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Dominance of US Officials in the Pakistani TV Channels: A Case Study of the Media Coverage of Osama Bin Laden's Death¹

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Abstract

This research paper attempts to show the dominance of US officials in the Pakistani TV channels through the coverage of the death of Osama Bin Laden in Abbottabad, Pakistan. The three TV channels selected in this research study include the private broadcasters—*Geo News* and *Dunya News*; and public broadcaster, Pakistan Television Corporation (PTV). Starting from the killing of Bin Laden on 2 May 2011, we study the coverage of the three TV channels for ten consecutive days. The findings—based on the Quantitative Content Analysis—show that US officials dominated the coverage in the *Geo News* and *Dunya News* while the Pakistani officials dominated the coverage in Pakistan Television Corporation (PTV). The dominance of US officials in the coverage also shows their control over the content besides setting the agenda of the coverage.

Keywords: Bin Laden's Death Coverage; Pakistani TV Channels; Dominance of US Officials; Agenda Setting

Introduction

Osama Bin Laden was killed by the US Navy SEALs in Abbottabad, Pakistan on May 2, 2011. The killing of Osama Bin Laden was a big surprise for the entire world including the people of Pakistan. The official confirmation of his death came from the US officials in the morning PST. The killing provided a platform to the American people to celebrate it on the streets and in front of the White House that 'justice has been done,' but the event was perceived very differently in Pakistan. The media outlets in initial broadcast (before the official confirmation of the US) informed its audience that Pakistani military chopper has crashed near the Pakistan Military Academy (PMA), Kakul, due to some technical fault. It was later when they started debating the death of Bin Laden in the garrison town, Abbottabad.

It was hard for many to believe that Bin Laden lived so lavishly for more than five years in a villa at a stone throw from the PMA. Initially, it was welcomed by Pakistan by calling it a big victory in the ongoing 'War on Terror.' Soon the officials found themselves in hot water after opposition from the military. The official stand changed

overnight, and Abbottabad Operation was considered ‘One-sided US Operation’ and some called it ‘attack on its sovereignty and integrity’ (Gillani, 2011; Bashir, 2011). In such a situation, it is important to look at the strength of the Pakistani and US officials cited in the coverage of Pakistani TV channels as it will help us understand who were prominent in the coverage. The findings will also show the dominance of officials over the content besides leaving the impression of influencing the coverage in their way.

The research questions answered in this research study are as follows:

- a) Who is the actual source mentioned in the introduction of the news item?
- b) Who are the first three additional sources mentioned in the body of the story (without introduction)?

The findings of this research study will reveal sources on which the TV channels showed dependency for their coverage i.e. local or international besides showing the visibility and dominance of the US and Pakistani officials after the killing of Bin Laden. The strength of sources will determine who was in control of the coverage of Bin Laden’s killing on Pakistani TV channels.

Literature Review

Thussu and Freedman (2003) claim that mainstream media carries huge importance while reporting any conflict situation. They stress that journalists, in such a situation, should look at the events independently and impartially as then they would be able to challenge the powerful narratives of the government and establishment. Other researchers including Magder (2003) also stress that ‘state actors’ have the ability to set and frame the ‘news agenda’.

Conflict reporting is always challenging. On the one hand, the journalists show dependency on the government officials for the information, but then they (political and military actors) also try to hide the ‘truth’ and ‘manipulate the media reporting’ (Nord & Strömbäck, 2003). Such practices indeed undermine the investigative reporting of any such issues.

Indeed, sources have the capacity to influence the tone and content of the coverage. Many scholars including Hamilton and Crimsky (cited in Mogensen, 2007) believe that showing reliance on single source for information will not result in the balanced picture. It is always considered good to contact the different sources, while reporting any conflict, to explore the issue from the different angles.

Thussu and Freedman (2003) also stress that ‘Truth’ is an important commodity in the era of 24/7. They stress that reporters should go beyond the official version, issued in the form of handouts and press releases, to explore the ‘original’ story. McChesney

(2002) claims that when journalists rely only on the official sources for information, they start acting as ‘stenographers’ for those.

Nord and Strömbäck (2003) looked at the coverage of 9/11 attacks and the (early phase) of attacks of the US in Afghanistan in seven Swedish media outlets. They came up with the following conclusions:

- a) ‘American elite sources’ outnumbered the ‘Swedish elite forces’ in the coverage of both the 9/11 attacks and early phase of War on Terror.
- b) The Afghan sources were cited less than both the American and Swedish sources as they were less accessible.
- c) The Swedish journalists showed reliance on the American media and their reporting for their coverage.

The research study above shows that US mostly dominates the coverage of world events. Scholars mention different reasons for it. Thussu (2000:167) is of the opinion that US dominance is due to its ‘style of presentation’, which sustains the interest of global audience. Nord and Strömbäck (2003:139) also claim that US has better ‘information channels’, having the capacity, to influence the ‘global media’ in the desired direction. There are many other scholars who support this view by claiming that one-way flow of information in the world is due to the ‘dominant political and economic structures, which tend to maintain and reinforce the dependence of poorer nations on the richer’ (MacBride et al., 1980). Akbar (2009) claims that developing countries lack resources, powerful telecommunication system, trained and qualified journalists and good literacy rate, which makes them dependent on the Western media outlets. Thussu (2007) also claims that another advantage of the powerful the US media is that it is available in many forms; he says: ‘if not in English then in dubbed or indigenized versions.’

Research Framework

This research study is based on the media coverage of three TV channels of Pakistan. It includes two private broadcasters, *Geo News* and *Dunya News*, and the state owned, Pakistan Television Corporation (PTV). It is important to look at the coverage of these three TV channels as it helps us understand the similarities and differences in the public and private broadcast besides showing the differences between the private TV channels.

Geo News is considered by many researchers as one of the ‘popular’ private TV channels in Pakistan which enjoys high viewership, partly due to its availability on smartphones, internet and cable. *Geo News*’ anti-establishment stance worked for it, especially after the suspension of its license; closing of its transmission; and issues with cable association. On the other hand, *Dunya News*, with its headquarter in Lahore, is also a popular TV channel of Pakistan. Its stand on issues differs from that of the *Geo News*. It is known for its center-right policy but many still consider its

coverage unbiased. Pakistan Television Corporation (PTV) also enjoys high viewership and has more outreach than other Pakistani TV channels due to its terrestrial setup. But still it is criticized by many for acting as a ‘mouthpiece’ of the government as it gives the government extensive coverage (*Dawn, 2014*). Its 9 o’clock night News Bulletin, *Khabarnama*, is often mocked by many as the news about ministers. To ensure the better findings, the news bulletins of these TV channels have been studied from May 2, 2011 to May 11, 2011. The two main bulletins of 3 o’clock in the afternoon and 9 o’clock at night of each TV channel were studied every day. Every news story containing the phrase ‘Osama Bin Laden’ was selected, studied and coded. The data of the three channels was collected from their respective head offices, but only the scripts of the on aired news stories could be ensured. The missing bulletins of *PTV News* are the following:

1. May 6, 2011 – 9 o’clock bulletin;
2. May 7, 2011 – 3 o’clock bulletin

216 news stories of *Geo News*; 184 of *Dunya News*; and 63 of *PTV News* were studied which account for the total 463 news stories.

Research Methodology

This research study was based on the ‘Quantitative Content Analysis’ that stresses on ‘identifying and counting the occurrences of the specified characteristics’ [in the text] (Hansen, 1998). Though, many researchers claim that ‘Quantitative Content Analysis’ has only the ability to look at the ‘manifest’ meaning of the text rather than a ‘latent,’ but still it is considered by many as the best methodology ((Riffe, Lacy & Fico, 1998; Berger, 2000; Holsti, 1969). Hansen (1998:98) strongly agrees that in contrast to many other interpretive and qualitative approaches, content analysis is more open to scrutiny. Berger (2000) further argues that it is the best methodology when comparative content analysis is applied in the research. Our research questions are linked to the manifest meaning of the text and are answered systematically by coding the different values in the coding sheet. It should be noted that initially the data was collected via coding sheet by specifying 78 different sources both in the introduction and the rest of the body of the story, which were later broadly squeezed into 7 and 8 sources respectively.

Findings

The findings of this research study are presented in two sections: the first deals with the sources mentioned in the introduction of the stories, the other with the sources mentioned in the body of the story. The sources have been classified into different categories, but the focus is on the US and Pakistani sources with special reference to its officials.

Main Source of the Introduction of the News Story

Source mentioned in the introduction of the TV News will give us a hint as to whom the TV channels in Pakistan were referring to about the information they give in the

lead of the story. Although, it is also not a mandatory practice that TV Channels should mention the source of information in their introduction or the lead of the story, but if it is mentioned then it will give us a data. This data will enable us to determine as to who became the basis of the report aired by the TV channels. The basic reason for looking at the source in the introduction of the story is to know how much the TV channels were looking at the US and Pakistan for the information and then to compare the ratio of Pakistani officials and US officials later. Table 1 below shows that all the three TV Channels of Pakistan have mentioned US sources more than the Pakistani sources to tell the story of the death of Bin Laden/Abbottabad Operation. If we look at the data below, it shows that:

a) *Geo News* referred to most US sources for the information they presented than Pakistani sources as it stood 18%. It is also important to note that out of the 40 US sources, 27 consist of the US media; 4 White House Spokesperson; 3 US officials; 2 US President; and 1 each of US Defense Secretary, US State Department, FBI website, and the Pentagon.

b) Pakistani sources mentioned in the introduction of the stories on *Geo News*, made only 9% which is half of the US sources. Out of the 19 Pakistani sources, 3 each consists of the Prime Minister House Spokesperson and Pakistan Foreign Office Spokesperson; 2 each consists of Armed/Intelligence Forces and Pakistani experts, while 1 each consists of ISPR, eyewitnesses/local people, Pakistan Air Force officials, opposition parties of Pakistan and Provincial Chief Minister.

Table 1
Main Source of the intro of News Story

	US Sources	Pakistani Sources	European Sources	Rest of the World sources	Al-Qaeda/Taliban	TV channel sources	No Source	Total
<i>Geo News</i>	40 18%	19 9%	4 2%	12 5%	2 1%	64 30%	75 35%	216 100%
<i>Dunya News</i>	22 12%	8 4%	3 1.5%	2 1%	1 0.5%	60 33%	88 48%	184 100%
<i>PTV News</i>	11 17%	4 6%	2 3%	2 3%	0 0%	7 11%	37 59%	63 100%
Total	73	31	9	16	3	131	200	463

The above findings show that *Geo News* was more reliant on the US sources, especially the US media, as compared to the Pakistani sources to tell the story of Bin Laden's death. That *Geo News* based the introduction of on the US sources shows, up to some extent, that the US held the most important information and controlled the

content of the coverage. The same trend can also be seen in the coverage of the rest of the TV channels.

c) The *Dunya News*, in its coverage, also referred to more US sources as compared to Pakistani sources for the information they mentioned in the introduction of the stories, as it made 12% and 4% respectively. If we re-categorize the US sources, 21 of the 22 consist of the US Media and only one consists of US Defense Secretary. On the other hand, out of the 08 Pakistani sources, 3 were eyewitnesses/local people, 2 each consist of Pakistani experts and Pakistan Foreign Office Spokesperson, while the ISPR was mentioned only once. The *Dunya News* was relatively more reliant on the US sources than the Pakistani sources. It also shows that US sources shared the most important information, which provided a base for their stories and coverage.

d) The state owned *PTV News* also relied on the US sources more than the Pakistani sources for the information in the introduction of the stories with 17% compared to 6% Pakistani sources. Out of the 11 US sources, 6 consist of the US media while 2 each consist of the White House Spokesperson and the US officials. On the other hand, out of 4 Pakistani sources, 3 were of Pakistan Foreign Office Spokesperson, and one consists of Interior Ministry of Pakistan. Again, it shows that even the official broadcaster of Pakistan *PTV News* was looking at the US for information than Pakistani sources.

The US sources for the information in the introductions of all the stories stand at almost 16%, while the references made to Pakistani sources stand only at 7%. It must be noted that out of these 73 US sources mentioned in the introduction of the news stories of all the TV Channels, 54 are of the US media which shows that Pakistani TV channels referred more to the US media than the US officials. The Pakistani sources made only 6% of the entire coverage. It should be noted that 44 percent of the stories did not carry any reference to the source at all. The data above shows that there was some level of dominance of the US sources in general and US media in particular over Pakistani networks in the coverage. If we focus only on the US and Pakistani officials in the coverage, then the data shows that the US officials were referred slightly more in the coverage than Pakistani officials, except in the *Dunya News*. The results can be seen in Table 2.

Table 2
US and Pakistani officials in the coverage

Name of a TV Channel	Pakistani Officials	US Officials
<i>Geo News</i>	11	13
<i>Dunya News</i>	3	1
<i>PTV News</i>	4	5
Total	18	19

Additional Sources Mentioned in the Body of the Story

Now we turn to the sources used in the body of the stories. The data of the first three additional sources show how a media outlet utilized Pakistani sources or US sources to tell the story of Bin Laden’s death/ Abbottabad Operation to its audience. At the end, the American and Pakistani sources are re-categorized to learn whether Pakistani or US officials were dominant in the coverage.

Table 3 below shows that Pakistani sources were mentioned more in the coverage than the US sources in the stories of all the three TV channels. Interestingly, the introductions of the story make more use of US sources than that of Pakistani ones. That means the TV channels started the news by referring to the US sources for the information they mentioned, but later they tell their own story by citing the local sources. If we look at the coverage of the Geo News, it shows that Pakistani sources mentioned were 14%; while the US sources mentioned in the coverage were 10%. The coverage of the Dunya News also shows the same trend as Pakistani sources dominated the coverage as it made 22%; while the US sources mentioned in the coverage were 15%. The official broadcaster–*PTV News*–also cited more Pakistani sources than the US sources which are evident from the figures of 16% as compared to 9%.

Table 3
Additional Three Sources Mentioned in the Body of the Story

Name of TV Channel	US Sources	Pakistani Sources	European Sources	Rest of the World sources	Al-Qaeda/Taliban	TV Channel/	Any Other	No. Source	Total
<i>Geo News</i>	63 10%	91 14%	3 0.5%	9 1%	3 0.5%	4 0.5%	5 1%	470 72.5%	648 100%
<i>Dunya News</i>	81 15%	120 22%	6 1%	8 1%	4 0.5%	3 0.5%	4 0.5%	326 59%	552 100%
<i>PTV News</i>	18 9%	30 16%	0 0%	12 6%	0 0%	0 0%	5 3%	124 66%	189 100%
Total	162	241	9	29	7	7	14	920	1389

Besides showing the reliance of Pakistani TV channels on both Pakistani and the US sources in the coverage, it also shows the dominance of these both on the coverage. Beside this, Table 3 also shows less citation of Al Qaeda/ Taliban sources in the coverage which clearly indicates that after the death of Bin Laden/ Abbottabad Operation, the real story was between the US and Pakistan as both the Al Qaeda and Taliban were out of the scene after the incident.

It is now important to look deeper into the data of Pakistani and US sources to explore who were actually mentioned in these sources across the three TV channels. This

comparative analysis will help us understand that to whom the TV channels were mostly looking while giving information to its audience. It will also help us know that how much the Pakistani officials were visible in the coverage along with the US officials. If these two categories are re-categorized, the holistic picture about the citation of the US and Pakistani officials can be seen in Table 4 below.

If we look at the results in Table 4, it shows that the US officials were dominant in the coverage of both the *Geo News* and the *Dunya News*, but Pakistani officials were dominant in the *PTV News*. If we combine all the three categories of the US and Pakistani officials in all the TV channels, then the results are as follows.

a) In *Geo News*, the overall Pakistani officials mentioned in the entire ten days of the coverage (20 news bulletins) is 39; while the US officials mentioned in the ten days coverage are 52.

b) In the *Dunya News*, Pakistani officials mentioned during ten days of the coverage are 62; while the US officials mentioned in the ten days coverage are 68. It shows that the *Dunya News* utilized both Pakistani and US sources more than the *Geo News* to tell the story of Bin Laden's death/ Abbottabad Operation. It also shows that the *Dunya News* was less dependent on the US sources as compared to the *Geo News* (though US sources dominated both).

c) In *PTV News*, the Pakistani officials, cited altogether were 27; while the US officials were 18.

These results apparently show that, mostly, the US officials were controlling the information related to the death of Osama Bin Laden or the Abbottabad Operation – especially in the coverage of private TV channels–than Pakistani officials (whom one would have expected to dominate being the host of the event). It is now important to go a bit deeper into these numerical values as there are certain other differences that need to be explored to understand the coverage, of these private and public broadcasters, in a better way:

a) In the *Geo News*, the Pakistani President was not mentioned at all during the entire coverage; while the US President was mentioned 8 times. The Pakistani Prime Minister was mentioned only 6 times. It means that the US President was mentioned more than both the Prime Minister and President of Pakistan.

On the other hand, *Dunya News* cited the Pakistani Prime Minister and President more than the *Geo News*. The Pakistani Prime Minister was mentioned 14 times; the Pakistani President was mentioned 3 times; while the US President was mentioned only 4 times. It shows that the *Geo News* looked more at the top US officials for the coverage than Pakistani officials. Indeed, the Pakistani officials were not that much visible in the coverage, but still, they were not completely out of the scene (as we can see it in the data of *Dunya News*). The results of *PTV News* tilted more towards the *Dunya News*–where the US President was mentioned 8 times; Pakistani President was

cited 2 times; while the Pakistani Prime Minister was cited 13 times. It means that both *Dunya News* and *PTV News* tried to use more local ‘top’ official sources than the *Geo News* to tell the story of Bin Laden’s death/ Abbottabad Operation.

b) The *Geo News*, on the other hand, showed less dependency on the White House Spokesperson for the news as he was cited only once; while the Foreign Office of Pakistan was mentioned 7 times. The *Dunya News* showed bit more reliance on both the White House Spokesperson and Pakistan’s Foreign Office as they were mentioned 7 times and 9 times respectively. *PTV News* did not mention the Whitehouse Spokesperson in its entire coverage; but they cited Pakistani Foreign Office 2 times.

From the data and discussion above, in Tables 3 and 4, it is clear that both Pakistan’s private TV channels and public broadcaster (*PTV News*) utilized more Pakistani sources than the US sources in the body of the story; but it also shows that the US officials dominated the coverage of the *Geo News* and the *Dunya News*. *Geo News* showed more reliance on the US officials as compared to the *Dunya News* which have tried to balance both. The *Dunya News* utilized more sources than the *Geo News* to tell the story of Bin Laden’s death as well. Indeed, the visibility of Pakistani officials was an issue (as no one was coming on front to own the operation or to take the public in confidence), but one would have expected the *Geo News* that they should have followed the Pakistani officials more as the *Dunya News* did in Pakistan. On the other hand, *PTV News*, as one would expect from the officially controlled media, was more inclined to Pakistani officials than the US officials.

Table 4
Regrouping of Pakistani/ US officials First Three Additional Sources

TV Channels	Pakistani Govt. Official	Police/Army/Security Officials of Pakistan	Pakistani Parliamentarian	US Govt. Officials	Armed/Security officials of US	US Politicians
<i>Geo News</i>	27	9	3	33	11	8
<i>Dunya News</i>	46	11	5	63	4	1
<i>PTV News</i>	27	0	0	17	1	0

Conclusion

This article examined the US and Pakistani sources mentioned in the introduction and body of the stories in the coverage of *Geo News*, *Dunya News* and *PTV News* – while covering the death of Osama Bin Laden in Abbottabad, Pakistan. The findings showed that all the three TV channels of Pakistan (both public and private broadcasters) showed more reliance on US sources than Pakistani ones, in the introduction of their stories, while covering the issue. It also showed that they were more reliant on the US

media for their coverage – besides the US officials. It shows the command of US officials over the information–related to Bin Laden’s killing and Abbottabad Operation. The dominance of US officials in the introduction also shows that they twisted the agenda of the coverage in their own way, even on Pakistani TV channels, by sharing those detail which served their interest.

The findings, based on the three additional sources mentioned in the body of the story, also show that Pakistani sources were cited more in the coverage of all the three TV channels than the US ones. It gives the impression that US sources provide a base for their stories, but then they tried to build up their own story on it. The further segregation of this data shows that US officials dominated the coverage in the private TV channels of Pakistan – *Geo News* and *Dunya News*–than the official broadcaster – *PTV News*. It also shows that *Geo News* looked more at the top US officials than the Pakistani ones; while *Dunya News* looked more at the top Pakistani officials than the US ones. Indeed, the visibility of Pakistani officials, after the Abbottabad Operation, was an issue, but still the data of *Geo News* shows that (perhaps) the top Pakistani officials were not considered newsworthy. It is also not surprising to see the dominance of Pakistani officials in the coverage of *PTV News*.

The findings give the impression that though the event took place in Pakistan, but it was controlled and unfolded by US. US officials stayed very meticulous by chalking out a media strategy which helped them to dominate even the private Pakistani screens, and even setting their agenda of the coverage. On the other hand, it also exposes the poor media strategy of the Pakistani officials – who were not even clear of their own stand on Bin Laden’s killing as they were blowing both hot and cold. Perhaps, it was hard for them to annoy both US and Taliban. TV channel is considered an important medium of communication and serves a good platform for any government in the time of crisis to control the public opinion–but (perhaps) it was not properly utilized by the Pakistani government, and thus it provided an opportunity to US fill the space and set the agenda of the coverage.

Notes

¹This is a revised and altered version of my unpublished PhD work I submitted to the University of Sheffield. I completed my work under the supervision of Ralph Negrine.

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Testing Craig's Metamodel: Shifting from Classification to Dimensional Analysis

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Abstract

This paper looks at the Craig's seven traditions, their influence on the field of communication theories and the shortcomings of Craig's metatheory. This paper mainly answers six questions: why communication theory needs a metatheory? How many metatheories have been developed so far? What are the Craig's seven traditions of communication? What did Craig accomplish by developing this metamodel? Why Craig's metatheory failed to achieve its desired goals? And what is the future of Craig's seven traditions? First part of the paper answers the first four questions and the second part of the paper answers the fifth question by engaging the grammar of Craig's model and challenging it by exploring conflict theories that do not fit into Craig's seven traditions. The third part of this paper identifies future challenges for the Craig's seven traditions in the light of the conflict theories to provide a solution for those challenges.

Keywords: Communication, Metatheory, Craig's Model

Introduction

Communication theory is a relatively new field. Most of its literature has been borrowed from other disciplines of social sciences like psychology, sociology, and political science. Due to borrowing literature from other disciplines, communication theories remained an incoherent field and scholars were operating in different domains. Craig (1999) argued, the productivity of communication field was due to the import of fragments of literature from other disciplines, but those fragments could not become coherent. In the ways those parts were used as communication theory could not become self-sustainable. Craig (1999) came up with a metatheory to try the unification of the field of communication theory and to provide a platform to the communication scholars when they could debate and develop the field of communication. He divided

communication theories under seven traditions. Littlejohn and Foss (2011) argue that Craig's 'metamodel' gives a coherent framework that helps scholars examine the assumptions that guide their approaches to theory. Craig's metamodel offers a strong system for fashioning communication theory.

Craig's metamodel has been under discussion since its development. On the one hand, it has been appreciated by the communication scholars for unifying the field of communication and promoting dialogue within the field (Stephen Littlejohn & Foss, 2011; Bergman, 2012) and on the other hand, some scholars have criticized it describing it as exclusionary (Myers, 2001). This paper examines Craig's seven traditions and their influences on the field of communication. It also explores limitations of Craig's metatheory and suggests changes to the metatheory to address its limitations, so that the model could be used more productively in the future. A more powerful approach is to identify the various traditional influences of a given theory to place a theory within the intellectual history of our field.

Problems of Diverse Communication Theory

Craig (1999) claimed that communication theory does not exist as an identifiable field of study despite its historical roots and increase in the numbers. The communication theorists are operating in different domains even though they are addressing the same field. He claims that books and theories on communication theories seldom refer to the works done in the field by other scholars, except within the border of narrow (inter) disciplinary specialties or schools of thoughts.

The problem

The field of communication theory before the publication of Craig's seven traditions lacked a metatheory to which all the scholars could refer. There was no common ground on which all the communication scholars could agree or disagree. Whereas Bergen (1991) questioned why there were so few communication theories, Craig (1993) questioned the high number of communication theories.

Rosengren (1993) puts, "It is as if the field of communication research were punctuated by a number of isolated frog ponds—with no friendly croaking between the ponds, very little productive intercourse at all, few cases of successful cross-fertilization." As the number of communication and media studies departments and schools increase across the globe, more and more literature about communication theories is getting published. Majority of the schools with communication scholars offer textbooks. However, there is little coherence among (text)books published and the syllabus of communication theories in different schools. Anderson (1996) investigated different textbooks and tried to find out coherence or incoherence among the theories presented in those books. He analyzed seven textbooks of communication theories. Those books contained 249 distinct communication theories. Out of those 195 were part of just one out of the seven books. He found that only 22% theories appeared in more than one book and only 18 out of 249 (7%) were part more than three books. He claimed that

communication theory does not exist as a coherent field. Anderson's findings and conclusions speak for itself. The field of communication theories needs a metatheory that could bind this interdisciplinary field together and provide a platform where scholars could debate.

Roots of Incoherence

Communication theories have borrowed majority of the theories from other fields like sociology, linguistics, psychology and engineering. Its roots are multidisciplinary. Littlejohn (1982) credited fields as diverse as engineering, mathematics, sociology and psychology for the development of communication theories. He argued that the foundations of communication theories were provided by other fields. Scholars in different disciplines looked at the role of communication with their own perspective and developed theories accordingly which were later on borrowed by the field of communication. Budd and Rubin (1972) also developed an anthology of communication theory. The anthology consisted of sections representing 24 multi-disciplinary approaches from anthropology to zoology. However, Craig (1999) argued that the incorporation of different disciplinary approaches within one field has made it difficult to look at communication theory as one coherent field. The productivity of communication research imports many theories from different disciplines, and the fragments are used in an incoherent manner that they fail to produce a self-sustaining whole. Therefore, he stresses, the need to develop a metatheory that could decrease the gap between different theories.

Attempts to Create Metamodels

Different communication scholars have tried to unify the communication theory as a field. Prominent among them are Robert T. Craig, Stephen Littlejohn and James A. Anderson. Craig (1999) came up with a constitutive model of communication with the aim of providing a dialogical-dialectical coherence to the field of communication theory. Craig (1999) divided the field into seven distinct categories, which he called "traditions." He argued that communication theories were relevant to a common practical life world in which communication was a heavily meaningful term. He looked at communication theory as a meta-discursive practice. Craig (1999) argued, communication was a field of discourse about discourse. Craig's seven traditions are: rhetorical, semiotics, cybernetics, phenomenological, socio-psychological, sociocultural and critical. Littlejohn and Foss (2011) based their metatheory on Craig's seven traditions and organized theories within those seven traditions based on the primary interests of those theories like: communicator, message, conversation, relationship, groups, organizations, media, culture and society. The process of communication and its role in the society at large was central to the metatheory presented by Littlejohn and Foss (2011). They argued that each aspect of communication was affected by the larger context and each level of communication affects in turn the larger context in which they take place. Anderson and Baym (2004) created a metamodel based on the philosophical assumptions of different communication theories. They distinguished four types of metatheoretical

assumptions: ontology, epistemology, praxeology and axiology. They argued that a distinguished metatheory consists of a coherent set of all the above-mentioned philosophical assumptions.

Craig's Metamodel and Goals

Craig (1999) wanted to develop a metatheory that could both produce coherence within the field of communication theory and provide a theoretical diversity in the field and ignite a debate among scholars. An ideally unified and coherent field could have negative impact on the field instead of helping it. Craig says:

The goal in short should be dialogical-dialectical coherence: a common awareness of certain complementarities and tensions among different types of communication theory, so it is commonly understood that these different types of theory cannot legitimately develop in total isolation from each other but must engage each other in argument (23).

Craig (1999) used the constitutive model of communication as a metamodel. The constitutive model is presented as a solution and reaction contemporary issues that arises from destruction of the cultural and traditional basis and ideas that increases cultural diversity. He used the constitutive model as a metamodel to create space where other communication models can interact. Constitutive model does not explain the process of communication but tells that communication can be constituted symbolically. He looked at communication theory as a meta discourse. Craig (1999) described the field of communication theory as an open space of discourse where the issues and problems of communication can be discussed as social practices. Craig's seven traditions aim at creating theoretical diversity and a debate.

The Seven Traditions

Based on his two principles: (a) a constitutive metamodel of communication and (b) a conception of communication theory as a meta discursive field operating within a practical discipline, Craig (1999) presented his seven reconstructed traditions of communication theory. The seven traditions were 'instrumental constructions', instead of essential categories. These traditions are: rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical. These traditions provide us a robust framework through which we can help define different issues in the communication theory. Littlejohn and Foss (2011) contend that these traditions on one hand overlap with each other and on the other contradict one another helping us look at the communication theories in a holistic way; at the same time generating a debate among communication scholars.

Rhetorical Tradition

The origins of rhetorical tradition are traced back to ancient Greek scholars and sophists. Communication has been theorized in this tradition as an art of discourse. This tradition looks at social exigencies as the problems of communication and argues

that those problems can be resolved through artful use of discourse by persuading audiences. Five canons of rhetoric— invention, arrangement, style, delivery and speech are pivotal for this tradition. Littlejohn and Foss (2011) say that irrespective of the choice of symbol and medium, a rhetor is involved in rhetoric, who creates text or message for targeted audiences, keeping in mind situational constraints. The rhetorical tradition includes theories that deal with the basic elements of the rhetorical process— rhetor, message and audience.

The Semiotic Tradition

Semiotics means the study of signs. The semiotic tradition conceptualizes communication as inter-subjective mediation by signs. The theories that form this tradition help explain the use of language and other signs and symbols to mediate between different perspectives. The pivotal concept of this tradition is sign. Littlejohn (2011) notes that most semiotic argument revolves around the idea of the triad of meaning, asserting that meaning arises as the result of a relationship among the object (referent), the person (interpreter) and the sign. The semiotics are usually divided into three categories— semantics, syntactics and pragmatics. The three categories of semiotics are interrelated and help understand different dimensions of meaning. Semiotics teaches that signs (outside ourselves) represent objects through internal perceptions.

The Phenomenological Tradition

The 20th-century tradition hosts scholars like Husserl and other existential and hermeneutic phenomenologists. This tradition theorizes communication as a dialogue or experience of otherness. Theories in this tradition assume that humans are active and interpret what happened around them and thus experiences the world. The conscious experience of self is the central concept of this tradition. The phenomenological tradition consists of three general schools of thought. First, classical phenomenology. Second, the phenomenology of perception. Third, hermeneutic phenomenology. This tradition links experience with language and social interaction, which is relevant to the field of communication.

The Cybernetic Tradition

The Cybernetics Tradition theorizes communication as information processing. This explains the functionality of different kinds of living and nonliving complex systems. Cybernetics only distinguishes between mind and matter functionally. For the theorists in this tradition, thought is information processing. Cybernetics tradition involves complex systems in which elements interact and influence one another. Littlejohn and Foss (2011) explain that theories incorporated in the cybernetic tradition describe how physical, biological and social processes work. Within this tradition, cybernetics is considered as a system of parts. System theories form the core of the cybernetic tradition.

Sociopsychological Tradition

This tradition theorizes communication as a process of expression, interaction and influence. In this process the humans and other complex organisms articulate psychological traits and produce cognitive and emotional effect through interaction with expression of other individuals. Theories that are associated with this tradition study individual as a social being. The focus of the theories is individual social behavior and cognition. The origins of this tradition can be traced back to the field of social psychology. Littlejohn and Foss (2011) argue that psychological explanations are crucial in this tradition. Majority of the theorists in this tradition assumes that human information processing mechanism is beyond human awareness.

Sociocultural Tradition

Theories in the sociocultural tradition theorize communication as a symbolic process of producing and reproducing common or shared sociocultural patterns. The theorists in this tradition describe sociocultural diversity and relativity as the problems of communication. When shared meanings in rituals, customs and tradition decreases, conflict arises in such sociocultural setups. The gaps across time (sociocultural change) is also taken as a problem that decreases and disables interaction by reducing the stock of shared values and patterns that provide basis for social interactions. As opposed to sociopsychological tradition, this tradition focuses on relations and communication among individuals rather than focusing on intrapersonal communication and cognition. Theories from different fields have contributed to the sociocultural tradition. These include fields as diverse as social interactionism, constructionism, and sociolinguistics, philosophy of language, ethnography and ethnomethodology.

Critical Tradition

The origins of this tradition are traced back to Plato's conception of Socrates' dialectic as a method for attaining truth. The critical tradition tries to deconstruct and understand the already established and taken for granted, social, political, religious and ideological structures. The critical scholars are particularly interested in studying how messages are used to maintain status quo and help resolve conflicts in the favor of bourgeoisie. Karl Marx laid the foundations of the modern critical theory. His works were followed later by Frankfurt school of thought scholars. The Frankfurt school is considered the second branch of communication theory. Cultural studies are also associated with critical tradition. Critical theorists rely on arguments, reason and science to prove their point.

What Did Craig Accomplish?

Craig's reconstructed constitutive model is useful in many ways. By introducing this constitutive model, Craig helped explain the process of communication in a pragmatic way. Craig (2001) posits that the primary justification for positing a constitutive metamodel is that it renders a large body of communication theory possible, as some ground of comparison between positions that may seem to be wholly incommensurable is identified. The constitutive model provides a common ground to the vast field of

communication theories to enrich the everyday ways of talking about communication problems and practices. Craig reconstructed communication theory in the form of a meta-discourse which is in a continuous dialogue with the meta-discourse of everyday life. The most important aspect of Craig's metamodel is that all the seven traditions are in a continuous dialogue. It provides communication scholar a very good platform to look at communication theories with a totally different lens.

Challenging Craig's Seven Traditions

Through his seven traditions, Craig (1999) claimed to have provided a platform for the communication scholars where they could initiate a debate about different theories. Craig (1999) claimed that his seven traditions have not only provided a meta-constitutive model about communication theories, but also the different traditions are engaged in a debate within themselves. This is the reason why Craig called his seven traditions dialogical-dialectical. By dialogical-dialectical, Craig (1999) meant a certain common awareness of complementarities among different types of communication theory to understand that these theories cannot grow in seclusion but must involve each other in argument or dialogue. However, the model has been criticized by Myers (2001), who argued that instead of creating a debate on communication theories, the constitutive nature of Craig's seven traditions has worked the opposite. Myers (2001) notes, "Craig's is hardly a neutral standpoint, because the constitutive perspective is clearly employed in the very construction of the metatheory. One could therefore argue that such a metamodel is woefully incapable of providing a level playing field, as critics of constructionism are hardly likely to accept the constitutive sup-position and join the discussion."

Besides Myers criticism on theoretical assumptions of Craig's seven traditions, the metamodel also show other weaknesses due to which it failed to achieve the desired goals. The basic purpose behind the establishment of this metamodel was to categorize communication theories in a way that communication scholars could easily classify different theories. In other words, to give a metatheory to the field of communication to bring coherence among communication theories borrowed from different fields. However, the seven traditions have failed to bring the coherence. Rather, these traditions create further confusions due to the incoherence among these traditions and the open boundaries of these traditions. Whereas, it is easy to categorize some of the communication theories among one of these traditions, it gets difficult to categorize others. To illustrate this problem, I am going to present "moral conflict theory," by Barnett Pearce and Stephen Littlejohn (1997) that fits into at least four of the seven traditions.

Moral Conflict Theory

Pearce and Littlejohn (1997) argue

When individuals with incommensurate moral orders interact, intractable conflict can result from mutual frustration and entrenchment. Conflict rooted in

the worldviews of the opponents is difficult to manage; the logics of the paradigms do not permit cross-translation. Parties become locked into a dispute, perceiving no other choice. Their language differs; even similar terms have disparate meanings. Neither side understands the other, and both fail to see why the other rejects their case. These dynamics lead each to describe the other as misguided, ignorant, evil, or sick (in Littlejohn & Foss 306).

Littlejohn and Foss (2009) explain that the theory addresses the roots of incoherence among different worldviews and human attitudes. The moral conflict theory is a result of a series of descriptive case studies. The studies include the analysis of U.S. religious right movement and the debate around abortion legislation. The moral conflict theory argues that in the present scenario conflict cannot be resolved through traditional conflict resolution measures. Rather, the theory insists the most constructive way to manage conflict (moral conflicts) is to initiate a dialogue between the conflicting parties.

Littlejohn and Cole (2013) add that this theory has been guided by four academic traditions. These include: 1) systemic theory; 2) social constructionist theory; 3) practical theory 4) action research theory. This theory conceptualized the discourse of conflict in three ways: 1) the discourse of advocacy: It is a response to the challenge of confrontation. On matters of public policy, persuasion and debate are the primary means through which differences are settled; 2) the discourse of negotiation: The term negotiation captures here many discursive forms associated with the challenge of peacemaking. It can help reduce tension; 3) the discourse of redefinition: Search for ways to transform the conversation from encapsulating contradiction to productive dialogue. “This theory treats dialogue as a communication practice, which aims to redefine issues, conflicts, and relationships, thereby, enabling participants to transcend hopeless patterns of interaction,” (Littlejohn & Cole, 2013, p.597).

Key Concepts

The four basic concepts of the theory are: moral order, public discourse, incommensurability and transcendent discourse. The theory conceptualizes moral order as a set of assumptions, a grammar of rules about what is reality or what is right or wrong. This theory borrows the term incommensurability from Kuhn (1970), who used the term for conflicting scientific paradigms “the logics of which cannot be mapped onto each other.” The theory argued that moral conflicts arise due to incommensurability between different moral orders. The authors argued that when moral orders conflict with each other it gets difficult to manage the conflict through traditional methods of communication, because more likely the language of the two sides will differ and even if the language is the same they will probably have different meanings for both the groups. This is where the authors conceptualized the discourse of conflict. The authors conceptualized three types of discourses to manage conflict: the discourse of advocacy, the discourse of negotiation and the discourse of redefinition. The discourse of advocacy is conceptualized as a response to the

challenge of confrontation. In the discourse of advocacy, the aim is usually to achieve goals by having others move towards one's desired goals. However, in the advocacy of negotiations, the conflict is managed by moving one or both parties towards an agreeable solution. The discourse of redefinition is looking for ways to direct dialogue or conversation from contradiction to productive dialogue. The transcendent communication is conceptualized in theory as "moving above or beyond typical patterns of communication found in difficult conflict situations." Transcendent communication focuses on personal stories and new context of meaning. The theorists argued that complex moral conflicts could be resolved through unconventional ways and methods of communication.

Testing the Seven Traditions with Moral Conflict Theory

The theory of moral conflict fits into several of Craig's traditions based on its theoretical and methodological foundations and conceptualization of issues. The link of moral conflict theory to some of the Craig's traditions is discussed in detail below.

Rhetorical Aspects

There is a strong case for placing moral conflict theory into the rhetorical tradition. This tradition conceptualizes communication as the practical art of discourse. Since moral conflict theory involves use of rhetoric for the management of conflict we can place this theory, in this tradition. The concepts of public discourse, transcendence and moral order are strongly influenced by rhetoric.

Semiotics Aspects

The moral conflict theory stresses dialogue for the resolution of different conflicts that can include group communication, interpersonal communication etc. All these communication processes involve, understanding the language and its proper usage, and the meanings of signs understandable for different groups. The misunderstanding of signs can lead to conflict between groups having two different moral orders. And that is what exactly the pragmatic branch of semiotics does; evaluating the practical use of signs and symbols and their impact on social order. Hence, we have a strong case of putting moral conflict theory into the semiotic tradition.

Cybernetic Aspects

Craig (1999) places the theories that deal with complex systems within which interacting elements influence one another through signs and symbols within Cybernetics. Littlejohn and Cole (2013) argued that the foundation of moral theory lies in the second order of cybernetics, a part of systems inquiry. The moral conflicts in a society are resolved through discourses involving complex social values and different world views. The discourses create further conflict and the circular system continues. If we look at the above arguments that the cybernetics tradition also has influence on moral conflict theory and there is a case for placing this theory within the cybernetics tradition.

Sociocultural Aspects

The sociocultural tradition of the Craig's metatheory theorizes communication as the production or reproduction of social orders. Theories on families, communities, groups and cultures and the interaction between different elements operating within these social orders can be classified under the sociocultural traditions. Moral conflict theory also deals with communities and social orders. We can argue that moral conflict theory can be placed within this tradition.

Before Craig's (1999) metatheory, communication theories were spread across different fields and there was no identifiable field of communication theory, despite the historical roots of the field and increase in the literature of communication theory in the last decades of the twentieth century. Craig (1993) for the first time in the field of communication theory asked the question why there were so many communication theories? The communication theorists before Craig's metatheory had limited themselves to their disciplinary boundaries and communication theory had not emerged as a coherent field. Craig's seven tradition provided a platform to these scholars to involve in a dialogue within the ambit of communication theory and bring coherence into the field. Craig's (1997) metamodel introduced communication theory as a meta-discursive field, an area of discourse about discourse. He provided communication scholars a platform where they could unite and discuss different communication theory, as scholar of the field of communication. However, the metamodel, has its limitations. The model has been criticized by Myers (2001), who argued that instead of creating a debate on communication theories, the constitutive nature of Craig's seven traditions has worked the opposite. He opined that Craig's metamodel did not provide an equal opportunity to all the communication scholars to get involved in the debate, due to its communicative nature.

Another limitation of Craig's metamodel is that it cannot be used to categorize all the communication theories. As we noted, the moral conflict theory could be placed into any of four traditions. At times it gets difficult to place some communication theories into any one of the categories or traditions of Craig's metatheory. Therefore, we can conclude that the Craig's metamodel is open to an extent where the researchers cannot draw boundaries among different tradition and this is the reason why this model adds to the confusion. Due to the lack of clear demarcation of boundaries and open nature, the Craig's metamodel loses its utility. Instead of adding to the coherence of the field of communication at some point it does the opposite i.e. causes incoherence.

From the above discussion we can conclude that Craig's metamodel is a good effort to categorize communication theories under seven traditions and provide a platform to communication scholars for dialogue. However, it has failed to achieve its desired goals due to openness, incoherence among the traditions and lack of clear boundaries among different traditions. These shortcomings have decreased the utility of the metamodel. The metamodel can be revised and improved to make it more coherent and useful.

Imagining a Better Way

In the first two parts of this paper, we discussed the strengths and weaknesses of Craig's metamodel. Craig's metamodel provides a platform to the communication scholars spread across multiple disciplines to get involved in a productive dialogue with in the realm of communication theory. It brings coherence to the field of communication theory. The model is helpful for the teachers and students of communication theories. Both teachers and students can easily track developments in the field of communication theories within the seven traditions laid out by Craig. However, the model also has some limitations. Myers (1999) described this model as an exclusionary model. He claimed that it did not provide an equal playing field to all the communication scholars. Bergman (2009) identified three weaknesses of Craig's seven traditions: "its neglect of relevant intra-tradition distinctions and debates, its straightforward association of pragmatism with a strongly constitutive approach to communication, and its tendency to disconnect pragmatism from other communication-theoretical positions in ways that are not conducive to his objectives." He argued that Craig's compartmentalization of different traditions has reduced scope of dialogue.

In the previous section we also found that due to the open nature of the model at times it gets difficult to put some theories in to a tradition, which creates further confusions. In this paper I will come up with adaptation of the Craig's metamodel and try to come up with a solution that could address some of the limitations of the Craig's metamodel. Craig himself was aware of some of the limitations of his metamodel. He himself said that there was a room for further traditions to be added to his metatheory. The recommendation to add pragmatism came from Bergman (2009). Bergman argued that "in this model, pragmatism is principally understood by contrast to other alternatives, such as phenomenology, semiotics, and rhetoric. As a communication-theoretical tradition in Craig's sense, the pragmatist approach is expected to provide distinctive articulations of the nature of communication and communication problems, expressed in a particular vocabulary."

However, addition of more traditions into Craig's metamodel would not resolve the issues. Craig's seven traditions need to get rid of compartmentalization. To get rid of compartmentalization and fitting theories into axiomatic boxes, I propose we look at the influence of different traditions on the develop of communication theories. Instead of categorizing communication theories into one of the traditions, we should track the influences of these traditions on theories. This will help us overcome the boundary issues and we would be able to look at communication theories within these seven traditions in a more productive way.

Let's explain this point by using a hypothetical theory "A". We assume that the theory "A" deals with communication between small groups, the way messages are shaped in the communicative processes and the way these messages for character of individuals within the groups. First, we would recommend doing conceptual analysis of all the

basic concepts of the theory on ordinal scale, to measure influence of different traditions on individual concepts of the theory. For measurement purposes we use “S” which denote strong influence. “M” shows “moderate” influence and “N” shows little or no influence.

Table 2: Hypothetical conceptual analysis, measuring influence of Craig’s seven traditions on concepts in hypothetical theory “A”

Concept2	n	m	n	n	s	n	n
Concept 1	n	m	n	n	s	n	n
	Rhetoric	Semiotic	Cybernetic	Phenomenological	Socio-Psycho	Sociocultural	Critical

Analyzing the above data, we can conclude that Sociopsychological tradition has strong influence on the basic concept of the theory “A” and hence on the theory. We can also say that semiotic has medium influence on the theory and no other tradition influence this theory.

Looking at the influences of seven traditions on moral conflict theory

The theory presented by Pearce and Littlejohn (1997) argues:

When individuals with incommensurate moral orders interact, intractable conflict can result from mutual frustration and entrenchment. Conflict rooted in the worldviews of the opponents is difficult to manage; the logics of the paradigms do not permit cross-translation. Parties become locked into a dispute, perceiving no other choice. Their language differs; even similar terms have disparate meanings. Neither side understands the other, and both fail to see why the other rejects their case. These dynamics lead each to describe the other as misguided, ignorant, evil, or sick (in Littlejohn & Foss 306).

The moral conflict theory discusses four basic concepts: 1. moral order; 2. Incommensurability; 3. public discourse; 4. transcendent communication discourse. Now, using the above-mentioned model first we would analyze the influence of Craig’s seven traditions on each concept and try to map a comprehensive picture of the influences through a chart.

Influences of Seven Traditions on Moral Order, Public Discourse, Incommensurability and Transcendent Discourse

Rhetorical Tradition

Communication is conceptualized in the rhetoric tradition as the practical art of discourse. Rhetoric is concerned with persuasion and the art of developing argument. Moral order is the set of assumptions people have about reality or what they think is true. Rhetoric plays role in the development of moral order, but that role is not strong. Therefore, we can say that it has medium influence on the concept of moral order, strong influence on public discourse and medium influence both on incommensurability and transcendent discourse.

Semiotics

Semiotics is concerned with the use of sign and symbols in communication. For example, the use of language. Therefore, it also has medium influence on the concept of moral order. However, it has strong influence on public discourse no influence on incommensurability and medium influence on transcendent discourse.

Cybernetics

Craig places the theories that deal with complex systems within which interacting elements influence one another, through signs and symbols, within Cybernetics. Littlejohn and Cole (2013) argues that the foundation of moral theory lies in the second order of cybernetics, a part of systems inquiry. Therefore, we can argue that this tradition also has medium influence on moral order, public discourse, incommensurability and transcendent discourses.

Phenomenological

The phenomenological tradition deals with individual experiences and its focus is more on individual interpreter than the use of signs and symbols. Therefore, we can say that this tradition has no influence on the concepts of moral order, however, it has medium influences on public discourse and incommensurability and no influence on transcendent discourse.

Sociopsychological

This tradition focuses on the theories dealing with individual social behavior and cognition etc. Therefore, we can argue that this tradition has no influence on either of the concepts of the moral conflict theory.

Sociocultural

The sociocultural tradition of the Craig's metatheory theorizes communication as the production or reproduction of social orders. So, theories on families, communities, groups and cultures and the interaction between different elements operating within these social orders can be classified under the sociocultural traditions. Moral conflict

theory also deals with communities and social orders. We can argue that moral conflict theory can be placed within this tradition.

Critical Tradition

Scholars working within this tradition try to understand and theorize the taken for granted social structures and ideologies and try to find out whose interests are these serving. They are particularly interested in finding out how oppression is reinforced through structures. This tradition has no influence on moral order. However, it has medium influences on public discourse, incommensurability and transcendent discourse.

Table 3. Shows the influence of different traditions on concepts of moral conflict theory

Transcendent Communication	m	m	m	n	s	n	m
Incommensurability	m	n	m	n	s	n	m
Public Discourse	s	s	m	m	s	n	m
Moral Order	m	m	m	n	s	n	n
	Rhetoric	Semiotic	Cybernetic	Phenomenological	Sociopsychological	Sociocultural	Critical

From the above table we can see that Rhetoric and Semiotic have medium to strong influences on moral conflict theory. Whereas Sociocultural tradition has the strongest influence on the theory. Cybernetic has medium influence, whereas phenomenological and Sociopsychological traditions have no influences on the theory at all. The critical traditions also have medium influence on most of the concepts. Now we can draw the influences of all these seven traditions on a chart to see how much relative influence each tradition has on moral conflict theory.

Conclusion

The field of communication theory before Craig’s metatheory was incoherent. Before appearance of Craig’s metamodel majority of the communication theorists were operating in separate domains within narrow disciplinary schools of thought. However, Craig’s model provided coherence to the field of communication theory. The communicative nature of metamodel provided a platform to the communication theorists operating within different domains to engage in a productive dialogue. The dialogical-dialectical nature of Craig’s metamodel helps in promoting a healthy debate

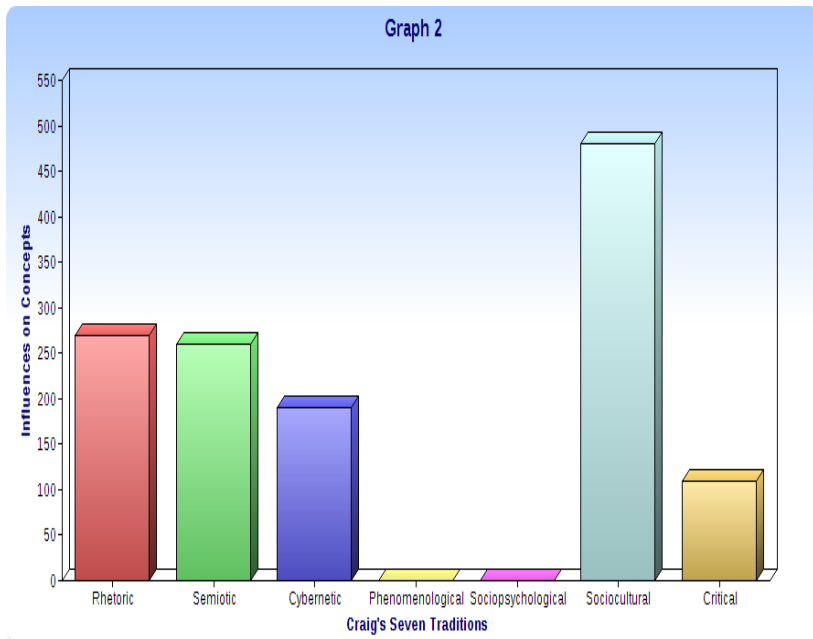
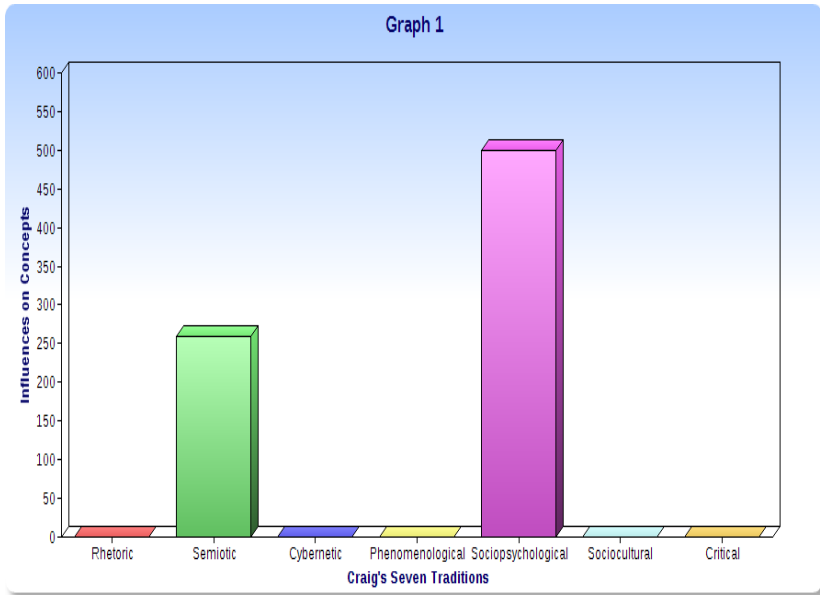
within the field of communication theory. However, there are certain limitations of the metamodel. Due to its communicative nature and compartmentalization of the seven traditions, it cannot accommodate all the communication theories; it gets exclusionary. Craig (1999) looking at heuristic value of his model, welcomes more traditions. However, the metamodel can serve best if we instead of adding more traditions to the model and further compartmentalizing it, look at this model as open field, without boxes or compartments. We should look at the influence of each tradition on communication theories. This way the model can help us better understand the field of communication theory. Looking at the influences of different traditions on communication theories will promote debate and dialogue within the communication fraternity. It will also help teachers and students of communication to better understand the field of communication

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**Appendix
Table 1**

	Rhetorical	Semiotic	Phenomenologi-cal	Cybernetic	Sociopsychological	Sociocultural	Critical
Communication theorized as:	The practical art of discourse	Inter-subjective mediation by signs	Experience of otherness; dialogue	Procession of information	Expression, Interaction and influence	(re)production	Discursive reflection
Problems of communication theorized as:	Social exigency requiring collective deliberation and judgment	Misunderstanding or gap between subjective viewpoints	Absence of or failure to sustain authentic human relationship	Noise; overload; underload; a malfunction or bug in a system	Situation requiring manipulation of cause of behavior to achieve specified outcomes	Conflict; alienation; misalignment	Hegemonic ideology; systematically distorted speech
Metadiscursive vocabulary such as:	Art, method, communicator audience, strategy, commonplace, logic, emotion	Sign, symbol, icon, index, meaning, referent, code, language, medium	Experience, self and other, dialogue, genuineness, openness	Source, receiver, signal, information, noise, feedback, redundancy network, function	Behavior, variable, effect, personality, emotion, perception, cognition, attitude	Society, structure, Ritual, rule, socialization , culture, identity	Ideology, dialectic, oppression



The Impact of Terrorism on the Economic Growth: An Empirical Study of Pakistan¹

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Abstract

Terrorism has negatively affected growth and development and has forced an intense economic burden on Pakistan. The general loss of self-assurance in economy and high defense and security expenditures leads to economic distortions which further affects the economic growth and instability in the country. This study analyzes empirically the long and short-run impact of terrorism on the economic growth of Pakistan during 1980-2016 and suggests suitable policy measures to control the problems arising from the terrorism. The results of Auto Regressive Distributed Lag (ARDL) approach to co-integration reveals a long-term relationship among economic growth and independent variables during this period. The ARDL results reveal that terrorism is one of the main hurdles in the way of economic growth in Pakistan. Trade openness, human capital is the supporting factors in boosting economic growth. The results of Error Correction Mechanism (ECM) indicate that even in the short-run terrorism can deteriorate the economic growth of Pakistan. The negative impact of terrorism on the economy is proved beyond doubt from the findings of the study, thus, the study suggest that government should focus more on the basic causes of domestic terrorism and should emphasize on the awareness programs. The government should also focus on the reduction in the income inequality among the citizens as it is considered one of the key reasons to upsurge the terrorist activities among the deprived classes in the society.

Keywords: Terrorism; Economic Growth; Human Capital; Trade Openness; ARDL

Introduction

Terrorism, terrorists, and terror are a burning social evil, and perhaps one of the biggest problems facing the world today. Ganor (2005) defines terrorism as “the deliberate use of violence aimed against civilians to achieve political ends.” ‘Terrorism is a misdemeanor and crime that consistently victimizes the innocent people’ (Michael, 2007). The people are not mostly the ultimate targets; they are only a means to achieve their hidden objectives. Terrorism is a state of mind rather than activity; it is a tree,

and extremism provides balance food to grow the tree properly (Michael, 2007). According to Global Terrorism Index (2015), the most adversely affected countries from terrorism are: Iraq; Afghanistan; Nigeria; Pakistan; Syria; India; Yemen; Somalia; Libya; and Thailand. During the last 15 years more than 61,000 terrorist incidents have occurred which claimed over 140,000 lives all over the world. The number of deaths in 2014 increased by 80% (14,574) as compared to the previous year (Global Terrorism Index, 2015).

The global economic costs of terrorist activities have also significantly increased and reached its highest level (i.e. US\$ 52.9 billion) during 2014, which were 61% more than the preceding year (\$32.9 billion). The five countries (Iraq, Nigeria, Afghanistan, Pakistan and Syria) with the larger number of terrorist attacks have more than 16 million Internally Displaced Persons and refugees in 2014 (Global Terrorism Index, 2015).

Terrorism has a significant impact on the economic growth of the countries with largest number of terrorist events. The above ten most terrorism-affected countries have had their economic growth negatively affected by terrorism while countries with less terrorism has had minor impact on their economy. Terrorism-hit countries have experienced a decrease in the GDP growth rates between 0.51% and 0.8% and from 1.3 % to 2 % in investment.

Terrorism and Economic Growth in Pakistan

Pakistan took strict actions against terrorists, especially after the 9/11 incident it has supported anti-terrorist movements all over the world on all international platforms (Michael, 2007). According to Global Terrorism Index (2015), Pakistan has experienced an increase in the terrorist activities in the last 15 years. It has averaged 153 deaths per year from 1998 to 2006; from 2007 to 2014, the number per year deaths increased to 1,592 on average. Though Pakistan experienced 7 % reduction in the terrorist incidents and 25% reduction in deaths from terrorism from 2013 to 2014, it is still fourth in the world with in the number of deaths due to terrorism. In 2014, 1,821 terrorist incidents occurred killing 1,760; injuring 2,836; and damaging 2,752 properties.

In term of losses, 48,000 men were killed in various terrorist activities including suicide bombing, shelling, blasts etc. in Pakistan (*The Express Tribune*, 2013, July 22). Similarly, according to a report in the *The Dawn* (2014, Feb 23), Pakistan has incurred a loss of US \$ 78 billion to its economy and infrastructure in the last 13 years. Although it is difficult to come up with precise figures showing the actual loss Pakistan has faced, yet the reported figures are really very huge

The terrorist incident of Army Public School in Peshawar, Pakistan on Dec 16, 2014 is included in one of the twenty most fatal terrorist attacks in the world in 2014 (Global Terrorism Index, 2015). Peshawar is the fourth deadliest city in the world (Global

Terrorism Index, 2015). The costs of terrorism to Pakistan are rapidly increasing not only because of increasing number of terrorist attacks but also due to rising intensity and extensive nature of these terrorist activities.

Problem Statement

In theoretical framework, terrorism has negative impact on the economy of Pakistan. Terrorism destroys human and physical assets of a country and increases the costs of security; insurance; and military expenditure. Moreover, the larger portion of revenue of the county diverts to less productive security and defense activities from the developmental activities. Further, terrorist actions increase the uncertainty in the market, restricts the business and trade activities leading to hold back the economic growth. The increase in the terrorist incidents may possibly reduce the inflows of foreign direct investment (FDI); decrease in exports; increase capital flight; rise in inflation; closure of industries in conflict zones; diminishing tourism; destruction of infrastructure and roads; and discontinued education of youth.

Terrorism is also the cause for the displacement of thousands of people. In short, terrorism has negatively affected growth & development and forced an intense economic burden on the economy of Pakistan. The general loss of self-assurance in economy resulting helplessness to catch the attention of foreign investors and high defense & security expenditure lead to economic distortions which further impact the economic growth and instability in the country. That is why it becomes important to know the impact of terrorism on different macro-economic variables, particularly on the economic growth of Pakistan.

Justification of the Study

Pakistan has been severely affected by terrorism. But still terrorism in Pakistan has attracted comparatively small academic attention. Therefore, there is a need to conduct a study based on empirical work with well-defined variables, recent new data, and fresh development in dynamic modelling to highlight the basic reasons of terrorism and factors which are responsible for destroying Pakistan economy. This study will help the policy-makers and investors to recognize the dynamics of terrorism and will also provide a support to related authorities and government to make better and suitable policies and strategies to eliminate terrorism from Pakistan.

Literature Review

The relationship between economic growth and terrorism has got multifold attention in the last two decades due to the increase in the terrorist activities after the 9/11 incident. Many countries have been under the curse of terrorism and have lost hundreds of people, their capital, and faced severe losses in their economic growth due to the distruction of infrastructure and disruption in the process of econmic growth. Terrerosim is considered one of the main hurdle in the economic growth of an economy as terrorism destroys the infrastrurcture, confidence of the investros, capital, thus, put a halt to the economic growth of the country.

According to the previous literature, terrorism has a negative impact on the economic growth of a country. A strand of literature including Nasir et al. (2008); Hyder et al. (2015); Levine et al. (1992); Benmelech et al. (2010); Blomberg (2010); Freytag et al. (2011); Araz-Takay et al. (2009); Zeb et al. (2014); Ozsoy et al. (2010); Blomberg et al. (2002); and Tavares (2004) have highlighted that terrorism has a long term negative impact on economic growth of a country. Bilgel et al. (2015) found that the per capita real GDP of Turkey declined by about 6.6% due to terrorism. Similarly, Yang et al. (2011) and Shahbaz et al. (2011) also found a long-run negative relationship between terrorism and economic growth. The results of their studies revealed that terrorism is one of the main hurdles in the way of economic growth of an economy.

Another strand of literature argued that increase in the terrorist activities and terrorism incidents have led to decrease in the annual GDP growth in the affected countries. Gaibullov et al. (2009) in his paper, 'The impact of Terrorism and Conflicts on the Growth in Asia' concluded that terrorist activities reduce GDP per capita growth by about 1.5%. Moreover, according to Roberts (2009), the terrorist attacks negatively affect the exchange rate, unemployment levels, inflation rate, GDP, interest rates, consumption, trade and investment. Similarly, Abadie et al. (2008), Piazza (2006), Nitsch et al. (2004), Abadie et al. (2003) and Blomberg et al. (2004) found a reduction of 1% to 10% in the economic growth of different countries facing the evil of terrorism. Similarly, Shahbaz (2013) also found that when there is an increase in terrorist attacks, the inflation increases and economic growth decreases. The impact of the 9/11 attacks on the GDP growth are around a 0.50 % or \$60 billion decrease in GDP growth (Blomberg et al. 2009). Furthermore, Gaibullov et al. (2008) found that a terrorist event per million persons reduces the economic growth by 0.4%. The international terrorism has big impact on income per capita growth than domestic terrorism. Knight et al. (1996) found the same results that an additional 2.2 % of GDP spent on the securities that will result in loss of approximately 2% to GDP. While Abadie et al. (2003) claimed that the occurrence of terrorism in the late 1960's declined the per capita GDP by 10%. In Sri Lanka, as Samaranayake (1999) shows, terrorism slows down the economic growth and increases unemployment and inflation.

RESEARCH METHODOLOGY

Data sources

To find out the impact of terrorism along with other macroeconomic variables on economic growth of Pakistan, the secondary data has been collected from Global Terrorism Data Base and World Bank Reports.

Estimation Technique:

The study applied the unit root test of Augmented Dickey Fuller (ADF) to check the stationarity of data. The Autoregressive Distributed Lagged (ARDL) bound test of co-integration was used to detect the existence of long run relationship among the variables. The study employed ARDL model to find out the long and short-run estimates of the model simultaneously. The ARDL model estimated the long-run

results based on the ordinary least squares (OLS) approach. To measure the short-run coefficients the study applied the Error Correction Mechanism (ECM) under the ARDL approach. The dependent variable of the model is economic growth. The independent variables are terrorist attacks, human capital, trade openness, inflation rate and population growth rate. The study utilized the annual time series data of Pakistan over a period 1980-2016.

Functional Form of the Model

To derive the hypothetical model for this present study, the Solow classical model for economic growth provides the necessary fundamentals. However, this model doesn't take into consideration the role of human capital for the determination of economic growth. In 1992, Mankiw, Romer, and Wei have incorporated the role of human capital in the growth models. The desired model can be specified as: Economic growth (GDP) is assumed to be the function of the Labor force (POP), stocks of physical capital (K), Human capital (HC) and a vector of other variables (Z) including terrorism and technology.

$$GDP = f(K, POP, HC; Z) \quad (1)$$

On the basis of economic growth theories and available different empirical studies on the economic growth and terrorism, transforming the values into natural logarithm form avoid the sharpness in time series data. The relationships between the different macroeconomic variables are not linear and various macroeconomic variables are measured by different units so, to avoid this problem, log linear specification is used for analysis. Another benefit and advantage of this natural-log transformation is that it directly provides elasticities of the coefficients. The subsequent reduced form of equation can be derived as follows:

$$\ln GDP_t = \beta_0 + \beta_1 \ln PGR_t + \beta_2 \ln HC_t + \beta_3 \ln TOP_t + \beta_4 \ln TER_t + \beta_5 \ln INF_t + \varepsilon_t \quad (2)$$

Where GDP is the real GDP growth rate (%); PGR is the population growth rate (measured by the increase of number of inhabitants within a country in a given period of time); HC represent the human capital (secondary enrollment ratio); TOP represent trade openness (export plus import to GDP ratio) in billions of US dollars, number of terrorist incidents in a year are represented by TER; INF represent Inflation rate in terms of percent change in the Consumer Price Index. The expected sign of β_1 is negative as an increase in the population growth of the country is fast the per capita GDP of the country will be lower. The expected sign of β_2 is positive as human capital i.e. an increase in the skills and education of the labour force and workers can lead to an increase in the economic growth of the country. Similarly, the expected sign of β_3 can be both positive and negative as it is argued that international trade can be helpful as well as harmful for an economy depending on the phase of economic development. The expected sign of β_4 is negative as terrorist activities can destroy the infrastructure, economic activities, and can be a hurdle in the way of investments, thus leading to a

decrease in the economic growth. Similarly, the expected sign of β_5 is negative as inflation in any economy can be a hurdle in the way of economic growth.

The ARDL model can be written as follows:

$$\begin{aligned} \Delta \ln GDP_t = & \beta_0 + \sum_{i=1}^p \beta_1 \Delta \ln GDP_{t-i} + \sum_{i=1}^p \beta_2 \Delta \ln PGR_{t-i} + \sum_{i=1}^p \beta_3 \Delta \ln HC_{t-i} \\ & + \sum_{i=1}^p \beta_4 \Delta \ln TOP_{t-i} + \sum_{i=1}^p \beta_5 \Delta \ln TER_{t-i} + \sum_{i=1}^p \beta_6 \Delta \ln INF_{t-i} \\ & + \lambda_1 \ln GDP_{t-i} + \lambda_2 \ln PGR_{t-i} + \lambda_3 \ln HC_{t-i} + \lambda_4 \ln TOP_{t-i} \\ & + \lambda_5 \ln TER_{t-i} + \lambda_6 \ln INF_{t-i} + \varepsilon_t \end{aligned} \quad (3)$$

Where the drift component is represented by β_0 and ε_t is the white noise term. The error correction dynamics for short run are represented by the terms with summation signs while the long-run relation is shown in the second part of the equation represented by λ . The existence of the long-run relationship is checked via the joint F-statistic or Wald statistic by considering the null hypothesis of no co-integration, $H_0 = \lambda_1 = \lambda_2 = \lambda_3 = \lambda_4 = \lambda_5 = \lambda_6 = 0$, while the alternative hypothesis is $H_1: \lambda_1 \neq 0, \lambda_2 \neq 0, \lambda_3 \neq 0, \lambda_4 \neq 0, \lambda_5 \neq 0, \lambda_6 \neq 0$. To compare the calculated F-statistic, Pesaran et al; (2001) suggested two sets of critical values assuming that either all the variables are I (0) and in other set all the variables are I (1). The null hypothesis will be rejected regardless of the whether the variables are I (0) or I (1), if the calculated F-statistic is more than the upper bounds critical value. The null hypothesis cannot be rejected if the calculated F-statistic is below the lower critical value and there will be no long-run relationship between the variables. Similarly, the test will be inconclusive if it falls in between the band of critical values (Pesaran et al; 1997). The short-run estimates of the model can be estimated using error correction mechanism (ECM) under ARDL. The ECM model can be represented as:

$$\begin{aligned} \Delta \ln GDP_t = & \beta_0 + \sum_{i=1}^p \beta_1 \Delta \ln GDP_{t-i} + \sum_{i=1}^p \beta_2 \Delta \ln PGR_{t-i} + \sum_{i=1}^p \beta_3 \Delta \ln HC_{t-i} + \\ & + \sum_{i=1}^p \beta_4 \Delta \ln TOP_{t-i} + \sum_{i=1}^p \beta_5 \Delta \ln TER_{t-i} + \sum_{i=1}^p \beta_6 \Delta \ln INF_{t-i} \\ & + \varepsilon_t \end{aligned} \quad (4)$$

Results and Discussions

The first step in estimating the time series that is to check for the stationarity of the data. For this reason, Augmented Dickey Fuller (ADF) tests are carried out. The Results reveal that all the variables except terrorism and economic growth are non-

stationary at level but at first differences they became stationary. Thus, the study reveal that the order of integration of the variables is a mixture of order I(0) and I(1) as shown in Table 1. The appropriate optimal lag length for the models is determined based on Akaike information criterion (AIC). After the results of the unit root tests we cannot apply the familiar Johansen Co-integration technique as the variables are a mixture of I(0) and I(1), thus, the appropriate co-integration test in this case is the ARDL bounds test of co-integration. The bounds test decides if there is a long-run co-integration between the variables of the model. Since the value of the bounds test is greater than the upper bound critical value at 5%, thus, the ARDL bounds test for co-integration approach reveals the presence of a long-term relationship amongst the economic growth and independent variables over a period of 1980 -2016 as shown in Table 2.

ARDL Long-Run Results

After knowing that there exists long run co-integration between the variables, the next step is to estimate the long and short run relationship between the study variables. The current study applied the ARDL approach to simultaneously estimate the long and short-run coefficients of the model. The study applied the OLS technique under ARDL approach to find out the long-run results of the model. The long-run results of the study state that an increase in the population growth lead to a decrease in the economic growth, as more and more population mean that the per capita income will decrease if there is no such proportion between the rise in the population growth and GDP growth rate. This outcome of the study is in line with the previous work of (Klasen et al., 2007 & Peterson, 2017). The long-run estimates of the study further reveal that there is a negative relationship between terrorists attacks and the growth of the economy i.e. an increase in the terrorists attacks will reduce the GDP of the country due to destruction of the infrastructure, roads, building, loss in the confidence of investors which in turn will reduce the domestic and foreign investments in the industrial sector of the economy. The terrorist activities in a country make that country less attractive for investments and governments tend to transfer a huge part of the budget towards the construction of the destroyed infrastructure which results in a cut of budget from some other development sectors of the economy resulting in a decrease in the growth rate of the economy. This outcome of the study is in line with the work of (Cinar, 2017 & Khan et al., 2016). Due to an increase in the terrorist activities in an economy the government must spend more on the security of the people and public places, thus, wasting a part of budget on these non-productive activities, which result in the slowness of the economic growth of the country. Similarly, an increase in the terrorist attacks can also result in an increase in the capital flight outward, thus, resulting in an under production and reducing production. The long-run results of the study are presented in Table 3.

Moreover, the long-run results of the study insert that an increase in the skills of worker, an improvement in the level of education in the working class and an improvement in the technological know-how of the workforce in a country, i.e. an increase in the human capital of the country can lead to an increase in the economic

activities, and thus an improvement in the economic growth of the country. This outcome of the study is similar to the outcome of the previous researchers including (Ali, H. et al., 2016; Ali, S. et al., 2012; Whalley et al., 2013). The study further posits that in the long-run inflation can be deleterious to the economic prosperity of the country, i.e. an increase in the inflation rate in the country can lead to a decrease in the economic growth. Last but not the least, the impact of inflation on the economic growth of the country is according to the priori expectations as inflation can be a hurdle in the progress of any economy. The outcome of the current study posits that inflation in the country is negatively related to the economic growth and an increase in the inflation rate can put a halt to the economic growth of the country. This outcome of the study is in line with the previous work of (Ayyoub et al., 2011 & Kasidi et al., 2013); and in accordance with the previous work of (Attari et al., 2013; Ayyoub et al., 2011 & Kasidi et al., 2013). Furthermore, the long-run results of the study reveal that openness to international trade can improve the economic condition of an economy. It is argued that trade openness can increase the economic growth of a country via the increased demand in the international market based on the scale effect if the country is having the comparative advantage in producing a product. This outcome of the study is in line with the work of (Keho et al., 2017 & Klasra, 2011) among others. International trade can improve the production capacity of a country if the country imports the modern technology and implement that technology in the industrial sector of the economy.

The lower part of Table 3 represents the diagnostic results of the tests to investigate the overall properties of the model. The study employed the serial correlation test on the data to find out if there is any problem of serial correlation in model. The outcome of the test indicates that there is no problem of serial correlation in the data. The study also employed the tests of normality and heteroscedasticity on the model and concluded that the data is normally distributed and there is no problem of heteroscedasticity in model. The stability of the model in the long-run is evaluated under the Ramsey's RESET test and the results indicate the model is stable as there are no omitted variables from model and the functional form the model is also correct.

ARDL Short-Run Results

The short-run results of the study are estimated by applying the error correction mechanism (ECM) under the ARDL approach. The ECM show the effect of independent variables on the dependent variable in short run and the speed of adjustment towards the long-run equilibrium if there is any short-run disequilibrium in the model. The ARDL short-run results reveal the short-run estimates of the coefficients in order to know the short-run relationship between the variables. The results of ECM under ARDL approach indicate that population growth in the short-run can be helpful in increasing the economic growth of the country as more labor input can produce huge amount of output. The short-run results of the study further reveal that human capital can be productive in the short-run in Pakistan as more skillful workers can contribute more towards the output in the country. Human capital is

considered as one of the main input factors in determining the economic growth of the country, thus, an increase in the human capital of the workers will lead to an increase in the economic growth of Pakistan.

Furthermore, the short-run results of the study indicate that increase in the terrorist attacks in Pakistan even in the short-run are harmful towards the economic prosperity of the country. The terrorist attacks even in the short-run can be a threat to the economy as there will be unrest and chaos in the country and the businesses will not grow that much due to the uncertain position of the market. Moreover, the impact of inflation in the short-run is like that of the long-run i.e. an increase in the rate of inflation in the country in short-run will lead to a decrease in the economic growth of the country. This outcome is very much general as inflation is one of the key hurdles in the way of economic growth in the country. Last but not the least, the short-run impact of trade openness on the economic growth of Pakistan is negative. Since, in the case of Pakistan, there is a huge trade deficit as imports are far larger than exports of the country, thus, trade can be harmful to economic growth.

The lower part of Table 4 shows that diagnostic tests results of the study. The results of diagnostic tests indicate that there is 65% variation in the dependent variable due to changes in the independent variables as shown by the value of R^2 . The results further indicate that the value of Durbin Watson is greater than the R^2 value indicating that the model estimates are not spurious. The F-statistics and probability value of F-statistics shows that the model is stable. The current study further emphasized on the cumulative sum of recursive residuals (CUSUM) and cumulative sum of squares of recursive residuals (CUSUMSQ) tests of stability to investigate the overall stability of the model under 5% critical values. The results of both the CUSUM and CUSUMSQ tests indicate that the model is good fit as the graphs of both the test lie inside the critical lines at 5%.

Conclusions and Recommendations

The results of the study clearly indicate that Pakistan has incredible/remarkable potential in provisions of human and social assets. But the circumstances in Pakistan are not conducive, as the state is suffering from countless issues that are slowing down the development of the area. Lack of education, economic opportunities, proper health facilities, investment, poverty and low standard of living keep the inhabitants of affected areas at an inconvenience. The negative impact of terrorism on economic growth is proved beyond doubt from the findings of the present study and countless other studies, thus it is suggested that strong action should be taken to eradicate this evil of terrorism from the country. Political instability is also a key player in promotion of terrorism. Political stability is must for a prosperous Pakistan and thus will promote economic stability and help in reducing terrorism. Attempt should be made for the rehabilitation of health, agriculture and manufacturing sectors. Emphasis should be given to educate the youth and children especially in these terrorisms affected areas. Various kinds of creative, technical and skill trainings should be given, and awareness

programs should be arranged for the youth so that they can't be easily hired by these terrorist groups. Attempts are required to establish various departments or organizations in the terrorism affected areas to provide the local population with different job opportunities, quick deliverance of aid, standard school meetings, hospitals with all facilities and the social associations should be developed, in order to build friendliness and trust linkage between the population and government. Many affected areas, predominantly Malakand Division of Khyber Pakhtunkhwa has a geo-strategic importance and these areas can be used as trade route for Central Asia and China. By developing these areas, it will provide the ideal employment opportunities to the citizens of Pakistan.

The government should emphasize on the improvement of law and order in the areas affected by terrorism which in turn would lead to increase in investor confidence, generate economic activities creating job opportunities and improved infrastructure. The efforts are required for the improvement and development of roads, infrastructure and industrialization in the distressed areas by utilizing the local natural resources and assets. As a result, inhabitants would not merely get employments but will also directly participate in the development of the nation and in this way the economic depravity might be removed from the country. The pleasing security circumstances therefore will catch the attention of foreign investors in the country, improving economic growth. The efforts are required to develop the terrorism affected areas by establishing some useful incentive systems, for-instance, tax free zones to encourage the businessmen and investors to set up their businesses in the terrorism affected regions. New businesses could help in overcoming the issues of poverty and unemployment in these regions. Terrorism and sectarianism go hand in hand, thus, the scourge of sectarianism needs to be eradicated for terrorism to be fully controlled.

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ANNEXURE

Table 1: ADF Unit Root Test Results (Intercept and a Trend)

Variables	t-statistics	Probability	t-statistics	Probability	Conclusion
Level I(0)			First Difference I(1)		
lnGDP	-4.0887	0.0148	-	-	I(0)
lnPGR	-2.0888	0.2502	-4.5289	0.0010	I(1)
lnTER	-3.8696	0.0247	-	-	I(0)
lnHC	-2.9990	0.1485	-5.8056	0.0002	I(1)
lnTOP	-3.1332	0.1151	-7.9980	0.0000	I(1)
lnINF	-2.4522	0.3481	-5.8796	0.0002	I(1)

Source: Results obtained by analyzing data through Eviews 9

Table 2: ARDL Bounds Test Results

Model	ARDL	F-Statistics	ECT _{t-1} (t-statistics)	Conclusion
<i>f</i> lnGDP(<i>f</i> lnGdp/ <i>ln</i> PGR <i>ln</i> Ter <i>ln</i> HC <i>ln</i> TOP <i>ln</i> I NF	(4 2 3 2 4 4)	4.531538* *	-0.925582 (-6.821546)** *	Cointegration
Critical Values		Lower Bound I0	Upper Bound I1	
10% significance level		2.26	3.35	
5% significance level		2.62	3.79	
1% significance level		3.41	4.68	

Source: Results obtained by analyzing data through Eviews 9

Table 3: Long run coefficients of ARDL (4,2,3,2,4,4): Dependent variable: lnGDP

Variable	Coefficient	Std. Error	t-Statistic	Prob.
LNPGR	-4.416662	5.262382	-0.839290	0.4257
LNHC	-12.232549	9.808628	-1.247121	0.0026
LNTER	0.879705	0.769478	1.143248	0.2860
LNINF	-1.049419	1.303013	-0.805378	0.4439
LNTOP	-9.674115	7.662746	-1.262487	0.2423
C	90.589508	65.473852	1.383598	0.0013
Diagnostic Tests				
Serial Correlation	3.4721 (0.176)	Normality (JB test)		4.1620 (0.124)
Heteroscedasticity	10.1166 (0.519)	Ramsey's RESET		0.0736 (0.788)

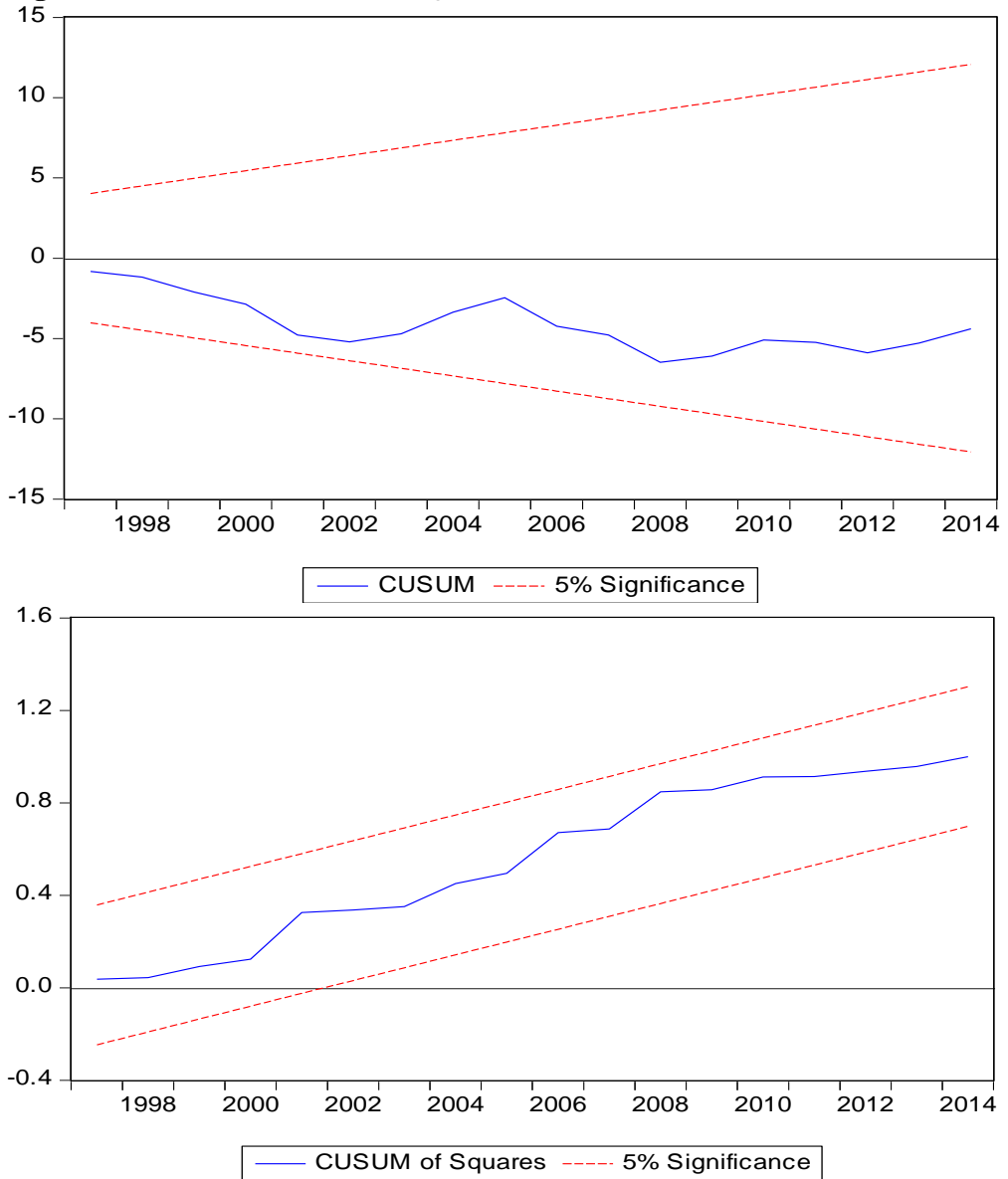
Source: Results obtained by analyzing data through Eviews 9

Table 4: Error Correction Representation of the ARDL (4,2,3,2,4,4)
Dependent Variable: LNGDP

Variable	Coefficient	Std. Error	t-Statistic	Prob.
D(LNGDP(-1))	-0.170962	0.282542	-0.605087	0.5619
D(LNGDP(-2))	-0.162415	0.233922	-0.694312	0.5071
D(LNGDP(-3))	-0.363254	0.190422	-1.907630	0.0929
D(LNPGR)	9.582604	10.025600	0.955814	0.3672
D(LNPGR(-1))	16.669491	11.716361	1.422753	0.1926
D(LNHC)	-9.473939	5.671097	-1.670566	0.1334
D(LNHC(-1))	-9.261651	7.091996	-1.305930	0.2279
D(LNHC(-2))	5.592444	4.740544	1.179705	0.2720
D(LNINF)	-0.080166	0.312771	0.256309	0.8042
D(LNINF(-1))	0.668785	0.338408	1.976271	0.0835
D(LNTP)	-0.851878	1.855768	-0.459043	0.6584
D(LNTP(-1))	-0.390726	1.679177	-0.232689	0.8218
D(LNTP(-2))	3.703042	1.784320	2.075324	0.0716
D(LNTP(-3))	1.262542	1.735305	0.727562	0.4876
D(LNTER)	0.122514	0.063939	1.916112	0.0917
D(LNTER(-1))	-0.056668	0.080530	-0.703684	0.5016
D(LNTER(-2))	-0.039561	0.099697	-0.396811	0.7019
D(LNTER(-3))	-0.263230	0.074182	-3.548429	0.0075
CointEq(-1)	-0.580819	0.343074	-1.692986	0.0289
Diagnostic Tests				
R²	0.650732	Sum of square Residuals		3.657818
Adjusted R²	0.549080	F statistics (Prob)		2.3954 (0.0416)
S.E Regression	0.450791	Durbin Watson Statistics		2.091956

Source: Results obtained by analyzing data through Eviews 9

Figure 1: CUSUM and CUSUMSQ Test Results



¹This is a revised and altered version of my unpublished PhD work I submitted to the University of Peshawar. I completed my work under the supervision of Professor Munir Khan Khattak.

Effects of Students' Demographics on Entrepreneurial Intentions: A Comparison of Two Diverse Business Schools

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Abstract

The study measures demographics effects of students on their Entrepreneurial Intention (EI) in two universities, each in the United States of America and Pakistan. An empirical investigation to understand demographics effect on entrepreneurial intention to become potential entrepreneurs is of interest to theorists of planned behavior. Survey method was used to collect the data from business students of Gatton College of Business and Economics, University of Kentucky-USA and Kohat University of Science and Technology (KUST), Kohat, Pakistan. The instrument used in study was questionnaire consisted of demographics and entrepreneurial intention measurement. T-test and ANOVA were applied to analyze mean difference between the groups. The results elicit mean difference between the groups on basis of demographics about their entrepreneurial intention.

Keyword: Demographics; Business Students; Entrepreneurial Intention

Introduction

Awareness and research in entrepreneurship and entrepreneurial education have been growing over the last many years (Hatten & Ruhland, 1995; Klapper, 2004; Mumtaz, Munirah, & Halimahton, 2012) due to its significance to uplift economic development. It is proving to be a way forward to dealing with unemployment issues, a potential catalyst and incubator for technological advancement, product market innovation and social modification. Since, the issue of graduate unemployment has become a major global problem. Students graduating in every part of the world are mostly dependent on the public and private sectors for employment.

In academic world, so far, many studies have examined the entrepreneurial intent, some of which consider business education as a foundation for potential entrepreneurs, their state of mind combined with education are probably going to shape their intent to initiate their own business (Wang & Wong, 2004). Based upon this justification, the major concern of this study is to examine the demographics,

which decide entrepreneurial intention of the business students. This portrays clear picture with specific goal to develop entrepreneurship at the national level so that our future generation, in general, and new graduates become ready to move to a new level by getting business vision or to become successful entrepreneurs.

This study was primarily designed to examine whether existing business students of selected business school in Pakistan show certain level of Entrepreneurial Intentions (EI). In other words, are they inclined towards entrepreneurship as their possible future design? And importantly how these intentions vary through various demographic differences? Before execution of the study, the researchers visited University of Kentucky, USA for research-based training in business curriculum development funded by State Department and U.S Embassy in Pakistan. The visit made it possible to test the proposed scheme of analysis on business students of Gatton College as well. Such valuable exposure enabled the researchers to see various emerging entrepreneurial intent patterns with broader vision and enriched observations.

Literature Review

Contemporary rigor of research in entrepreneurship, generated globally can be attributed to many factors. To start with, for advanced countries, entrepreneurial movement (new business creation) is a way for stimulating economy and help to diminish unemployment rate. Further, it is considered as a potential catalyst and incubator for technological progress, product and market innovation. Likewise, its role for developing economies is considered as an engine of economic progress, job creation, and social adjustment. Therefore, business growth or new business creation is widely encouraged and stimulated by the economies in order to speed up economic growth and wealth creation.

Entrepreneurial Intention

Entrepreneurial Intention (EI) embeds a personal propensity of an individual to go for self-employment as a career choice and is depicted in some career decisions models as an enterprising behavior. Number of studies indicated entrepreneurial intention as a future design of owning a business entity (Wu, Wu, 2012). EI, as an indication of an individual to start a new and innovative venture has largely been shown by Ajzen's (1991) theory of planned behavior, Shapero and Sokol's (1982) model of the entrepreneurial event and Bandura's (1977) model of social learning. The key emphasis in these arguments remains on clarity of mind, expression of behavioral tendency and tertiary level education backgrounds.

Several authors who worked on EI made a prudent use of theory of planned behavior as a rudimentary standpoint (Kolvereid & Isaksen 2006; Krueger, 2007). Ajzen's (1991) model, focused on observable behavior of individual, draws on three interactive factors: the attitude leading to a possible behavior, the subjective norms and perceived behavioral control. The attitude component revolves around individual

assessment of a person while the subjective norms assesses the social environment and clues. Perceived behavioral control is the extent to which the desired behavior is likely to be played out. For entrepreneurial intent, numbers of researchers have augmented the theory with one or more additions of dimensions (Tkachev & Kolvereid 1999; Liñán 2004; Veciana, Aponte & Urbano, 2005).

Demographics

In literature, family orientation, gender, age, education and previous entrepreneurial experiences have been observed to be identified with entrepreneurial intention (Crant, 1996; Kolvereid & Isaksen 2006; Bae, Qian, Miao & Fiet, 2014). Therefore, this study is related to the university students about their readiness in the entrepreneurial practices.

There are various demographic variables such as age, gender, educational and family backgrounds, motivation, and prior business experiences affecting student's intentions towards entrepreneurial activities as documented by various researchers (Kristiansen & NurulIndarti, 2004; Shay & Terjensen, 2005; Ozaralli & Rivenburgh, 2016).

Kristiansen and NurulIndarti (2004) in an investigation of entrepreneurial intention among Indonesian and Norwegian students determined that age, sex and educational foundation had no noteworthy effects on entrepreneurial intent. Scholars demonstrated that there was no major contrast amongst male and female students with respect to enthusiasm for entrepreneurship (Shinnar, Pruett & Toney, 2009). Shay and Terjensen (2005) found out that males had higher desires than females to initiate own business.

Studies on the entrepreneurial intention of Malaysian student are from gender point of view discovered mixed outcomes. Ooi (2008) on an investigation of university students in Northern Peninsular Malaysia found that gender along with different variables, for example, programs of study, past working experience, and mother's occupation had significant effect on students' inclination towards entrepreneurial activities. Likewise, investigation led by Barcelona and Valida (1992) on 800 business students in Malaysia revealed relationship between demographics and entrepreneurial state of mind.

Another review by MohdNizam, et al., (2009) initiated that female and Chinese indicated higher intention to become entrepreneurs as compared to male and non-Chinese. According to YarHamidi, et al., (2008), entrepreneurship education and earlier entrepreneurial experience have high positive effect on entrepreneurial intentions. Similarly, it has also been reported that entrepreneurs 'tend to be the first-born' (Helfat & Lieberman, 2002).

A review coordinated by Mazzarol, Doss and Thein (1999) on 93 respondents between business people living in Western Australia, established that respondents' background and the individual character proved to form intent of owning the enterprises. Past review had uncovered that consideration of various factors, for example, ethnicity, identity, human capital, marital status, family influence, involvement, work status and education level, age, sex, religion and socio-economic position contribute in establishing business (Mazzarol et al., 1999).

In another investigation of entrepreneurial spirit between students with and without enterprise experience found that there is higher mean difference. Male students of university demonstrated higher entrepreneurial intentions as compare to female partners (Zaidatol & Afsaneh, 2009). In other words, men are more inclined towards entrepreneurial business than women. Research done on first year students and degree holders build up that entrepreneurial state of mind between the students had considerably created relationship with academics, business-oriented family and gender roles (Crant, 1996).

Mathews and Moser (1996) conducted study on (89) ex-business graduates established that families and gender inclined them towards entrepreneurial attitudes. Various studies like Hatten and Ruhland (1995) on 220 college students in USA sponsored by Small Business Institute, and Louis et al. 1989 at various universities in USA found that age as well as gender could be linked to propensity to become entrepreneur. Another study, directed by Crant (1996) in an institution of higher education in the USA established that educational level, gender and parents having business profession contribute towards entrepreneurial behavior. Since, there are mix results about demographics around the globe, hence this becomes debatable and it needs further research in order to achieve some substantial results with a comparative reflection on two distinct nations.

Hypotheses

Considering above discussion, following hypotheses have been developed for testing.

- H1: Students with difference of education level (BBA/MBA) changes their entrepreneurial intentions.
- H2: Non-local students show higher entrepreneurial intentions than local ones.
- H3: Male students have higher level of entrepreneurial intentions than female students.
- H4: Students with different age groups have significantly varying entrepreneurial intentions.
- H5: Students with first birth-order have more entrepreneurial intentions than others.
- H6: Students whose parents are self-employed possess higher entrepreneurial intentions than job-oriented parents.

- H7: Students attended business seminars have greater entrepreneurial intentions than those who have not attended those seminars.

RESEARCH METHODOLOGY

Approach & Data Collection

This study provides a unique opportunity to see the phenomena being investigated through multiple lenses. It has essence of a case study approach. As mentioned by Seawright and Gerring (2008 p. 296), case studies are intensive qualitative or quantitative enquiries of a single case or a class consisting of multiple cases to gain a deeper understanding of a phenomena or attributes of larger set of same units i.e. population of cases. In short, the goal is inference from the sample (of one or several) to a larger population. Our physical presence at University of Kentucky discarded need of case selection and posed the available students of Gatton College as priori for investigation. Literature supports the option of having two sets of homogeneous sample units in a case study. As Barzelay (2007) identifies the first set as instrumental and other as intrinsic. Former provides more enriched premises of propositions while later could be enlightened by insights hence ensued. US in the instant case provide instrumental setting since it had an established incubation centre, start-up counselling, liaison with local chamber and representation of business community at school boards. Testing hypotheses at such illuminating premises returned more informed coordinates of further testing. It helped to better tailor proposed testing at intrinsic case of business school in Pakistan.

At the same time, it makes a sense of comparative research. In normative perspective, comparisons in social research may be cross national (see https://en.wikipedia.org/wiki/comparative_research). It helps to understand if shared phenomena are being explained by same causes. It is believed that comparisons provide analytical frameworks to confirm differences under cultural influences and specificities. Hantrais (2008) reported ‘contextualization’ of survey instruments as means of understanding structures and institutions of societies under the study. Same author attributed this trend to two underlying objectives. First, to enhance collaborations both interdisciplinary and international, in creating augmented meanings of social constructs. Secondly to facilitate transferability of assessment tools of shared problems and policy inputs among segments being compared. Survey approach explains the attitudes and behaviors of people and entering their responses to set of inquires (Babbie, 1993:256). Hence, to measure the entrepreneurial intention survey is used to collect data through questionnaire from business students registered with Gatton Business School, UK-USA & KUST, Pakistan.

Development of Research Instrument

Questionnaire consists of two parts: demographics about gender, age groups, domicile, birth order, and education level (graduate and under graduate), family occupation (self-employed vs. job oriented), and entrepreneurship related seminars and workshops’ participation. The instrument is developed keeping in view research

hypotheses. Almost all of questions are measured on nominal scale except question regarding age group, measured on ordinal scale.

Second part comprises of entrepreneurial intentions measurement adopted from Liñán and Chen (2009) on interval scale. Students were asked to demonstrate their degree from assenting or conflict with every proclamation on a 5-point Likert scale from strongly disagree (1) to strongly agree (5). It also helped to make the comparison more meaningful and convenient though widely used intervals.

Population of the Study

The following Table 3.3.1 shows the number of total final semester graduate and undergraduate level business students of both the universities. Due to the small number of respondents the entire population is taken as sample (Gay, 1992).

Table 3.3.1 Population

	BBA	MBA	TOTAL
Gatton Business School, UK-USA	70	72	142
KUST, KP-Pakistan	120	46	166

Note: Incomplete questionnaires are ignored.

Statistical Methods

As indicated by the nature of this work, different tools are utilized by the researchers for investigation purpose. To measure the means difference T-test, and ANOVA are applied. “Cronbach’s Alpha” is computed for reliability through SPSS.

ANALYSIS & RESULTS

Reliability

A Cronbach's Alpha is calculated to check the reliability. According to Sekaran (1999:311) ‘Cronbach's alpha is a reliability coefficient that shows how well the items in a construct are related to each other. Closer the Cronbach's alpha to 1, higher the internal consistency reliability.’ Randomly selected questionnaires in each case were used to calculate reliability of EI construct. Alpha scores were 0.902 and 0.836 for university of Kentucky and Kohat University respectively.

Hypotheses Testing

Seven hypotheses were developed and tested by employing t-test and ANOVA. Results are significant if P-value is equivalent to or under 0.05 levels of significance.

Table 4.1(A) Entrepreneurial Intention Results of t-test Gatton Business School, Kentucky

	Target Population	Degree of Freedom	t-value	p-value
BBA/MBA	133	131	0.529	0.598
Domicile Local (KP)/Non-Local Others	133	131	0.068	0.946
Gender Male/Female	133	131	2.615	0.010
Birth order First Born/others	133	131	2.067	0.041
Family own Business Yes/No	133	131	1.088	0.279
Workshops or seminar Attended Yes/No	133	131	3.458	0.001

Table 4.1(B) Entrepreneurial Intention Results of t-test Kohat University (KUST), Pakistan

	Target Population	Degree of Freedom	t-value	p-value
Program BBA/MBA	152	150	3.367	0.001
Domicile Local (KP)/Non-Local Others	152	150	0.834	0.406
Gender Male/Female	152	150	0.658	0.512
Birth order First Born/others	152	150	0.091	0.928
Family own Business Yes/No	152	150	0.905	0.367
Workshops / Seminar Attended Yes/No	152	150	3.805	0.000

H1: Students with difference of education level (BBA/MBA) changes their entrepreneurial intentions.

Hypothesis H1 used independent sample T-test because there are two groups and entrepreneurial intention is measured on 5-point Likert scale. The results of T-tests are shown in Table 4.1(A) & 4.1(B) and its interpretation is given below:

From result in Table 4.1(A), means difference is 3.285 and 3.365 with standard deviation of 0.886 and 0.839 for the undergraduate and MBA students of Gatton, Kentucky-USA about their entrepreneurial intention is not meaningful as $p > 0.05$ at

131 df. Hence H1 is rejected. While H1 is accepted for students of KUST, KP-Pakistan as given in Table 4.1(B) i.e. $P < 0.05$ at 150 degree of freedom (df) means that there is a significant difference about entrepreneurial intentions with respect to BBA & MBA graduates. Although number of students in each program of comparing cases are different but it doesn't make difference as only means are taken for statistical measurements and inferences.

H2: Non-local students have higher entrepreneurial intentions than local one.

As reported in previous discussion, various studies have considered residential status, country of origin effect, emigrant status and citizenship as varying versions to know if the respondent hail from the place of study. In our case local means students hailing from province of Khyber Pakhtunkhwa (in KUST) and Kentucky State (in UoK). Consequently, non-locals are those who are from outside KP and Kentucky respectively. Hypothesis (H2) applied by utilizing T-test and its result is displayed in Table 4.1(A) & 4.1(B). In both cases as in Table 4.1(A) and Table 4.1(B), H2 is rejected as $P > 0.05$ which explains that there is no meaningful distinction between local and non-local students about their entrepreneurial intentions.

H3: Male students have more level of entrepreneurial intention than female students.

From results in Table 4.1(A), H3 is accepted as $P < 0.05$ which determined that there is meaningful differentiation among male and female students regarding their perception about entrepreneurial intentions. While in Table 4.1(B) H3 is rejected as $P > 0.05$ which determines that there is no statistical difference among students with respect to their gender about entrepreneurial intentions. Hence, H3 has mixed results.

H4: Students with different age groups have significantly varying entrepreneurial intentions.

ANOVA

Table 4.2(A) Entrepreneurial Intention-Gatton Business School, Kentucky

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.018	2	.009	.012	.988
Within Groups	98.136	130	.755		
Total	98.153	132			

ANOVA

Table 4.2(B) Entrepreneurial Intention-Kohat University, Pakistan

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.068	2	4.534	11.306	.000
Within Groups	59.755	149	.401		
Total	68.823	151			

Likewise, Hypothesis (H4) is tested by using ANOVA. Its results are shown in Table 4.2 (A) & (B) and interpretation is given below:

Degrees of freedom (df) between groups variance, $df = (K-1)$ i.e. 3-1 is 2 while within groups $df = (N-K)$ i.e. 133-3 is 130 in Table 4.2 (A) While in Table 4.2(B) df with in groups is 149. F value is calculated as:

$$F = \text{MS explained} / \text{MS residual}$$

In first case of Gatton (USA) as in Table 4.2(A), $F = 0.012 (0.009 / 0.755)$ value is not Significant at $P > 0.05$ and rejected H4 while in second case of Kohat (Pakistan) in Table 4.2(B), $F = 11.306 (4.534 / 0.401)$ is significant at $p < 0.05$. Therefore, accepted H4 means that difference is major among various age clusters about their intention. Hence, H4 have mixed results.

H5: Students with first birth order have more entrepreneurial intentions than others.

Hypothesis (H5) again call for utilization of t-test and reported in Tables 4.1(A) and 4.1(B). H5 is accepted in case of Gatton (USA) as $P < 0.05$ while rejected in case of Kohat (Pakistan) as $P > 0.05$. Therefore, H5 have mixed results.

H6: Students whose parents are self-employed possessed higher entrepreneurial intentions than job-oriented parents.

Hypothesis (H6) outcomes are reported in Table 4.1(A) & 4.1(B). In both cases, H6 is rejected because $P > 0.05$, hence that there is no meaningful variation between group about their perception regarding entrepreneurial intentions.

H7: Students attended business seminars have greater entrepreneurial intentions than those who have not attended these seminars.

Hypothesis (H7) is tested by applying t-test and results displayed in the Tables 4.1(A) and 4.1(B). In both cases H7 is accepted as $P < 0.05$ which means that there is a meaningful variation about entrepreneurial intention between groups with regards to attending workshops/seminar. In other words, students who attended training workshops/seminars possessed higher entrepreneurial intention than others. It can be safely concluded that training workshops/seminars plays an important role to promote entrepreneurial intention among business students.

Findings and Conclusions

Since the data is collected from two universities of USA and Pakistan, it establishes new levels of understanding about various components that affect self-employment intentions among business students. Following text articulates findings as juxtaposed with each hypothesized relationship. Each para embeds both finding and conclusion pertaining to respective proposition.

Apart from other factors, there are demographics that influence individual entrepreneurial intentions. Among these demographics, gender, age, domicile, education level, birth order, family occupation, business related training workshops etc. are mostly documented in literature as stated above. Students with different education level i.e. BBA and MBA change their entrepreneurial intention, addressed in hypothesis is H1 that has mixed results. This means that H1 is accepted for Kohat University Students (KUST), Pakistan which states that MBA's students are more mature, more knowledge and more inclined towards entrepreneurial activities. But H1 is rejected in Gatton Business Students in USA means that there is no significant difference between BBA & MBA graduates regarding entrepreneurial intentions. Hence, study has mixed results.

Similarly, students living-in other than home towns have greater entrepreneurial intentions, hypothesized as H2 and rejected in both cases. In Kohat University, Pakistan proportion of non-local students was much low as compared to Gatton Business School, USA because in the city of Kohat mostly students hail from Khyber Pakhtunkhwa Province and very limited number of students come from other places, while in Gatton it is high as students come from other states and countries as well. This study rejected the previous studies as mentioned in literature that non-local are prominent in business activities rather the results of this study depicts that locals are also entering in entrepreneurial activities.

Likewise, gender is proposed to have different level of entrepreneurial intentions (hypothesis H3). This also has mixed results as H3 is accepted for Gatton students and supported previous studies. Results did not match in KUST, which can be attributed to the changing trend in Kohat. Here, female students are given equal educational opportunity about establishment of business thus enhancing their motivation towards entrepreneurial interventions. Although in general, Pakistani society is male dominated as they are perceived to be responsible for bread and butter; never-the-less with the support of awareness programs, role models and successful stories, workshops, and seminars this trend can be changed. Further, the result of this study cannot be generalized because the portion of female students is very low in business education.

In the same way students with different age groups have different entrepreneurial intentions as referred in hypothesis H4. It is accepted for business students of Gatton, USA but rejected for business students of KUST, Pakistan. In Gatton School, USA, all students regardless of their age are involved in entrepreneurial activities but in Kohat University mostly young students have more entrepreneurial intentions as compared to older ones.

Hypothesis 5 proposes that students with different birth-order have more entrepreneurial intention than others. H5 is again accepted for business students of Gatton, USA and supported the previous studies, which described that elder son

/daughter takes the responsibility of his/her parents and have more entrepreneurial intentions. Moreover, elder child personality is impressed by his/her parents more than others. But H5 is rejected for business students of Kohat University, Pakistan. Generally, in Pakistani society all children are involved in business activities as compared to elder one because of poverty and unemployment.

In addition, students having self-employed parents have greater entrepreneurial intention than rest. It pertains to what H6 suggests and is rejected in both cases. It means that there is no significant difference in family own business and job-oriented family with respect to students' entrepreneurial intentions. This further elaborates that job-oriented families are also motivating their children to become successful entrepreneurs i.e. to have more entrepreneurial intentions. Hence, society has more tendencies towards business activities. In some cases, recorded in KUST, Pakistan students' parents are taking early retirement benefits e.g. golden hand-shake, and motivating children to become self-employed.

Similarly, students attended business seminars have higher entrepreneurial intention than others who have not attended business seminar. The corresponding hypothesis H7 is accepted in both cases. It means that there is significant difference among students who attend seminars and others with respect to their entrepreneurial intentions perception. Further, this supported that training workshops/seminars play significant role to flourish entrepreneurial intentions among business students of Gatton, USA as well as Kohat University, Pakistan.

Finally, a holistic view of the findings affirms the theory of planned behavior of (Ajzen, 1991). It leads to the conclusion that certain clues in existing behaviors as well as nature/nurture factors do predict future intentions. The work also discussed aspects of social learning theory (1971) by taking into account the tacit aspects of school's entrepreneurial training. *Propensity* factor ensuing mainly from those having entrepreneurial experiences in family also plays a role in forming learners' behavior.

Recommendations

Based on results of study at hand, following can precisely be recommended with regards to both academic and practical perspectives.

1. The courses and curriculum being imparted currently in business schools may focus on harnessing business creation skills. Learning through training perspective rather than reading and cramming is recommended. Ultimately the academicians and policy makers can inculcate entrepreneurship as one of key deliverable and desired cross-sectional skill.

2. The cultural dimension of segregated gender roles poses potential problem for female prospects of entrepreneurship in our society. To address success stories of

prominent women entrepreneurs could play a motivational role. Civil societies and non-government sector may be invited and may be inducted at boards of business schools as important stakeholders.

3. Startup exhibitions are another tool to make business students envisage their projects confidently. In developed world, potential entrepreneurs usually start working on their startup designs in mid of degree programs. This is made possible through active involvement of entrepreneurial alumni and local startups and helps capitalize on locational economies of scale for schools.

4. Faculty needs to be trained in idea generation exercises. The target critical thinking, market niche and proposal writing skills may first be instilled in faculty who in turn can form effective workgroups of potential interested students. Collaboration with institutions of other provinces can be useful in bringing-in synergy and for more objective academic assessment of proposed projects. Collaborative workshops can be conducted and permanent workgroups, connected through social media can be formed among various institutions. There are already established consortiums at national level among universities for research and innovation, which can also be helpful for commercialization of ideas and laying foundation of startups.

5. Industrial linkages can bring financial resources closer to prospective students. By awarding most promising projects, judged by industrial experts can help in spotting convenient channels of seed money.

6. Media, both print and electronic can be used for community outreach and industrial linkage. Policy makers and chambers of commerce and industry can offer their valuable input and detailed outlook of national economic priorities.

7. Tertiary level institutions operating with the already established career-counseling centers and placement services can augment their portfolio by incorporating entrepreneurial acumen of business faculty and students. In Khyber Pakhtunkhwa, province of Pakistan, there are mostly family businesses, and start-up capital is supplied by relatives, family and colleagues. In this scenario, the parents can also be considered as stakeholders in students' educational endeavors. They can thus benefit the institutions with their knowledge and expertise through linkage with career centers.

Policy and Managerial Implications

The study attempts to help those at the helm of affairs of business schools' management and public regulatory institutions to foster entrepreneurial aspects of business education. As emerged in findings and subsequent interpretation, an environment of 'total entrepreneurial learning' needs to be harnessed beyond sheer incubatory arrangements. Current startup support mechanism is largely supported by

schools' own funds. Endowments lack consideration for this phenomenal contribution of modern business learning. Ensuring Government support on one hand, needs long term financial planning and on other, due heed from policy makers.

Limitations and Research Directions

Study at hand is limited by number of factors. Both educational institutions under the study are culturally and structurally different. For some, even comparison of a developed premise with developing one would not be ubiquitous. Contrary to other quantitative enquiries, findings cannot be generalized. Nonetheless, it was a test case and revealed interesting findings. Its further refinement should be left for future endeavors. Another limitation is the contextual factors, which remained largely overlooked. Students' respondents at university of Kentucky were unmatched in terms of diversity. Their age groups, professional aspirations and ethnic variations could not be dealt with justice to avoid emergence of outliers. Locally, most of the classes contacted were much homogenous. Lack of rigor in such cross-sectional studies is boilerplate limitation. Talking in terms of quantitative analysis, tests applied to data were rudimentary. Further statistical treatments and sophistication may yield interesting and even dichotomous outcomes.

Following are some essential points for future research

Upcoming studies can work on diverse samples and ought to include other territories of both nations to make it more generalized. Similarly, longitudinal reviews may be designed to analyze the response consistency and its modification over the period. Moreover, they can include moderating variables such as university role, family and institutional support and its impact on entrepreneurial intentions among students.

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Impact of Trade Marketing Activities and Salesmen Behavior on Customer Satisfaction: The Mediating Role of Supply Uncertainty and Product Contamination

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Abstract

With the monetary heightening of a nation and healthy life trends, the role of dairy product manufacturing companies is too vital in this development. In a hyper-focused market of Pakistan, organization involved in dairy business is confronted with difficulties of holding the current and attracting the new customers. The purpose of the research is to analyze the opinions of distinctive people groups in Lahore city of Pakistan about the salesman service and product quality in different segments and classifications of the outlets. A sample of 500 retailers of the Lahore city is selected on convenience basis. To accomplish the fundamental objective of the research, the researcher of the paper created survey intended for dairy handler retailers. After a long analysis we have found that four variables assuming critical part in order to make satisfied customer. In this manner, customer satisfaction is the key for dairy companies to stay alive in competition. The purpose of this study is to explain the relationship of trade marketing activities and salesmen behavior with the customer satisfaction in packed milk industry of Pakistan. This is to find out about the trade marketing activities which are more common and to explain the relationship of trade marketing and salesmen behavior on customer satisfaction with the mediating role of supply uncertainty and product contamination.

Keywords: Salesman Behavior; Trade Marketing; Product Contamination; Supply Uncertainty

Introduction

In today's challenging environment, companies are totally based on customer retention because customers are the key factors of companies' success that is why customer satisfaction is playing an important role to sustain competitive advantage in the market (Youngran et al., 2017). It is extremely critical and vital that organizations have the capacity to hold a devoted base of customers. Organizations perform different activities to satisfy its customers. All the trade marketing activities including POS promotions, sales promotions and category display are the budding segments where the companies are investing now days (Lee et al., 2015). Few organizations are

encountering rising level of retail customer dismay (Hwang & Thomadsen, 2015). Exploration proposes that customer dissatisfaction is still the real reason of association customers' change to different organizations (Manrai and Manrai, 2007).

The objective of this study is to examine the mediating role of supply uncertainty and product contamination effecting relationship of trade marketing activities and salesman behavior on customer satisfaction through the lens of market orientation theory. The current study looks for exactly based upon hypothetical and useful bits of knowledge into the contact connecting trade marketing activities and salesman behavior for customer satisfaction. This is proposed that the in-store activities and ethical behavior of front line salesman can ensure to achieve the desired level of customer satisfaction. According to Community Dairy Development Program by Tetra Pak, Pakistan is the fourth biggest milk maker in the world with a yearly production of more than 33 billion liters of milk. There are more than 56 million cows and buffaloes and 10 million smallholder cultivating families supplying more than 60 million consumers (Mumtaz, 2011). Although Pakistani producers have tough competition with producers from all around the world, the dairy segment confronts various issues. Manufacturers of milk products are facing challenges in meeting customer satisfaction. The quality of fresh milk supply to consumers has become doubtful. Due to quality and supply uncertainty, the dairy industry of Pakistan is trending towards packed milk supply rather than open raw milk. Product placement on shelves of different outlet channels is the major confront which are facing by companies. Organizations need to control over supply uncertainty and product contamination and counter these market challenges by offering best marketing activities with the supporting role of expert and ethical salesmen.

Rationale of the Study

Customer satisfaction has been considered the heart of victory in today's highly competitive world of organizations. It has a major contribution in sustainable profit growth of any organization. Customer satisfaction has become the top key performance indicator for evaluating performance of the organizations. It is the key to stay alive in competition (Saha et al., 2015). The marketing activities which are performed inside the stores involved shelf display, sales promotions and point of sales material. These all are trade marketing activities which are performed to satisfy and attract the customers. Point of sales promotion is an important trade marketing tool which has a direct impact on purchasing behavior of consumers (Jones and Smith, 2011). Customer satisfaction is an important key performance indicator in tetra pack milk industry of Pakistan. Many researchers found the effects of trade marketing activities and sales man behavior on customer satisfaction. But this area of study is still under research with mediating role of supply uncertainty and product contamination specifically in dairy industry of Pakistan.

Research Objectives

- To recognize the role of trade marketing activities and salesman behaviors in satisfying customers of dairy industry.
- To know the effect of supply uncertainty and product contamination on customer satisfaction.

Research Questions

- Do trade marketing activities have a significant impact on customer satisfaction?
- Do trade marketing activities have a significant impact on supply uncertainty?
- Do trade marketing activities have a significant impact on product contamination?
- Does salesman behavior have a significant impact on customer satisfaction?
- Does salesman behavior have a significant impact on supply uncertainty?
- Does salesman behavior have a significant impact on product contamination?
- Does supply uncertainty have a significant impact on customer satisfaction?
- Does product contamination have a significant impact on customer satisfaction?
- Does supply uncertainty mediate the relationship of trade marketing and customer satisfaction?
- Does supply uncertainty mediate the relationship of salesman behavior and customer satisfaction?

Hypotheses

H₁: There is a relationship between trade marketing activities and customer satisfaction.

H₂: There is a relationship between trade marketing activities and product contamination.

H₃: There is a relationship between trade marketing activities and supply uncertainty.

H₄: There is a relationship between salesman behavior and customer satisfaction.

H₅: There is a relationship between salesman behavior and product contamination.

H₆: There is a relationship between salesman behavior and supply uncertainty.

H₇: There is a relationship between product contamination and customer satisfaction.

H₈: There is a relationship between supply uncertainty and customer satisfaction.

H₉: Supply uncertainty mediates the relationship of trade marketing activities and customer satisfaction.

H₁₀: Product contamination mediates the relationship of salesman behavior and customer satisfaction.

LITERATURE REVIEW

Theoretical Perspectives

This study utilized the market orientation theory to analyze the factors that affect the customer satisfaction. The significance of the market orientation develop that surfaced in the field is basically a more exact and operational perspective of the initial two mainstays of the marketing idea customer center and facilitated marketing (Kohli and Jaworski, 1990). Market orientation thinks that it is established in the marketing

concept (Kiessling et al., 2016). Market orientation's association with the marketing concept is genuinely direct (Frambach et al., 2016).

Customer Satisfaction

In literature, more satisfaction should be joined with upgraded thing purchasing intentions or steadfastness (Mittal & Kamakura, 2004), nonetheless, assessments found in normal business segment test studies or audits are not by and large related with measures of procurement intention or behavior (Rychalski & Palmer, 2017). Customer happiness can be segmented similarly as meeting the customers' longings to the degree parameters connected with satisfaction (Malik & Ghaffor, 2012). In the setting of relationship promoting, customer satisfaction is the way that prompts entire arrangement customer support in light of the way that unsatisfied customers have high rate of exchanging (Lin & Wu, 2011). As demonstrated by Zairi (2000) the finishes of accomplishing inward needs is called satisfaction. If products or organization satisfies the needs and enthusiasm of customer, he will transform into a tried and true customer and thusly will incorporate customer estimation of affiliation. Most of the scientists observed that administration quality is the ancestor of customer satisfaction (Bedi, 2010).

FACTORS INFLUENCING TRADE MARKETING ACTIVITIES

Sales Promotions

Sales promotion is the key segment of marketing strategies for buyers' products and services all around the world (Dastidar, 2017). Omotayo (2011) expressed that customers have such many decision like item size, shading, plan, quality and cost, so producers ought to address the customers' issues and take choice to given sales promotion on products and services. As indicated by Liang et al. (2017), there is no doubt that sales promotion has imperative part in this innovatively propelled world. The issue faced by most fast-moving consumer goods (FMCG) supports, regardless, is that they work in a space jumbled with sales promotions especially cost based promotions. Customers are scarcely to return to unique expenses after a nonstop refund period in diners (Yao et al., 2014).

Point of Sale Promotions

Point of sale (POS), or point of procurement (POP), alludes to publicizing special materials at the point where a buy will be made (Siahpush et al. 2017). POS advertising is seen as a key method for item advertisers, with exploration demonstrating that 66% of all buys result from choices made while in the store, and 90% of retail location supervisors reviewed in the USA concurred that POS materials sell products (Dibb et al., 2001). It is understood that buyers react all the more positively to advancements where the premium is given at the season of sale and when the estimation of the premium is highlighted (D'Astous & Jacob 2002).

Category Display

Some research utilized value strategy to consider products location (Murray et al., 2010) and investigated the item category allocation problem (Chen 2012). Cardinali and Bellini (2014) demonstrated that the spatial competition between store groups (inter-format) is turning out to be more extreme than the inside store configurations (intra-format). Cil (2012) utilized purchasing affiliation estimations to make a matrix and connected the multi-dimensional scale system to show an arrangement of products in store spaces.

Salesperson Behavior

Ethical & Listening Behavior

Moral sales promotion for customers assumes a huge part in business (Yusuf, 2010). At the point when a salesperson's conduct is seen as moral, the organization is additionally seen as moral (Lin 2012) and a salesperson with great ethics could set up a good organization with the customer, consequently getting the consumer loyalty and trust (Alrubaiee, 2012). If the salesperson gives right data, then the customer will feel more fulfilled by the service and the trust and fulfillment will be trailed by listening in on others' conversations suggestions. Unethical sales conduct as saw by the customer is portrayed as a short run salesperson's direct that enables him/her to pick up at the customer's expense (Alrubaiee, 2012).

Customer Orientation

In today's focused offering environment, organizations are deliberately activating to set up manageable points of interest in the commercial center through viable relationship advertising and customer orientation techniques (Ramani and Kumar 2008). It is all around bolstered that customer arranged practices assume a basic part in affecting purchaser view of trust in B2B sales cooperation (Stephen et al., 2011). Customer orientation is a bunch of benefits in sales which points on customer needs and fulfillment considering these as the need of a salesperson (Drucker, 1994). Homburg et al. (2011) define useful customer orientation as an arrangement of errand related practices went for helping customers settle on agreeable purchase choices.

Supply Uncertainty

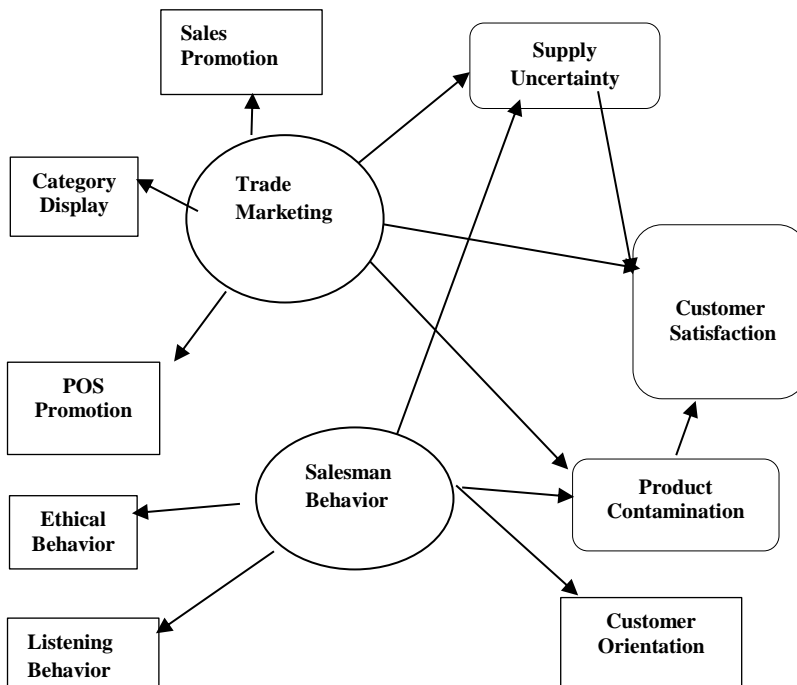
The key impact of uncertainty on firm conduct is that uncertainty mists judgment and darkens importance (Carson et al., 2006). In uncertain situations, firms dismiss their imminent future. Consequently, given unpredictability and uncertainty in the nature and conduct of the organization's outer surroundings (Hu & Feng, 2017), organizations are prone to settle on less unconventional choices and take after more preservationist and wary practices (Bierly et al., 2014). They may turn out to be less sure about the results of their conduct in the wake of problematic and lamentable occasions in unverifiable situations. As an essential component of the uncertainty in organization's surroundings, supply uncertainty alludes to the unconventionality and variability of changes in and the general way of a company's supply chain (Elmaghraby, 2000). It has noteworthy ramifications on inputs, operations, and yields of supply chain

operations. Case in point, supplier business dangers, creation limit unpredictability in the supply market, quality, and conveyance issues, and changes in innovation and item outline could be significant wellsprings of supply uncertainty (Simangunsong et al., 2016). They could tie up firm assets and debilitate the endeavors of accomplishing strength through inventive conduct.

Product Contamination

Surfaces of apparatus utilized for treatment of sustenance and refreshment are commonly ruined by microorganisms, despite in the wake of cleaning and sterilization procedure (Early, 2017). These polluting microorganisms show up as follower microorganisms or as more whimsical structures called biofilms (Marouani et al., 2010). Understanding Biofilms is a basic supply of microbial sully that has gotten to be generally little thought in the dairy business is the microbial biofilm. In milk stockpiling and dairy get prepared operations, and in like manner in diverse other present-day frameworks, other than being available in the harsh material, most microorganisms are joined with surfaces (Mittelman, 1998). The relationship of "starting" microorganisms with following progress of biofilms in milk taking care of circumstances is a potential wellspring of pollution of completed items that may abbreviate the time of sensible usability or enable transmission of ailments (Palmer et al., 2010).

Theoretical Framework



RESEARCH METHODOLOGY

For this study, the deductive methodology is chosen in which we are going to confirm that trade marketing activities and salesman behavior will fundamentally affect the customer satisfaction. So, the most suitable methodology for this study is deductive methodology in which analyst means to test the pre-set suppositions. And, positivism is picked as philosophical approach to check hypothesis by gathering the data from respondents.

Research Methods

This study utilized the quantitative strategy claiming researchers have expected that trade marketing instruments and salesman behavior have critical effect on customer satisfaction with mediating part of product contamination and supply uncertainty in dairy industry of Pakistan and at whatever point analysts' mean to test or confirm a study, quantitative technique is useful and prompted system.

Sample

Consequently 500 people were come to (that were retailers of dairy handlers and were requested to fill the reviews) out of which 391 respondents have completed their surveys and returned to the producer. For this study, respondents were picked by applying a testing method which is known as 'convenience examining'. Surveys were hand passed on to those respondents and were assembled after the productive satisfaction by the respondents.

Response Rate

Response rate of these structures were 78.2% as questionnaires were filled absolutely. 391 questionnaires out of 500 were filled completely. We believe that the response rate is good enough to represent respondents' perceptions.

Data Collection

To accomplish the goal of this study, a questionnaire was developed containing 45 statements to check the opinion of retailers of dairy handler outlets. With the assistance of that questionnaire, researchers have gathered the perspectives of representatives particularly concerning the effect of trade marketing instruments and salesman behavior and mediating part of supply uncertainty and product contamination on customer satisfaction.

Data Presentation

Study used Principal Component Analysis (PCA) on each variable i.e. sales promotion, POS material, category display, ethical behavior, listening behavior, empathic listening, customer orientation, supply uncertainty, product contamination, customer satisfaction. Construct validity (Convergent and discriminate validity) was used utilizing Principal Component Analysis (PCA) with varimax turn procedure. The purpose behind KMO and Barlett's test of sphericity is to look at that whether the data is suitable for component examination. KMO Measure of test adequacy decides the nature of relationship however the Bartlett's Test of Sphericity Chi-square implies the

orthogonality of parts of a develop. Assembling plant examination is used to accumulate the tremendous number of things into minimal number of things of uncorrelated variables to revise the comprehension of many-sided wonders. In the present study incorporates nine intentional variables i.e. POS promotion, category display, Sales promotion, ethical behavior, sympathetic listening, supply uncertainty, product contamination and customer satisfaction. Measured variables are shown in squares and inactive in circles. The variables are in like manner isolated in two exogenous and Endogenous variables. The beginning stage in directing SEM is to set up a relationship between picked Endogenous and Exogenous variables by building up the relationship with the help of single and twofold head jolts. The exogenous variables are shown in Circles and Endogenous variables are exhibited in squares as indicated by the essential of AMOS (Analysis of Moment Structures) programming.

DATA ANALYSIS

Table 1: Demographic Profile of Respondents

Respondent Demographics	Frequency	%
Age (N = 391)		
25-30	27	7
31-35	42	11
36-40	38	10
41-45	60	15
46-50	75	19
51 years and above	149	38
Gender (N = 391)		
Male	391	100
Female	0	0
Income(N=391)		
PKR. 30,000 – PKR. 50,000	123	31
PKR. 51,000 – PKR. 70,000	220	56
PKR. 71,000 – PKR. 100,000	15	4
PKR. 101,000 and Above	33	9
Qualification (N = 391)		
Under Graduation	292	75
Graduation	84	23
Masters	05	2
MPhil	0	0
PhD	0	0
Shop Classification(N=391)		
Departmental Store	124	32
General Store	236	60
Bakery	14	4
Pan shop	9	2
Patro Marts	8	2

Source: Own Calculation Using IBM SPSS Statistics 20.0

Table 1 shows that out of 391 respondents, the age of 27(7%) respondents are between 25-30, 42(11%) within 31-35, 38 (10%) within 36-40, 60 (15%) within 41-45, 75 (19%) within 46-50 and 149 (38%) are above than 51 years age. All respondents are males. The income of 123 (31%) respondents falls between 30,000 to 50,000, 220 (56%) respondents from 51,000 to 70,000, 15 (4%) from 71,000 to 100,000 and 33 (9%) respondents earn 101,000 and above income. The above table shows that 292 (75%) respondents are undergraduate, 84 (23%) graduate and only 5 (2%) respondents hold master's degree. 124 (32%) respondents are from departmental store, 236 (60%) general store, 14 (4%) bakery, 9 (2%) pan shop and 8 (2%) from petro marts.

Table 2: Reliability of Measurement

Constructs	N	Number of Items	Cronbach's alpha
Category Display	391	5	0.958
POS Promotion	391	5	0.930
Sales Promotion	391	5	0.824
Empathetic Listening	391	5	0.791
Ethical Behavior	391	5	0.870
Customer Orientation	391	5	0.810
Product Contamination	391	5	0.920
Supply Uncertainty	391	5	0.731
Customer Satisfaction	391	5	0.777
Over all	391	45	0.821

Source: Own Calculation Using IBM SPSS Statistics 20.0

The above table demonstrates the unwavering quality of every measure of the questionnaire. For the given sample Cronbach's Coefficient alpha differs from .731 to .958. Category display with 95%, POS promotion with 93%, sales promotion with 82%, empathetic promotion with 79%, ethical behavior with 87%, customer orientation with 81%, product contamination with 92%, supply uncertainty with 73% and customer satisfaction with 77%. The high Cronbach's alpha worth for every build infers that they are inside reliable. The general reliability of questionnaire is 82.1%.

Table 3: KMO and Bartlett’s Test

Constructs	Items	KMO Measure of Sample adequacy	Bartlett’s Test of Sphericity Chi-Square	Bartlett’s Test of Sphericity Significance
Category Display	5	.862	3351	0.000
POS Promotion	5	.947	5384	0.000
Sales Promotion	5	.892	2458	0.000
Listening Behavior	5	.858	1384	0.000
Ethical Behavior	5	.665	612	0.000
Customer Orientation	5	.896	4295	0.000
Product Contamination	5	.879	5167	0.000
Supply Uncertainty	5	.947	5384	0.000
Customer Satisfaction	5	.789	1821	0.000

Source: Own Calculation Using IBM SPSS Statistics 20.0

The estimation of KMO = 0.5 is poor, KMO = 0.6 is satisfactory and KMO = 1 is more suitable for component investigation. On the other hand, Hutcheson and Sofroniou (1999) further explain that (KMO = 0.5 and 0.7) considered as inadmissible and (KMO = 0.7, 0.8), (KMO = 0.8 and 0.9) considered as acceptable whereas quality over 0.9 is considered as outright impeccable Goldberger et al., (2004). Considering Goldberger et al. (2004) it is delighted from table 4 that estimation of KMO for every construct is well above adequate level of 0.6. KMO = 0.862 for category display, KMO = 0.947 for POS promotion, KMO = 0.892 for sales promotion, KMO = 0.858 for listening behavior, KMO = 0.665 for ethical behavior, KMO = 0.896 for customer orientation, KMO 0.879 for product contamination, KMO = 0.947 for supply uncertainty, KMO = 0.789 for customer satisfaction which demonstrates that it merits conducting variable investigation for the situation of the present information.

Table 4: Eigen Values and Total Variance Explained

Constructs	Components	Initial Eigenvalues		
		Total	% of Variance	Cumulative % of Variance
Category Display	Comp 1	3.426	68.522	68.522
POS Promotion	Comp 1	2.521	63.770	63.770
Sales Promotion	Comp 1	2.432	71.335	71.335
Empathetic Listening	Comp 1	8.341	73.641	73.641
Ethical Behavior	Comp 1	3.931	77.432	77.432
Customer Orientation	Comp 1	4.677	45.743	45.743
Product Contamination	Comp 1	3.152	72.029	72.029
Supply Uncertainty	Comp 1	2.764	86.164	86.164
Customer Satisfaction	Comp 1	5.837	63.250	63.250

Source: Own Calculation Using IBM SPSS Statistics 20.0

The above table contains all Eigenvalues and additionally shows downright fluctuation explained for the constructs. Stand out principal segment was extricated from each of the three constructs by using the PCA extraction technique: CD (comprised of 5 things explaining 68.5% fluctuation), PP (comprised of 5 things explaining 63.77% change), SP (comprised of 5 things explaining 71.33% difference), EL (comprised of 5 things explaining 73.64% fluctuation), EB (comprised of 5 things explaining 77.43% difference), CO (comprised of 5 things explaining 45.74% difference), PC (comprised of 5 things explaining 72.02% fluctuation), SU (comprised of 5 things explaining 86.16% difference) and CS (comprised of 5 things explaining 63.25% fluctuation)

Factor Loadings

Table 5: Component Matrix

ITEMS	COMPONENT
Salesperson’s active listening behavior	
Salesperson asks probing questions	0.843
Salesperson asks continuing questions	0.891
Salesperson asks clarifying questions	0.848
Salesperson restates	0.854
Salesperson summarizes	0.719
Salesperson’s customer orientation	
Salesperson helps out the shopkeeper	0.714
Salesperson answers my questions	0.732
Salesperson tries to give me an accurate expectation of the product	0.859
Salesperson tries to influence me	0.815
Salesperson helps me in making a better decision	0.740
Salesperson’s ethical behavior	
This salesperson is friendly and approachable	0.775

This salesperson is sincere.	0.789
This salesperson is honest	0.751
I feel very little risk when dealing with this salesperson.	0.889
I would purchase the offering of this salesman again	0.869
Sales promotion in Trade Marketing Activities	
Sales promotion attract consumers	0.812
Contents of the sales promotion attract consumers	0.721
Color scheme of Sales promotion attracts viewers	0.752
Sales promotion provoke consumer to purchase	0.814
Advertisement slogan at the sales promotion creates attraction	0.831
POS promotion in Trade Marketing Activities	
Merchandise arrangement is attractive	0.842
The presentation of merchandising is creative and unique.	0.753
Color coordination of POS creates an appealing store atmosphere	0.729
The POS offers useful and accurate information.	0.783
Store front spurs clients to enter the store	0.751
Category display in Trade Marketing Activities	
Windows showcase is attractive to the point that it drives clients to the store	0.821
Things are displayed discernibly to draw the clients' consideration	0.853
Items setting arrangement is attractive	0.861
Shelf space for the category is appropriately occupied.	0.869
Shelf is neatly arranged	0.810
Product Contamination	
Microbial contamination is a problem.	0.785
I often find the contamination problem in the product	0.826
I face product contamination problem in most cases.	0.899
I very often test the product for contamination.	0.867
I very often use anti-contaminated steps to stop contamination.	0.789
Supply Uncertainty	
The suppliers reliably meet our requirements	0.710
The suppliers produce materials with reliable quality.	0.789
We have broad inspection of incoming discriminating materials from suppliers.	0.891
We have a high dismissal rate of incoming discriminating materials from suppliers.	0.832
The volume of demand is hard to anticipate	0.865
Customer Satisfaction	
Over-all I am satisfied with the company.	0.781
Company staff always understands our needs.	0.743

It is easy to contact to the company representatives.	0.881
The company always putts our interests first.	0.894
Staff of the company has the ability to do the best for me.	0.872

Source: Own Calculation Using IBM SPSS Statistics 20.0

According to Straub et al. (2004), the minimum worth for the loading of all things ought to be greater than 0.40. For all develops (LB, CO, EB, SP, POS, CD, PC, SU and CS)) every single related thing is stacked on only one principal segment with fluctuated variable loadings ranging from 0.710 to 0.891 as indicated in the table. The above outlined results fulfill the criteria of develop legitimacy including both construct validity including both discriminant and convergent validity. This implies that the gathered information from this specific instrument is legitimate.

SEM Model

Computation of Degrees of Freedom (Default Model)

Number of distinct sample moments: 455
 Number of distinct parameters to be estimated: 61
 Degrees of freedom (455 - 61): 334

Path Diagram

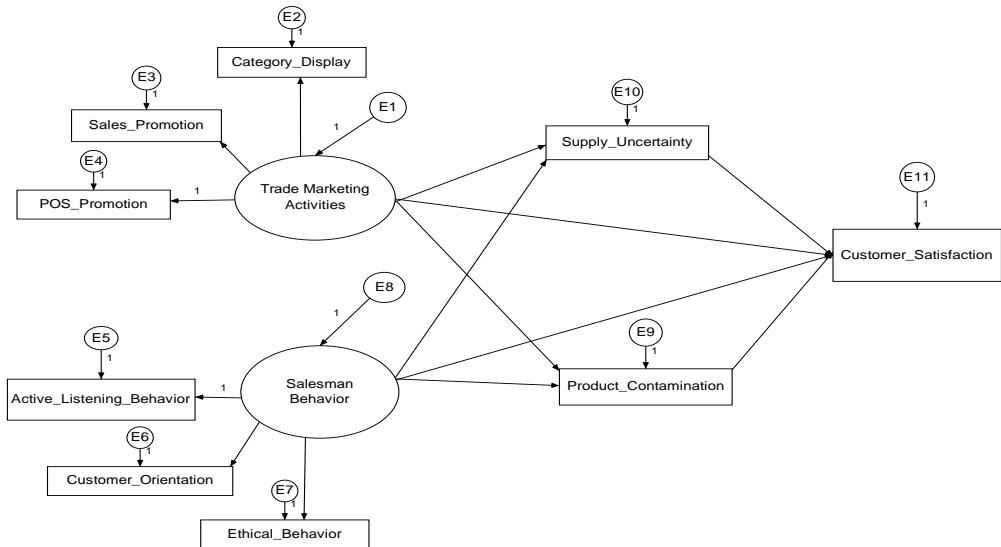


Figure 1 (Path Diagram)

Source: An Output of Using AMOS 16.0

Interpretation

With a specific end goal to apply SEM. the principal step is to add to the way examination by using AMOS programming. The variables are demonstrated in circles

and squares according to necessity of programming. The above way outline demonstrates the relationship between latent and measured variables. The way graph additionally demonstrates that Recursive simultaneous model is connected to affirm our examination model.

Applying SAM

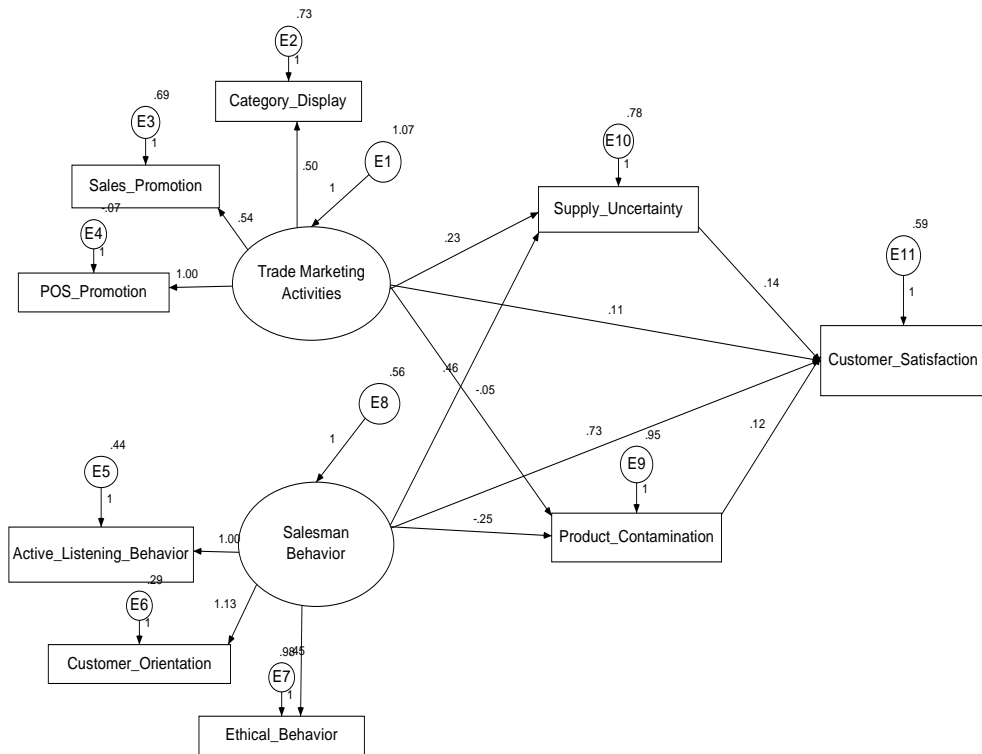


Figure 2 (Recursive simultaneous model)
 Source: An Output of Using AMOS 16.0

Interpretation

In the above figure 2, the regressions coefficients are shown with one headed jolts which depict the conformity in consumer loyalty (dependent variable) in light of a unit change in mediating variables (supply uncertainty and product contamination) in the vicinity of independent variables (exchange marketing activities and sales representative conduct)

Table 6: Regression Weights

		Estimate	S.E.	C.R.	P
Supply Uncertainty	Trade Marketing Activities	.230	.049	4.729	***
Product Contamination	Trade Marketing Activities	-.052	.046	-1.125	.261
Product Contamination	Salesman Behavior	-.253	.073	-3.448	***
Supply Uncertainty	Salesman Behavior	.455	.070	6.538	***
Customer's Satisfaction	Trade Marketing Activities	.106	.041	2.599	.009
Customer's Satisfaction	Salesman Behavior	.727	.074	9.805	***
Customer's Satisfaction	Supply Uncertainty (in the presence of trade marketing activities and salesman behavior)	.141	.047	3.003	.003
Customer's Satisfaction	Product Contamination (in the presence of trade marketing activities and salesman behavior)	.122	.042	2.929	.003

Source: Own Calculation Using IBM SPSS Statistics 20.0

The above table demonstrates the regression values with their P-values for conceivable acknowledgment or dismissal of Null-hypothesis. In the above table estimate value demonstrates the adjustment in dependent variables because of unit change in independent variable while P qualities help us to accept or reject the hypothesis. For this situation every one of the 7 hypothesis are good i.e. there is sure and measurably noteworthy relationship in the middle of independent and dependent variables at 1% level of centrality except for product contamination and customer satisfaction as their P-quality seems to be .261 which falls in rejection for invalid hypothesis.

Table 7: Hypothesis Results

Hypothesis	Comments
There is relationship between trade marketing activities and customer satisfaction.	P-value (.009) (.106) Regression Estimate Rejected with 1% level of Sig
There is relationship between trade marketing activities and product contamination.	P-value (.261) (-.052) Regression Estimate Rejected with 1% level of Sig
There is relationship between trade marketing activities and supply uncertainty.	P-value (***) (.230) Regression Estimate Supported with 1% level of Sig
There is relationship between salesman behavior and customer satisfaction.	P-value (***) (.727) Regression Estimate Supported with 1% level of Sig
There is relationship between salesman behavior and product contamination.	P-value (***) (-.253) Regression Estimate Supported with 1% level of Sig
There is relationship between salesman behavior and supply uncertainty.	P-value (***) (.455) Regression Estimate Supported with 1% level of Sig
There is relationship between product contamination and customer satisfaction.	P-value (.003) (.122) Regression Estimate Supported with 1% level of Sig
There is relationship between supply uncertainty and customer satisfaction.	P-value (.003) (.122) Regression Estimate Supported with 1% level of Sig

Source: An output of using AMOS 16.0

Model Fit Summary

Table 8 CMIN (chi-square Min)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	139.602	22	.000	6.346

Source: An Output of Using AMOS 16.0

Rule: CMIN Minimum of discrepancy function; Smaller the better

Interpretation

The above table demonstrates that default model has 23 perimeters with error of 139.602 with p value .000 which demonstrates that model is fit.

Table 9: Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.611	.535	.545

Source: An Output of Using AMOS 16.0

Rule

PNFI (Parsimony-adjusted Normed Fit Index) 0=poor fit, close to 1= good

PCFI (Parsimony-adjusted Comparative Fit Index) 0=poor fit, close to 1= good

Interpretation

The above table demonstrates that default model has PNFI .535 and PCFI .545 which is more noteworthy than .5 it shows model is normal good fit.

Discussion

After analyzing, the model shows the results that mediating variables i.e. supply uncertainty and product contamination mediate the relationship of trade marketing activities and salesman behavior. Supply uncertainty mediates customer satisfaction in the presence of trade marketing activities, if supply uncertainty changes with one unit, customer satisfaction changes with 0.50 in the presence of trade marketing activities and salesman behavior. Meanwhile, if product contamination changes with one unit, a change of -0.01 occurs in customer satisfaction to trade marketing activities and salesman behavior. And there is statistically positive relationship between supply uncertainty and product contamination and customer satisfaction. This likewise underpins the thought that sales individual's service quality and customer satisfaction is a social wonder and it must be grounded in a neighborhood social setting (Malhotra et al., 2005). As said at the outset of this paper, the relationship between a salesperson's customer orientation and execution has been recommended like a direct straight one (Boles et al., 2001) to, more as of late, a curvilinear relationship (Homburg, Muller and Klarmann, 2011).

The mediating variables (product contamination and supply uncertainty) affect the relationship of trade marketing activities and sales man behavior with customer satisfaction. There is other thing to be noted; when researchers took supply uncertainty and product contamination (mediating variables) as independent and check the relationship between customer satisfaction (dependent variable), the beta values (Estimate = 0.50, -0.012 respectively) differ from main analysis which support the analysis of mediation.

Conclusion

This endeavor is directed to explore that what slants and parts have capacity to impact customer satisfaction in the Tea-whitener and plain milk category handlers. Being a subjective investigation, it was difficult to change the variables i.e. trade marketing activities, salesman behavior, supply uncertainty, product contamination and customer satisfaction. With the help of meticulously sketched out self-administrated study, the

investigator could get the obliged information and concentrate the results with the help of latest quantifiable gadgets and procedures. Their eventual outcomes of examination grew new substances before the specialist that variable like trade marketing activities and salesman behavior influence to be an essential settling to effect customer satisfaction, besides, these variables exhibit the relationship mediating variables i.e. supply uncertainty and product contamination. These needs thought of the concerned bodies that measures are relied upon to take for the headway and begin among the retailers and customers. Examination of the study directs to assume that trade marketing activities and salesman behavior have a vital impact on customer satisfaction, as examination of Saeed et al., (2011) showed there is a discriminating impact of salesman behavior on customer satisfaction. The product contamination seems, by all accounts, to be influencing the relationship of salesman behavior and customer satisfaction. Pilkington and Chai (2008) upheld the significance of nature of products and administrations on customer satisfaction and figured out that reliable customers for the most part lie in category of customers who have utilized higher quality products. This suggests that better nature of products tends to increment customers steadfastness.

Limitations and Future Research Directions

- This study incorporated retailer's perspective, future research can be done on direct customers to investigate the satisfaction level.
- Further studies can incorporate the variables like media promotion as independent variable and merchant's business enthusiasm as mediating variable to perceive the customer satisfaction level.
- Different urban communities particularly remote territories are excluded in this exploration. Further studies can incorporate the members of differed urban communities to reach more precise discoveries and suggestions.
- This study used self-administered questionnaire as data collection tool, future studies can use systematic interviews for data collection to avoid unwavering quality of the examination.

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The Battle of the Conscious Self and the Power Dynamics of the Beauty Myth¹

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Abstract

In almost all the novels of Austen the problem of companionship runs consistently which makes a common reader think that her novels are all about marriage. However, they fail to see the underlying meanings that is exhibited in her attitude towards the social dilemma of bridging the conscious self and the socially desired identity. In *Pride and Prejudice* alone, we come across many characters for whom the sole purpose of life is to acquire a socially acceptable position. Yet her heroines in all her novels exhibit a certain discretion in their choice of a life partner. Instead of compromising with “socially acceptable” identity they stand against all odds to believe in their own capabilities. They labor hard against the then norms of the society to prove themselves and materialize their ideals. They possess a beautiful mind and prefer a contented life over later dissatisfaction that are the outcome of hasty decisions. Men and women are seen striving for acquisition of worldly gains. Trapped in the snare of the beauty myth females are exposed in improving their appearances rather than refining their mental capabilities. Her male protagonists live an unconscious life too and hence they ought to go through a process of realization to learn and appreciate the difference between the socially acceptable and the higher ideals of the true self. These are those who don’t believe in the power dynamics of their society in form of money or masculinity to gain happiness.

Keywords: Dilemma. Socially Acceptable; Identity; Beauty myth; Power Dynamics

Austen’s novels present the picture of the society that lives in constant threat of deprivation; be it financial or emotional. Everybody desires to have more than what they possess. Even those who claim high social status yearn to increase their wealth. Lady Catherine de Bourgh in *Pride and Prejudice*² owns wealth that hushes people to

silence and obedience, desires to get her daughter marry Darcy to multiply assets for her daughter. Elizabeth stands singularly unusual in this situation. She is a great degree different from the other women in the novel. First of all, she seems to possess common sense so instead of nurturing romantic thoughts for those who would forsake her for someone wealthier she pities their lack of judgement and discretion for a “happy life” which the others mistakenly associate with wealth and worldly possessions, hence, when Wickham abandons her to marry the affluent Miss King she lets him go good humoredly without any criticism. Secondly, she is intelligent enough to see through the plans of those whom she detects scheming for petty gains. She senses Bingley sisters attempt to separate Jane in order to find a wealthier life partner for their brother.

Elizabeth owes her intelligence to her keen sensitivity towards the artificiality of human beings around her. It seemed that her knowledge of books is versatile as she herself claims “such of us as wished to learn, never wanted the means. We were always encouraged to read and had all the masters that were necessary” (156). This adds in the improvement of her mind.

She seems to possess acumen of looking into another people’s personality. She is the first to see through the shallowness of Collins personality only by listening to his letter. Above all, she is fully conscious of her power to analyze things with a broader perspective. She, at times, becomes skeptical too while talking to Jane, whose goodness of heart is incompatible, and hence she fails to see through the tricks and plans of the others: Elizabeth from the beginning doubts the intentions of Bingley’s sisters. When Darcy proposes her, she is at loss for words for a few seconds and is overwhelmed by the credit he gives her. However, the feelings are soon disarmed by the resentment that she feels against him. When Elizabeth meets Lady Catherine she quickly sees through her vanity and reacts by being on guard while others are awestruck at her grandeur. She retaliates by using all her efforts to argue back quite rationally, leaving Lady Catherine wonder at her spirit and the way she braces for counter arguments.

Charlotte Lucas is the only other woman in the novel who equals Elizabeth’s intelligence and while the rest of the Meryton Assembly censures Darcy’s behaviour these two consider his pride justified. They know more about human nature and realize that being “so very fine a young man, with family, fortune, everything in his favour, should think highly of himself” (16). He is an only, wealthy, independent son of an established family and even Elizabeth “could easily forgive his pride, if he had not mortified mine” (16,17). All this makes him justified in claiming a degree of exclusivity among the Meryton assembly.

Elizabeth is conscious of Darcy’s position in the society, but not much conscious of the power of her beauty; when Sir Lucas tries to persuade Darcy to dance with Elizabeth by wondering how he could refuse when “so much beauty is before you”

(23), she recoils by refusing the offer; making Darcy revise his opinion of her. Throughout the novel Austen does not dwell on her physical charm and she never falls a prey to the then popular “beauty myth”, as Naomi Wolf calls it; which overshadows female capabilities under the guise of female accomplishments. This idea of “staged female identity” (Backscheider.172) is a harmful product of the beauty myth. We observe this idea in P&P, though stated lightly between the conversation of Elizabeth and Jane. Jane is as usual trying to give explanation of Bingley’s behaviour and defends him claiming; “It is very often nothing but our own vanity that deceives us. Women fancy admiration means more than it does.” To this Elizabeth with higher understanding realizes that “men take care that they should” (129). Jane falls a prey to the idea of ‘beauty’ and a ‘sweet girl so intensely that she fails to develop her mental faculties and throughout remains dependent on Elizabeth. She lacks confidence, which is why she never finds the courage to meet Bingley in person and ask him why he jilted her so outrageously.

Elizabeth, on the other hand has a different idea of admiration and beauty and she retains it to the very end. For her it is the beautiful mind that has every advantage over the physical beauty. She is conscious of her beautiful ‘self’ and so she does not bother to appear beautiful rather she basks in the glory of feeling beautiful. That is her main source of power over the others. Like the women of twenty first century, she seems to believe “we must see that it does not matter in the least what women look like as long as we feel beautiful” (Wolf.272). She is satisfied and comfortable with her ‘self’, which makes her potentially more capable than the others. Furthermore, Elizabeth is least dress conscious though in that society great care was taken in outward appearances which revealed vanity and occupied most of the precious time which could have been used in a more rewarding way to increase the understanding. The most prominent among the possessions that consumed money were social masquerade in form of clothes. Like printed culture, they offered the opportunity to lift women out of their rank. ‘Clothes have long carried moral associations, particularly for women, as emblems of deceit and display, sexuality and consumption:’ (Backscheider, 167) As opposed to Elizabeth we see the vain Mrs. Elton of Emma obsessed by dresses and vanity that harmed her character and though she might be possessing good qualities they are pushed in the background because of her desire to look beautiful and show off.

Darcy is a perfect match for Elizabeth when it comes to the definition of beauty. He may admire good looks but though “he had detected with a crucial eye more than one failure of perfect symmetry in her form”, yet what attracts him is the “easy playfulness” of her “manners” (20). He enjoys listening to her conversation and later when she stays with him in the same house for few days, he realizes that he cannot escape her attractions. Throughout the novel, he tries to break away from the power that she has over him, only to realize that the more he struggles for a breakthrough the more entwined he becomes; this admiration is not skin deep. She enters his tumultuous emotions and that is why there is no escape. Even the humiliation of a flat refusal does

not change his desire for her, rather; he must amend his own concepts. Elizabeth's consciousness of her femininity is over brimming which is quite unusual in that society, yet her friends do not perceive it as it passes over the normal understanding of her friends and family; she positively galvanizes Darcy's interest.

In P&P the idea of beauty surfaces more as a state of mind; it is a conscious awareness of one's power over the others. It is through this quality that Charlotte manages to secure her future comfort. She is a victim of the expectations of her society and hence enslaved by the norms. Living a parasitic life, on the whims of society, not only financially, but emotionally and socially her chances of happiness seem to be meager. As her existence is 'parasitic,'³ she ought to think of becoming independent to live like an individual. It is this desire which makes her compromise with the idea of marrying Collins. Women's "marginal life frequently renders them conservative, for like all persons in their situation—they identify their own survival with the prosperity of those who feed them" (Woolf. 38). They look forward to male approval.

When Darcy calls Elizabeth "tolerable, but not handsome enough to tempt me", he is stating his preference without considering what effect they may have on the listener. Elizabeth on the other hand considers it "ridiculous" (9). The question is why she considers it ridiculous? The reason could be that she is not impressed by the 'Darcy' that is there, sexually a weakling who is only conscious of his social position. Elizabeth has no appetite for such male dominance. Her power lies in complete confidence of her abilities to judge, analyze and retain her graces with confidence. Her powers come from within and that is why she is least bothered about looks; though she knows the value of a beautiful face and figure. This is evident in her speech when she humors the unsure Jane after her first meeting with Bingley; "he could not help seeing that you were about five times as pretty as any other woman in the room" (12). She knows that Bingley is a trapped figure. In contrast to this Darcy's attraction for Elizabeth does not depend on physical beauty alone for had this been so he would never have called her "tolerable". He is impressed by Elizabeth's intellect which challenges his own intellectual powers. Hence it is a war of ideas and ideals between the two. Giffen believes that "Darcy is attracted by something in Elizabeth's nature that is lacking in his own; and, because he is who he is 'that is, because everyone around him wants something from him' he probably finds her disinterest in him refreshing" (94). Darcy and Elizabeth both need each other because both suffer from some sort of a lack to some extent, and hence fall short of wholesomeness. Darcy lacks anima while Elizabeth's problem is an inflated animus. Both need to unite to complement each other for a wholesome personality.

Elizabeth is high spirited like Arabella of *The Female Quixote*, a novel by Charlotte Lennox, who does not beg but commands the others. Arabella though outwardly a silly romantic girl, is strong enough to believe in herself and expects complete fidelity and an attachment unhampered by any social inhibitions. She, like Elizabeth, refuses to succumb to male domination and social pressures. She is proud of herself and her

ideals as is Elizabeth who won't come to terms with Darcy till he owns her as she is. Her power makes him accept her identity so much so that he goes on to confide his private affairs and shares his grief with her. Entrusting his secret with her he is sure it will be well guarded. She refuses to succumb to tyranny as she herself proclaims that her courage rises when people try to intimidate her (164). Later she proves it when Lady Catherine tries to bully her by ordering her to refuse Darcy's proposal; she tartly answers that she is "resolved to act in the manner, which will, in my own opinion, constitute my happiness" (358).

In P&P, men and women are interacting at different levels, which helps them change their perspectives of power politics. They are seen continuously trying to bridge the gap between themselves; between different classes; social institutions and even different moral stances. It is only by remaining stagnant at a place that people become bound to local values and ethics. It is through movement that humans can broaden their horizon; hence the characters in P&P move from one place to the other, learn and became conscious of their lack. Those who try to improve their understanding achieve happiness. Even Emma, in Austen's novel *Emma*, who has never been outside Hartfield, goes to Donwell, a neighbouring village to broaden her understanding of other men and women of her society. She becomes conscious of her own female faults and learns about the others through this visit. Interestingly she does not go far yet it is this journey which brings her to self-realization. In earlier times, females were deprived of worldly education and their so-called accomplishment confined them to the knowledge of drawing, dancing, modern languages and the so called 'conduct books'. They did not know what freedom meant as we do in the modern age. Austen's heroines react against the norms of their time by becoming aware of their 'self' and refusing to succumb to the dictation of their society. In their own way they are the forerunners of the feminist movement.

With men, in P&P, the marriage perspective becomes comparatively different especially if they turn out to be rich. Bingley and Darcy can afford to fall in love and prefer domestic felicity over money. Their social status allows them to indulge in such schemes whereas gentlemen like Wickham and Colonel Fitzwilliam have to consider monetary considerations before they decide whom to marry. Wickham, because he is poor and under a lot of financial strain, gets panicky in utter desperation, realizes that he has nothing to offer except his looks; hence he makes blunders. He loses Georgiana and Miss King because he does not know how to use his power intelligently, while Colonel Fitzwilliam is very sensible and does not blunder even when he could have made some progress with Lady Catherine's daughter. Interestingly he does not hide his intentions from Elizabeth, as if it was the course of event he must follow, and Elizabeth understands this.

Elizabeth listens to Fitzwilliam's conversation seriously and seems to understand his point of view to some extent. She knows well that the power of her beauty cannot compete with the power of money. She knows that the Colonel's conversation and

the explanation are meant for her and hence; she gets “coloured” (173) with shame. The matters of ‘great weight’ are none but the emotional attachment but Fitzwilliam must succumb before his “want of money” (173). Being a realistic and a true gentleman he does not want to misuse his sexual power no matter how much Elizabeth may attract him; all he could do is to wait for her for “at least an hour” (198) before leaving Rosings.

The power dynamics of P&P seems to be made for men; the reason is that it is their world; the laws are made for them and by them. It is for their convenience that activities are planned, and it is for their good that marriages are arranged. They are the shareholders of the larger part of the property and inheritance. The females are given a fixed share that is five times lesser than that of the male as Bingley’s wealth amounts to about one hundred pounds whereas his sisters are to get twenty thousand a piece. Balls and other social activities are planned when there are enough gentlemen to dance and so females must literally beg for entertainment.

In the beginning Darcy appears to be highly conscious of self-importance because society has given him a certain preference over the others in Meryton. With a free will, only bridled by social status, all his expectations of a life partner are those as are expected of him; but Elizabeth challenges them all with the force and power of her character. Her strong personality makes him review his earlier stated qualities of a desirable woman. Although he approves the prevalent list of accomplishments i.e. knowledge of music, dancing, modern languages, manners of walking and carriage etc., he wants in his life partner “something more substantial, in the improvement of her mind”. He does not fully realize what that improvement could be, for he restricts it to “extensive reading” (36). Considering the list of accomplishments, one is led to pity the mental state of the people of that time, for all the above-mentioned qualities are superficially acquired. They lack substance and practicality. The qualities that may bring happiness to the spouse; a superior understanding of the other, are not considered. Interestingly, he still finds Elizabeth attractive, though she loudly claims, “I am not a great reader” (33).

Darcy’s views of the other sex are different from the others. Marsh believes that when Darcy calls “cunning despicable” (36) he is not referring to females recommending themselves to the opposite sex, as proclaimed by Miss Bingley; according to him it is generally a “mean art” (36) and a trick which Elizabeth particularly lacks. Elizabeth is devoid of any such attempt and even wonders why Mr. Darcy takes interest in her instead of considering it a great compliment. Marsh further states that Darcy’s interest in Elizabeth is born out of a desire “for some ‘masculine’ qualities in his ideal woman” (134) and Elizabeth’s defiance to certain social norms are not considered feminine in that society. Darcy is not only looking for a wife but a companion with whom to share more than a stereotypical relationship and Elizabeth meets his need of “greater reality and equality than conventional masculine and feminine roles could provide for him” (Marsh. 136).

P&P particularly highlights ideas of desirability in the life partner. In this power politics male have the upper hand and females are on the receiving end. The desire for a partner hence originates in males. Bingley desires a wife who is beautiful and accomplished, with sweet manners and Miss Bennet fits his description to the utmost. Some believe that one

might well fall in love for the sole reason that the beloved is beautiful but after several years find that beauty is among the lesser charms of the beloved. (Or, more complex, that the very conception of what is beautiful about the beloved has radically changed.) (Soloman.5)

Elizabeth enters this social milieu with impudence and unceremoniously. She enters a sphere of experiment so far unknown to the females of that era; but on her own term which that society never endorsed. Sure, of herself she becomes a contrast even to some males in the novel.

Bingley is an easy-going person easily led by others; he does not ask for much and hence his choice is easily made which he does not fail to show by preferring Jane's company and dancing particularly with her. The attention that he pays her is too explicit for the people to doubt his intentions. He is the first bachelor in the marriage market. He is equipped with all the tools of power that give him an edge over the others. First, he is a man, then a bachelor who is independent and wealthy. This is enough to strike the Meryton Assembly into subordination. Crowning all these qualities, he turns out to be "good looking and gentlemanlike; he had a pleasant countenance, and easy unaffected manners" (7). To this demigod, the society is ready to sacrifice their daughters and though all want to secure him, yet they agree to present him the most beautiful flower in the form of Jane Bennet. Even Jane does not mind rather she looks forward to meeting him again, is happy to attract his attention and is "very much flattered by his asking [me] to dance a second time" (11).

We see a similar drama around us though so far in time; women are still in the same situation. However, in the West things have gone to a drastic change. In modern times men and women have come to believe in vertical rather than horizontal relationships, which is why the female protagonists of Austen's novels are considered the forerunners of modern females. If all this happens to the present-day woman, the first question that comes to our mind is: will she be flattered? Certainly not, rather she would consider the offer with a lot of suspicion for she has come to know the gender exploitation of the past eras and awareness of female rights in the contemporary times. Even in Bingley/Jane relationship we observe that Bingley is awed by Jane's physical beauty. For him she is "the most beautiful creature" and "he could not conceive an angel more beautiful". For Bingley she is a 'creature' and an 'angel' while for her "he is just what a young man ought to be" and that is "sensible, good humoured, lively" (9,14,11). He appreciates her physical beauty while she appreciates the abstract attributes of his personality. Bingley leaves Jane without a word when told that

“though she received his attentions with pleasure, she did not invite them by any participation of sentiment” (186). According to modern concepts, he literally dumps her which is a great insult to a modern woman, yet nobody blames Bingley.

Darcy on the other hand misunderstands Jane’s grace and natural shyness, although the common acceptable practice is “usual with young ladies to reject the addresses of the man whom they secretly mean to accept, when he first applies for their favour” (102). Bingley has never been vocal in his love so Darcy’s criticism of Jane’s lack of exhibition is nothing but male prejudice. If he does not want Bingley to demean himself by getting a refusal, then why does he expect Jane to leave modesty and grace by an open declaration? She cannot do so even if she wants to because women are not taught to behave in an open manner and state their intentions openly; they are to observe propriety and decorum which forbids them to be open in showing their feelings. Interestingly, when Elizabeth does this, by refusing Collins, she is censured by her mother. In contrast to other characters Collins’ seems to be quite naïve in this matter. His criterion of a desirable woman is as dictated to him by Lady Catherine, he does not have any idea, so he quickly changes from Jane to Elizabeth and when refused by her; he proposes Charlotte Lucas.

The other eligible young men in the novel are Wickham and Colonel Fitzwilliam but their preferences are thwarted by their desire of heiresses, rather than free minded or accomplished young women. This makes one realize the freedom with which men express their desires while free choice for women is curtailed by the society; she becomes a pathetic figure. The qualities that most men desire in women are totally different from what women secretly desire in men; it changes from person to person. Jane and her father wonder if Elizabeth is attached to Darcy to the extent of marrying him “are you certain that you can be happy with him” (353)? For Mr. Bennet, he is a “proud’ and ‘unpleasant” (356) man, but for Elizabeth he is entirely what she ever wants in a husband. His practical approach perhaps impresses her.

In the world of P&P, we deal with the obsession of acquiring “wealth” and “eligible bachelors”. It’s a world where the females are left on the mercy of circumstances and a wild run for happiness. In P&P the females are left on their own to acquire happiness_joy, which is shallow for it depends on fulfillment of puny desires. Is there a daring person who would break these barriers and be able to lift high and be able to appreciate inner? True happiness we observe is achieved by those who possess moral and intellectual supremacy.

Mooneyham believes that marriage for Austen, is not a tale that ends with living happily ever after, rather it is “the culmination of the educative process” which proves that one can achieve happiness by surpassing self-love and achieve “wholeness of being”. He further states that this “give and take is charged with sexual energy” (63)⁴. It can also be stated safely, that it is the intellectual energy of these two characters that recognizes the true worth of each other and finds an affinity, which leads them to see

truth. People around them fail to understand their conversation when they exchange ideas. Once, they are interrupted by Miss Bingley when they are discussing “failings” in character (54), and the next time Lady Catherine and Colonel Fitzwilliam interrupt them because they are unable to understand the discussion (166). This delays their complete understanding. Darcy learns by accepting her individuality and she in return not only becomes self-conscious but world-conscious too.

Notes

¹This is a revised and altered version of my unpublished PhD work I submitted to the University of Peshawar. I completed my work under the supervision of Nasir Jamal Khattak.

²All subsequent references to this novel *Pride and Prejudice* are indicated by the letters, P & P and page numbers for the sake of brevity. Jane Austen, *Pride and Prejudice* (London: David Campbell Ltd. 1991).

³ Kate Millet talks of this state of women in detail in her book *Sexual Politics* (London: Virago Press 1977).

⁴ Laura G. Mooneyham offers a detailed discussion on the education of Miss Austen’s heroines. She believes that Austen’s heroines retain a moral superiority over all the other characters around them. They are honest in their dealings with the others which he considers ‘a rare commodity in the world of social commerce.’ P.5

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**Determinants of Adolescent Fertility in Pakistan:
Evidence from PDHS 2012-13**

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Abstract

Adolescence is a transitional period from childhood to adulthood, refers to age 15-19 years. Adolescent female marriage and childbearing is common in Pakistan particularly in rural areas, so it needs to know the determinants of adolescent fertility to control high population growth rate. This article examines some of the determinants of adolescent fertility in Pakistan using secondary data from PDHS (2012-13). Bivariate and multivariate analysis along with Poisson regression is used to seek determinants of adolescent fertility. It is obvious that female adolescent's work status, female adolescent exposure to mass media, age at marriage, education and infant/child mortality are the significant determinants of adolescent fertility. Therefore, these determinants should be targeted by the government to control adolescent birthrates.

Keywords: Adolescent Fertility; Bivariate and Multivariate Analysis;
Population Growth; Infant/Child Mortality

Introduction

Pakistan covers only 0.67 percent of world's land area but contains 2 percent of the world's population. The population of Pakistan was 32.5 million in 1947 (at the time of independence), 33.74 million in 1951, 42.88 million in 1961, 65.31 million in 1972, 84.25 million in 1981 and 132.35 million in 1998 according to five census reports conducted in Pakistan from 1951 to 1998. In 1951 it was the 14th most populous country in the world. Its population had risen approximately 5 times reaching 191.71 million in 2015-16. Pakistan is now the sixth most populous country in the world (Government of Pakistan, 2015) besides China, India, USA, Indonesia, and Brazil and it has the highest rate of population growth (1.89 %). The growth of population is alarming in Pakistan. It is born out from the fact that the annual growth rate of population rose from 1.7 percent in 1951 to 1.89 percent in 2015. The population of 1951 has more the quadrupled. It stood at 191.71 million in 2015. If the population welfare programs are not effectively implemented, the population of Pakistan is projected to increase to 210 million by the end of the year 2020. Child marriage is widespread in Pakistan. Girls, as young as 13, are forced to get married by their parents or guardians. Using data from previous Pakistan Demographic and Health Survey of 2006-07, it is found that over 50 percent of the ever-married women in Pakistan between the ages of 20 and 24 got married before they turned 18. Most International conventions consider individuals under 18 as child. The authors

believe that the adverse impacts of early child marriages include high fertility rates (three or more childbirths), frequent childbirths with fewer than 24 months interval between births, unwanted pregnancies and pregnancy termination.

There are various causes for high fertility in Pakistan and adolescent fertility consists of a major part. Adolescence is a transitional period from childhood to adulthood accompanied by significant physiological, psychological and social changes. World Health Organization defines age group of 15-24 years as adolescent. It is an established fact that people with low income have more children because poor people are not afraid of further fall in their standard of living as a result of large number of children. They consider kids as earning assets. In Pakistan, adolescent marriages are common due to warm climate due to which puberty is attained at an early age, especially in rural areas for girls so the span for reproductively is quiet long. Also, large family is regarded as a power to influence and subdue persons around them. In rural areas due to lack of education, people are not aware of the economic distress caused by high birth rates plus the joint family system in rural areas though on decline, is also a cause for rapid bringing forth of children. Besides, the existence of polygamy in many parts of the country also contributes to increase in birth rates. The population control drive has not been pursued by the Government of Pakistan in right manner due to resistance on ethical and religious grounds. The influx of refugees especially from Afghanistan is continuing unabated in Pakistan. Pakistan is now a refugee paradise. Usually refugee girls enter wedlock in earlier age due to less education and poverty. All men and women of marriageable age enter wedlock because Pakistan is an Islamic state, so universality of marriage exists, also in Islam early marriages for both male and female are preferred so adolescent birth rates are higher in Pakistan.

Table 1: Change in Population Size and Growth Rate

Years	Population size (million)	Inter-census Growth rate
Estimated 1947	32.5	1.8
Population census 1951	33.7	1.8
Population census 1961	42.8	2.4
Population census 1972	65.3	3.6
Population census 1981	84.2	3.1
Population census 1998	132.5	2.6
2002 estimated	144.0	2.1*
2008 projected*	167.0	1.9
2015 projected	181.3	1.2
2050 projected*	349.0	--

Source: *Ministry of Population Welfare: 2008 January *FBS: Pakistan Demographic Survey 2005, PRB Population Data Sheet 2003

The negative effects of overpopulation are felt in every sector of the economy, and in every facet of economic life of the country. The high population growth rate is one of the factors responsible for Pakistan's poor performance showing in all social welfare sectors, despite of the impressive growth rates of GDP and GNP that have been observed in the country over the last decades. This scenario presents a picture that could be devastating for the country's already scarce national resource. The population growth rate mostly remained at or above 3 percent during late 1970s and 1980s and began to show a decline past mid 1990s (See table 1 above).

No doubt that population control is now imperative for Pakistan. All development efforts are futile unless the population growth rate is checked. However, no government has yet been successful in implementing and promoting a comprehensive program of family planning in the country. The reasons for this are not so much financial or social but religious. Family planning is considered taboo by the clergy, and any efforts on the part of the government to launch a family planning program are faced with strong resistance from religious leaders. No family planning program can be successful unless mass media creates awareness about it and contraceptive products are easily available to all sections of society in all parts of the country. The family planning program has never been effectively publicized, and this is the main factor responsible for its failure in Pakistan. Various reasons slow down the progress of reducing the adolescent fertility rate for example illiteracy, poverty, failure to raise awareness about the problems of large families, inefficient and unequal distribution of birth control facilities, preference of sons and lack of security in old age. In fact, analysis of population's matter in Pakistan is even more perplexing than in Bangladesh, Nepal or any other Islamic country. Reliable estimation of the precise levels of birth rates remains elusive because of inaccurate reporting of births. However, several investigations using different techniques reached the same conclusion that no substantial decline in population growth has occurred in Pakistan yet.

Literature Review

Adolescent pregnancy and child bearing have distinct and important deleterious consequences at global, societal and personal level. Internationally population growth is increasing more rapidly when women have their children in their teenage as early initiation of giving birth lengthens the reproduction period and subsequently increase fertility at the societal level. Strong association between adolescent childbearing and low levels of education brings a negative impact on their position and potential contribution to society. Individual adolescent fertility is associated with adverse maternal and child health outcomes including obstructed, low birth weight, fetal growth retardation, and high maternal and infant mortality rate.

Davis & Blake (1956) elaborated 11 intermediate factors which effect fertility. These 11 factors are grouped into three categories the first category is intercourse variables which includes age of entrance into sexual relations, stable celibacy, and duration of

reproduction time between unions or after unions (i.e.) when divorce, separation or death of husband causes the unions to break, voluntary abstinence, involuntary abstinence, and coital frequency. The second category includes conception variables which include fecundity or infecundity, used and non-used of contraception and fecundity or infecundity by voluntarily reasons (sterilization or health treatment etc.). The third category is gestation factor which includes fetal mortality, from involuntary causes and voluntary causes. Bongaarts (1978) further refined the list of proximate determinants. His work was an advanced over prior models because any data could be easily fitted into his model. Since Bongaart's published his first paper, more than 100 publications based on his framework in different countries and different regional settings have been published. Bongaarts reduced 11 intermediate variables of fertility given by Davis and Black to only 8 intermediate variables which were 'proportion married, contraception, induced abortion, lactation infecundability, frequency of intercourse, sterility, duration of fertile period and intrauterine mortality' but according to him the first 4 variables are more important as compare to others so 4 intermediate variables given by him is presented in this equation. The total fertility rate according to Bongaarts model is 15.3, an average estimate of TF (Total fertility)

$$TFR = TF \times C_m \times C_c \times C_a \times C_i$$

'C_m is index of Non-marriage, C_c in index of contraception, C_a is index of induced abortion and C_i is index of lactation infecundability.' Each index value ranges among 0-1, if the value of index is lesser than it will have larger effect on fertility variable. We can calculate each index from data available to see the influence of each index on fertility. In conventional societies where, male successor are preferred and child brought up is shared by close relatives and neighbors, fertility no doubt will be quiet high in traditional kin supporting societies large number of children are encouraged and supported found by Turkey (1989) and Low (2000).

Sathar (1984) explained positive relationship between mean marriage age for women and educational achievement. Illiterate women marry 4 years prior usually than women who achieved secondary or higher education. Many others also reported that rising trend in age at marriage does affect fertility but in close association with other socio-economic factors e.g. education, urban residence, women's decision and marriage outside blood relations. Stover (1998) revised the Bongaarts model in following way

$$TFR = PF \times C_x \times C_c \times C_a \times C_i \times C_f$$

Where TFR = 'Total Fertility Rate', C_x = 'Index of proportion of women sexually active', C_c= 'Index of contraception', C_a= 'Index of abortion' and C_i= 'Index of postpartum infecundability' and C_f is index of infecundity while PF is potential fertility. An effect of infecundity has been accounted for infecundity index, so total

fertility in Bongaarts model is no longer appropriate to describe the residual fertility. Potential fertility is defined as 'the total fertility rate for women, sexually active and fecund from age 15-49 and no practice of breast feeding, experience postpartum abstinence and use no contraception.' Its value is higher (i-e) 21 as compare to 15.3 of Bongaart's model. Stover model is superior to Bongaarts model because it assumes sexual activity both within and outside marriage.

Aziz (1994) by using data from PFS (Pakistan Fertility Survey) (1974-75), PCPS (Pakistan Contraceptive Prevalence Survey) (1984-88), PDHS (Pakistan Demographic and Health Survey) (1990-91) & Population & Family Planning Indicators survey (1993) on Bongaarts model (1978) to decompose total fertility rate from 1974-1993 by formula

$$TFR = C_m \times C_c \times C_a \times C_i \times TF$$

Where 'C_m is non-index of marriage, C_c is index of contraception, C_a is index of induced abortion and C_i is index of post-partum infecundability.' Among four proximate determinants, index of lactation infecundability (C_i) had the strongest effect 0.68 during period 1974-1993 followed by marriage index (C_m) = 0.69 from 1974-199-91 in Pakistan.

Masood (1998) tried to explore the social & cultural factor accounted for the importance of having children for women in Pakistani society by considering a sample of 196 currently married women from Faisalabad using triangulation strategy. The result showed that children in Pakistani society are seen as source of love, affection, satisfaction and hope for many parents. This leads to conclusion that as long as children remain the main source of security parents will continue to entertain large family.

Gupta et al. (1999) examined trends and determinants of adolescent fertility (15-19 years old) in Northeast Brazil. He used secondary data from 3 DHS conducted in 1986, 1991 & 1996. Logistic model was with adolescent fertility as dependent variable and individual and environmental factors like (age, place of residence, mass media exposure, race, education and religion) were independent factors. Their research revealed that level of education of young women is strongly associated with adolescent fertility, an adolescent with only primary schooling have more than double chances to have baby as compare to an adolescent with at least secondary education, even if we control age, time and other characteristics. So, there should be more promotion of education to encourage delayed child bearing among adolescent in North Eastern Brazil.

Sarkar (2009) showed that most teenaged mothers in Bangladesh are from rural areas where early forced marriage is ideal and maternal mortality is high (96.4%). His result confirmed that promotion of education and provision of family control pills are

strong determinants of controlling adolescent birth rates. In the last decades Latin America had been characterized by a systematic decrease in total fertility rate due to multifaceted combination of factors among those were urbanization, women became more educated, women increased participation is in labor market, introduction of family planning programs and diffusion of social acceptance of contraception also found by Wulf & Singh (1991).

Tewodras et al. (2010) assessed levels and determinants of adolescent fertility in Ethiopia from data set of Demographic and Health Survey (DHS-2005) using multivariate logistic regression using Bongaarts model. Age, educational status, place of residence, employment, marriage, contraceptive use, and postpartum Infecundability were used as determinants of adolescent fertility. The odds for increased adolescent fertility was higher in early adolescent (AOR = 7.6 CI = 6-9.9) and lower for education (AOR = 1.7 CI = 1.3-2.2) than their counterparts with no education. The observed fertility rate of 0.52 kids per woman from Bongaarts model showed 1.98 births per woman were averted due to non-marriage, delayed marriage, contraceptive use and postpartum infecundability so to avoid teenage marriages fight should be there against early marriages, efforts for promotion of more education and more utilization of family planning services.

Anna (2011) examined determinants of adolescent fertility with a particular focus on the possible association between adolescent fertility and idea diffusion. A sample of DHS data consisting of 6591 Nigerian female adolescents in the age of 15 - 19 in 2008 were used for analysis. The logistic regression shows a clear significant association between adolescent fertility and socio-economic determinants such as educational level, residence, religion and proximate determinants like marital status. The analysis furthermore showed that there is an effect of idea diffusion (mass media exposure) on fertility decisions for non-married adolescents in particular.

Nyarko (2012) studied determinants of adolescent fertility in Ghana using secondary data from GDHS (2008) using bivariate regression and found level of education, husband work status, wealth index, and exposure to mass media were important factors of adolescent fertility in Ghana.

Data and Methodology

To analyze the determinants of adolescent fertility of ever- married women in Pakistan at national and regional level, information from survey data PDHS (Pakistan Demography and Health Survey) 2012-2013 is collected. In this survey a total of 13,558 aged 15-49 ever-married women were identified, of which a major sample 7734 comprised of age between 15-19 years which refers to adolescent age. This analysis focuses only on women. In order to assess fertility level and determinants, information is compiled on adolescent fertility (i.e. total number of children ever born to women between age 15-19 years) using bivariate and multivariate analysis through Poisson distribution. We shall use Poisson model to

estimate relationship between child ever born as dependent variable and various determinants (economic, social and demographic) as independent variables because here dependent variable is a discrete or count variable, so we use Poisson model. ‘Count or Poisson Model is used to investigate the relation between the numbers of children ever born and socio-economic and demographic variable of women obtained from a given survey’ (Winkelmann and Zimmermann, 1995). ‘Poisson model is one of the robust models for the analysis of discrete data based on the assumption that the dependent variable (number of live births to women) is distributed as Poisson and its logarithm is a linear function of the independent variable’ (Chottapadhyay, 2006).

$$\text{Log} (\mu_i) = B_0 + B_j X_j \quad (1)$$

$$u_i = \text{Exp} (B_0 + B_j X_j) \quad (2)$$

$$B_0 + \sum_{j=1}^k B_j X_j \quad (3)$$

$$\mu_i = e$$

Where μ_i is women’s expected number of kids (i), Intercept is presented by B_0 , B_j ’s are regression co-efficient and X_j ’s are explanatory variables. If we assign value of 0-1 dummy variable to coefficients of B_j than exponent B_j will represent proportionate change if the value of variable changes from 0 to 1 in child ever born (Ceterus Peribus).

In current research, women’s education, region, place of residence, wealth index, access to media, a woman’s occupation and decision-making autonomy are social and economic determinants while age of woman, child loss experience, number of surviving children, current and ever contraceptive use and age at first marriage (Rukhsati) are biological determinants. In Pakistan, the process of sexual intercourse is strictly related to departure of bride from family home to husband’s home). Also, current age of woman and age squared are used as co-variates. Furthermore, some variable was recoded from their original codes as contained in the PDHS to form variables that is relevant to the objectives of the present study.

Determinants of Adolescence Fertility in Pakistan

The present study measures the determinants related to Adolescent fertility of women. This study uses cross-sectional analysis of Pakistan divided into 6 regions Punjab, Sindh, Khyber Pakhtunkhwa, Baluchistan, Islamabad, and Gilgit Biltistan. Cross-section analysis allows for a more accurate investigation of a wider range of characteristics than does time series.

Table2: Poisson Regression Analysis Results Predicting Determinants of Adolescent Fertility among Women Aged 15- 19 Years. PDHS (2012-13)

Variables	Women Age 15- 19 years	
Regions	S.E.	Exp (B)
PUNJAB (Reference Category)		1
SINDH	0.300	0.71
K.P. K	0.410	1.03
BALUCHISTAN	0.397	1.01
ISLAMABAD	0.488	0.86
GILGIT BILTISTAN	0.795	1.20
Place of Residence	S.E	EXP(B)
RURAL (Reference Category)		1
URBAN	0.322	1.02
Women education	S.E	EXP(B)
ILLITERATE (Reference Category)		1
PRIMARY	0.261	0.63
SECONDARY	0.180	0.37
MORE THAN SECONDARY	0.000	1.23
Access to Media	S.E	EXP(B)
NO ACCESS (Reference Category)		1
INFREQUENTLY	0.309	0.88
FREQUENTLY	0.431	0.84
Wealth Index	S.E	EXP(B)
NOT WORKING (Reference Category)		1
AGRI-WOKER	0.374	1.05
NON AGRI-WORKER	0.360	0.90
Wealth Index	S.E	EXP(B)
POOREST (Reference Category)		1
POOR	0.325	1.05
MIDDLE	0.495	1.16
RICHER	0.519	1.03
RICHEREST	0.611	0.96
Child Loss Experience	S.E	EXP(B)
NONE (Reference Category)		1
ONE	O.842	1.60
MORE THAN ONE	0.622	1.96
Contraceptive Use	S.E	EXP(B)
NEVER USE (Reference Category)		1
EVER USE	0.456	1.58

Age at first marriage-Rukhsati	S. E	EXP(B)
BEFORE 18 YEARS (Reference Category)		1
18 + YEARS	0.052	0.30
Women's decision-making autonomy	S. E	EXP(B)
LOW (Reference Category)		1
MEDIUM	0.332	1.17
HIGH	0.459	1.05
AGE	0.439	2.14
AGE SQUARE	0.096	0.79
INTERCEPT	5.890	9.33
TOTAL NUMBER OF CASES	7734	

Reference Categories have a value of 1.00 EXP (β)

Source: Computed by the Author from 2012-2013 PDHS Data Sets

Adolescent fertility has been increased by $\{1 - \text{EXP}(\beta)\} \times 100$ 2 percent among the residents of urban areas as compared to those living in rural areas (table 1) because in urban areas better health and nutritional conditions are available, more complete reporting of birth among urban women, heavy rural-urban migration, greater stability of marriage in urban areas of Pakistan and shorter breast feeding period of urban mothers as compare to their rural counter parts because women living in urban areas are mostly working women and they can afford powder milk which is a substitute to breast feeding while in rural areas majority women are household and they are poor as compare to urban mothers so they cannot afford powder milk (United Nation Monitoring Report, 1981). Adolescent fertility has shown a declining trend among those women who have attained primary education and above by 37 and 63 percent compared to those who have never been to school. Women with 7 or more year of schooling marry on average nearly 4 years later, have 25 percent more contraceptive and breastfeed child 8 months less with women with no education (United Nation Report, 1987:214). But adolescent fertility is 23 percent high for those who have attained above secondary education 'Relation between high education and adolescent fertility may be positive in the absence of contraception because better educated women may breastfeed less, have low rates of infant/child mortality so birth interval between kids shrinks directly contributing to supply of children (Economics & Statistics Administration, USA Dept. of Commerce Report). Frequent or infrequent access to media tends to reduce fertility by 12 and 16 percent as compare to those who have no access to media. Similarly, employment in agriculture sector tends to increase adolescent fertility by about 5 percent compared to those who are not working. Rural people are still dependent on their land for livelihood, so family labor is still important to produce more.

According to the results given in table 2, high adolescent fertility is observed among women experiencing child mortality. Death of one child increases adolescent fertility by 60 percent while death of two or more increases it by 96 percent indicating that child survival has significant effect on fertility, according to Kreider et al. (2009) ‘increase in mother education and reduction in child and infant mortality have contributed to rapid decline in fertility in 47 countries of Asia, Latin America, North Africa, Caribbean and Sub-Saharan Africa.’ Based on such evidences, we can argue that making efforts towards reducing, infant and child mortality in Pakistan could lead to further decline in adolescent as well as overall fertility in the long run. According to Adhikar (2010), a child death was almost translated into doubling of child ever born with women with no child loss.

Another interesting finding is that Pakistani women use family planning after achieving their desired family size, also the methods of family planning are not very much effective so ever users of contraceptive found to have 58 percent higher adolescent fertility than non-users. This may help to prove Charles Westoff’s claim that contraception is often demand-driven; perhaps it is women looking to space birth or stop them only after they have reached their level of kids they desire.

Getting married after 18 and later is also demonstrated to reduce adolescent fertility by 70 percent compared to those who entered marital fertility earlier i.e. before age 18 (table 2). Rising age at marriage may decline fertility due to ‘tempo effect’ discovered nearly half a century ago by Ryder (See Bongraarts and Feeney 1998 for details). Our result is like Adhikar (2010) i.e. increasing age of women at first marriage seem to decrease children ever born significantly specially in countries like Pakistan where contraceptive prevalence rate is slow due to opposition of husband, fear of side effects, religious concerns and lack of knowledge of the supply sources as the paramount obstacle. As discovered by Casterline et al. (2001), ‘increasing age at marriage could reduce lifetime fertility by minimizing the exposure time to the risks of pregnancy.’ Getting married at 18 (or more) years of age has a very strong influence on decreasing adolescent as well as overall fertility rate in Pakistan.

Like results obtained in the inter-birth interval analysis, no statistically significant differences in adolescent fertility is observed among women belonging to different categories of wealth status and decision-making autonomy, suggesting that development factor have not yet fully penetrated into fertility regulation as far as Pakistani society is concerned. The position and status of the Pakistani women has hardly been changed and they are being confined to the sphere of the home. In most aspects, Pakistan remains a feudal and agricultural society with strong bond of casts, family and strong preference for male progeny discovered by Zeba et al. (2000). Finding of this study is not in line with Neo-classical economic theory that there is direct relationship between poverty and large family. The non-significant effect of wealth index on adolescent fertility may be due to considering child mortality as an independent predictor of fertility so to some extent it may help poverty effect and

explanation for non-significant effect of women's decision making autonomy on adolescent fertility due to recent initiative on gender equality and women empowerment that will require some time to break the traditional 'age old male dominance' in Pakistani society.

Punjab is taken as reference category. Women resides in other regions tend to have relatively high adolescent fertility as that of Punjab e.g. Galgit Baltistan where adolescent fertility rate is 20 percent higher followed by is KP where adolescent fertility is 3 percent and third is Baluchistan where adolescent fertility is 1 percent higher than Punjab when another confounding factor are held constant. This is because in these regions values of children are supposed to be high due to its traditional kin support system. (table2) In Sindh and Islamabad, adolescent fertility is 29 and 14 percent lower than Punjab respectively.

Devising a strategy to let women use contraceptive to space between birth from the very beginning rather than looking to limit fertility at a later age might help to reduce infant/ child mortality that has non-negligible effect on fertility in the long run, otherwise, contraceptive use at a later age to stop births may not be effective as shorter inter birth intervals could lead to increase infant/child mortality that goes against the overall fertility reduction endeavor.

Conclusion

Population growth is motivated by overall fertility which is very personal decision with very social and economic consequences. It is therefore a very sensitive issue for policy makers. Hence understanding the factors responsible for high adolescent fertility level would help in designing strategies effectively implement any program to tackle uncontrolled population and in uplifting the status of women from the very beginning. Pakistan has made tremendous progress in increasing the average age at marriage for girls, which increased from 13.3 years in 1950-59 to 23.1 in 2012-13. But despite the good work done, one in two young girls is still married off before she turns 18.

Major causes of the adolescent fertility are poverty, kin support system which not only exert pressure in having more babies but also shares cost of child rearing, male preferences in rural areas, universality of marriage, low contraceptive prevalence rate, high unmet need for family planning, and infant/child mortality tend to increase adolescent fertility in Pakistan. Although there is a decline in adolescent fertility in Pakistan as far as evidences obtained from two rounds of PDHS data sets are concerned but still confine to small pocket of people i.e. very highly educated, engaged in gainfully employment and living in nuclear system. The decline is not only lack of uniformity but also appears to be accomplished by a shift in timing of births. Available evidences show that there is tendency of lagging child delivery toward the peak reproductive age group (for instances women who receive basic education) which show a little decline in adolescent fertility but a slight increase in

other age categories. In most cases decline in adolescent fertility appears to be diminished by an increase in other categories either due to shifting in timing of child delivery or the inconsistency response to fertility inhibition factors, for instance rural women appear to maintain low adolescent fertility while urban women tend to have more.

Adolescent fertility is high in Khyber Pakhtunkhwa, Baluchistan and Gilgit Baltistan as compared to reference region (Punjab) due to their traditional norms and values, kin support system which not only encourages more babies but also shares the cost of child bearing which further perpetuates more kids plus there is also unmet need for family planning in these regions. If the demand for family planning is met in those regions no doubt adolescent as well as total fertility rate would reduce. But infant/child mortality has much significant effect on adolescent fertility and should be given top priority in reproductive health programs. In current study we see that death of one child increases adolescent fertility by 60 percent. It can also reduce maternal morbidity and mortality since frequent and too close births have non-negligible effect on well-being of mothers and children. In order to reduce adolescent fertility abolishment of early marriage and maintenance of minimum age at first marriage in all regions should be enforced, expansion of effective and efficient family planning services should be available to entire population, compulsory primary and child education policy must be enforced by Government specially encouraging females education through giving incentives and rewards for brilliant female students, providing more employment opportunities in rural sectors and better medical facilities can reduce infant/child mortality in Pakistan. As observed from the analysis of national and regional data, none of the single variable is responsible for fertility transition. The demographic, social and economic system should operate together to bring about radical change in total fertility. Even if economic development takes place, there will be less overall fertility decline as long as the social structure is not changed.

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