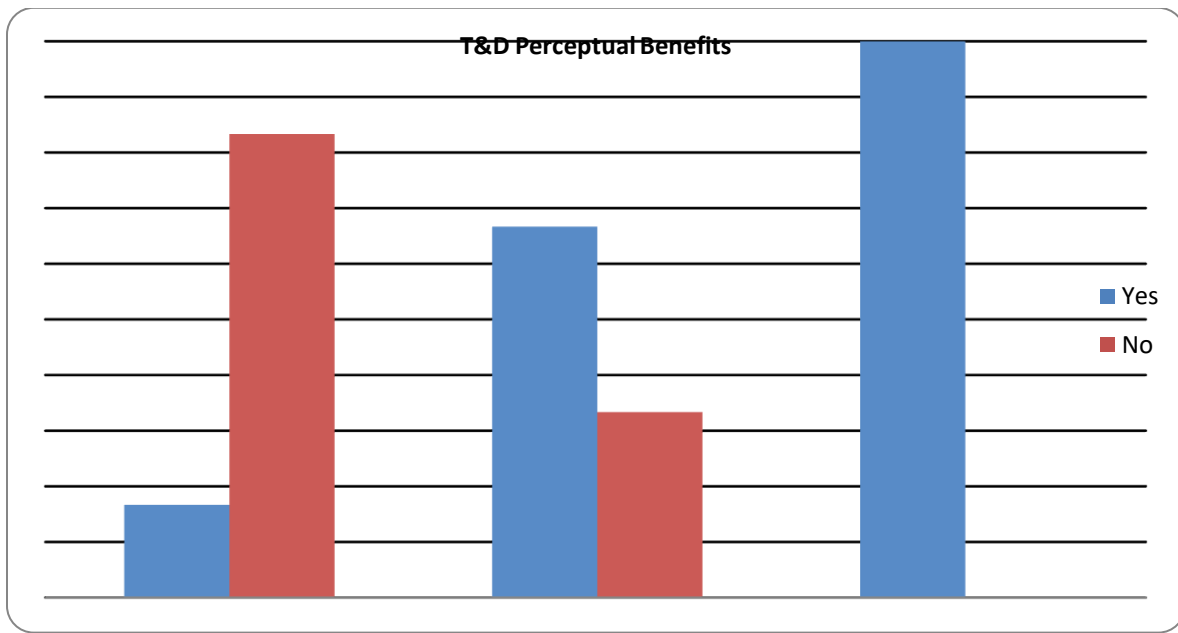
Graph 1. The graph on T&D awareness between small, medium and large organizations.



Graph 2. The graph on T&D practices between small, medium and large organizations



Graph 3. The graph on perceptual benefits of T&D between small, medium and large organizations



Graph 4. The graph on policy favor on compulsory T&D between small, medium and large organizations

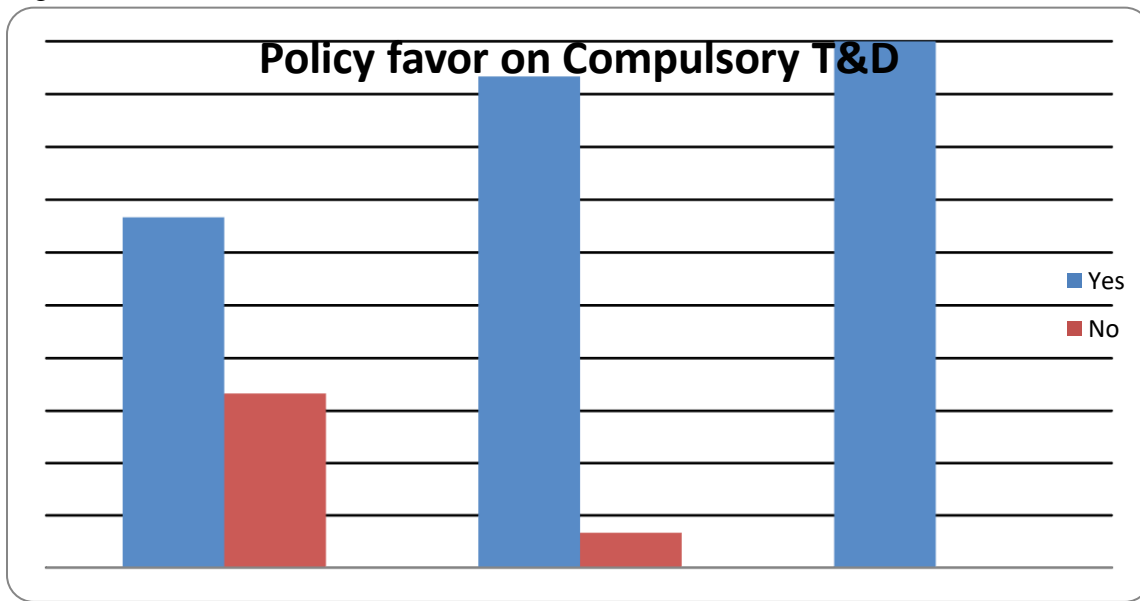


Table 2. Current state of Business in Small, Medium and Large Organizations

	R %	S %	D %
SMALL ORG.	86.67	10	3.33
MEDIUM ORG.	60	23.33	16.67
LARGE ORG.	40	20	40

R= Rising

S= Static

D= Declining

Graph 5. The graph on current state of business in small, medium and large organizations.

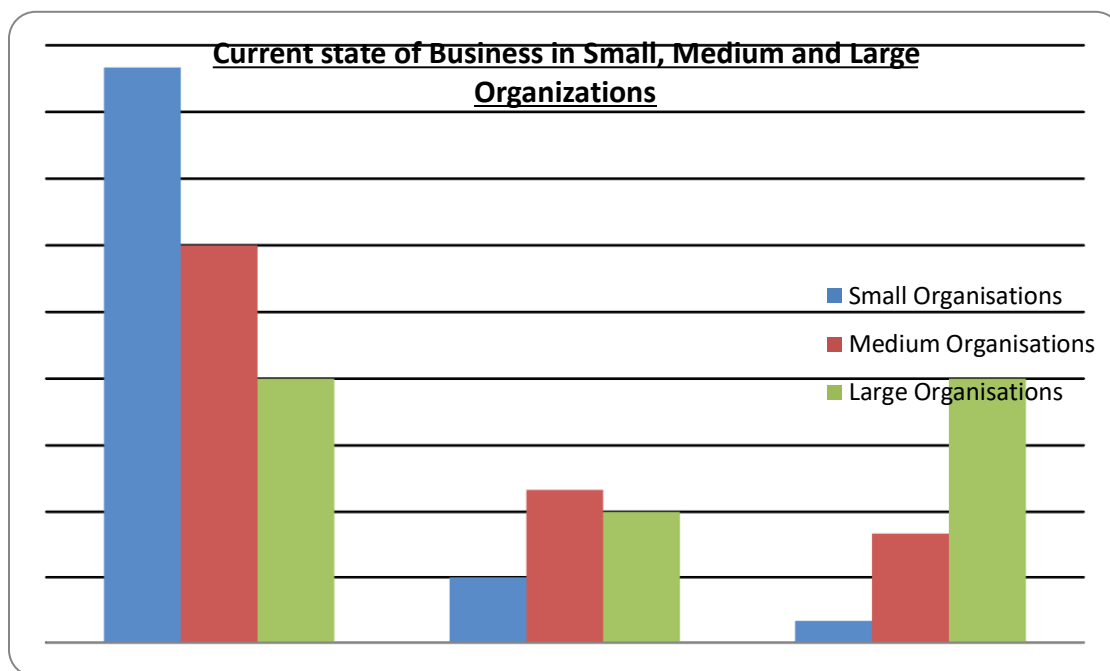


Table 3. The chi-square association between S,M,L organizations.

	T&D awareness	T&D practices	T&D perceptual benefits	Policy favor on compulsory T&D	Org. Flourishing, Static, Declining
S,M,L org.	X ² =35.9788 d.f.=2 p-value=0 H0 rejected	X ² =60.6060 d.f.=2 p-value=0 H0 rejected	X ² =35.9788 d.f.=2 p-value=0 H0 rejected	X ² =13.0719 d.f.=2 p-value=0.001 H0 rejected	X ² =5.8241 d.f.=2 p-value=0.2127 H0 accepted

Results of the survey have indicated that only 16.67% of small organizations are aware of T & D while 83.33% of them were not aware of T & D practices. No small organization is involved in T & D practices while only 16.67% such organizations realize the benefits of T & D while a great majority of 83.33% does not realize that T & D would be beneficial for them.

Additionally, 66.67% of small organizations still think that there should a national policy for T & D practices while 33.33% do not favor to have a national policy on T & D.

In case of Medium organizations, 66.67% were aware of T&D practices while 33.33% were not aware of it. There are only 16.67% medium organizations that are involved in T&D

practices while 83.33% are not involved. Further, 66.67% mentioned that T&D would be beneficial for them while 33.33% mentioned that T&D would not be useful for them. Additionally, 93.33% of medium organizations desired to have a national policy of T&D while only 6.67% did not favor to have a policy. While the Medium organizations were inquired whether their business was rising, static or declining 60% mentioned that their business was rising, 23.33% mentioned it as static while only 16.67% mentioned that that was declining. In case of large organizations, the findings were very different. All (100%) reported that they were aware of T&D, were involved in T&D practices, T&D was beneficial for them and they were in favor of the requirement of compulsory T&D national policy. But, while enquired about their business profit conditions, 40% reported that their business was raising, 20% reported it as static while 40% reported it as declining.

In statistical analysis of X2 as indicated in Table of X2 analysis, the null hypothesis formulated as there is no relationship between the Small, Medium and Large organizations (SML) on the one hand and the other factors as training and development awareness ($X^2=35.9788$, d.f.=2, p-value=0), training and development practices ($X^2=60.6060$, d.f.=2, p-value=0), training and development perceptual benefits ($X^2=35.9788$, d.f.=2, p-value=0), and policy favor on compulsory training and development ($X^2=13.0719$, d.f.=2, p-value=0.001) on the other hand, the null hypotheses is rejected in each case. This indicated that there is association between these variables. But, in case of SML organizations on the one hand and the business of the organization as flourishing, static, declining,

the null hypothesis is accepted ($X^2=5.8241$, d.f.=2, p-value=0.2127). This indicated that there is no association between these two factors.

Discussion

To analyze and understand such a situation for small, medium and large organizations, we need to understand the scenario with the acronym of PESTLE analysis.

Pakistan is a developing country with a lot of material and human resources but since its inception, it is in political and economic turmoil. This has impeded its proper growth. The findings of the study may be explained by analyzing the results in its political, economic, social, technological, legal and environmental (PESTLE) perspectives.

According to the highlights of the Pakistan economic survey (Finance Division, Government of Pakistan, 2012) real GDP growth for 2011-12 was 3.7% as compared to 3% in the previous fiscal year 2010-11. But, at the same time, there are sharp declining trends during the last five years in the areas of total investment, fixed investment, private investment, public investment, national savings and foreign direct investment. Fiscal deficit and foreign debts are also on the rise. The inflation rate is in double digits with a rising graph.

Regarding PESTLE analysis, to visualize a holistic approach of Pakistan's perspective, the worsening situation dates back to US incident of September 11, 2000. Pakistan was one of the major suspects and target of US and allied forces. US policy of 'stick and carrot' remained in vogue till 2008 and again till today with many upheavals of trust and mistrust against each other. The last five years of a political government have brought day light bad spot on the face of the country. Since 9/11, 2000 and

more so since 2008, Pakistan is facing multiple challenges and fighting an uphill battle on many fronts. These challenges include political irritations and tensions, economic and energy crisis, rampant corruption scandals of mega projects, bad governance, rising poverty, rising food prices, inflation, unemployment and power sharing tussle between state institutions. Further, lack of appropriate legal reformations, environmental degradation, lack of industrial and technological investment, and social and psychological unrest deteriorated the situation. By the way of war on terror and being an ally of US, Pakistan seems to be the greatest sufferer in the world. Just by foreign drone attacks with collateral damages, suicidal bombings, and target killings, more than fifty thousand people including civilian and military personnel have lost their lives. The financial loss to its economy is estimated at more than sixty billion US dollars. Severe energy shortfall has gone up to more than seven thousand megawatts. Such an unhealthy business atmosphere has acted as catalyst for many local and foreign investors to flee out of country.

Recent national elections of May 11, 2013 have given an indication of mistrust and repulsive attitude against the previous governing political parties. The newly elected political parties may be a ray of hope to create healthy business atmosphere, alleviate the sufferings of common man with an expectation to deal with huge challenges facing the nation ahead.

In such a perspective, the human resource training and development in organizations does not seem apparently a priority or a matter of big consideration. As indicated in case of small organizations, single or joint private and family businesses called entrepreneurship, there is least awareness of T&D (16.67), zero

professional T&D practices, least recognition of T&D benefits (16.67), and very low favor of compulsory T&D national policy. In spite of all this, a large number of small businesses (86.67%) perceived that their businesses were rising. But we observe no indication of an increase of GDP growth at national level because of such entrepreneurship. But, in case of Rwanda as an example, the evidence is dramatic; per capita GDP has almost quadrupled since 1995 (Isenberg, 2010). The lesson learnt, according to Isenberg (2010), 'to ignite venture creation and growth, governments need to create an ecosystem that sustains entrepreneurship'. As Rwanda's president, Paul Kagame, has put it, "Entrepreneurship is the surest way of development". "He is not a lone voice: Studies consistently link entrepreneurship with job creation and GDP growth" (Isenberg, 2010). Though the entrepreneurship or small businesses, even the medium and large organizations in Pakistan are perceived as flourishing to a great extent, but the graph declines from small to medium to large organizations. It was not clear about their investment to profit ratios as almost all organizations declined to extend their information on investment, T&D expenditures and profit gains. The reluctance to provide such information may be due to widely prevailing undocumented economy, tax evasions, double accounting standards etc. So, such questions were deleted from data analysis.

The ecosystem of Pakistan is unique as described earlier. The entrepreneurship training and development system is almost non-existent as compared to the bulk of population and organizations. This may also be said for the medium and large organizations. Though some

medium level organizations (16.67%) do provide T&D and all (100%) large organizations reported that they provide T&D to their employees, but we cannot be sure of such T&D effectiveness. The objective evaluation of T&D is a crucial issue that needs to be addressed by concerned stakeholders.

There are crucial indications with medium and large level organizations in Pakistan. The medium organizations are struggling to go higher but have a fear of decline as well. Only 60% of medium organizations are flourishing while remaining 40% including static (23.33%, declining 16.67%) are struggling for their survival and may extinguish at any time if conditions do not improve. Additionally, though many medium and all large organizations are providing T&D services, but the fruitful outcome is not much encouraging. This also gives an indication to the training process that includes the real training needs, designing/selecting solution, delivering/implementing solution, assessing and evaluating the whole process and its utility (Beevers & Rea, 2010). Then, the ecosystem has also many question marks that need to be addressed. In such an ecosystem, there seems a big blow for most of the large organizations that are mostly public-private partnership, state-owned corporations as Pakistan International Airlines, Pakistan Railways, Pakistan Steel Mills Corporation, fuel and energy corporations etc. that are commonly reported as big scams in the mass media.

Conclusion

The human resource T&D awareness and practices and their perceptual significance are quite low in a developing country like Pakistan in cases of small and medium organizations. But, in case of large organizations, they are

aware of T&D practices, involved in such practices, perceive it beneficial for them and are in favor of having a national policy for compulsory T&D. But, despite that, 40% of the large organizations were declining, 20% were at static position while only 40% of them were rising. A great majority of the small businesses were rising (86.67%), 10% were static while only very small number of them (3.33%) were declining. In case of Medium organizations, the situation was in between the small and large organizations. Just a more than half (60%) were rising, 23.33% were static, and 16.67% were declining.

Recommendations

Education, T&D and its effectiveness at all levels: By considering of the HR T&D practices in many countries, we may conclude that T&D is not the liability of government only. The government cannot do everything on its own. The private and non-profit sector should also share some responsibilities. Just as the corporate executives, professional organizations, labor organizations, family-business owners, foundations, funding agencies and even entrepreneurs themselves have initiated and financed formal entrepreneurship education, training and development including seminars, conferences, research, advocacy and policy formulation initiatives in some countries, such practices may be applied in Pakistan as well.

Evaluation of T&D

Though we recognize the necessity of training and development at all levels of organization in formal and informal ways but to know its effectiveness is equally important. It is recognized that T&D in an informal way is already prevalent in small private or joint businesses, family-owned enterprises but their

worth may be enhanced with formal education, providing initiative, motivation and soft loans, education for planning with accounting, management and business intelligence. Medium level organizations may rise further with training and development with measurement of their effectiveness. The large organizations those are already aware of T&D practices and utility also need to evaluate their T&D effectiveness.

Customization

As each business, local culture, conditions and ecosystem is different, rather unique so, we must consider all such variables along with general vibrant business principles. We may benefit from others' success stories but may not "implant every seed in every soil".

Soft Skills Training

Additionally, a very important question also needs to be addressed in this context. Whether the present day small, medium and large organizations prefer to recruit the human resources who are trained and developed in soft skills in addition to their professional knowledge and expertise or not? The answer was indicated in a recent HEC-USAID funded study by Faisal (2013) and his associates that almost all SML organizations take into consideration the importance of soft skills of newly hiring employees. Further, the organizations strongly recommended that the educational institutions must educate their prospective workforce with appropriate soft skills while they are not currently doing it appropriately. The organizations in their study also indicated that the recruits with soft skills in addition to their professional skills get clear preference over the recruits who have only professional skills but are devoid of soft skills. Additionally, such professionals with soft skills

get better promotions on the job and are considered a better face value of the organization over the others.

Compulsory T&D National Policy

As indicated by a great majority of the small, medium and large organizations (85%), there must be a national policy for compulsory T&D on the job technical and professional skills as well as soft skills. Though during times of recessions and budget constraints, the soft skills T&D are likely to go on the back seat in the face of focused professional skills but the importance of soft skills like emotional intelligence, communication skills, coaching and mentoring, succession management, talent management, creativity etc. is also being widely acknowledged (Faisal, 2013; SHRM, 2012).

Healthy Ecosystem

The situation with medium and large organization sounds alarming with reference to their static and declining figures. This sounds in contradiction to Paul Streeten (1998) observation that the process of globalization is good for the large firms while bad for the small firms. Perhaps, this gives a strong indication of unhealthy ecosystem of Pakistani society as discussed earlier. The government and civil society including corporate executives should soon adopt a holistic approach with full zeal and motivation to mend the ecosystem of the country by creating a peaceful environment with political stability, economic reformations, energy production, crime prevention and control, better legislation, advance technologies, appropriate education, attractive climate for foreign investments, elimination of malpractices and corruption, and conducive environment for businesses and services with training and continuous development. This may be difficult but not an impossible task. A strong

vision and mission with quality management and governance of society is more than half the job done. So, it is strongly recommended that the government and civil society should try their level best to take corrective measures otherwise; industrial and organizational difficulties would further impede the national growth and development. So, the healthy ecosystem with better and effective human resource training and development would boost up national productivity and the nation may attain progress in the right direction.

Limitations

The current study sample was small. A larger study on the subject may give better results and findings. An in-depth statistical analysis may also give better findings.

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SOCIOECONOMIC COSTS OF MENTAL ILLNESS: A SYSTEMATIC REVIEW

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Abstract:

Mental illness is a psychological health problem that causes disability and impairment. A population suffering from mental illnesses experience a wide range of social and work-related problems that have economic impacts. Keeping in view the seriousness of this issue a systematic review of existing literature was done for identifying facts and figures on the socioeconomic costs of mental illness among general populations. A Systematic Narrative Review was done by searching studies in electronic databases like Google Scholar, Wiley Online, Oxford Journals, Science Direct and Taylor & Francis. The results showed that mental illness causes social problems like, e.g., stigma, low self-esteem, poor quality of life, clinical problems. Moreover, its economic impacts include cost associated with treatment, absenteeism, accidents, and turnover intentions. Findings of the current study revealed that mental illness has both social and economic impacts, therefore, proactive steps need to be taken together at individual and institutional levels for overcoming costs associated with mental health illnesses.

Keywords: Mental Illness, Socioeconomic Costs, Systematic Review

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Introduction

Mental illnesses a state characterized by disability to function properly (Stein, 2013). Mental illness is a leading cause of morbidity around the world that imposes significant socioeconomic costs on the affected population (Oliva-Moreno et al., 2009). The social costs are in shape of stigma & lower self-esteem (Link, Struening, Neese-Todd, Asmussen, & Phelan, 2014), poor quality of life (Simon et al., 2014), poor family relationship (Walton-Moss, Gerson, & Rose, 2005), clinical problems like substance abuse (Knauert, Naik,

Gillespie, & Kryger, 2015) and problems at workplace (Cheryl Haslam, Sue Browne, Sarah Atkinson, & Haslam, 2004). On the other side the economic costs are the direct expenses on medical treatment of mental illness and indirect costs due to productivity loss (Oliva-Moreno, et al., 2009).

The World Health Organization reported that mental illness affects the patients, his/her family member, employers and the society. It results in treatment costs, productivity costs and other related costs. The detail these costs as shown in Table 01.

Table 01 The cost of mental illness

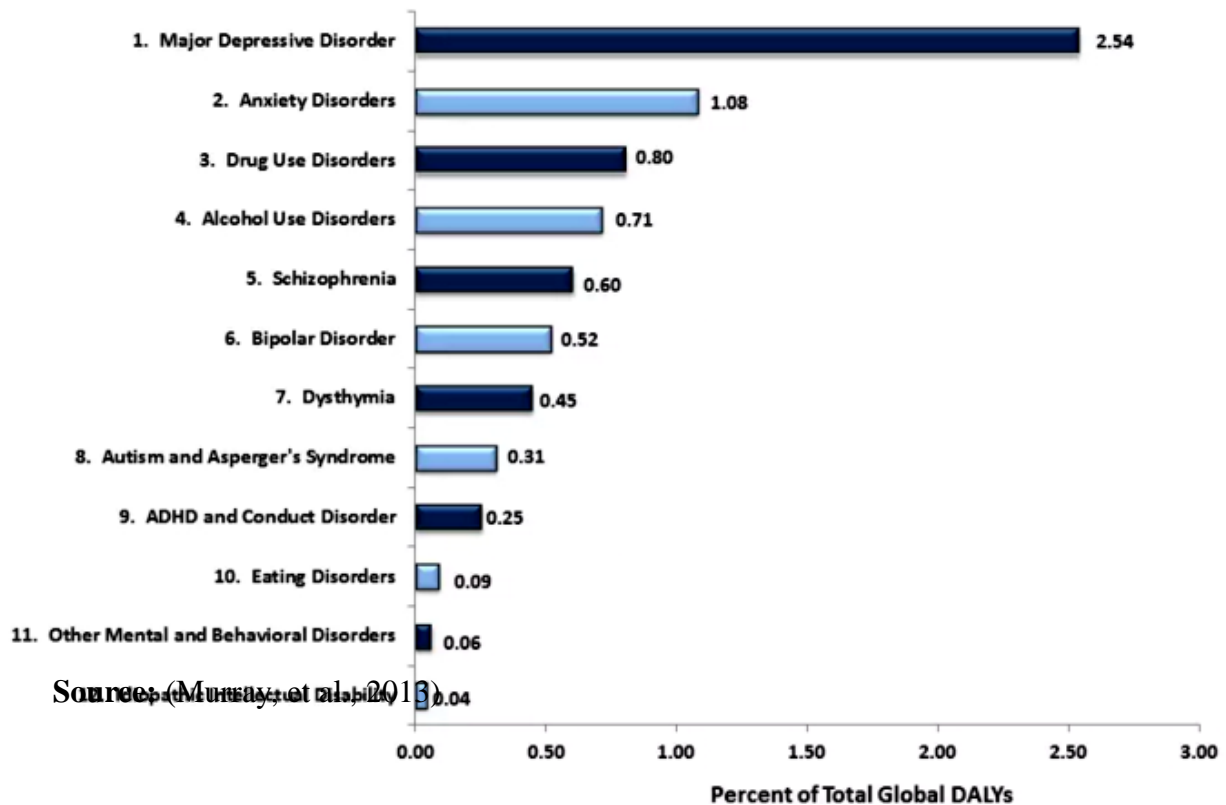
	Care Costs	Productivity Costs	Other Costs
Sufferers	Treatment and service fees/payments	Work disability; lost earnings	Anguish/suffering; treatment side-effects; suicide
Family and Friends	Informal care-giving	Time off work	Anguish; isolation; stigma
Employers	Contributions to treatment and care	Reduced productivity	-
Society	Provision of mental health care and general medical care (taxation/insurance)	Reduced productivity	Loss of lives; untreated illnesses (unmet needs); social exclusion

Source: (WHO, 2003)

Moreover, Murray et al (2013) reported that total 7.4% of Global Burden Of Disability Associated With Disease (DALYs) was caused by mental illnesses from the year 1990 to 2010, as clear from Figure 01. (Note: DALYs is measured in the total number of years lost in disability). Such facts and figures provides

sufficient evidence that mental illnesses are becoming a recognized threat. The mental, emotional and behavioral disorders are serious hazards to a country's economy because it affects the healthier working environment and safe living conditions within modern organizations (WHO, 2003)

Figure 01: Global Burden Of Disability Associated With Disease from year 1990 to 2010



It is furthermore clear that the mental functioning is fundamentally interlinked with the physical and social functioning. But unfortunately, there is a lack of awareness among the general public on the nature, causes and consequences of mental illness, resultantly society continues on bearing the burden of mental illness and the negative impact of such illnesses on world's economy is also increasing. Therefore, it becomes the responsibility of all concerned personnel, either public health professional, practitioners, economists or policy makers to start working for managing the issue of mental health illness. In this regard proper and well-planned investments should be

done to ensure cost effective interventions that are within access of common people. This review aims at systematically collect and synthesize the available published literature on the socioeconomic costs of mental illness among the general population. The findings of current study revealed that mental illness has both social and economic impacts, therefore, proactive steps need to be taken together at individual and institutional levels for overcoming the costs associated with mental illness.

Methodology:

Study Design: A systematic narrative review design was adopted to locate, assess and summarize information regarding socioeconomic costs of mental illness. Narrative review design was selected because it helps in identification of broader review questions and the heterogenous but relevant studies. It also appraises the type and number of studies and finally it helps in synthesizing and summarizing all findings into meaningful shape (Mulrow & Cook, 1998).

Data Sources: A broad range of electronic databases like, e.g. Google Scholar, Oxford Journals, Wiley Online, Science Direct and

Taylor & Francis were used to search different kind of scholarly material on the selected topic. This search process was completed within one month from November 2015 to December, 2015.

Search Strategy and Inclusion Criteria

Specific key words phrases were used to locate studies in the selected databases. Words like "Mental Illness" and sentences like "Cost of Mental Illness", "Socioeconomic Costs of Mental Illness " and "Effects of Mental Illness" were used. Furthermore, Inclusion Criteria was also devised to ensure the searching of specific and relevant materials, as clear from Table 01.

Table 01: Inclusion Criterion

- Both quantitative and qualitative studies were included
- Social cost include effects of mental illness on family life, working life, quality of life, stigma and clinical problems, whereas economic costs include costs in American Dollars, British Pounds and European Euro.
- Materials published in English were searched
- Materials published from the year 2000 till 2014 were searched
- Journal & Conference Articles, Technical Reports were searched

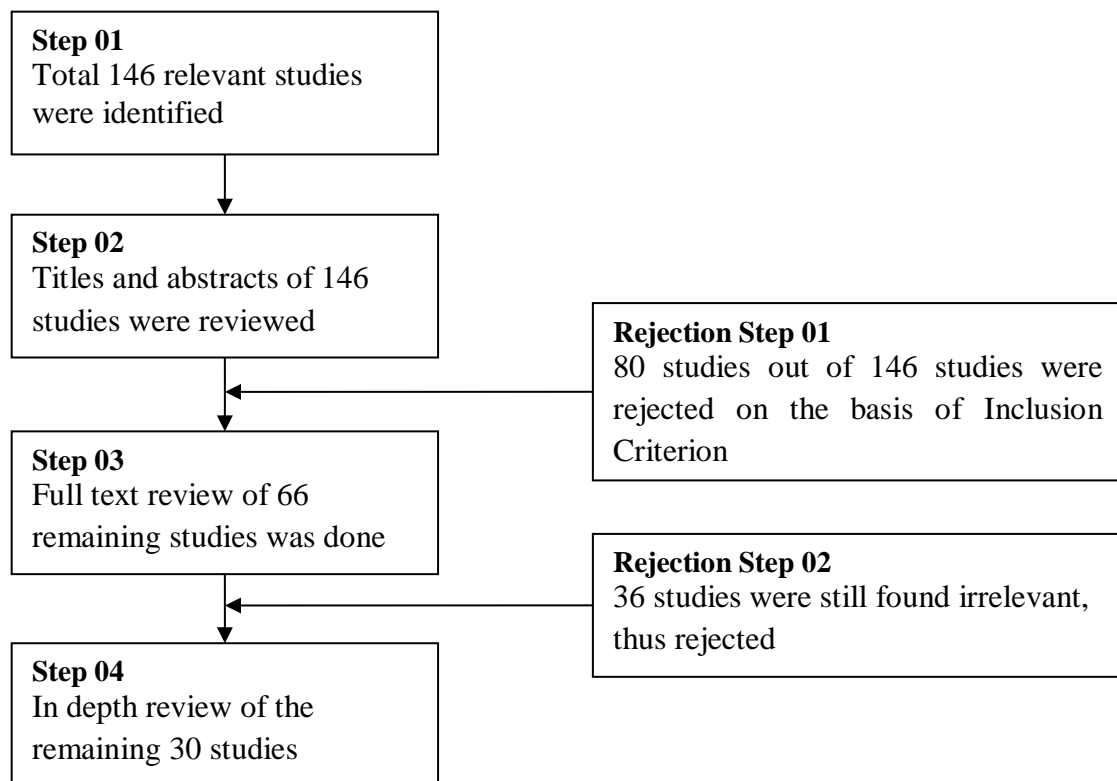
Screening and selection of studies

A process of screening and selection of studies was devised because there were a lot of published material on the socioeconomic effects of Mental Illness. The Figure 01 shows that in the *first step*, the key words and sentences were entered into the online databases. At this stage total 146 relevant studies were identified. In the *second step*, the

titles and abstracts of 146 studies were reviewed and checked for relevancy. During this stage 80 study were rejected based on Inclusion Criterion. In the *third step*, the full text review of remaining 66 studies was done for the search of relevant facts and figures. Details of the review showed that 36 studies were still irrelevant, therefore rejected. In the *fifth step*, an in depth review of the remaining

30 studies was done. At this stage all relevant facts and figures were recorded in tables and figures.

Figure 01: Flow diagram for screening and selection of studies



Results

Characteristics of the selected studies

The geographical locations show that most studies (60%) were from the United States of America and United Kingdom. Remaining studies were from countries like France, Spain, Russia, Germany, Denmark, China, India, Iran and Afghanistan. The sample size ranged from lowest 12 to highest 29131 respondents. Most research designs were Descriptive Longitudinal

& Cross Section (37%) and Experimental (20%), while rest of the designs included review (including systematic review), pure Quantitative & Qualitative and Focus Group. Finally, the mental health illnesses included Depression, Anxiety, Schizophrenia, Post Traumatic Stress Disorder, Sleep Disorder and Epilepsy. As clear from Table 01.

Table 01 Summary of studies incorporated in Systematic Review

Author(s) and Year of Publication	Setting and location of study	Design of study	N
(Prins et al., 2011)	Netherlands Study of Depression and Anxiety/ Netherlands	Prospective Longitudinal	10706
(Chollet, Saragoussi, Clay, & François, 2013)	General Practice Research Database/ United Kingdom	Retrospective Longitudinal Cohort	29,131
(Chollet, et al., 2013)	Northern Ireland Study of Health and Stress/Ireland	Cross Sectional	1,986
(Marciniak, Lage, Landbloom, Dunayevich, & Bowman, 2004)	Med-Stat's Market-Scan and HPM databases/ United States of America	Retrospective case-control	1917
(Robinson et al., 2015)	Health Core Integrated Research Database/ United States of America	Prospective fixed cohort	3000
(Cardozo, Vergara, Agani, & Gotway, 2000)	Randomly Selected Household/ Kosovo	Cross Sectional	1358
(Simon, et al., 2014)	Massachusetts General Hospital/ United States of America	Clinical Trial	66
(Simon, 2003)	Medline Search/ United States of America	Review	N/A
(Hu, He, Zhang, & Chen, 2007)	Hospital setting/China	Quantitative Descriptive	505
(Oliva-Moreno, et al., 2009)	Hospital data/Spain	Cross Sectional	18 hospitals
(Cheryl Haslam, et al., 2004)	Working People/United Kingdom	Focus Group Approach	12
(Kes, 2012)	Epidemiological surveys/multiple locations	Review	N/A
(Karsten Thielen & Nygaard, 2013)	Working People/Denmark	Longitudinal Follow up	5785

Table 01 Continued			
Author(s) and Year of Publication	Setting and location of study	Design of study	N
(Gupta & Guest, 2002)	National Health Service/United Kingdom	Quantitative Descriptive	660
(Knapp, Mangalore, & Simon, 2004)	Online databases/United Kingdom	Systematic review	62
(Foster & Jones, 2005)	Fast Track project/ United States of America	Multi-cohort Longitudinal	1191
(Yerramilli & Bipeta, 2012)	Online databases/India	Review	N/A
(Mark, Woody, Juday, & Kleber, 2001)	Online databases/ United States of America	Review	N/A
(Sibener et al., 2014)	Online databases/ United States of America	Review	N/A
(Kessler, Walters, & Forthofer, 2014)	National Comorbidity Survey/ United States of America	Cross Sectional	5877
(Link, et al., 2014)	Clubhouse Program/ United States of America	Experimental	70
(Cardozo et al., 2004)	National Estimates/Afghanistan	Survey (Cross Sectional)	799
(Phillips, Pearson, Li, Xu, & Yang, 2002)	Hospital setting/China	Qualitative Exploratory	1491
(Knauert, et al., 2015)	Online databases/ United States of America	Review	N/A
(Angermeyer & Matschinger, 2003)	National Survey/Germany	Survey (Cross Sectional)	5025
(Reine, Lancon, Di Tucci, Sapin, & Auquier, 2003)	Residential Rehabilitation Unit/France	Quantitative Descriptive	67
(Reupert & Maybery, 2015)	Online databases/United Kingdom	Systematic review	297
(Lerner et al., 2004)	Data from Employees/ United States of America	Experimental	144
(Ghanean, Jacobsson, & Nojomy, 2013)	Hospital setting/Iran	Cross Sectional	130
(Koschorke et al., 2014)	Community Care Center/India	Random Control Trial	282

Social Costs of Mental Illness

The results showed that common social impacts of Mental illness include stigma, fear, social dysfunction, low self-esteem and isolation, etc... Work related effects include loss of productivity, poor performance and loss of job, etc. The detail of findings is as under:

Quality of Life

Three studies identified poor quality of life as societal cost of Mental illness(Reine, et al., 2003; Simon, 2003; Simon, et al., 2014). The Mental illness can cause lack of satisfaction with life, ultimately leading to poor family relations, unhealthy life style, and legal & safety issues (Reine, et al., 2003). Mental

illness is also related with impaired physical and emotional functioning (Simon, et al., 2014).

Family Costs

Three studies pointed out the negative effects of mental illness on family life in shape of divorce, forced separation, and poor spouse relationship (Cardozo, et al., 2000; Kessler, et al., 2014; Knapp, et al., 2004).

Stigma and Discrimination

Six studies examined the association between stigma and Mental illness (Angermeyer & Matschinger, 2003; Ghanean, et al., 2013; Koschorke, et al., 2014; Link, et al., 2014; Phillips, et al., 2002; Yerramilli & Bipeta, 2012). The stigma was in shape of social alienation, stereotype endorsement, social withdrawal and discrimination experiences (Ghanean, et al., 2013). The reaction to stigma

was expressed in terms of self-pity, low self-esteem, fear and aggression (Angermeyer & Matschinger, 2003; Link, et al., 2014).

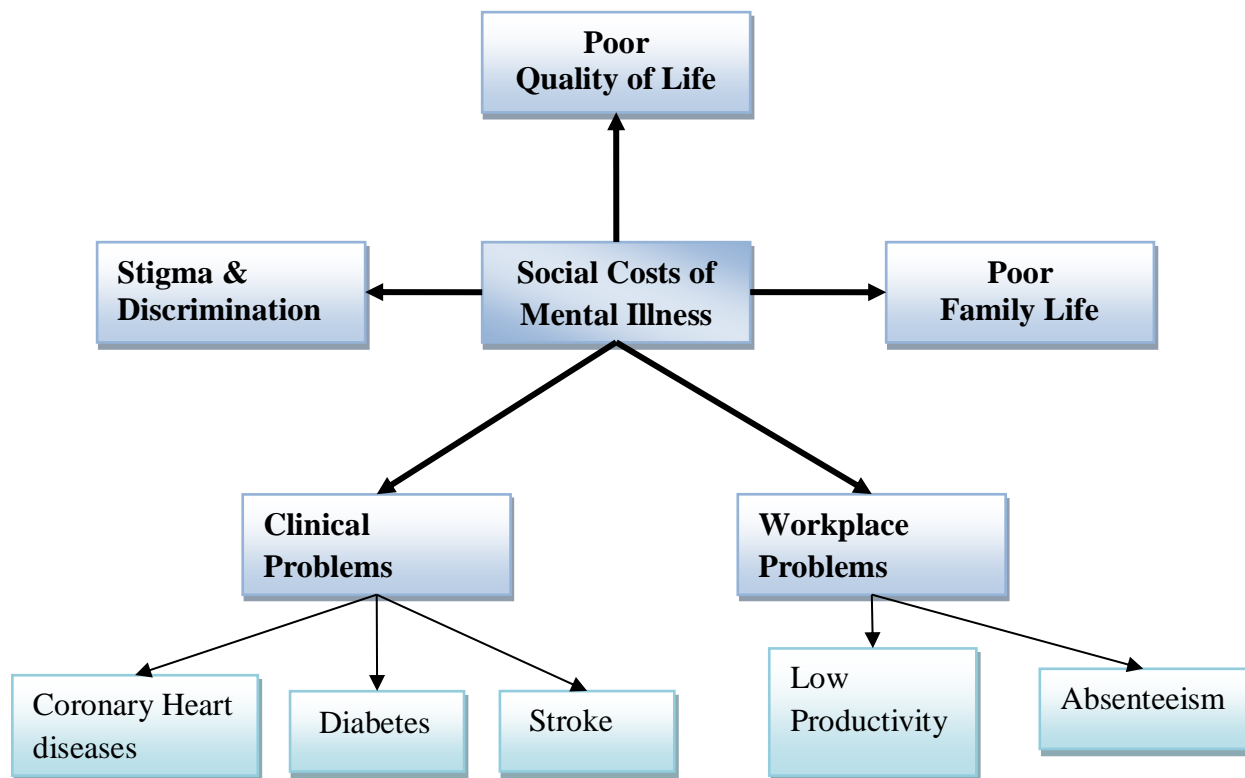
Clinical Problems

Two studies identified certain clinical problems associated with Mental Illness. These include unresolved fatigue, insomnia, drug abuse, Coronary Heart diseases, diabetes and Stroke (Knauert, et al., 2015; Robinson, et al., 2015).

Effects on Workplace

Six studies explained the effects of Mental illness on working lives of affected. These effects include absenteeism, accidents, poor performance, low productivity and turnover intentions (Cheryl Haslam, et al., 2004; Karsten Thielen & Nygaard, 2013; Lerner, et al., 2004; Marciniak, et al., 2004; Oliva-Moreno, et al., 2009; Simon, 2003).

Figure 02: Social Costs of Mental Illness



Economic Costs of Mental Illness

The economic costs of Mental illnesses in terms of expenses incurred for medical treatment or loss occurred due to low productivity or absenteeism. The detail of each costs has been discussed separately in following section:

Direct costs of medical treatment

Each year around the globe millions of patients receive medical treatments for different psychiatric illnesses. Different types of financial costs are associated with such treatments including primary care costs, secondary care costs and supportive care costs.

According to Prins, et al., (2011) in Netherlands during year 2006 total 209.76 million Euros cost were incurred on primary care of Depression and Anxiety. Similarly, Ferry et al.,(2015) found that for the treatment of Post-Traumatic Stress Disorder in Northern Ireland, an estimated costs of 8,203,409 Euros was incurred during total 37,458 hospital visits by patients. In another study Oliva-Moreno, et al., (2009) found that during the year 2002 in Spain total 67,169 patients were admitted into different hospitals, with 11.2 days mean hospital stay and 470.5 million Euros costs.

A comprehensive study conducted by Knapp, et al.(2004) on global costs of Schizophrenia revealed alarming figures. According to their findings Schizophrenia has been responsible for 2.1 billion pounds treatment costs in United Kingdom in years 1990 and 1991. Whereas it resulted estimated costs of 70.85 billion dollars costs in United States of America from years 1975 to 1990.

Indirect Costs

Apart from direct medical treatment costs, the Mental Illnesses can cause indirect costs due to low productivity or absenteeism, etc.. According to Oliva-Moreno, et al., (2009) different types of Mental Illnesses have resulted productivity costs of 29.97 million Euros in Spain during the year 2002. Similarly in China during year 2002, Mental Illnesses resulted 7.8 million RMB transportation costs and 14.09 million RMB accidental costs (1 US dollar= 8.20 RMB) (Hu, et al., 2007). Finally in the six major companies of America, the Anxiety Disorder has resulted a productivity costs of 13.66 million dollars in the year 2000 (Marciniak, et al., 2004). Such figures show that mental health problems can cause a huge amount of financial loss to the companies around the world.

Discussion

The current review aimed at examining the socioeconomic costs of mental illness among

the general population. The results of review showed that mental illness has a wide variety of social and economic costs. It can affect the family and working lives, moreover, it can cause clinical problems, poor quality of life and stigma. The financial expenses include direct medical treatment costs and indirect costs due to working days lost. The results of current review are consistent with findings of previous studies on socioeconomic costs of mental illness. For e.g. Fadden, Bebbington, & Kuipers (1987) in a review on effect of mental illness on patient's family members found that the social and leisure activities of family members are affected by mental illness of the patient. Similarly, Ildstad, Ask, & Tambs (2010) found that mental illness of one partner has significant effect on the spouse, where it was found that partner's mental illness can cause distress, anxiety, depression and overall poor relationship.

Any kind of mental illnesses potential source stigma for patients. Livingston & Boyd(2010) found in their review of 127 studies that 83.3% of studies pointed out a strong relationship between psychiatric symptoms and resultant stigma experienced by patients. The mental illness can also cause different kind of clinical complications. King et al., (2003) conducted a systematic review of 25 studies on relationship between mental illness and

resultant clinical complications. They found that persons with mental illness have suicidal tendencies, substance misuse habits, and they try to deliberately harm themselves. The working life of persons with mental illnesses not that much better. Initially such people are unable to find jobs because either they are unable to work, or the employers are reluctant to hire a mentally ill person. Once in a job the mental illness can impair the normal functioning and performance of persons and can lead to poor performance and low productivity (Cheryl Haslam, et al., 2004; Karsten Thielen & Nygaard, 2013; Lerner, et al., 2004).

The findings regarding financial losses due to mental illness are also quite alarming. The results of current and previous studies show that mental illnesses responsible for direct medical costs and indirect costs due to inability to work, whereas such costs can reach up to a million and billion (Knapp, et al., 2004). Now the researchers are trying to find different ways to reduce the economic burden of mental illness. These techniques include evidence-based cost effective interventions, which can be formulated and implemented at schools, workplaces, in homes according to the needs of situation. It will help in promoting mental health, reduction in mental health problems and development of resilience to many of stressors,

which the world is facing now a days (Anderson, Jané-llopis, & Hosman, 2011).

Limitations

The current review has also certain limitations. Diversity in the nature of methods applied, and results obtained through the selected studies has limited the generalizability of current study. There are chances of missing some of important studies on costs of mental illness published in languages other than English. Only those studies were selected that were online accessible in the researcher's country of residence. The unpublished and studies not available online were also not included. There are also chances of missing studies that have estimated costs in currencies other than US dollars, European Euros or British Pounds.

Conclusion

The findings of current review have provided an insight to understand linkages between mental illness and resultant social or economic losses. Throughout the history human beings have suffered from different types of mental illness, which have hampered their routine lives. However, after the advent of modern technologies, the lives of human beings have become complex, resultantly the nature of mental illness has also changed. Now people are suffering from a wide variety of mental illnesses that vary according to the person and situation. The mental illnesses are presently

associated with social and economic problems ranging from damages to familial & working lives, stigma, co-morbid clinical issues to the huge financial losses that are incurred on the direct medical treatment or indirect losses due to low productivity in the workplace. At the societal level, there is a need to create awareness about the nature, causes and consequences of mental illnesses so that proactive steps could be taken by public to save themselves from mental illness and resultant loss. The scientists and practitioners should study the mental illnesses in a more holistic manner through using the modern technology available, so that the ultimate cure of can be found. The economists, policy makers and public health professionals need to take action for designing effective policies and programs at different levels to address the problems related to mental health before it shed it's overwhelming effects on the socioeconomic lives of the affected people.

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VIOLENCE AGAINST WOMEN IN ENGLISH PRESS OF PAKISTAN; A CONTENT ANALYSIS OF DAILY DAWN NEWSPAPER

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Abstract:

Women have always been victims of male dominant society and are being represented in media throughout the globe. The representation style and policy in global media is different in that every country has its own media laws concerning the representation of issues in the media – print, electronic and so forth. Thus, this research is aimed at investigating the news coverage about the issue of women violence in daily Dawn – an elite newspaper of Pakistan. Also, this study is conducted to analyses the representation of violence against women in the newspaper.

To attain these objectives, content analysis method was employed to analysis and to investigate to know how this issue is being represented. November 2019 edition was selected to observe the issue. The units of analysis observed in this study were; frequency, placement, violence reason, violence place, violence type, and violence method. The frequency of news reported throughout the month was 18. Majority of the news were reported from Punjab – a province of Pakistan. The type of violence reported to have done to women was mostly gang rape. Few of the units could not be observed because the news reported were too shortly that could not fulfil the need of this study and it is a common adage; “a little knowledge is a dangerous thing” and this style of too short coverage is not coping with what the theory of uses and gratification was developed for. The newspaper has not picked any singly issue befallen Sindh and the issues have largely been bang up to date in Sindh province. The newspaper should revise its coverage policy and style of representation.

Key Words; Media, Violence, Coverage, press, media representation

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Introduction

It's a reality that Ladies in Pakistan is constantly treated as peasant with the goal that's the reason viciousness against ladies is transparently polished in our general public. Brutality against ladies' is a sort of horrendous activity which is really planned to hurt ladies whether in their residential life or publicly. Viciousness is a word which is utilized for a physical or mental torment which have an intension to hurt somebody on sexual orientation grounds. In spite of the fact that there are some strict or lawful rights that ladies or each general public can appreciate, however it is very hard to accomplish equity and fairness of right in a male centric culture.

There are a few nations where ladies live in a general public that is as yet constrained by some exacting social, strict, social conventions and customs. So also there are a few governments that are normally responsible for the brutality against ladies, through some oppressive laws and laws against ladies.

Young ladies become more casualty of various kinds of savagery in the general public comparative way; brutality against ladies likewise changes starting with one class then onto the next. Essentially, Savagery in certain nations is considered as a supported method to rebuff for discipline. There are various social orders or customs, which permit some sort of

brutality against ladies as discipline and control, rather than the way that this savagery for the most part additionally impacts the life and soundness of ladies. Man centric society and sexual orientation imbalance are the primary reasons of brutality against ladies around the world.

While in Pakistan too the primary explanation of savagery against ladies is the male dominancy. Islam has ensured a high status for ladies than by some other religion on the planet. Islam has consistently discussed the equivalent of rights and openings among people, however Islam in certain nations has embraced and ingested the conventional estimations of Hinduism and Buddhism, where the privilege of men to control the needy individuals is considered of the family or in a roundabout way females of the family.

Most of the research responded that main cause of violence against women is was low status of women, commonly women are known as a commodity. Violence against women part of system as gender relation which points out the men is superior to women. Violence is a continuous of beliefs that allows men that control women's actions, violence, among other things that result in injury of the victim and also has to bear the cost of seeking the medical treatment, psychological abuse, neglect and physical abuse were the most

common types of violence. Literacy and economy dependent over man were main reason of violence against women. Many researches have focused on single factor of violence but, there is no any single reason of violent, Research has addressed causal factors at deferent levels of analysis, including individual, dyadic, institutional, and social. Studies of offending and victimization remain conceptually distinct except in sociocultural analysis in which joint consideration is often given to two complementary processes: those that influence men to be aggressive and show their expressions of violence toward women and those that position women for receipt of violence and operate to silence them afterwards.

Many of the theories about the causes of perpetrating violence against women are drawn from the literature on aggression and general violence. Both the research on general violence and that on violence against women suggest that violence arises from interacting among individual biological and psychosocial factors and social processes (e.g., Reiss and Roth, 1993).

Violence against women is the complex issue all over the world. News media plays important role in the society because it gives priority to that areas which are sensitive by violence. The way press media formed any report that how

individuals and events are portrayed can influence on social, political response. According to the previous research that media coverage the high-profile reports. Media give one report of many same types of violence. However, press media have limited space in newspapers that's why it doesn't gave extensively report in the newspaper. It highlights that there are many violence stories that are not separately reported.

Media is an important indicator community approaches and beliefs about violence against women and therefore a critical position through which to measure progress towards shifting social norms that reinforce it. Press media is representing positive influence about their country by ignoring the real situation of violence against women. The search shows that newspaper are providing more space and proper placement to high profile celebrities and popular women violence issues.

Research Questions

1. What is the extent of coverage of violence-based news in the newspaper?
2. What are the types of violence depicted in the newspaper?
3. Do the newspapers bring the complete news regarding the violence?

Literature Review:

Shazia et al., (2018) explored the comprehensive research study on "The role

of printing media on assault against ladies in Southern Punjab." The researcher has figured the violation of real human rights pushes 50 percent of the mankind into position degradation and the accomplishment of gender quality and gender justice are mockery in the population. Researcher says that assault against women is not choice topic for mass media which also points the way the issue of assault against women is contacted through bottom reporting for the reality. Print and digital mass media are also lively in condemning assault against women nowadays and authorities think about legalities. NGO's are incredibly active to hide these issues¹.

As opposed to the efforts to get rid of violence(honor getting rid of) at the international level, cops and prosecutors need to place forth more initiatives to get rid of the ligancy-countries that don't discover domestic assault as a criminal offenses by any means need to bring their -panel rules up to international specifications².

Increased general public consciousness and increased education about individual protection under the law would also help them to comprehend the type of assault. Because due to insufficient knowledge and awareness in under-developed countries peoples don't recognize the violence.

(Sukumar et al (2011) claims that However cliché job is still there, they are appeared in increasingly refined way Commercials have begun depicting ladies in dynamic and engaged job; at some point depicted in better situation with better basic leadership capacities in contrast with their male partners. Ladies are appeared in driving seats, as brand diplomat for autos, endorser for protection arrangements, who puts stock in herself and is contributing colossally to society, alongside contributing towards their home and work. The present investigation has likewise joined this class however with various name for example the Free wheeler yet with a similar trademark. (Sukumar &Venkatesh, 2011)

Sukumar et al (2014) "The ongoing examinations have attempted to investigate the general view of the crowd; yet they didn't attempt to discover the recognition distinction among the crowd based on their sexual orientation, age or training. Other than these examinations, the crowd reaction to the sex job depiction or particularly depiction of ladies in commercials has not been considered in Indian setting).

Rajagopal et al (2002) claims that however, all things considered, it can't be conceivable, the constant depiction of ladies with such picture raises elevated requirement of the general public for ladies. The intensity of ads

additionally shapes men's desire for discovering ladies who are more than five feet and six inches tall yet under hundred pounds, who glances extraordinary in tight dress and bashful and submissive.

Munshi, (2001) claims that Commercials exploit the Indian attitude of furor for reasonable skin particularly for young ladies. Little youngsters are made the objective of different reasonableness creams and urged to turn out to be reasonable for either to get spouse or to have work. Gupta (2012) claims that the impression of a young lady about her body can be changed by thirty minutes of TV seeing. This infers the intensity of publicizing, which is effective in persuading the general public, how ladies are, or need to be, or ought to be.

Bhowmik (2006) discovers 53% of the spouses don't favor their better half to work outside, and the staying 47% have been seen as nonpartisan on this inquiry, neither have they disheartened, nor they energized their wives for vocation or callings.

An examination by Anabila, et al., (2015) additionally discovers guys are more decidedly affected by sex bid in commercials when contrasted with their female counterparts¹⁰. This discovering is steady with the investigation of Aruna, et al., (2008) as it investigated that when young ladies needed to consider ladies to be certain, free and engaged;

young men needed ladies to be appeared in stylish and charming role.

Archana et. al (2015) Comparable patterns are additionally seen in the investigation directed by Archana and Joshi (2015) that young ladies more than the young men concur that ladies are for the most part depicted as sex object in Indian media Studies have demonstrated that the organic and mental needs of man and ladies are extraordinary (Nibbler and Keesling, 1995); subsequently, men will in general spotlight on a lady's physical appearance, and ladies will in general spotlight on man's astuteness and character (Anabila, Tagoe and Asare, 2015). Dwivedy et.al. (2009) are correct while saying the progressions that have occurred in the status of ladies in Indian culture after globalization, makes a quandary for the promoters whether to depict people in customary jobs or portray them in present day and freed roles.

Shields and Heineken (2002), clarify that the publicists appear to have perceived that ladies are presently tired of their ridiculous depiction. They understood the way that ladies are getting increasingly cognizant about their job depiction and indiscriminately endeavoring towards the glorified body in promotions is no more their motto. Yakkaldevi (2014), is on the whole correct to call attention to that the depiction of ladies in notices appears to have disintegrated after some time and it regularly swings between

the two edges: the "mother India" and the "model" image.

Theoretical Framework

Uses and Gratification theory

"Utilizations and Satisfaction Hypothesis" or "need chasing" is one interchanges hypothesis that spotlights on social correspondences. This hypothesis adjusts a functionalistic way to deal with correspondence and the media, and states that the most significant job of the media is in satisfy the necessities and inspiration of the crowd. Consequently, the more these requirements are met, the more fulfillments are gotten. (Windahl, Signitzer, and Olson, 2008). The hypothesis of fulfillment and delight depends on two center inquiries: 1) why are individuals pulled into specific media? Furthermore, 2) what sort of fulfillment does media accommodate individuals? This hypothesis at first spotlights on the themes of the crowd (Ruggiero, 2000 in Seekhiew, 2009) and afterward examines the message and social

Data Analysis

framework (Sarkisian, Nikoo, Saeedian, 1997). At the end of the day, this hypothesis focuses on how clients look for media and to what degree they are happy with its sort, substance, and technique for use (Amiri, Noori, Basatian, 2012). By responding to the two referenced inquiries in "Use and Delight" the positive and negative results of utilizing explicit media will be at last decided (Balakrishnan and Loo, 2012).

Research Design

The present study is a quantitative content analysis in its nature. Daily Dawn newspaper has been selected as a universe of study. Coverage given to the issues has been selected for the month of November, 2019.

Themes of the research

1. News frequency
2. Placement
3. Violence type
4. Violence reason
5. Violence place

The Month of November, 2019, Daily Dawn

Distribution of reports according to their placements

Serial Number	Placement	Frequency
1	Third page	10
2	Inside pages	3
3	Back pages	1
4	Metro pages	4
5	Total	18

The table describes the reports distribution according to their placements. The highest number (10) is of those which appeared on the third page of the newspaper and the second highest number (4) is of those which appeared on the metro pages.

Distribution of reports according to the violence type

Types of issues	Frequency
Blackmailing	4
Gang rap	9
Child Abuse	3
Others	2
Total	18

The table describes the reports distribution according to their placements. The highest number (9) is of those which appeared on the third page of the newspaper and the second highest number (4) is of those which appeared on the metro pages.

Distribution of reports according to province

Violence done by	Frequency
Police	4
Brother in law	5
Brothers in law and women	7
House maid	2
Total	18

The table describes the reports distribution according to their placements. The highest number (7) is of those which appeared on the third page of the newspaper and the second highest number (5) is of those which appeared on the metro pages.

Conclusion

Media plays a very constructive role in society to bring societal issues to the surface. Press covers the variety of issues and for the sake of knowing the coverage of violence against women this study was carried out. The daily Dawn newspaper was selected of the month of November, 2019. Different themes were looked into. Thus the results have found that the frequency of news reported throughout the month was 18. Majority of the news were reported from Punjab – a province of Pakistan. The type of violence reported to have done to women was mostly gang rape. Few of the units could not be observed because the news reported were too shortly that could not fulfil the need of this study and it is a common adage; “a little knowledge is a dangerous thing” and

this style of too short coverage is not coping with what the theory of uses and gratification was developed for. The newspaper has not picked any singly issue befallen Sindh and the issues have largely been bang up-to-date in Sindh province. The newspaper should revise its coverage policy and style of representation.

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