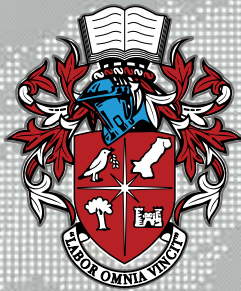


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## **EDITORIAL NOTE**

Greetings the New Horizons, we are proudly presenting you the latest edition of New Horizons Volume 17, Issue 2. This issue includes research articles from Literature and Linguistics, Education, International Relations, Political Science, Socio-Economics and Sociology Fields, where authors emphasized the effects of the economic, social and technological impacts.

I take this opportunity to acknowledge the contribution of Mr. Naveed Mughal and Mr. Rab Nawaz for their support to publish this issue and also the support rendered by the editorial assistants. Lastly, I would like to express my gratitude the authors, reviewers, the publisher, the advisory and the editroial boards of the journal and the office bearers for their support in bringing out yet another volume and look forward to their unrelenting support for the successful release of upcoming editions.

With this note, I once again thank the New Horizons editorial board, reviewers, and authors for their unparalleled support and cooperation.

**Dr. S. M. Irfan**

Editor

New Horizons

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# USING AN SEM-BASED PATH ANALYSIS TO EXAMINE THE IMPACT OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT PRACTICES ON A COMPANY'S ECONOMIC PERFORMANCE: A CASE STUDY OF A DEVELOPING ECONOMY

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## ABSTRACT

*This research aims to provide a sizable empirical contribution to the growing body of literature on the effect of SSCM on the financial success of businesses in Karachi, Pakistan. An in-depth model of SSCM performance and best practices is presented and validated through data analysis. Internal and external management and their effects on the business sustainability performance are now part of the framework. Research shows that when companies adopt SSCM methods, it benefits the environment, society, and the businesses themselves. Also, the outcome of environmental performance improvement and social performance improvement is directly tied to economic performance. Economic performance and socially responsible management are impacted indirectly by corporate social responsibility. We conceptualize and empirically evaluate a complete SSCM practices performance model for businesses in Karachi, Pakistan. The study's findings corroborate the postulates that SSCM techniques are sustainable from an ecological, financial, and social point of view for running a firm.*

**Keywords:** Firm performance, Sustainable supply chain management, sustainable operations, Economic sustainability, social responsibility.

## **1.INTRODUCTION**

Sustainable supply chains meet the needs of the present without compromising those of future generations (Varsei, 2019). The social, environmental, and economic issues highlighted in this definition are the lynchpins of a sustainable supply chain. Integrating sustainability into global supply-chain management is difficult for stakeholders. According to Yang, S., Yu, Z., Umar, M., and Shah, A. (2022), corporations worldwide have been pushed to reorganize their operations because of the rapid shift toward green practices and renewable resources. Supply chain management (SCM) research is currently dominated by sustainability (Morana, 2013; Sembiring & Sembiring, 2019; Nazir & Yu, 2023;). Green technology is a prime illustration since it has increased commodity prices and opened new ways to lessen environmental damage. Also, some non-governmental organizations have been compelled to decrease their use of Palm oil in product production because it is not a sustainable resource (Yu, Z., Shah, A., Rehman, SA., 2022). The influence of social, environmental, and economic developments on SCM is making it harder for businesses to maintain their current methods of SCM implementation, which is already a significant problem.

Sustainability's social implications for the supply chain are frequently overlooked. Yet, prior literature evaluations have shown that the social effect is not given the same weight as the environmental and economic impacts. However, realities are somewhat different (Nazir, S., Ali, M., Shah, A., 2023). There are countless real-world instances, but COVID-19 stands out as particularly exceptional. Because of the blockade in various nations, imports and export have been severely impacted, leading to a shortage of consumer necessities (Yang, Lee, & Chang, 2023). Businesses in the area have stepped up production to meet customer demand in the face of a lack of imported goods. People are less interested in the brands because they have to buy something that meets their wants and that something can be available at a lower price. Consumers would acquire accustomed to the goods available at the local market once the pandemic threat has passed.

## **1.1. Sustainable Supply Chain**

It's a way of making a living that supports the present generation without compromising the standard of living of the next (Shah, A., Rose, C., Ibrahim, A., Khan, SAR., Tanveer, M., 2023). The processes inside companies and the products and services they rely on from external suppliers are often at the root of such enterprises' environmental, social, and economic impacts (Khan, S., Rasheed, R., & Muhammad, G., 2022). During the past few decades, sustainable supply chain management (SSCM) has evolved as the research methodologies for enterprises to construct a sustainable (i.e., environmental, social, and economic) outcome in their supply networks (Jamil, S., Shah, FM., Khan, S., & Imran, I., 2022). The article dissects the social, ecological, and economic factors contributing to a successful supply chain. Incorporating sustainability into international supply chain management requires considerable obstacles that stakeholders must overcome. It has been reported by Jamil, S., Khan, S., & Zafar, S. (2022) that the fast changes in the availability of natural resources and the appeal of eco-friendly products and services have driven multinational firms to restructure their operations. Recently, sustainability has emerged as a central focus in supply chain management studies (SCM). One excellent example is green technology, which has led to higher commodity prices and the discovery of novel approaches to reducing environmental damage. In another example, some non-governmental organizations (NGOs) have successfully persuaded a company to reduce the quantity of sustainable palm oil used in product manufacture (Zafar, D., Khan, S., Khan, MI., Parachi, S., & Saleem, A., 2022)

Due to the influence of social, environmental, and economic changes on SCM, safeguarding this process has become difficult for many businesses. Most of the time, the social effects of sustainability on the supply chain are ignored. Environmental and economic effects have been given more priority than their social counterparts. Yet, there have been some developments in recent years. There are several real-world examples, with COVID-19 being an exceptional case. Because of the blockade in various nations, imports and export have been severely impacted, leading to a shortage of consumer necessities (Yang, Lee, & Chang, 2023). Businesses in the area have stepped up production to meet customer demand in the face of a lack of imported goods. Consumers are less interested in the brands since they must have a product that meets their needs and may be available elsewhere at a lower cost. After the epidemic, shoppers will be more comfortable with the goods available in their local markets (Rashid, A., Rasheed, R., Amirah, N.A., Yusof, Y., Khan, S., & Agha, A. A., 2021).

There is a widespread belief that SSCM has improved the response of entities and administrations to environmental protection and social responsibility issues. Environmentalism and social responsibility are two areas in which administrators must represent societal values. With brisk business development, sustainable supply chain management may be recognized as one of the company's inventive processes. It's connected to the company's continued existence and upbeat growth. In addition, Khan, S., Rashid, A., Rasheed, R. and Amirah, N.A. (2022) contended that supply chain firms routinely push forward with the duty to produce unfavorable outcomes for all of their companions in the sphere of supply chain competition.

## **1.2. Triple Bottom Line Theory**

To strike a near-ideal balance between social, environmental, and economic issues, Elkington (1998) proposed the triple bottom line (TBL) theory, which is currently followed by a growing number of businesses (Elkington, 1998). According to the TBL model, for a business to succeed, it must demonstrate success in three key areas: social responsibility, economic development, and environmental sustainability. One of the main aims of sustainable supply chain management is to have supply network companies improve their environmental and social performance. A sustainable supply chain considers environmental, operational, and social factors, which Wittstruck and Teuteberg acknowledged (Piprani, AZ., Jaafar, NI., Ali, SM., Mubarik, MS., Shahbaz, M., 2022). The resource-based strategy, which places a premium on connections to advance the triple bottom line, explains why valuation does not inevitably lead to higher performance (Azmat, M., Ahmed, S., Mubarik, MS., 2022). Customers and companies collaborating to boost social and performance indicators provide an outcome that is one-of-a-kind and difficult to repeat (Carter & Rogers, 2008). Customers who care about the environment now expect multinational firms to present a unified face to the world. An indicator of the global economy, society, and environment is the growing popularity of "Triple Bottom-line" philosophies among corporations (Alzarooni, AM., Khan, SA., Gunasekaran, A., Mubarik, MS., 2022).

## **1.3. Objective of the Study**

This study examines the influence of sustainable SCM practices on a company's financial performance. The influence of external and internal sustainable management on the firm's economic performance will also be discussed. This research will assist businesses in analyzing their economic performance in light of the internal and external elements that influence them.

## **1.4. Justification**

This research is done to develop a sustainable supply-chain management plan for Pakistan, particularly in its restricted sectors. Pakistan is one of the emerging nations, and the Pakistani industrial sector must benefit from TBL's sustainability engagement. It analyzes the extent to which Pakistani enterprises and organizations' supply chain management must practice sustainability. It promotes Pakistani businesses to use sustainable practices on a big scale. The absence of research on this subject in Pakistan will inspire instructors and students to introduce new learning and innovative concepts to the market. Sustainability in the supply chain will increase the profitability of businesses and encourage them to pass on the advantages to customers in the form of lower pricing and more market competition.

## **1.5. Scope of the Study**

This study will explore the supply chain field in Karachi; a specific industry will be chosen for further investigation. It will assist investors in viewing the Pakistani market as sustainable. This can further assist Pakistani businesses in formulating plans for implementing sustainability to realize its numerous benefits. Incorporating social concerns into the supply chains of businesses would also enhance the ecology and economics of the nation

## **1.6. Academic Contribution of the Study**

1. This study aimed to determine the accountability of Karachi's industry's sustainability management, and its conclusions may be applied to the existing market for improved future outcomes.
2. This study focuses on the industrial sustainability practices of Karachi's supply-chain management systems.
3. The objective of identifying environmental factors and their impact on economic and social factors is to address the significance of climate change for local industrial techniques.
4. The link between the TBL variables might assist industries in adopting diverse strategies to attain their objectives and improve their business's sustainability. The function of corporate sustainability as a mediator for a company's economic success is discussed. The link between socio-environmental factors can assist businesses in developing more sustainable options.

## **1.7. Problem Statement**

Due to their impact on macroeconomic, ecological, and societal developments, most multinational corporations find implementing sustainable supply chain management challenging. Business's and suppliers' internal activities affect sociological, ecological, and economic domains. Sustainability has proven difficult for both people and global supply networks. The problem of child labor at Nike's suppliers was handled in the 1990s, and Apple was surprised to learn of supplier employee suicides in the 2000s (Qader, G., Muhammad, J., Qamar, A., Mubarik, MS., 2022). Khan, SA., Gupta, H., Gunasekaran, A., Mubarik, MS., Lawal, J. (2023) routinely studied social and environmental aspects at the production end with economic ones to address sustainability concerns. Zaman, SI., Mubarak, MS., Hasnain, S., and Kazmi, A. (2021) then proposed nine definitions of CSR in response to these concerns. Hamid, Ijab, Sulaiman, Md. Anwar & Norman (2017) presented the subsequent model for social effects, actions, and performances. Sustainability professors are responsible for examining the intimate link between environmental and economic events. Lester Brown, who founded both world watch and the Environmental Policy Institute, has significantly contributed to bridging the gap between the two areas. In addition to environmental immigration, failed governments, alleviating poverty, and stabilizing populations, Lester Brown's "World on the Edge tour de force" features chapters on groundwater table, soil degradation, and climate manipulation.

A popular trifurcation of sustainability techniques is "economic," "social," and "environmental" (the so-called TBL, or, for short-term solutions, "the 3-Ps" or "people," "planet," and "profit") (Khan, SA., Mubarik, MS., Kusi-Sarpong, S., Zaman, SI., Kazmi, S., 2021). The best way to comprehend the theoretical and authentic connections between these variables is to recognize that humans are entwined with them all, being both the measure and component of the real-world context (Mubarik, MS., Naghavi, N., Mubarik, M., Kusi-Sarpong, S., Zaman, SI., 2021), in addition to, of course, creating "societies" and exchanging value in "economies". The most current examination of sustainability theses revealed that few authors used all supply chain sustainability measures in their research. In contrast, while numerous types of research examine the influence of external and internal variables on the financial performance of firms, studies examining the effects of social and economic aspects or environmental issues

are significantly more prevalent. Comparable factors govern the relationship between internal and external administration.

### **1.8. Research Questions:**

This research answers the below questions after analysis:

1. Does internal environmental management have a good effect on the economic success of a company?
2. Internal socially responsible management techniques have a favorable effect on a company's financial success.
3. Does Supplier monitoring and evaluation have an excellent effect on a company's economic performance?
4. Does Supplier cooperation have an excellent effect on the economic success of a company?
5. Does the implementation of proactive socio-environmental measures correlate favorably with the economic success of a company?
6. Does Corporate sustainability performance influence the favorable association between intelligent technology and the economic sustainability of the firm?

## **2. LITERATURE REVIEW**

SSCM is a new area of academic study, and much work is needed on this issue. One of the issues a few scholars confront is the variety of sustainability and SCM notions (Qader, G., Muhammad, J., Qamar, A., Mubarik, MS., 2022). Rapidly expanding organizations are increasingly embracing sustainable supply chain management. It has compelled scholars and interested parties to concentrate on its predictions. The primary objective is to assess the elements influencing sustainable supply chain management and global economies.

The organizations implementing sustainability in supply-chain management received less attention to place them in the spotlight, regardless of how their income is impacted (Mubarik, MS., Naghavi, N., Mubarik, M., Kusi-Sarpong, S., Zaman, SI., 2021). Most researchers and analysts have taken a qualitative approach to determine the feedback on Sustainable supply-chain management strategies. There are few quantitative research papers on this topic to draw statistically-based conclusions (Khan, S., Rashid, A., Rasheed, R., and Amirah, N.A. 2022). Environmental, social, and economic aspects, which are the primary determinants of Sustainable supply chain management, are agreed upon by both writers and researchers. Before 2008, academics mainly examined green technology, recycling technologies, and the procedures of supply chain management's integration with the earth's environment and population-related issues. However, they did not discuss the social consequences of Sustainable supply-chain management (Kouty, 2021). A recent study on the sustainability of supply chain management may be divided into three categories: general research, quantitative models, and empirical research. Existing empirical research is based on contributions to someone's real-time observations and experiences. Brandenburg, Govindan, Sarkis, & Seuring (2014) claimed through a literature study that there is less quantitative literature on this subject and more empirical research investigations.

Piprani, AZ., Jaafar, NI., Ali, SM., Mubarik, MS., and Shahbaz, M. (2022) stated that empirical literature validates the effects of three components on sustainable supply chain management. This further undermines the credibility of this study's lack of statistical methods. In contrast, the credibility of the writers and publishers who contributed to the research is sufficient to establish its conceptual framework. According to researchers, this issue requires no explanation for its veracity. They believe that the veracity of sustainability will compel stakeholders of the future to apply it in supply chain management. Carter and Easton (2011) asserted that it is impossible to ignore the fact that the topic of this article has inspired firms to invent and use such tools, which have allowed them to improve their performance in terms of social, environmental, and economic sustainability. Stakeholders and managers increasingly demanded it from their vendors, including their organization Yu, Z., Shah, A., Rehman, SA., Nazir, S., Tanveer, S., (2022), outline the first theoretical foundation of the supply chain depicted in Figure 1 and provide a literature review on the topic.

It illustrates the emphasis of contemporary studies on environmental and economic factors, followed by their outputs and the material supply chain. This study model was constructed on several prior supply chain management ideas. There were several excellent recommended materials and methods for determining the TBL factor's connection, but their structural presentation to the industry stakeholders is incomplete (Elkington, 1998). In addition, the previous models and techniques failed to reveal the entire extent of the TBL regarding sustainability. A focus on ecological concerns launches the motivation for sustainability. In addition, various research on green supply chain management (GSCM). It was well mentioned by other authors that environmental philosophy and supply chain management should be combined (SCM) (Morana, 2013). The inclusion of a "green" module to SCM, as described by Srivastava. According to Zhu and Sarkis, GSCM encompasses all phases of an item's life cycle, including planning, manufacturing, distribution, and end-user use and disposal. Rusmawati & Soewarno (2021) stated that SSCM integrates GSCM and CSR into SCM to maximize performance across the board. This study will examine the link between internal and external management and its impact on the organization's economic performance

## **2.1. Sustainable Supply Chain Practices**

According to Yu, Z., Shah, A., Rehman, SA., Nazir, S., and Tanveer, S. (2022), ecological considerations must be included in business philosophy and corporate development at each stage of the proposal, engineering, circulation, and removal. Many articles in the study examined the effect of each step (project, engineering, distribution, and reprocessing) on environmental routine. King and Lenox (2001) determined the relationship between lean advantages and eco-friendly presentation using engineering methods. Azzone and Noci (1998) developed a system for measuring the environmental performance of new products. Quariguasi Frota Neto et al. (2009) expanded this study to develop a methodology for evaluating sustainable logistics networks, demonstrating that logistical effectiveness and environmental effects are well-balanced.



prevents businesses from implementing sustainable practices. Due to a heightened awareness of justice, healthiness, protection, education, combined labor, and moral behaviors that social sustainability factors in the supply chain area entail, reactions have risen in recent years (Eriksson & Svensson, 2016). Adopting social sustainability in the supply chain has emphasized government and health & safety concerns more than conventional and ethical concerns. Each business decides the social sustainability of a company's supply chain. A supply chain consists of several individuals, including manufacturers and suppliers. It will assist a company in achieving remarkable benefits, which may be unfairly overstated by insufficient social responsibility management. The finding will inspire Pakistani businesses to implement widespread sustainable practices. The dearth of research in this subject in Pakistan will motivate instructors and students to contribute to this study and advance the industry with new data. The sustainability of the supply chain will increase the profitability of businesses, incentivizing them to pass this advantage on to customers in the form of lower pricing and more market competitiveness.

## **2.2. Research Variables**

The company's economic performance will be the DV of this study. This study will have three independent variables, i.e., Supplier Collaboration, Socially Responsible Management, and Supplier monitoring and assessment. This study will have a mediating variable, i.e., CSR, whose role is between Social Responsible Management and Company's economic performance will be analyzed.

### **2.2.1. Environmental Management Practices**

The view which shows the relationship between environmental performance and environmental practices is described as the Resource-Based View (RBV). Empirical research found that eco-friendly activities include waste material management, systems that manage the environment, good quality management, and product structure (Zhu & Sarkis, 2004; Beske, Land, & Seuring, 2014). These activities could show a way to more convincing environmental enactment. The focus of Social sustainability is clearly on in-house and outside entities of the company. The practices designed for better Environmental management might show a constructive impact on both external & internal entities. We explain it via example, an eco-friendly manufacturing streak cannot only reduce the emissions of pollution, but it can also address the operational circumstances of the company's employees and their civil environment.

Additionally, it improves organizational social status. Few of the authors stated that more investment in environmental safety activities could result in the substandard economic performance of the company Rao & Holt, 2005; Molina-Azorín, Claver-Cortés, López-Gamero, & Tari, 2009). More works of literature, like strategic research studies, highlight the corporate strategy with environmental accountability and its impact on the economic strategy of the firm. It also shows that it can decrease the usage of funds, improving shareholder relationships and the product image. This practice can grow the revenues of the firms.



Furthermore, based on some research, environmental management practices will positively impact economic performance (Zhu & Sarkis, 2004; Rao & Holt, 2005). The usage of more ecologically pleasant resources and the procedures make the efficiency of production better. It will indeed reduce the usage of extra resources resulting in the ultimate reduction in manufacturing costs of the companies. The above discussion forms the below hypothesis.

***Hypothesis 1:** Internal environmental management practices positively impact a firm's economic performance.*

### **2.2.2. Supplier Collaboration**

The collaborative supply chain includes, but is not limited to, operations and information strategy, among others (Lamming and Hampson, 1996). It emphasizes long-term mutual relationships rather than short-term objectives. The company's limited resources and capacity offer it an edge over its rivals and also provide it with an intangible advantage (Hart, 1995). According to Carter and Rogers (2008), intangible competitiveness, such as cooperative learning and consumer behavior knowledge, can improve environmental indicators. Furthermore, more collaboration will boost the trust between the firm and the supplier, leading to a better knowledge of social concerns and, as a result, sustainability in the supply chain. By collaborating with their suppliers and regularly checking them, businesses might increase efficiency and reduce waste (Abdul & Tolouei, 2012).

With a holistic, optimistic, and synergized collaborative strategy, businesses may achieve an active feature of supplier collaboration (Forkmann, Henneberg, Naudé, & Mitrega, 2016). Consequently, collaboration is the essential ingredient for sustained organizational growth (Bianchi, 2012). Innovation may be brought about through industry groups, technological intermediaries, and venture capital corporations, which impact the partnership between international suppliers and local businesses (Abbas et al., 2020). These variables can positively affect innovation rate, frequency, and degree. Those companies with a solid absorptive capability foundation have greater learning capacity. With the aid of absorptive capacity, it is easier to translate external information into collaborative creation (Leiponen & Helfat, 2009). Templalexis, Pilidis, Pachidis, & Kotsiopoulos (2010) reported that absorption capacity is proportional to external knowledge influx. Mutual trust, transparency, risk-sharing, and benefit-sharing are the fundamental foundations of collaborative innovation. The goal of collaborative innovation is to build long-term, strategic connections with consumers and suppliers. By sharing information in each supply chain domain, enterprises gain a competitive edge and minimize total supply chain costs. This debate builds the study's hypothesis, which is presented below.

***Hypothesis 2:** Suppliers' collaboration positively impacts a firm's economic performance.*

### 2.2.3. Social Responsible Management

Social and Socio-economic Impact Valuation (SEIA) is a unified method used to identify and accomplish the social and economic issues related to decent rehearses concerning the homegrown procurement project (Foglia et al., 2021). SEIA was established to increase the investment outcome of events developed in transport, mining, oil, and set-up divisions. It accommodates the observations, benefits, and needs of the objective communities and other involved shareholders (D'Eusanio, Zamagni, & Petti, 2019) in a directive to improve the awareness of local procurement development. Esteves and Barclay (2011) applied SEIA within the quarrying sector to develop the social reimbursements that exaggerated the projects, including the local public. This tactic can be joined with the sourcing approach considering the native community and the small to medium business enterprises into supply chains of international companies. The other sources identified by Esteves et al. (2012) analyze state of the art concerning the Social Control Assessment, which they express as a procedural tactic to analyze, validate and achieve the social concerns of planned mediations or projects' actions diagonal to the life cycle. Using CSR management, worker engagement, and proactive planning are related to ecological improvement (Kucharska & Kowalczyk, 2018).

According to Kolk (2016), increasing CSR oversight through internal staff and external organizations could raise environmental awareness among the general public and improve a company's environmental practices. Following the conclusions of (Kucharska & Kowalczyk (2018). Marshall et al. (1996). We assume that as of 2005, firm social responsibility has resulted in an improvement in environmental performance. Internal staff and external communities are both included in CSR management practices. Internal (for employee wellbeing and working conditions) and external (for the network or the client) practices can enhance a company's reputation for social performance.

Walker & Jones (2012) argued that organizations should enhance employee security and working conditions to improve representative fulfillment, prevent accidents, increase efficiency, and decrease loss. We anticipate that businesses will follow this strategy to increase their capacity for socially responsible management. Papagiannakis, Voudouris, Lioukas, & Kassinis (2019) observed that the high speculation associated with ecological insurance activities would result in subpar financial performance. The writing of critical examination emphasizes corporations and harmonizes ecological responsibility with the financial strategy, which can reduce the utilization of assets, enhance partner relations, and enhance brand image, increasing income. Internal socially responsible management is a second-order variable that includes philanthropy and human rights, according to Zhu and Sarkis (2004). A six-item scale endorsed by Carter and Jennings (2002) and Emmelhainz and Adams (1999) can elevate social rights. An orientation by Carter and Jennings (2002) four-item scale can be used to calculate philanthropy. Here, we develop a new theory.

**Hypothesis 3:** *internal socially responsible management practices positively impact a firm's economic performance.*

#### 2.2.4. Supplier Monitor and Assessment

Worker involvement, proactive planning, and CSR management are related to ecological improvement. Kolk (2016) asserted that increasing CSR oversight through internal staff and external organizations could raise environmental awareness among the general public and improve a company's environmental practices. On the findings of Marshall et al. (1996), respectively. In 2005, we assumed that increased corporate social responsibility had improved environmental performance. Internal staff and external communities are both included in CSR management practices. Walker & Jones (2012) argued that organizations should improve worker security and working conditions to increase representative fulfillment, prevent accidents, increase efficiency, and decrease misfortune. Internal (for employee wellbeing and working conditions) and external (for network or the client) practices can improve a firm's social performance. We anticipate that businesses will follow this strategy to increase their capacity for socially responsible management. Molina-Azorín, Claver-Cortés, López-Gamero, & Tarí (2009) observed that the high speculation associated with ecological insurance activities would result in subpar financial performance.

The writing of critical analyses highlights corporations and harmonizes ecological responsibility with financial strategy, which can reduce asset utilization, enhance partner relations, and boost brand perception, all of which can increase revenue. Internal socially responsible management is a second-order variable that includes philanthropy and human rights, according to Zhu and Sarkis (2004). A six-item scale endorsed by Carter and Jennings (2002) and Emmelhainz and Adams (1999) can elevate social rights. A four-item scale developed by Carter and Jennings (2002) can be used to measure philanthropy. Here is where we develop a new theory.

*Hypothesis 4: Supplier monitoring and assessment have a positive impact on a firm economic performance*

#### 2.2.5. Relationship between Internal and External Management Practices (Socio-Environmental)

Worker engagement and proactive planning are related to ecological improvement through CSR management Marshall et al. (1996). Kolk (2016) asserted that increasing CSR oversight through internal staff and external organizations could raise environmental awareness among the general public and improve a company's environmental practices, following the conclusions of Marshall et al. (1996). We assume that as of 2005, firm social responsibility has resulted in an improvement in environmental performance. Both internal staff and external communities are included in CSR management practices. Internal (for employee wellbeing and working conditions) and external (for the network or the client) practices can enhance a company's reputation for social performance. Walker & Jones (2012) argued that organizations should enhance employee security and working conditions to improve representative fulfillment, prevent accidents, increase efficiency, and decrease loss. We anticipate that businesses will follow this strategy to increase their capacity for socially responsible management. Papagiannakis, Voudouris, Lioukas, & Kassinis (2019) observed that the high speculation of ecological insurance exercises would result in subpar financial performance.

The writing of critical examination emphasizes corporations and harmonizes ecological responsibility with financial strategy, which can reduce the utilization of assets and enhance partner relations, and brand image, which can increase income. Internal socially responsible management, which includes philanthropy and human rights, is a second-order variable, according to Zhu and Sarkis (2004). Carter and Jennings (2002) and Emmelhainz and Adams (1999) both adopted a six-item scale that can be used to elevate social rights. An orientation by Carter and Jennings (2002) four-item scale can be used to calculate philanthropy. Here, we develop a new theory.

***Hypothesis 5:** Adopting proactive socio-environmental practices is positively associated with a firm's economic performance.*

### **2.2.6. Corporate Sustainability Performance Mediating Role:**

The Extended Sustainability Practices and Corporate Business Approaches reflect the benevolence and behavior of the opportunities associated with ecological expansion as it looks to the regeneration of significance for the business Lloret (2016). According to Baumgartner and Rauter (2017), adopting a sustainable stance reduces the adverse effects of organizational operations on the environment and society while enhancing the company's ability to generate revenue. In their research, Baumgartner & Rauter (2017) proposed that corporate sustainability practices link social and environmental aspects to the process of strategic management and emphasize an organization's deliberate approach to development in a sustainable environment. Corporate sustainability strategies "respond to the social, environmental, and economic requirements for both the company and society" (Epstein and Roy, 2001; Engert and Baumgartner, 2016; Baumgartner, 2014). Incorporating social and environmental considerations into the development process for the company. The definition of corporate sustainability strategy used in this study is the application of sustainable growth principles to business activities. The need for cleaner manufacturing has grown over time due to concerns about social, economic, and environmental sustainability. The work of Tumlin (2012) reveals that to achieve sustainability; research must focus on both mechanical and vibrant proportions. The following suggestion is based on the discussion above:

***Hypothesis 6:** Corporate sustainability performance mediates the positive relationship between smart technologies and the firm's economic sustainability.*

### **3. RESEARCH METHODOLOGY**

#### **3.1. Introduction**

This study will discuss sustainability in SCM practices and their impact on a company's economic performance. There will also be a discussion of the impact of external and internal sustainable management on the firm's economic performance. This study will be helpful for the firms to analyze their economic performances keeping in view their impacting factors from the internal and external environment. The company's economic performance will be the DV of this study. This study will have three independent variables, i.e., Supplier Collaboration, Environmental management practices, Social Responsible Management, and Supplier monitoring and assessment. There will be a mediating variable in this study, i.e., CSR whose role in Social Responsible Management and the company's economic performance will be analyzed.

#### **3.2. Survey Questionnaires and Measures**

The extended sustainability practices and corporate business approaches reflect the benevolence and behavior of the opportunities associated with ecological expansion as it looks to the regeneration of significance for the business Lloret (2016). According to Baumgartner and Rauter (2017), adopting a sustainable business strategy reduces the adverse effects of organizational operations on the environment and society while improving the company's economic performance. Furthermore, corporate sustainability practices should emphasize an organization's deliberate approach to development in a sustainable environment by tying social and environmental aspects to strategic management. Corporate sustainability strategies "correspond to the social, environmental, and economic requirements for both the company and society" (Epstein and Roy, 2001; Engert and Baumgartner, 2016; Baumgartner, 2014). Incorporating environmental and social concerns into a company's development process. Applying sustainable growth principles to business operations is the definition of corporate sustainability strategy in this study. The need for cleaner manufacturing has grown over time due to concerns about social, economic, and environmental sustainability. Analyzing the work of Tumlin (2012) reveals that research must be focused on both mechanical and vibrant proportions to achieve sustainability.

#### **3.3. Data Collection**

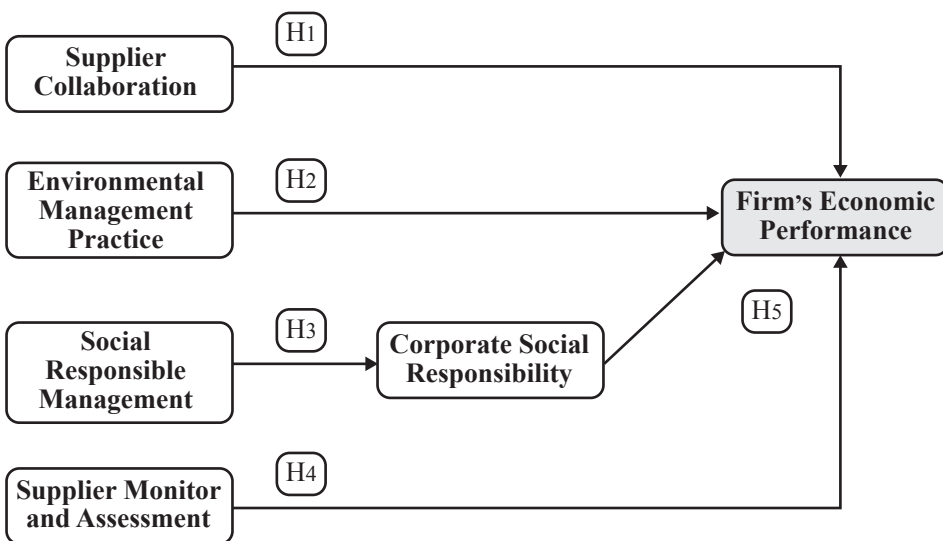
The population is restricted to the Karachi business sector to guarantee that the sampled enterprises have accepted and executed SSCM activities at the company level. Prior research has shown that ISO14001 and ISO9001 scheme implementation experience motivates businesses to launch SSCM programs (Jabbour, Jugend, Jabbour, Gunasekaran, & Latan, 2015). With this objective in mind, data were collected from a representative sample of supply chain executives and managers in Karachi-based businesses. A survey was used to gather information.

Initially, we evaluated a pool of 29 Karachi-based companies and their combined 200 supply chain employees. An adequate sample size of 96 people participated in this study. As stated in this study, a response rate of 48% was enough to test the hypotheses. Table I displays the results of the sample's descriptive analysis using the t-test.

**3.4. Data Analysis**

With the help of SPSS, we verified the conceptual model's hypotheses using real-world data by applying partial least squares analysis (Peng & Lai, 2012). We use SPSS because it can examine elaborate theoretical structures with nothing in the way of preconditions, such as simple measurement scales and distribution assumptions. Interest in structural equation modeling, a type of multivariate statistical analysis popularized in the 1980s, has spread to more contemporary fields, including "green management" and "operations management" (Peng and Lai, 2012). Measurement (or "outer") and structural models are obtained to put the conceptual model through its paces (inner model).

**3.5. The Conceptual Framework of the Study**



**Figure 1:** The conceptual framework for the firm's economic performance with sustainability practices

**4. RESULTS**

This paper aims to evaluate the sustainable supply chain practices on a firm's economic performance and the impact of socially responsible management on a firm economic performance with CSR as a mediator.

**Table 1:** Descriptive Statistics

VARIABLES	MEAN	ST.DEV	MIN	MAX	SKEWNESS		KURTOSIS	
					Statistic	Std. Error	Statistic	Std. Error
Supplier Collaboration	3.0114	1.05585	1.00	5.00	-.143	.257	-.475	.508
Environmental Management Practices	2.8636	1.05244	1.00	5.00	.279	.257	-.634	.508
Social Responsible Management	2.5455	1.23091	1.00	5.00	.328	.257	-.889	.508
Supplier Monitor and Assessment	2.8977	1.05089	1.00	5.00	.087	.257	-.456	.508
Corporate Social Responsibility	2.8636	1.19560	1.00	5.00	.352	.257	-.961	.508
Firm's Economic Performance	2.8068	1.16321	1.00	5.00	.298	.257	-.810	.508

**Table 2:** Correlations Matrix

VARIABLES	SC	EM	SRM	SMA	CSR	FEP
SC	1	.715**	.632**	.685**	.648**	.713**
EM	.715**	1	.795**	.652**	.725**	.748**
SRM	.632**	.795**	1	.595**	.738**	.765**
SMA	.685**	.652**	.595**	1	.702**	.708**
CSR	.685**	.652**	.595**	.702**	1	.791**
FEP	.713**	.748**	.765**	.708**	.791**	1

**Table 3:** Measurement of Variables & Reliability Statistics

VARIABLES	SOURCE ITEM	CRONBACH ALPHA
Supplier Collaboration	6	.870
Environmental Management Practices	6	.857
Social Responsible Management	5	.907
Supplier Monitor and Assessment	7	.903
Corporate Social Responsibility	4	.910
Firm's Economic Performance	6	.901

**Table 4:** Statistical Results

Direct Relationships	Coefficient	T Stat.	P Values	Result
Supplier Collaboration -> Firm's Economic Performance (H1)	.201	2.179	0.00	Accept H1
Environmental Management Practices -> Firm's Economic Performance (H2)	.140	1.269	0.00	Accept H2
Supplier Monitor and Assessment-> Firm's Economic Performance (H4)	.374	3.815	0.00	Accept H3
Social Responsible Managements -> Corporate Social Responsibility (H3)	.256	3.003	0.00	Accept H4

**Indirect Relationships**

Social Responsible Managements -> Corporate Social Responsibility->Firm's Economic Performance (H5)	0.4971	5.6170	0.00	Accept H9
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#### **4.1. Data Collection**

The data was collected through emails and using what's app. The questions were compiled through Google Forms, and links to the forms were sent to study participants. The total target sample was around 150.

#### **4.2. Descriptive Statistics**

Descriptive average scores of all items by individual participants were calculated. Table 1 shows the results of the descriptive analysis of the study.

#### **4.3. Reliability**

To determine the reliability of the question, Cronbach alpha, and internal consistency are calculated. Table 3 shows the results of Cronbach alpha. The alpha values were evaluated using the incremental criteria with the following reading. The results show that all the variables have an alpha reading greater than 0.8, meaning the scale of the item used to measure the relationships is highly reliable.

#### **4.4. Statistical Results**

The statistical findings of the investigation are shown in Table 4. Supplier collaboration favors enterprises' economic performance, as the p-value is 0.000 and the coefficient value is 0.201. Thus, H1 is supported. As the p-value is 0.000 and the coefficient value is 0.140, we may conclude that hypothesis 2 is supported. With a p-value of 0.000 and a coefficient value of 0.374, we can conclude that H3 is supported. Supplier monitoring and evaluation favorably affect a company's economic success. H4 is supported since the p-value is 0.000 and the coefficient value is 0.256, indicating that socially responsible management has a favorable effect on the organization's economic performance. Corporate social responsibility mediates between businesses' economic success and socially responsible management, as the P-value is 0.000 and the coefficient value is 0.0.4971; therefore, we can conclude that Hypothesis 5 is validated.

### **5. CONCLUSION**

This article aims to examine the link between sustainable supply chain practices and the bottom line. This research demonstrated that economic output would improve if sustainable practices were prioritized. The study's findings strongly emphasized the need for sustainable business practices so that they might serve as a guideline for a medium or small-sized enterprise. The research demonstrated the significance of sustainable practices and the necessity for businesses to prioritize them to boost their bottom lines. The company has to know that SSCM practices are interconnected and will usually lead to better results.

In Pakistan, sustainable supply chain management methods have a favorable effect on a company's economic success, according to the report. These techniques aid in reducing expenses, enhancing efficiency, and enhancing customer connections,



all of which contribute to increased profitability. To enhance economic performance, businesses should use sustainable supply chain management methods. The research also found many obstacles to applying sustainable supply chain management strategies, including a lack of knowledge, insufficient resources, and limited government assistance. Thus, Pakistan's government and private sector must take action to foster the adoption and implementation of these practices.

### **5.1. Limitations of the Study**

This study has considered the Karachi business sector and its time-related constraints. Existing and prospective Karachi industrialists may benefit from the findings. The questionnaire was developed to ask supply-chain executives, managers, and supervisors of the appropriate supply-chain management teams in the Karachi industry various questions in a constrained time frame. Due to a lack of time and resources, the sample size was not extensive. Only a limited examination of particular industries, such as the automobile and manufacturing sectors, could be conducted. Additional limitations were:

Owing to the absence of trustworthy data, it may not be easy to effectively quantify the impact of sustainable supply chain management methods on a firm's economic performance. Insufficient awareness of the local context: The research may not be able to capture the intricacies of the Pakistani setting, which may be essential to comprehend the full impact of sustainable supply chain management techniques. Owing to the restricted availability of data, the sample size of the research may be minimal, reducing the accuracy of the results. The study may be limited in breadth and accuracy due to the limited resources available.

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# **GAP ANALYSIS OF SERVICE QUALITY USING SERVQUAL MODEL: A STUDY OF CONSUMERS SATISFACTION IN PAKISTAN APPAREL BRAND**

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## **ABSTRACT**

*Service quality and its connection to customer satisfaction and loyalty are crucial for all businesses in today's competitive environment. The apparel industry which is expanding globally, operates in a very dynamic environment, where constant updating and renewal of the product line is essential to retain customers to meet their high and varied demands. It becomes critical for apparel brands to track consumer satisfaction with service quality over time, pinpoint the variables that influence it, and then search for areas for development. Therefore, this research aimed to evaluate the effectiveness of women's clothing brand service quality on its clients' satisfaction by finding the gap between perceived and expected quality of service using the SERVQUAL model. Through a questionnaire survey, data was collected from 150 customers of a particular Pakistani clothing brand from different outlets in the city of Karachi. The results revealed that the customers were satisfied with the brand in all five dimensions of SERVQUAL i.e. tangibles, reliability, empathy, assurance and responsiveness and has a positive relationship with customer satisfaction. However, empathy and responsiveness were the two aspects that needed to be focused on to outperform in service quality.*

**Keywords:** Service Quality, SERVQUAL, GAP model, Customer Expectations, Customer Perceptions

## **INTRODUCTION**

### **Research Background**

In today's rapidly expanding world and period of globalization, textile retailing is at its pinnacle. Service is one of the most significant views in the textile sector. Regarded as a critical component of consumer pleasure, it is highlighted as a top priority before any other purpose in retail. The given services can serve as a basis for measuring the level of client satisfaction.

Because customers have gotten more educated, aware, and absorbed, the textile industry's business environment is becoming very competitive from the get-go, making it difficult to provide the proper level of services that customers expect. Effective services and meeting client expectations directly contribute to customer happiness, which in turn contributes to the customer retention that any business needs.



Keeping this in view, this research intends to assess a textile brand's service quality by employing the service quality gap model, otherwise known as SERVQUAL, developed by Parasuraman, Zeithaml, and Berry during the 1980s. The model is adapted to determine service characteristics and improvement areas by exploring the difference between customer expectations and perceptions of the service.

### **Customer Satisfaction**

Customers are satisfied when they have a favorable impression of a product, service, or company. It's what sets one apart from the rest of the pack. Managing customer satisfaction well is crucial, since repeat business from happy customers is a powerful kind of free advertising. The level of client satisfaction is another important indicator of a product's success. In the fiercely competitive Pakistani market, where every company is fighting for the same pool of satisfied customers, this is often seen as the deciding factor in whether or not a business succeeds.

Consider the textile business which places a premium on service excellence, to compete successfully with opponents from around the globe, it is vital to deliver services of the highest quality and to provide complete customer satisfaction. High Customer satisfaction benefits organizations in numerous ways such as increasing the trust of existing customers and brand loyalty, increasing awareness of people towards the firm, gaining new customers due to favorable word-of-mouth advertising and diverting customers from the competitor, all of which increase sales (Almossawi, 2012). Customer satisfaction in the textile industry is influenced by several aspects such as helpful and courteous staff, prompt and accurate billing, fair costs, high-quality services, and a strong overall value proposition. Satisfied customers differ from those who are not very pleased and can have a significant impact on the success of a business. According to Heskett et al. (1994), the relation between scores and loyalty depends on whether or not customers are "very satisfied" or just "satisfied" with the good or service. The likelihood of repeat purchases is five times higher for "very satisfied" customers. Therefore, ingenious organizations always try to adopt strategies not only to satisfy their customers but also to delight them.

The American Customer Satisfaction Index states that customer satisfaction is a strategic company asset that needs to be maximized. Companies that can satisfy customers' expectations while delivering quality, value, and complaint handling are successful. Long-term success depends on building a loyal customer base, which can only be achieved by offering exceptional service. Loyal customers not only reduce costs (through repeat business and increased purchases), but also increase profitability by reducing promotional efforts (Li et al., 2011). The degree to which a service fulfills the client's expectations is a good indicator of its quality.

To maintain a strong foothold in the market, businesses need to learn what their clients expect from them and then work to exceed those expectations through the development of service standards.

Menzela and Craig (1999) identified four steps to successful service planning. Customers should be valued first, and their needs and wants should be met in every way possible. The second is equipping workers by inspiring them to perform above and beyond in terms of client satisfaction. The next stage is to disseminate information to clients that clarify the steps necessary to get their desired outcome.

Last but not least, achieving victory at all stages of the customer service chain through strengthening ties between the business and its clientele.

Several publications of past study investigations have proposed high service quality as a strategically differentiated strategy in today's retail business (Asubonteng et al. 1996; Weiss et al. 2005; Rhee and Rha 2009). The garment industry is one such dynamic, fiercely competitive business environment that demands a focus on providing high-quality services to win over customers' happiness and loyalty. Due to the rising number of products that consumers need and the introduction of new supply to suit these high and diversified needs, this is a massive and rapidly growing global market.

The Pakistani clothing industry is well known for its broad product line, competitive price, and excellent quality products that are sold to other countries. With US\$6.05 billion in apparel market revenue in 2023, it is among the top five exporters of fashion clothing to the US and European markets. The market's largest segment, women's apparel, is expected to be worth US\$2.53 billion in 2023. The apparel industry, however, faces a number of difficulties, including a lack of fuel and rising fuel costs, labor disputes, political unrest, and factory closures and relocations brought on by an unstable economy and heightened competition (Uddin and Jahed 2007). (Crisis, 2012). Because frontline personnel who have direct contact with customers have a substantial impact on customer satisfaction, Hui and Yee (2015) believe that the company's services will suffer in the absence of a professional and knowledgeable team, leading to unhappiness among customers.

Although numerous previous studies on service quality and customer satisfaction have been conducted in various industries using SERVQUAL, such as education (Enayati et al., 2013; Amelia, Hidayanto, & Hapsari, 2011), restaurant and hotel (Tessera et al., 2016; Sharma, 2014), retail (Badlani and Singhal, 2017; Hisam et al., 2016), telecommunication (Kang and James, 2004; Rajeswari et al., 2017; Huang, Lee, and Chen, 2017), banking (Ahmed et al., 2017; Kakuoris & Finos, 2016) and some on textile industry have also been found (Selvabaskar and Shanmuga, 2015; Jaskulska, 2013). However, those findings required more examination in a Pakistani context because several countries have varied social economic statuses and client segmentation.

Also, service quality from the customer's perspective in the apparel sector has not been widely researched. Therefore, this research tries to fill this gap to some extent by conducting research on the Pakistani apparel industry which is first of its type to the best of my knowledge. The study adopted the SERVQUAL model to explore the factors predicting clothing brand customer satisfaction and loyalty. The apparel firm examined for this study was a leading women's clothing brand located in the city of Karachi.

### **SERVQUAL Model**

The rules and extent of the five gaps delineated by Parasuraman et al. (1988) were utilized in the creation of SERVQUAL, or the service quality gap model. The underlying premise of this concept is that service quality is determined by the discrepancy between client expectations and perceptions of the service.

The first gap is the knowledge gap, which is the discrepancy between what customers anticipate from the quality of services provided and what management believes they should expect.

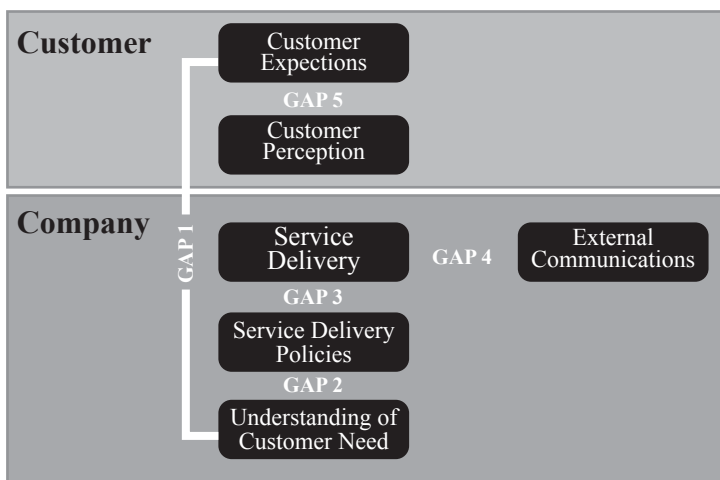
The second gap is the policy gap, which is the difference in how management interprets customer expectations and how that knowledge is incorporated into staff standards and service delivery regulations.

The third gap is the delivery gap, which is the difference in the actual services provided and the service quality requirements.

Communication gap number four: the discrepancy between the services rendered and those promised or conveyed to the customer.

The fifth gap is the customer gap, which is the difference between the level of service that consumers perceive and what they expect.

Therefore, Gap 5 represents a lack of service quality as perceived by clients, while gaps 1-4 reflect inadequacies inside the service organization. Conceptual gap model of service quality.



**Dimensions in SERVQUAL Model**

The American researchers A. Parasuraman, Valarie Zeithaml, & L.L Berry compiled a list of 97 elements that can have significant effects on service quality concerning the customers’ expectations and what they are perceiving against. The model was designed in 1985 and formerly the items were divided into 10 major dimensions: tangibles, responsiveness, reliability, security, communication, credibility, competence, courtesy, and understanding the customer. By the end of 1988, the model was modified with compiled 22 items (for expectations and perceptions) used along with the 7-point scale from “Strongly Agree” (7) to “Strongly Disagree” (1).

Additionally, the 10 dimensions had been condensed into 5 essential dimensions, which were referred to by the acronym RATER, which included the 22 items from the improved model. Although all the dimensions are important to customers few are considered highly valuable. While conducting research, participants were asked to give each of the five aspects a score out of 100, with higher scores indicating more relevance.

### **Dimensions of SERVQUAL**

- Reliability is defined as the capacity to continuously deliver the promised service with precision and dependability.
- Assurance is described as the knowledge, courtesy, and capacity of personnel to inspire confidence, trust, credibility, and safety.
- Tangible is the look of an organization's physical facilities, equipment, staff, and communication materials.
- Empathy is the offering of care and customized attention to the consumer.
- Responsiveness is described as the eagerness to assist clients and offer prompt service.

The SERVQUAL MODEL is a "Multi-Item Scale" that is well-versed in reliability and validity. Its declarations of assumptions and perceptions across five dimensions established its status as a defined model. Scores based on averages along each dimension item can be used to compare the businesses' reliability and productivity (Parasuraman et al., 1985). One of SERVQUAL's benefits is that it can be used to identify and analyze the specific aspects of service delivery that contribute to high-quality service and pinpoint places where improvements may be made.

### **Research Objectives**

- To identify the expected and perceived level of customer satisfaction for a leading women's clothing brand.
- To conduct a gap analysis to investigate service gaps.
- To find out service quality features of a clothing brand that can improve customer gratification.
- To recommend service-related areas where enhancements can be made.

## **LITERATURE REVIEW**

When the Servqual Model was implemented at Islamic Azad University, Mahmoodi, Salarzadeh, and Paslari (2015) and Enayati, Modanloo, Behnamfar, and Rezaei (2013) discovered that students' expectations exceeded their perceptions in all five categories of service quality. Furthermore, Amelia, Hidayanto, and Hapsari (2011) evaluated the expectations and perceptions of diverse university students using the Servqual Model and found certain gaps in the assurance and dependability

components of service quality. The service quality in universities in Iran and Dhaka was examined by Ahmadi and Ghelichli (2006) and Ahmad and Hossain (2009), respectively. It was discovered through SERVQUAL Model data analysis that student expectations were higher than student perceptions.

Kundi et al. (2014) sought to investigate the relationship between customer satisfaction and service quality at a Pakistani higher education institution. The SERVQUAL model was employed in the investigation, and the results indicated a strong and positive relationship between customer satisfaction and each of the attributes (tangibility, assurance, reliability, empathy, and responsiveness). Furthermore, two factors that have been highlighted as catalysts for enhancing the higher education system's service quality are assurance and tangibility.

Blešić et al. (2011) investigated the quality of service in the hotel industry by employing the SERVQUAL gap methodology. The study's results discovered that clients are generally dissatisfied with hotel services in all variables except "empathy", as their expectations were higher than their perceptions of quality services.

Ahmad, Papastathopoulous (2019); Tessera, Ahmad, and Hussain (2016) examined customer satisfaction and service quality in the hotel industry using the SERVAQUAL model. The findings showed that customer satisfaction was significantly influenced by two (2) SERVQUAL dimensions: tangibles and responsiveness.

Sharma (2014) made an effort to use the SERVQUAL model to gauge the level of customer satisfaction in Indian hotels. The results showed that there are some discrepancies between what customers believe and expect. Additionally, Saleh and Ryan (2006) found differences in how guests and management saw the hotel's characteristics as well as differences in how guests and management perceived the services offered. There is a reason for discontent with the services provided when these gaps appear.

Hisam et al. (2016) used the SERVQUAL and GAP models to find out how consumer satisfaction can be impacted by the quality of service satisfaction in retail outlets in three Indian cities (Varanasi, Kolkata, and Ranchi). The outcomes of the investigation revealed that the aspects of reliability, assurance, tangibility, empathy and responsiveness all were incorporated into the selected three retail organizations. Moreover, tangible has a larger gap when compared to other attributes.

Jaskulska (2013) suggested looking into how the ZARA clothing business in Ireland projects consumer happiness using factors related to the quality of its products and services. The SERVQUAL model for service quality served as the basis for the tool's construction in the research. The study indicates that consumers seem satisfied with ZARA staff and concur that qualities like responsiveness, dependability, and integrity are what meet their needs. Additionally, the results showed that comprehension and serviceability are factors that affect customer satisfaction.

Chan and Goh (2019) looked into how client satisfaction and service quality are related and found that three dimensions of SERVQUAL (empathy, tangibles and responsiveness) have a favorable and noteworthy association with consumers. However, client satisfaction was negatively impacted by reliability and assurance.

Badlani and Singhal (2017) employed the SERVQUAL approach to assess the difference between quality of service and perceived service quality in the Indian Retailing scenario. The gap analysis identified areas where the organization can improve and offered guidance for making adjustments to increase service quality. The tangibles dimension showed the greatest disparity, while the responsiveness factor showed the smallest.

Lim and Tang (2000) examined the Servqual Model by adding two more service quality features to it which are “accessibility and affordability”. They performed their research with this enhanced version in Singapore hospitals and identified that the two dimensions “Assurance and Responsiveness” are the most important and valued aspects of service quality in the health sector.

Kang and James (2004) applied the Servqual Model in the telecommunication industry in South Korea. They took a survey of two cellular companies in South Korea and concluded that technical qualities are as important as functional qualities proposed by Parasuraman et al (1988) for the customers to get satisfaction from service quality.

Rajeswari, Thiyagarajan and Srinivasulu (2017) conducted research to uncover the link between client satisfaction, service quality, and loyal clientele in wireline telecommunications enterprises. The mechanism was based on the E-S-Qual and SERVQUAL models, and structured questionnaires were distributed. According to their findings, consumer satisfaction acts as an intermediary between client loyalty and service quality.

Huang, Chen, and Lee's (2017) study examined the relationship between service quality and client satisfaction and loyalty in the business-to-business technology service sector. The study follows the PZB model as a guide. The findings demonstrated that the quality of service (tangibility, responsiveness, empathy, and assurance) has a positive impact on customer satisfaction.

Furthermore, consumer satisfaction increases brand awareness and customer loyalty, and acts as a moderator, further enhancing the positive correlation between those factors.

Kakuoris & Finos (2016) examined consumers' perceptions of service quality at the leading bank in Serbia; whereas, Arasli et al. (2005) analyzed service quality in the commercial banking sector in Cyprus. The SERVQUAL measurement tool was utilized to perform the survey. The findings found discrepancies between consumer expectations and perceptions, implying that service quality inadequacies must be

addressed. In the case of Cyprus, the responsiveness-empathy component showed the greatest disparity, while in Serbia the highest negative gap was found for the reliability dimension. The assurance component had the greatest influence on customer happiness in both studies.

Ahmed et al. (2017) examined how perceived value and customer trust, as well as the impact of technology, affect the quality of banking services and the happiness of customers in a Pakistani environment. They did this by using a modified SERVQUAL model with four dimensions: empathy, reliability, competence, and online service. The investigation's findings showed that each of the four factors significantly affects total consumer satisfaction. It is also found that the banking industry's usage of technology serves as a moderating factor.

Panchariya (2014) made an effort to investigate the discrepancy between consumer perceptions and expectations of banking services in the Indian city, of Wardha, using SERVQUAL. The findings show that in all five dimensions of SERVQUAL banking clients' expectations exceeded their perceptions with the largest disparity in the dimensions of tangibility, responsiveness, and empathy, whilst the dimensions of reliability and assurance have the lowest gap scores.

## **RESEARCH METHODOLOGY**

In the current era of modernization and innovation, it is found that the people of Pakistan tend to be more brand-conscious and seek the latest fashion trends in clothing. The study was carried out under the umbrella of the apparel industry of Pakistan and focused on the efficacy of service quality on consumer satisfaction targeting one of the leading women's clothing brands in Pakistan.

### **Research Design**

To investigate how customers evaluate service quality, this study used a SERVQUAL model to explore the factors predicting customer satisfaction and loyalty for the brand selected. This research employed the deductive approach as we are not providing a new theory but rather, utilizing existing concepts to justify our results. Also, a quantitative (survey) approach is utilized, in which a self-administered structured questionnaire was provided to the consumers who have experience in purchasing the specific apparel brand in Pakistan.

### **Population and Sampling**

A total of 150 completed questionnaires were gathered from the customers who had experience buying the particular clothing brand of our research. The respondents were selected randomly by convenience sampling approach from outlets at various sites in Karachi City, which was the sole study location.

### **Data Collection Technique**

For data collection, self-administered structured questionnaires were distributed to the customers of a particular women's clothing brand in Karachi, Pakistan. The questionnaire used is divided into three significant sections. The first section encompasses the demographic characteristics of the respondents. The next section,



which is a crucial one includes twelve questions covering all five quality dimensions (4 questions for tangibles, 2 for reliability, 2 for responsiveness, 2 for assurance, and finally 2 for empathy) and explains the details of the major part of the study i.e. the gap between expectations and perceptions. This section has been modified from actual SERVQUAL in a way that includes only relevant questions, reworded where required, merging the repetitive ones and omitting which were not relevant. For each of the questions in the second section, the respondents are required to specify their expectation (importance) and perception (experience) intensity using 5 point Likert scale from highest to lowest. The final section covers the honored opinion of the customers for the brand determining their satisfaction level and loyalty.

### **DATA ANALYSIS**

The descriptive analysis is carried out using Microsoft Excel software, with the help of frequency tables, and the application of mean and unweighted and weighted averages to simplify, summarize and produce accurate results from the gathered data.

Data obtained from the survey have been analyzed separately for each variable to ascertain the expected service quality, perceived service quality, and unweighted and weighted service quality gaps. Each dimension's gap scores—empathy, assurance, responsiveness, consistency, and tangibility—were weighted according to their average scores. The 12 SERVQUAL items from the expectation and perception statements were grouped based on the five SERVQUAL basic dimensions in order to determine the average SERVQUAL score. The combined weighted and unweighted service quality gap, as well as the final outcomes for each SERVQUAL dimension separately, are shown in a separate table below.

### **RESULTS AND FINDINGS**

#### **Respondents Demographic Profile:**

A total of 150 respondents provided the gender, age, and profession data that was gathered. According to the data, 9% of respondents were men and 91% of respondents were women. According to the age criteria, 24% of respondents were between the ages of 26 and 35, 40% of respondents were between the ages of 21 and 25, and 27% of respondents were between the ages of 17 and 20. of the respondents, 9% were over 35. Furthermore, reported are the following statistics: 5% of respondents identified as businessmen; 26% were employed; 14% were housewives; 10% were unemployed and seeking for work; and 44% were students.

#### **SERVQUAL Findings:**

S.No	Question	Expectatio	Perception	Gap Score (P - E)
<b>Tangibles Dimension</b>				
1.	The brand outlet has dirt free service area.	1.76	2	0.24
2.	The brand outlet has appealing décor. (Mannequins, racks, shelves, etc.)	2.05	2.21	0.16
3.	Employees are neat, clean, and well dressed up.	1.66	1.68	0.02
4.	The equipment used at the brand outlet for billing and other technical purposes is modern and updated.	1.79	1.9	0.11



Total (Tangibles Dimension)	7.26	7.79	0.53
Average Gap Score (Tangibles Dimension)	0.133		

**Reliability Dimension**

5. Employees take immediate action upon complaints	1.71	1.96	0.25
6. Employees perform services by a certain time as promised.	1.97	2.07	0.1
Total (Reliability Dimension)	3.68	4.03	0.35
Average Gap Score (Reliability Dimension)	0.175		

**Responsiveness Dimension**

7. Employees show sincere interest to solve customers’ problems.	1.69	1.76	0.07
8. Employees are polite and never too busy to respond to customers’ requests.	1.79	1.8	0.01
Total (Responsiveness Dimension)	3.48	3.56	0.08
Average Gap Score (Responsiveness Dimension)	0.04		

**Assurance Dimension**

9. Employees are knowledgeable about the type of product (fabric, size, fashion trends, etc. and recommends the best of it.	1.79	2.09	0.3
10. The behavior of employees at the brand instills and boosts customers’ confidence.	1.88	2.12	0.24
Total (Assurance Dimension)	3.67	4.21	0.54
Average Gap Score (Assurance Dimension)	0.27		

**Empathy Dimension**

11. Employees give individualized attention to customers.	1.99	2.1	0.11
12. Employees understand the specific needs of their customers.	1.94	2.06	0.12
Total (Assurance Dimension)	3.93	4.16	0.23
Average Gap Score (Assurance Dimension)	0.115		

**Table 4.1:** Average Gap Score for Each Dimension (Un-weighted)

S.No	Categories	Gap Scores
1.	Average Scores for Tangibles	0.133
2.	Average Scores for Reliability	0.175
3.	Average Scores for Responsiveness	0.040
4.	Average Scores for Assurance	0.270
5.	Average Scores for Empathy	0.115
Total		0.733
Average Un-weighted Score (÷ 5)		0.147

**Table 4.2:** Average Gap Score for All Dimensions in Total (Un-weighted)

The above table shows that in all five dimensions i.e. tangibility, responsiveness, reliability, empathy and assurance, the perceptions of the clothing brand clients exceeded their expectations showing that customers are satisfied with the overall service quality of the brand. The results also show that in the perceived v/s expected level of quality of service, the assurance dimension has the largest gap score followed by reliability whereas the dimension of responsiveness has the lowest gap.

S.No	Dimensions	Unweighted		Weights		Weighted
1.	Tangibles	0.133	x	0.28	=	0.037
2.	Reliability	0.175	x	0.22	=	0.039
3.	Responsiveness	0.04	x	0.29	=	0.012
4.	Assurance	0.27	x	0.19	=	0.051
5.	Empathy	0.115	x	0.11	=	0.013
Total						0.151
Average Weighted Score (÷ 5)		0.030				

**Table 4.3:** Average Gap Score for All Dimensions in Total (Weighted)

Summary of overall gap analysis

S.No	Dimensions	Expectations	Perceptions	Total Gap Score	Average Weights	Weighted Score
1.	Tangibles	7.26	7.79	0.53	0.133	0.037
2.	Reliability	3.68	4.03	0.35	0.175	0.039
3.	Responsiveness	3.48	3.56	0.08	0.040	0.012
4.	Assurance	3.67	4.21	0.54	0.270	0.051
5.	Empathy	3.93	4.16	0.23	0.115	0.013
Total						0.151

**Table 4.4:** Summary of Gap Analysis

As per respondents' evaluation for the significance of each category, responsiveness and tangibles were the factors that had the highest importance. while, assurance and empathy were less important with a ratio of 0.19 and 0.11, respectively.

According to the results, customers appeared satisfied with the service quality of the brand in all five dimensions and agreed that assurance, reliability, and tangibles were the factors that satisfied their expectations the most. Furthermore, the aspect with the lowest score in terms of satisfaction was Responsiveness.

### CONCLUSION AND RECOMMENDATIONS

Our study analyzed the service quality of a clothing brand of Pakistan, through the lens of the gap model using SERVQUAL to ascertain whether or not the brand was living up to its customers' expectations and perceptions, as well as to identify any impediments to service delivery. The findings of the research revealed that the Customers' perceptions were higher than their expectations, and the brand's influence over the quality of the services provided was found to be substantial. The positive feedback from consumers demonstrates a high level of satisfaction, identified for all

five dimensions of service quality. However, to gain a competitive edge and to excel more in service quality, a company should work on the aspects of responsiveness and empathy by providing human psychology training to their staff and hiring more employees to cater to a greater number of customers and matching their needs in a better-sophisticated manner.

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# IMPACT OF SOCIAL MEDIA ON USER BEHAVIOR

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## ABSTRACT

*The purpose of the study was to look at how people use social media and how that impacts their social lives. This study, which concentrated on social media users, found that social media has a detrimental impact on social capital, mental health, and family relationships. People who use social media are becoming less dependent on their real relationships and family members and more on the platform. The quantitative study that was conducted to evaluate how social media users acted and how it influenced their mental health, social capital, social isolation, and family relationships was based on the deductive technique and positivist research paradigm. The data acquired from 385 social media users. The significant effects of social media use on psychological well-being, mental health, social capital, social isolation, and family relationships are shown using regression analysis. The results of correlation analysis show that there is a strong correlation between all variables and social media use. The study is useful for analyzing how users interact with social media platforms.*

**Keywords:** Social Media Use, Psychological wellbeing, Mental Health, Social Capital

## INTRODUCTION

### Background of Research

The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of people (Ostic & et al, 2021).

The social media affects the life of humans in various formats, as social media is effective tool for people to use and social media is effective medium to reach out people and for advertisements. The social media platform for users for interaction, develop new friends, contact people who are for away, effective for business for develop their business and promote their business. The social media advertisements is the core source for development of business and no business can run without social

media because people are using social media and only source for large scale marketing and advertising. Whereas some people only focused on social media and consider social media is the part of core lives and value social media more than real and existing relationships, this affects the life of people and effects on relationships, family life as well as mental health.

The social media affects the life of users in positive as well as negative way, there are many perspectives where people are more focused on using social media and keep oneself alone form social and real world, they consider and value more to Facebook, Instagram, social networking sites rather than real life world, this effects on social life, mental health, family relationships as well. The study of social media marketing is core tool for development of business and marketers are using social media for purpose of advertising (Aligwe, Ugochukwu & Nwafor, 2017; Apuke, 2016).

Online media has an impact on print media. With the introduction of the internet and smartphones, online media make it easier for customers to download and read newspapers, and news channels have grown in significance. Users may easily access the internet and smartphone, and their increased flexibility improves reading comprehension. As the population ages, more and more people are becoming "digital natives," who use gadgets and technology to improve customer experiences and feedback regarding technology use (Jorgensen & Hanitzsch, 2019).

Customers pay less for products purchased online, and users find websites easy to use. People are willing to use online channels and consider putting in the least amount of work while using them to receive notifications. Modern media development has changed how consumers behave; now, they consider how much rent is being paid, put forth little work, and prefer the setup. Purchasers are encouraged by the emergence of digital media to use technological innovation and place less emphasis on print media. Expert locals explain that young people who were around when cutting-edge developments arose use internet media with ease, as do those customers (Jorgensen & Hanitzsch, 2019).

According to a recent study, social media use may help young people deal with emotional disturbances, particularly when they are grieving the loss of a loved one (Williams & Merten, 2009). Three primary categories can be used to categorize concerns with social media safety, health, and balanced use: exposure to undesirable content, online victimization, and engaging in risky online activity.

The main objective for this research is to understand whether social media is creating negative impact or positive impact in society. And, if social media is creating both negative and positive impact than what could be the circumstances behind it.

### **Scope of Study**

The research conducted on social media usage on behavior of people. The research focuses on youth and teenagers in Karachi Pakistan. The data collected from people who are using the social media and social media has significant impact of human psychological characteristics, mental health issues, isolation, depression, family issues and wellbeing of people.

### **Statement of Problem**

Social media usage is essential, and it can have both positive and bad effects on users' lives. While social media is a useful tool for connecting with others, building relationships, and growing businesses, it also has detrimental consequences on people's mental health, social isolation, and family dynamics. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. The study was carried out to examine how people utilize social media platforms and how that affects their social lives. According to this study, which focused on users who spend a lot of time on social media, social media negatively affects family ties, mental health, and social capital.

### **Objectives of Research**

1. To analyze the impact of social media use on psychological wellbeing of people.
2. To analyze the impact of social media use on mental health of people.
3. To analyze the impact of social media use on social health of people.
4. To analyze the impact of social media use on social isolation of people.
5. To analyze the impact of social media use on Family Relationships of people.

### **Research Questions**

1. What is the impact of social media use on psychological wellbeing of people?
2. What is the impact of social media use on mental health of people?
3. What is the impact of social media use on social health of people?
4. What is the impact of social media use on social isolation of people?
5. What is the impact of social media use on Family Relationships of people?

### **Hypothesis**

**H1:** There is significant impact of social media use on psychological wellbeing of people.

**H2:** There is significant impact of social media use on mental health of people.

**H3:** There is significant impact of social media use on social health of people.

**H4:** There is significant impact of social media use on social isolation of people.

**H5:** There is significant impact of social media use on Family Relationships of people.



## **LITERATURE REVIEW**

### **Social Media Use**

While social media is a useful tool for connecting with others, building relationships, and growing businesses, it also has detrimental consequences on people's mental health, social isolation, and family dynamics. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. The social media affects the life of humans in various formats, as social media is effective tool for people to use and social media is effective medium to reach out people and for advertisements. The social media platform for users for interaction, develop new friends, contact people who are far away, effective for business for develop their business and promote their business.

The social media advertisements are the core source for development of business and no business can run without social media because people are using social media and only source for large scale marketing and advertising. Whereas some people only focused on social media and consider social media is the part of core lives and value social media more than real and existing relationships, this affects the life of people and effects on relationships, family life as well as mental health. The social media is necessary part of human existence nowadays, and by the usage of social media people are connected with their pals, family and enterprise. The social media websites provide ease for connection and facility to create contacts and expand new pals as well. On identical time social media has terrible effect on conduct of people, due to social media humans end up greater connected with online human beings and much less linked with their own family and present relationships, due to this social media has effect on mental and social health of humans (Ostic & et al, 2021).

The social media advertisements are the core supply for improvement of commercial enterprise and no commercial enterprise can run without social media due to the fact people are the usage of social media and only supply for massive scale advertising and marketing and advertising. Whereas a few human beings only focused on social media and don't forget social media is a part of core lives and fee social media extra than real and existing relationships, this affects the existence of human beings and influences on relationships, family existence in addition to mental fitness. The social media affects the existence of people in diverse formats, as social media is effective device for humans to apply and social media is effective medium to attain out human beings and for advertisements. The social media platform for users for interplay, broaden new friends, contact folks who are far away, powerful for enterprise for develop their commercial enterprise and sell their business. The social media affects the life of users in positive as well as negative way, there are many perspectives where people are more focused on using social media and keep one self alone from social and real world, they consider and value more to Facebook, Instagram, social networking sites rather than real life world, this effects on social life, mental health, family relationships as well. The study of social media marketing is core tool for development of business and marketers are using social media for purpose of

advertising. The essential objective for this study is to recognize whether social media is creating negative impact or superb impact in society. And, if social media is growing both terrible and fine effect than what will be the instances at the back of it.

The social media influences the lifestyles of humans in diverse formats, as social media is powerful device for human beings to apply and social media is powerful medium to attain out people and for advertisements. The social media platform for users for interaction, broaden new pals, touch individuals who are for away, powerful for enterprise for increase their business and promote their enterprise. The social media commercials are the center source for improvement of business and no enterprise can run without social media due to the fact humans are using social media and most effective source for big scale advertising and marketing and advertising. Whereas some people handiest centered on social media and bear in mind social media is a part of core lives and value social media greater than real and current relationships, this influences the existence of humans and influences on relationships, family life in addition to intellectual fitness.

The social media impacts the life of customers in high quality as well as terrible way, there are many perspectives where humans are extra focused on the use of social media and keep one self alone shape social and actual international, they remember and fee extra to Facebook, Instagram, social networking websites instead of real existence global, this effects on social lifestyles, mental fitness, own family relationships as properly. The study of social media advertising and marketing is center tool for improvement of commercial enterprise and marketers are using social media for cause of advertising

The social media is important a part of human lifestyles in recent times, and through the usage of social media human beings are related with their friends, own family and corporation. The social media websites offer ease for connection and facility to create contacts and increase new friends as properly. On same time social media has horrible impact on behavior of people, due to social media human beings grow to be greater linked with on line humans and lots much less related with their own family and present relationships, because of this social media has effect on mental and social fitness of human beings (Ostic & et al, 2021).

The social media impacts the lifestyles of people in various codecs, as social media is effective tool for people to apply and social media is effective medium to obtain out people and for commercials. The social media platform for customers for interplay, expand new friends, contact folks that are for away, powerful for business enterprise for increase their commercial company and promote their enterprise. The social media classified ads is the center deliver for development of commercial employer and no business employer can run without social media because of the truth humans are the use of social media and handiest supply for huge scale marketing and advertising and advertising and marketing. Whereas a few human beings most effective focused on social media and do not forget social media is the part of middle lives and rate social media extra than real and present relationships, this affects the lifestyles of human beings and effects on relationships, family life in addition to intellectual health.

### **Social Media and Psychological Well Being**

The Psychological wellbeing refers to better mental health and social health of people, and social media is the tool by which people can engage in developing social relationship and improve their Psychological Wellbeing The social media is the source of information, entertainment and building consumers' minds. The researched focused on psychological aspects of behavior, how behavior of people formed, building mental health, psychological characteristics, social capital and social isolation. The research focused on behavior of people and how behavior changed due to usage of social media and its impact of behavior of people. The research is limited in Karachi Pakistan and youth and teenagers are focused in research. (Rita Njoroge, 2013). The condition of people to perceive and respond things in particular manners, this promotes to enhance the mental condition of people to increase the social standards. People are increase social contacts and increase interaction with other people, this refers to increase social networking and contacts to improve one self and once business, this refers to social capital. Social isolation refers to condition where people can consider oneself separated from environment and other people, when family relationships become obsolete and one is alone, this refers to social isolation.

Online media has an impact on print media. With the introduction of the internet and smartphones, online media make it easier for customers to download and read newspapers, and news channels have grown in significance. The internet and smartphones are user-friendly and flexible, which improves reading skills for those who use them. As the population grows, there are more and more "digital natives," or individuals who grew up in the age of technology and are accustomed to utilizing gadgets and technology. This improves consumer satisfaction and feedback regarding the use of technology (Jorgensen & Hanitzsch, 2019).

Though, overall increase in use of online mediums and online industry increased, as due to change and usage of online media the pattern of living also changed and overall shift in the demand online websites. Many newspapers started operating online, develop websites and usage has been increased, and people enhance their experience. The dynamics of media marketing and news has been changed as shift in digital media and mediums of digital marketing and advertising has been changed. The Print media lost their importance because of consumer shift towards to online media, online newspapers, newspapers websites and ease in availability and access of news contents (Verweij, 2019).

The Digital locals additionally increment, as the populace piece spread numerous individuals are from the time of innovation and utilizing the gadgets and innovation hence this improves the client experience and input towards utilization of innovation (Xiaoge, 2018). Business transactions are certainly affected by it, including interaction patterns in trading (buying and selling). Marketers use the internet today to provide or sell products and services of their businesses. Furthermore, the Internet assists consumers in discovering a variety of products and services available to them. Online trading activities are also known as electronic commerce or e-commerce. By providing a different form of service than a regular store that consumers can trust, ecommerce has contributed to the growth of the national and international economy (Dewi& Hartono, 2019).

Consumers can engage with brands more actively on social media. Brands also have more freedom to interact on the platform. Social media provides businesses with the opportunity to establish new connections, attract new audiences, and receive feedback through polls, competitions, and referral campaigns. Social media is a great platform for events of this type due to its ubiquitous nature (Dewi& Hartono, 2019).

Customers are more likely to purchase a brand they can relate to and empathies with. Through social media, brands can be humanized. The brand that audiences see is the one that manages a company's social media account, whether it is one person or a team. People attribute that to the brand. The opinions of others can sway many people on social media. It is only a few vocal individuals who create a brand's image, even when most do not speak up. How do most people research brands on social media? It's true that audience opinion matters a lot.

The ones with the loudest voices are the ones heard by new prospects. Social media provides an effective counterpoint to this. With the introduction of social media, PR statements can be sent and quickly spread from sharer to sharer, whereas in the past, PR statements may have taken longer to reach their target audience - information didn't spread as quickly. Despite this, even small lapses can enrage social media users, and everyone is bound to disagree with a brand's message (Mooij, 2018).

### **Social Media and Mental Health**

The condition of people to perceive and respond things in particular manners, this promotes to enhance the mental condition of people to increase the social standards. People are increase social contacts and increase interaction with other people, this refers to increase social networking and contacts to improve one self and once business, this refers to Social capital. Social isolation refers to condition where people can consider oneself separated from environment and other people, when family relationships become obsolete and one is alone, this refers to social isolation. The impact of social media uses on incidence of depression, anxiety and psychological distress among adolescents, as examined by this review, is likely to be multifactorial. It is important to distinguish between the terms used for the relationship.

According to tests conducted with the help of this assessment, the effect of social media use on the prevalence of psychological suffering, anxiety, and hopelessness among young people is probably multifaceted. It's important to distinguish between the various terminologies used to describe the relationship. Assuming that there is a socially constructed reality, it is accurate to state that there is a "association" between mental health issues and social media use. Yet, this may not be supported by science. Scholars examine correlations rather than adopting socially constructed realities. Correlation is no longer exceptional; it is statistical. There is a causal relationship, which calls for directed proof. Since the latter can no longer be safely explored on this subject, we must thus conclude that there is a correlation but not a clear cause-and-effect relationship.

The Online media has an effect of print media, online media make ease for shoppers in downloading and understanding papers and news channels additionally increment their significance with approach of web and PDAs. The PDA and web is not difficult to utilize and expand adaptability improves the capacity for peruses also. The Digital locals additionally increment, as the populace piece spread numerous individuals are from the time of innovation and utilizing the gadgets and innovation hence this improve the client experience and input towards utilization of innovation (Xiaoge, 2018).

The print media has its significance in the brain of shoppers and individuals, through the online innovation cause change and online mediums alter the attitude of individuals. However, by and large expansion being used of online mediums and online industry expanded, as because of progress and utilization of online media the example of living additionally changed and generally speaking change in the interest online sites. Numerous newspapers began working on the web, foster sites and use has been expanded, and individuals upgrade their experience. The elements of media promoting and news has been changed as change in computerized media and vehicles of advanced showcasing and publicizing has been changed. The Print media lost their significance in view of shopper shift towards to online media, online papers, papers sites and simplicity in accessibility and access of information substance (Kopano, 2018).

Media assumes a significant job in advising the individuals about the realities. In such manner, writers gather the data, alter it lastly disperse it to the overall population. Proficient morals, for example, what sorts of themes to cover (balance), precision, honesty, unprejudiced nature, reasonableness and the regard of person's protection, go about as significant core values for columnists to keep up the trustworthiness of the news content. In any case, surviving writing has discovered that the entire procedure of data dispersal to the overall population includes various premiums, for example, individual premiums of data source or columnist, possession premiums of media associations, notoriety of lawmakers, plan of premium gatherings, strategy suggestions for governments, acclaim of advertisers' items, size of the objective market and inclinations of the crowd. Media specialists have explored different parts that effect moral fundamental initiative of the scholars while performing distribution work in newsrooms. These factors can be accumulated into four indisputable yet related classes: those relating to essayists themselves, those relating to non-reporters who sway scholars, those connected to the media affiliation and industry structures and those that are related with progressively broad social thoughts (Barth, 2017).

### **Social Media and Social Capital**

Being cut off from social networks or lacking in personal ties are two ways to define social isolation. Death and morbidity rates are higher in a nation where people don't engage with others appropriately, don't feel like they belong in society, and don't have satisfying relationships. Individuals who take great pleasure in their social isolation are less likely to form social connections, interact with others, or participate in social events. Recent studies, however, contend that social media use lessens social

isolation. In fact, prolonged usage of social media platforms such as Facebook, WhatsApp, Instagram, and Twitter, among others, may also present chances to lessen social isolation. According to Waite et al. (2018), enhanced interpersonal connectivity through social media films and photographs, for example, enables users to demonstrate intimacy and lessen social isolation.

The Consumer purchase decision is based on set of consumer characteristics, purchase pattern, and advertising of various brands. The advertising can attract consumer decisions and enhance consumer attraction, brand awareness to purchase the product (Shevchuk, 2019). There are various platforms through which consumers can be attracted. Advertising, sales promotion, direct selling, personal selling, discounts and so forth through which customer's attraction increases. The online marketing is the one medium through which consumer's shows attention and increase customer attraction, advertising on social media affects the purchasing decisions of consumers. Today, most of consumers available online and view the advertisements on You Tube, face book, Instagram, advertisers promote their brands, add information regarding new features and packages and so forth (Monroe, 2016).

Consumers can engage with brands more actively on social media. Brands also have more freedom to interact on the platform. Social media provides businesses with the opportunity to establish new connections, attract new audiences, and receive feedback through polls, competitions, and referral campaigns. Social media is a great platform for events of this type due to its ubiquitous nature (Dewi& Hartono, 2019).

Customers are more likely to purchase a brand they can relate to and empathies with. Through social media, brands can be humanized. The brand that audiences see is the one that manages a company's social media account, whether it is one person or a team. People attribute that to the brand. The opinions of others can sway many people on social media. It is only a few vocal individuals who create a brand's image, even when most do not speak up. How do most people research brands on social media? It's true that audience opinion matters a lot.

The ones with the loudest voices are the ones heard by new prospects. Social media provides an effective counterpoint to this. With the introduction of social media, PR statements can be sent and quickly spread from sharer to sharer, whereas in the past, PR statements may have taken longer to reach their target audience - information didn't spread as quickly. Despite this, even small lapses can enrage social media users, and everyone is bound to disagree with a brand's message (Mooij, 2018).

The development of Digital media upgrades shopper mindfulness and individuals know about online papers and accessibility of information on sites. The utilization of Print Newspapers decreases, as significance print media declined. The convenience of Print media is testing now a days and considering the significance of Digital media shoppers are changing from Print to online media and in perusing papers outlook changed in Pakistan. This exploration clarifies the significance of Online Newspapers sites and expanding number of clients on online presence with similar to Print media (Ushe, 2010).



The digital media emergence changes the way of consumers and consumers are considering the lease in use, have low cost and they prefer the format. The Digital media emergence enforces consumers to use digital technology and less focus on print media. Digital natives explain that youngsters who are in this world when technological emergence came into being and those consumers use the online mediums with ease (Kalubanga, Tumwebaze, & Kakwezi, 2016).

### **Social Media and Social Isolation**

Society and human civilization have been transformed by using information generation. The introduction of generation has created a without borders global, which has given rise to immediately modifications in belief, purchaser behavior, and the selection of human beings. In these cutting-edge times, human beings tend to buy products that are advertised on social media in various ways to capture the goal of customers. A logo's photo is built inside the minds of clients via advertising. Advertisements on social media platforms which include YouTube, Facebook, Instagram, and others permit outlets to sell their products (Seo and Park, 2018).

Business transactions are truly stricken by it, inclusive of interaction patterns in trading (shopping for and selling). Marketers use the net nowadays to provide or promote products and services of their companies. Furthermore, the Internet assists consumers in discovering a whole lot of services and products to be had to them. Online trading activities also are referred to as digital trade or e-trade. By imparting a special shape of service than a normal save that purchasers can agree with, ecommerce has contributed to the boom of the countrywide and worldwide financial system (Dewi & Hartono, 2019).

Consumers can engage with brands extra actively on social media. Brands additionally have more freedom to have interaction at the platform. Social media presents corporations with the possibility to set up new connections, attract new audiences, and acquire remarks thru polls, competitions, and referral campaigns. Social media is a super platform for events of this kind because of its ubiquitous nature (Dewi& Hartono, 2019).

Customers are much more likely to purchase an emblem they could relate to and empathies with. Through social media, brands can be humanized. The logo that audiences see is the one that manages a company's social media account, whether it's miles one man or woman or a group. People attribute that to the brand. The evaluations of others can sway many people on social media. It is only a few vocals those who create a brand's photograph, even if most do not communicate up. How do maximum human beings' studies brands on social media? It's proper that audience opinion matters lots.

The ones with the loudest voices are those heard via new possibilities. Social media affords an powerful counterpoint to this. With the creation of social media, PR statements can be sent and speedy unfold from sharer to sharer, whereas inside the past, PR statements may also have taken longer to reach their target market - data did not unfold as quick. Despite this, even small lapses can enrage social media customers, and absolutely everyone is sure to disagree with a brand's message (Mooij, 2018).

### **Social Media and Family Relationships**

While social media is a useful tool for connecting with others, building relationships, and growing businesses, it also has detrimental consequences on people's mental health, social isolation, and family dynamics. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships

The social media affects the life of users in positive as well as negative way, there are many perspectives where people are more focused on using social media and keep one self alone form social and real world, they consider and value more to Facebook, Instagram, social networking sites rather than real life world, this effects on social life, mental health, family relationships as well. The study of social media marketing is core tool for development of business and marketers are using social media for purpose of advertising (Aligwe, Ugochukwu & Nwafor, 2017; Apuke, 2016).

The social media impacts the life of humans in diverse codecs, as social media is powerful device for humans to apply and social media is powerful medium to attain out humans and for classified ads. The social media platform for customers for interaction, expand new pals, touch folks that are for away, powerful for business for increase their commercial enterprise and promote their commercial enterprise.

The social media advertisements are the center source for development of commercial enterprise and no enterprise can run without social media because humans are using social media and simplest source for huge scale advertising and advertising.

Whereas a few humans most effective centered on social media and remember social media is the part of center lives and fee social media more than real and existing relationships, this affects the life of people and influences on relationships, circle of relatives' existence as well as mental health. The use of social media is vital and social media has effective in addition to bad impact of lifestyles of users. Social media is a powerful tool for people to connect with others, build relationships, and grow their businesses, but it also has detrimental effects on people's mental health, social isolation, and family ties. Social media is a tool to bring people together and expand the pool of potential dates. People may take charge of their relationships and businesses by using social media effectively. The study was conducted to examine how social media websites are used and how this affects people's social interactions. This study was conducted on consumers who spend a large amount of time on social media and who concur that social media negatively affects connections with family, mental health, and social capital.

## **RESEARCH METHODOLOGY**

### **Geographic Distribution of Sample**

The research conducted on users of social media in Karachi Pakistan. The research participants from Karachi Pakistan who are using the various social media websites includes Facebook, WhatsApp, Snapchat and others. The researcher includes people from all Karachi and data collected from sample through Online Google forms.



### **Demographic Distribution of Sample**

The research data collected from the population of Karachi Pakistan, and data collected from respondents varying in terms of age, gender, education and experience. The participants are from Karachi, who are extensively using the social media websites.

### **Research Design**

This research is Quantitative in nature and conducted based on Positivism, the research is explanatory in nature. The research conducted through deductive approach for generalization in same industry and same nature of consumers. The researcher considers the population of social media users in Karachi Pakistan and conducted research on users of social media websites and how they are affecting their mind and behavior. The research is explanatory and conducted in Positivism research paradigm.

### **Type of Research**

Primary research was carried out using the positivism paradigm, whereas quantitative research was carried out using certain theories and hypotheses (Saunders, 2013). The research philosophy we are using in this study is epistemology since it is theoretical in nature and aims to broaden our understanding. The expansion of knowledge based on current knowledge and theory is known as epistemology. We are using a logical method in this research. Because the goal of the research is to understand the behavioral elements and psychological alterations brought about by social media use, the study is quantitative in character. Social media use among young people, particularly teenagers, has changed people's lives in terms of isolation, mental health, and family relationships.

### **Population of the Study**

Based on Quantitative research approach the population of this research are the all users of social media in Karachi Pakistan is target population which is considered a large population. The researcher analyzes the use of social media and its impact of behavioral changes in users. The users of Facebook, WhatsApp, Myspace, Snapchat, Instagram, YouTube, are the users of social media and included in population of this research.

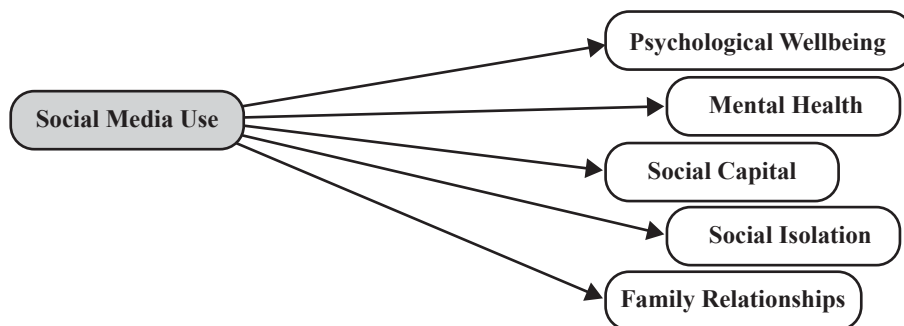
### **Sampling Technique and Sample Size**

The non-probability convenience sampling method was employed in this study to obtain data. The sample size of 385 is needed to complete the research population, which is chosen using a 95% confidence interval and a 5% margin of error (Saunders, 2011).

### **Conceptual Framework**

Independent variables (IV)

Dependent variable (DV)



*Source: Adapted: Ostic, Qalati, Barbosa, Shah, Galvan (2021) & Meshi, D., Cotten, S. R., and Bender, A. R. (2020).*

### **Research Instrument**

The research conducted based on Questionnaire and survey conducted from users of social media websites. The instruments consisted of few demographics' questions, others questions are based on Likert scale, and close ended questions.

### **Data Collection & Analysis Techniques**

The data collected from users of social media websites and user are using various platforms of social media includes Instagram, Snapchat, YouTube, WhatsApp, Facebook and spend time for usage. The data collected through the Questionnaire, then collected data processed through the SPSS Software and data analysis performed includes reliability analysis, correlation analysis and regression analysis.

### **Data Analysis**

The purpose of the primary research was to examine how people use social media and how it affects their mental and emotional well-being. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. On same time people become more dependent upon social media and this has effects on their social and mental health. The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of people.

According to this study, which focused on users who spend a lot of time on social media, social media negatively affects family ties, mental health, and social capital. Social media use is making people more reliant on it than on their actual relationships and family members. The information was gathered from 385 customers who use social media, gathered via online Google forms, examined using SPSS software, and put through a number of tests. The researcher applied regression analysis, correlation analysis, hypothesis testing to perform analysis to develop connection between use of social media on human life.

**Demographics of Respondents**

The research data collected from different demographics includes male and female both, people from various location and background, various age groups and income groups.

**Table 1:** Demographics – Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	295	76.6	76.6	76.6
	Female	90	23.4	23.4	100.0
	Total	385	100.0	100.0	

According to the data gathered from both male and female clients, 295 of the 385 customers were men and 90 were women.

**Table 2:** Demographics - Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	179	46.5	46.5	46.5
	26-33	154	40.0	40.0	86.5
	34-40	52	13.5	13.5	100.0
	Total	385	100.0	100.0	
	18-25	179	46.5	46.5	46.5

A total of 385 customers—179 of whom are in the 18–25 age group, 154 of whom are in the 26–33 age group, 52 of whom are in the 33–40 age group—were the subjects of the research data that was gathered from persons in these age categories.

**Table 3:** Demographics – Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	13	3.4	3.4	3.5
	Graduate	270	70.1	70.1	73.5
	Post graduate	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

People with varying educational backgrounds provided the data, which gives a clear picture of their purchasing levels and the factors that draw them to online buying. consumers typically hold graduate degrees; there are roughly 270 consumers who hold graduate degrees along with 102 individuals who hold master's degrees.

**Table 4 :** Demographics – Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 40,000-60,000	110	28.6	28.6	28.6
	Rs. 60,001-80,000	172	44.7	44.7	73.2
	80,001-100,000	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

The data was gathered from individuals across various income brackets, with the bulk of clients earning between \$60,001 and \$100,000. 172 of the customers earn between \$60,000 and \$80,000, while 103 of the consumers earn between \$93 and \$98.

**Pilot Testing (Testing Reliability)**

**Table 5:** Reliability Test Results

Variables	Items	Cronbach’s Alpha
Social Media Use	4	0.81
Psychological Wellbeing	4	0.76
Mental health	4	0.71
Social Capital	4	0.74
Social Isolation	4	0.91
Family Relationships	4	0.87

The research applied reliability analysis to evaluate the consistency of response over the scale. The reliability analysis is testing the reliability of scale and tool for collection of data. The results of internal reliability tests and values of Cronbach’s alpha elaborates that results are reliable and consistent as the values of Cronbach’s alpha is greater than 0.7 for all the variables. The Variables includes Psychological Wellbeing with 4 statements asked in the questionnaire having Cronbach Alpha is value 0.76, Mental health with value 0.71, Social Capital with value 0.74, Social Isolation with value 0.91, Family relationships with value 0.87 and social media use is 0.81. All the variables having significant reliability over the scale and collected data is reliable for analysis. The results the significant reliability and consistency of responses in the data and data is reliable for analysis. The data is reliable and consistent over scale and we can perform further analysis on this collected data.

**CORRELATION ANALYSIS**

**Table 6:** Correlation Matrix

The Correlation Matrix explains the relationship of all variables with dependent variable based on 95% confidence Interval and 5% Margin of Error on which sample is drawn from population. The Correlation analysis shows all the variables having probability (significance value less than 0.05 which is required on 95% confidence interval. The Variables includes Social Media Use is independent variable with five dependent variables and we check the relationship with each dependent variable separately. The value of psychological wellbeing is 0.00, Mental Health is 0.00,

Social Capital is 0.00, Social isolation is 0.05 and Family relationships is 0.00, the all values are below probability value 0.05 at 95% confidence interval this shows the variables are significant and having positive relationship with use of social media use.

Correlations							
		PW	MH	SC	SI	FR	SM
<b>PW</b>	Pearson Correlation	1	.123*	-.059	.038	.269**	.199**
	Sig. (2-tailed)		.015	.250	.462	.000	.000
	N	385	385	385	385	385	385
<b>MH</b>	Pearson Correlation	.123*	1	-.117*	-.033	-.094	.242**
	Sig. (2-tailed)	.015		.022	.516	.066	.000
	N	385	385	385	385	385	385
<b>SC</b>	Pearson Correlation	-.059	-.117*	1	.142**	-.042	.282**
	Sig. (2-tailed)	.250	.022		.005	.407	.000
	N	385	385	385	385	385	385
<b>SI</b>	Pearson Correlation	.038	-.033	.142**	1	.120*	-.097
	Sig. (2-tailed)	.462	.516	.005		.018	.050
	N	385	385	385	385	385	385
<b>FR</b>	Pearson Correlation	.069**	-.094	-.042	.120*	1	.068
	Sig. (2-tailed)	.462	.516	.005		.018	.050
	N	385	385	385	385	385	385
<b>SM</b>	Pearson Correlation	.199**	.242**	.282**	-.097	.068	1
	Sig. (2-tailed)	.000	.000	.000	.050	.018	
	N	385	385	385	385	385	385

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

**Regression Analysis**

**Variable 1:** Psychological Wellbeing

**Table 7:** Regression Model Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.718	.717	.39211
<b>Predictors:</b> (Constant), Social Media Use, DV: Psychological Wellbeing				

**Table 8:** Regression Model Results – ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.1
1	Regression	13.038	5	2.608	16.960	.000b
	Residual	58.270	379	154		
	Total	71.308	384			
<b>Predictors:</b> (Constant), Social Media Use, DV: Psychological Wellbeing						

The regression analysis is performed to evaluate the impact of social media use on psychological wellbeing, mental health, social capital, social isolation and family relationships. The regression model analyzed that model is significant with R Square is 0.712 shows the 70% predictability of model. This shows model is significant and variables having direct and significant relationship with use of social media use.

**Table 9:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	Social Media Use	.179	.048	.181	3.701	.000
<b>Predictors:</b> (Constant), Social Media Use, DV: Psychological Wellbeing						

The Social media use is independent variables and Psychological Wellbeing is dependent variable, model is analyzed that value of social media use is 3.7 and significance value is 0.00. This shows that social media use has significant impact on Psychological Wellbeing of people as social media has positive impact on life of human and create value addition for them.

**Variable 2:** Mental Health

**Table 10:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	MH	.207	.053	.187	3.921	.000
<b>Predictors:</b> (Constant), Social Media Use, DV: Mental Health						

The Social media use is independent variables and Mental Health is dependent variable, model is analyzed that value of social media use is 3.9 and significance value is 0.00. This shows that social media use has significant impact on Mental Health of people this has positive as well as negative both impacts, more people are dependent on social media and has negative impact their mental health is disturbed with extensive use of social media.

**Variable 3:** Social Capital

**Table 11:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	SC	.341	.055	.294	6.198	.000
<b>Predictors:</b> (Constant), Social Media Use, DV: Mental Health						

The Social media use is independent variables and Social Capital is dependent variable, model is analyzed that value of social media use is 6.18 and significance value is 0.00. This shows that Social media use has significant impact on Social Capital of people this has positive as well as negative both impacts, social capital has been increased as relationships increased and people are more connected with sue of social media websites.

**Variable 4:** Social Isolation

**Table 12:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	SI	.156	.050	.147	3.114	.002
<b>Predictors:</b> (Constant), Social Media Use, DV: Social Isolation						

The Social media use is independent variables and Social Isolation is dependent variable, model is analyzed that value of social media use is 3.11 and significance value is 0.02. This shows that Social media use has significant impact on Social Isolation of people this has positive as well as negative both impacts. The social isolation has been increased due to social media and people are more connected on social media rather than real life existing connections.

**Variable 5:** Family Relationships

**Table 13:** Regression Model Results – Co-efficient

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.B
1	(Constant)	1.669	.466		3.579	.000
	FR	.071	.052	.067	2.361	.017
<b>Predictors:</b> (Constant), Social Media Use, DV: Family Relationships						

The Social media use is independent variables and Family Relationships is dependent variable, model is analyzed that value of social media use is 2.36 and significance

value is 0.017 This shows that Social media use has significant impact on Family Relationships of people this has negative impact. The family relationships have been disturbed due increase in social media websites and people dependency on social media.

**Hypothesis Testing**

**Table 14:** Hypothesis Testing

<b>Hypothesis</b>	<b>T Value</b>	<b>Sig Value</b>	<b>Decision</b>
<b>H1:</b> There is significant impact of social media use on psychological wellbeing of people	3.701	.000	Accepted
<b>H2:</b> There is significant impact of social media use on mental health of people.	3.921	.000	Accepted
<b>H3:</b> There is significant impact of social media use on social health of people.	6.198	.000	Accepted
<b>H4:</b> There is significant impact of social media use on social isolation of people.	3.114	.002	Accepted
<b>H5:</b> There is significant impact of social media use on Family Relationships of people.	2.361	.017	Accepted

When the probability value is less than 0.05 and the t value is more than 2, the hypotheses H1, H2, H3, H4, and H5 are accepted. Among the variables are We examine the association between each of the five dependent variables—social media use is one of the independent variables—individually. Psychological wellbeing, mental health, social capital, social isolation, and family relationships are all significant variables that are significantly impacted by social media use. All of these variables have values greater than two in t statistics, and all of these values are below the probability value of 0.05 at the 95% confidence interval.

**CONCLUSION**

The study done to examine how people's use of social media affects their lives. Social networking is a very powerful tool for building connections, relationships, and online businesses. However, excessive usage of social media has a detrimental effect on people's lives, which has an impact on people's social and mental capital as well as family ties. Social media is a tool for fostering positive connections between individuals, and with its wise use, users may manage both their personal and professional relationships. On same time people become more dependent upon social media and this has effects on their social and mental health. The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their



family and existing relationships, due to this social media has impact on mental and social health of people.

The Quantitative research conducted based on Questionnaires and data collected from users of social media. The social media users are users of Facebook, WhatsApp, snapchat, Instagram, YouTube and so forth. According to this study, which focused on users who spend a lot of time on social media, social media negatively affects family ties, mental health, and social capital. Social media use is making people more reliant on it than on their actual relationships and family members. The information was gathered from 385 customers who use social media, gathered via online Google forms, examined using SPSS software, and put through a number of tests.

The gathered data was examined using SPSS software, and several tests were run. The acquired data is consistent and dependable across the range, according to the reliability analysis. A substantial association between social media use and characteristics such as psychological wellbeing, mental health, social capital, social isolation, and family ties was found by correlation analysis. Among the variables are We examine the association between each of the five dependent variables — social media use is one of the independent variables — individually. Psychological wellbeing, mental health, social capital, social isolation, and family relationships are all significant variables that are significantly impacted by social media use. All of these variables have values greater than two in t statistics, and all of these values are below the probability value of 0.05 at the 95% confidence interval.

The social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of humans.

### **RECOMMENDATIONS**

- The research analyzed the social media use affects the psychological wellbeing, as people learn many things and can develop good mind set for business and earn profitability by using social media websites.
- The research analyzed the extensive use of social media websites affects the mental health and has negative impact on mind set and people are more limited to world as only focused on social media.
- The research analyzed the social media has effects on social capital, as social capital has increased and people are having more connection and friends by connectivity and use of social media.
- The research analyzed that by extensive use of social media has affected on social isolation and social isolation has been increased due to use of social media.
- The social media use also effects on family relationship; people are more concern to develop relationship on online networks rather than focus on real existing relationships.

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# FACTORS INFLUENCING ON SALES GROWTH IN EDUCATIONAL SECTOR OF KARACHI, PAKISTAN

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## ABSTRACT

*The research conducted to analyze the factors influencing the sales growth in the educational sector in Karachi, Pakistan. There are various factors that are affecting the sales of universities and institutions based on quality education, teaching staff, facilities available, and marketing strategies. This research is focused on marketing strategies how these institutions cater to student's needs based on available demand and competition. The researcher adopted the Kotler model of marketing in the educational sector based on 7 factors taken as independent variables including product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy and Sales growth is a dependent factor. The research conducted in Post Positivism research paradigm and quantitative research was conducted with a certain hypothesis for explanations. The primary data was collected through questionnaires and filled 250 questionnaires from the faculty, parents, and students belonging to universities and educational institutions. The regression results explain that product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy are significant predictors and promotional strategy, and entrepreneurial culture are found insignificant in this context. The research is useful for education sector and helpful for universities and educational institutions to analyze the market dynamics and consider various marketing strategies for targeting customers.*

**Keywords:** Sales growth, product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy.

## INTRODUCTION

### Research Background

The education industry nowadays plays an important role in the growth of an economy. This industry has functions that diversifies the meaning of education and increases sustainability in this sector. In other words, education sector provides in helping to add value to the sales growth of the educational sector ok Karachi. Some institutional areas can be quite challenging whereas in terms of sales growth where this research will help in creating immense growth for greater benefits in future and will help in turning tables while the educational industry will flourish. The growth in sales will also increase the revenue generation process which can be catered to collect large amount of taxation process for the country (Ahearne, John, & Bolander, 2019).

Education has great importance and education is the prime thing that affects the social and economic conditions of country. Without educated people society is blunt and no entrepreneurs, no successful businessmen can be emerged. The education system develops people and culture and those who gain education they contribute for people and society (Anderson, Karthol, and Bloom, 2015).

Marketing is crucial to gain organizational efficiency. This suggests that advertising presence a crucial function inside the instructional context, even though some human beings can also have unnoticed it, and therefore, it's far critical to train and expand the knowledge of stakeholders, in place of forget about or avoid it (Gibbs, 2012).

Marketing education received fantastic consciousness and attention in the past two a long time. Marketing schooling is essential as it covers almost every issue of the social community. Production responds to marketplace research approximately college students' preference discovers quality. The market research also affords a guiding principle for the improvement of new degree applications primarily based on the new market necessities. In addition, new technology needs to be reinforced to reach new students. Marketing is the object because the product may be traded, offered, or offered. The required advertising making plans procedure and implementation of a method is to get extra extension. (Cummins, Peltier, Erffmeyer, & Whalen, 2016). The schooling industry these days performs a crucial position within the boom of an economic system. This enterprise has functions that diversifies the which means of schooling and will increase sustainability on this zone. In different words training quarter presents in supporting to add value to the sales increase of the educational sector adequate Karachi. Some institutional areas may be quite hard while in terms of sales boom in which these studies will assist in growing substantial boom for extra blessings in future and will assist in turning tables whilst the educational industry will flourish. The increase in income will also boom the sales generation process which may be catered to acquire massive amount of taxation process for the U. S. A. (Ahearne, John, & Bolander, 2019).

In order to boost client happiness and loyalty, current company practices and marketing trends employ efficient marketing methods along with moral business, marketing, and advertising activities. The use of dangerous products, deceptive promotion, subliminal advertising to enhance one's reputation, fabrication of terms and conditions, and improper product usage all have an impact on consumers and an organization's ability to make business decisions. Organizations now days concentrate on moral behavior in order to obtain a competitive edge, boost consumer reaction, become more visible to customers, and raise customer happiness. Consumer behavior changes as a result of unethical marketing strategies, and businesses eventually suffer unfavorable effects (Abdul Nasir, 2018).

Customer satisfaction is increased by providing customers with an improved marketing and advertising experience through the use of customer relationship management and customer service excellence methods. Since an organization's ethical standards are crucial to the expansion and development of its business, it is important to uphold these standards in order to prevent changes in consumer behavior and to keep customers interested in purchasing and selling goods.

The application of morality, justice, and standards to marketing decision-making behavior altered the business environment (Riquelme, Roman, & Iacobucci, 2016).

The cycle of selecting goods and services based on decisions and available options from associations is known as consumer buying behavior. The buyers are looking for improved ways to narrow down their selections, choose the finest alternatives, and make purchases of goods and services. Consumer purchasing behavior is influenced by a variety of factors, such as location, pay, weather, and shopping malls' accessibility. A variety of other showcasing activities, including as advertising, development, restrictions, accessibility, and shows, can also affect consumer purchasing behavior and lead to indiscreet purchases (Chonko, 2016).

### **Scope of the Study**

The actual point of conducting this study is to highlight some factors that would help in increasing the sales in the whole education sector that would provide quality and performance, knowledge and create new strategies in marketing area for the new developments of the country in the particular area of education. This study conducted in the educational institutes to build a firm value of knowledge that would spread out in the economy as a positive sign for the educational sector of Karachi, Pakistan.

### **Problem Statement**

The educational institutions are striving for resources and marketing is the key factor to attract people towards schools, colleges, and universities to get registered to improve education. This research conducted to analyze the marketing practices performed by various universities and institutions to engage people in education and get admissions through which the revenues and sales of educational institutions also increased.

## **INTRODUCTION**

### **Objectives of Research**

1. To analyze the impact of product marketing strategy on sales growth in education sector of Karachi Pakistan.
2. To analyze the impact of Price Strategy on sales growth in education sector of Karachi Pakistan.
3. To analyze the impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan.
4. To analyze the impact of Placement Strategy on sales growth in education sector of Karachi Pakistan.

### **Research Questions**

1. What is the impact of product marketing strategy on sales growth in education sector of Karachi Pakistan?
2. What is the impact of Price Strategy on sales growth in education sector of Karachi Pakistan?
3. What is the impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan?
4. What is the impact of Placement Strategy on sales growth in education sector of Karachi Pakistan?

### **Hypothesis**

**H1:** There is significant impact of product marketing strategy on sales growth in education sector of Karachi Pakistan.

**H2:** There is significant impact of Price Strategy on sales growth in education sector of Karachi Pakistan.

**H3:** There is significant impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan.

**H4:** There is significant impact of Placement Strategy on sales growth in education sector of Karachi Pakistan.

### **Literature Review**

The Literature reviews describes the factors influencing sales growth in educational sector and what they are important factors based on theories, models and empirical research has been stated in this chapter of literature review.

### **Sales Growth in Educational Sector**

The Educational sector strives for providing quality education to people and focus on launching that program which are in demand and consumer prefer to take admissions. The educational marketing is also similar to their business marketing and depend upon the 4Ps of Consumers, includes Product, price, placement and promotion. Education has high-quality significance and education is the prime aspect that affects the social and monetary conditions of the USA. Without knowledgeable humans' society is blunt and no entrepreneurs, no a success enterprise man can be emerged. The training device develops people and lifestyle and people who gain training they make contributions for humans and society (Anderson, Karthol, and Bloom, 2015). The education industry nowadays performs an essential position in the growth of an financial system. This enterprise has features that diversifies the that means of schooling and will increase sustainability in this region. Some institutional regions may be pretty hard whereas in terms of income growth in which this research will help in developing big boom for extra blessings in destiny and will assist in turning tables at the same time as the academic enterprise will flourish. The boom in income will even increase the revenue generation technique which may be catered to acquire huge amount of taxation process for the country (Ahearne, John, & Bolander, 2019). In different words schooling zone provides in assisting to feature fee to the income boom of the academic region ok Karachi.

Research has proven that income and provider group of workers in distribution channels have the most touch with the customers and the most impact over clients' destiny decisions concerning product buy and repeat product purchase. New distribution channels primarily based at the aggressive gain of latest technology could consequently allow greater salespeople to interact with capacity customers, at the same time as modern customers will use these channels for carrier. The empirical consequences show that developing new channels of distribution; schooling the income employees in the firm as well as within the distribution channels; imparting incentives to salespeople; and the use of unique entertainment events and using media releases to promote it distribution channels will increase sales boom (Ling, Chai, & Piew, 2010).



Understanding the purchasing habits of consumers is essential in the highly competitive market of today. Through advertising and promotion, the multinational firm increases customer interest while offering solutions to its clients. These days, with the fierce competition, the necessity to analyze customer wants, and the pressure to find original advertisements quickly, ethical advertising and promotion are critical. Numerous marketing practices that businesses engage in are deemed unethical, including subliminal advertising, deceptive customer service, pricing that is not displayed on packaging, hidden fees, and taxes that are charged to customers at the point of sale. As a result of these practices, customer dissonance increases, and customers may choose to switch to other products, which has a direct impact on consumers' purchasing decisions (Chonko, 2016).

Better quality, better packaging, promotion, advertising, and brand promises to make decisions easier for consumers all contribute to increased consumer attractiveness. In order to make an informed decision, consumers seek out competitive pricing, high-quality products, and marketing initiatives. However, when marketers deceive consumers regarding product quality, packaging, and pricing, this influences the consumers' decisions, which may lead them to seek out alternative brands and products (Ferrel & Ferrell, 2017).

When an advertising organization uses celebrity endorsements to boost their product, it attracts attention, builds brand trust, and creates authenticity that leads to greater transactions. Unique marketing requests are used to identify the target audience's interests in order to maintain the purchase. In order to strengthen their brand, advertisers allocate additional resources. In order to project a genuine image, advertisers assist VIPs and communicate messages of support to different media outlets. A big component of modern advertising is the endorsement of well-known figures. Well-known endorsements contribute to the rise in publicizing interest (Hunjet & Vuk, 2017).

The organization expects significant financial benefits as a result of the endorsement. It is evident that CEO branding and celebrity endorsements are the winning formulas in advertising. Large-scale underwriting fosters brand awareness, supports brand development, and broadens brand evaluation. Celebrities are well-known individuals who are welcomed by the brand. Superstar underwriting raises the bar and sets the precedent in the industry, helping to create consumer expectations for the loved brand (Muthukumar, 2014). While endorsing a celebrity is an expensive endeavor, an organization might gain additional benefits from major sponsorship. When adopted by a celebrity, buyers perceive it as being of the highest caliber. The endorsed brand receives prompt attention. The openness of the media is greatly increased. On the lookout, the endorsed brand might become more noticeable. The company might receive financial compensation. The well-known supported item could be successfully distinguished from competitors. Purchase intent is directly impacted by brand support (Shimp, 2018).



### **Product Marketing Strategy**

The Products in educational marketing are the packages offered to college students at various levels includes IT, Business, Commerce, Pharmacy, Computer Sciences, Media Studies and so on. The universities and institutions are presenting these applications primarily based on call for and marketplace competition. Consumer attraction will increase because of marketing, promoting, better exceptional, better packaging and as a consequence these guarantees made by manufacturers so that consumer selections are easy (Hunjet & Vuk, 2017).

In order to help consumers make the right decisions, marketers use effective pricing, appropriate, high-quality products, and attention to advertising, promotion, and advertising activities. However, when these marketers deceive consumers with attractive packaging, excellent products, and competitive pricing, it influences their decision to buy and may lead them to look for other products and brands. When an advertising organization is utilized to arrange celebrity endorsements, it attracts attention, increases brand trust, and builds credibility that leads to better offers. Unique marketing strategies are used to align with customer interests and support buying objectives. Advertisers devote additional resources to bolster their brand. In order to make their photos appear genuine, advertisers help VIPs and deliver encouraging words to various media outlets. Celebrity endorsements play a significant role in gift-day advertising these days. Prominent figures support the emergence of a promoting hobby in the media. The employer expects excellent financial benefits as a result of significant call assistance. It is evident that using celebrities to promote and brand CEOs is a powerful formula. Big call underwriting maintains and builds upon brand construction, broadens brand assessment, and creates second brand mindfulness. Celebrities are well-known figures who could be included in the logo. According to Ferrell and Ferrell (2017), superstar underwriting sets a precedent in the enterprise sectors and contributes to the development of consumer expectations for the adopted brand.

### **Pricing Strategy**

The Pricing strategy reflects to charges or fees of programs include admission fees, monthly charges from the students. The fee structure should be flexible so that students can be engaged and facilitate to get admission and involved in admission process.

The product and offerings are bought out for same value and alternate of products and services with positive fee from the vendor or manufacturer. The Pricing is the financial cost charged through producer or seller for trade This research is centered on advertising strategies how these institutions cater to scholar's needs based on to be had call for and competition. The researcher followed the Kotler version of advertising and marketing in the educational zone based totally on 7 factors taken as unbiased variables which includes product marketing approach, pricing approach, promoting strategy, placement approach, entrepreneurial tradition, useful resource control, and applications control approach and Sales boom is a dependent aspect. Education is the driver for increase and improvement in any economic system and to foster education

Government and Entrepreneurs are running to provide excellent education at low price. The educational institutions are striving for resources and advertising is the important thing element to attract human beings towards schools, colleges and universities to get registered to improve schooling. The Education is most effective the source thru which humans expand their competencies and skills for make contributions for society as whole. This research conducted to analyze the marketing practices carried out by means of various universities and institutions to engage people in training and get admissions thru which the revenues and sales of nstructional establishments additionally multiplied. (Marshall & Michaels, 2011).

The study of consumer purchasing behavior focuses on how people behave as individuals, in groups, and as organizations, and how they select, acquire, and use goods and services. Individuals and households engage in the buying behavior when they purchase goods for their own consumption (Madhavan, & Kaliyaperumal, 2015).

Initially, the consumer begins to determine which commodities he would like to utilize, and only those that are good at offering a higher level of utility do so. The next stage is estimation, in which a person estimates the amount of money he can spend. Finally, the consumer carefully monitors and evaluates commodity prices before deciding which commodities to purchase (Parsand, 2017).

The current business practices and advertising characteristics aim to boost client satisfaction and loyalty by utilizing ethical business, advertising, and marketing practices together with efficient advertising and marketing techniques. Consumers are influenced and have an impact on business decisions by deceptive advertising, damaging merchandise usage, subliminal advertising to create recognition, and the use of products in situations and language that are false. Organizations now place a strong emphasis on moral behavior in order to boost aggressive gains, boost consumer response, and foster a sense of buyer pride. Businesses must deal with long-term negative effects from unethical advertising techniques, which create shifts in consumer behavior (AbdulNasir, 2018).

Client purchasing behavior can also be described in other ways, such as when a person selects and purchases items and services only to satisfy their own needs and desires. There are a lot of distinct practices and strategies in client behavior. Numerous different factors and distinct qualities influence a person's character, which defines who they are. Additionally, a buyer's conduct during the selection process, decision-making process, and buying behavior, as well as their preferred brand or the store they frequent, all play a role. These elements simply result in a purchasing choice (Elliot & Maier, 2014).

Initially, the buyer starts by selecting the products that he wants to employ, and he only chooses those that are reliable in offering higher quality software. The next stage is estimation, in which one calculates the amount of money he can afford to spend. Finally, the consumer carefully considers the costs of the various items and decides which ones to purchase (Parsand, 2017).

### **Promotion Strategy**

The Promotional strategy reflects the marketing tool to create awareness to student for admission and programs offerings. The program offering includes the product based on demand. The Promotional strategy includes the creating awareness through Social media marketing, digital marketing, TV Channels advertisements, print advertisement, using bill boards to engage customers for selection of programs. Through these promotional strategy consumers are attracted and visit the websites and universities. The university needs to focus on admission department and people, who are available at admissions they need to guide people properly and get them involved. The consumer's perception of a product or brand's effective quality and better uses increases its appeal to them, and deceptive product identification and false claims have an impact on their purchasing decisions (Khan & Rajput, 2020).

The purpose of advertising is to draw in customers and brands by offering data on accessibility, limitations, and fresh ideas to encourage them to make purchases. A significant factor in showcasing and publicizing is ethics. Deceptive advertising that involves children, the sale of tobacco and alcohol, and diffused activations in the selling process all negatively impact customers. Ethical consumers find these notices repugnant and may choose to patronize other manufacturers instead (Mittal & Kamakura, 2019).

Customers are making decisions about what products and services to buy based on a variety of factors, such as price, quality, advertising, and brand advancement. As a result, decisions about accessibility and insight that are balanced with decisions about price and quality are referred to as buyer purchasing behavior (Lee & Jin, 2019).

The Promotional strategy reflects the advertising device to create awareness to scholar for admission and programs offerings. The software offering includes the product based on demand. The Promotional strategy includes the creating cognizance through Social media advertising, virtual advertising, TV Channels advertisements, print advertisement, the usage of bill forums to interact clients for choice of applications. Through these promotional approach customers are attracted and go to the web sites and universities. The university needs to recognition on admission department and people, who are to be had at admissions they want to guide human beings properly and get them concerned.

Although consumers care about ethical purchasing, other purchasing criteria such as value, worth, quality, and brand are frequently more important in making decisions than morality. Moral buying behavior is defined as lead case analysis of buyer blacklists, which is a readily identifiable form of moral buying behavior. He demonstrated how consumers might use their purchasing power to influence business policies and procedures in relation to pressure meetings. According to Farrel and Farrell (2017), these ethical consumers are "concerned about the impacts that a buying decision has, on themselves, as well as on the outside world around them."

### **Placement Strategy**

The Placement includes the location and area where the university and institute are operating and target the students. The Placement reflects to where university is located, is it in population area, the demand of university and programs, this is the reflection in which marketing efforts can be centered and target for admission and growth.

Where become the college located? This method the place of the university, or the accessibility of the provider – how easy it's far to get admission to? It no longer best consists of the region in which the college is placed, all those activities carried out via the university to make certain the supply of the program to the targeted clients. Availability of the program on the right region, on the proper time and inside the right quantity is vital in placement choices. A sound education gadget is essential for each country of the arena. Every nation develops its era on the idea of vigorous schooling and schooling on social, political, economic and ideological grounds. Pakistani training gadget due being directionless and weak has no longer been able to increase and manual its human beings on sound political and social grounds. There is lack of cohesion within the device and it's far greater inclined toward fashionable schooling which does no longer convey any skilled manpower to the marketplace. Resulting there is increasing unemployment. This state of affairs may also sell sense of deprivation a few of the loads. Due to this there is cultural and political unrest inside the society. Besides, there is lack of academic opportunities for science and generation. In this manner the improvement of questioning, reasoning and creativity of college students is not being polished.

The education institution developed university as brand and people are considering the brands like IBA, IoBM, Dow Medical University, Agha Khan in Universities and in similar way Anees Husain, Students Inn are in the process of preparation of entry tests. Brand identifies the firm not only to recognize the product but also to distinguish the other services and products. Branding creates a positive and negative impact on the customers' minds. (Akkucuk 2016). Brand affiliation is defined as that whatever which is deeply embedded approximately emblem in clients' minds. It imply that there may be a relationship between the brand association and emblem photo. Most of the emblem affiliation is related with the logo attributes stories and pix and different elements that distinguish a emblem that is used for the customers to remember or identify the emblem It can be directly and not directly associated with the logo provider it's miles some thing's that Consumers pleasure and buying behavior might be inspired and understand logo affiliation. The simple intention of logo association is to create a brand that customers partner with true features. The emblem affiliation aids inside the improvement of fee and reputation. It's a method for groups to inform clients about their product's first-class. When a organization decides to adopt a aggressive pricing strategy and develop the emblem in various markets perceived pleasant is a beneficial tool. Customer belief is that what customers see and feel approximately the product or brand that is referred to as perceived first-class. In perceived quality is that client buy the famous brand which they realize the emblem and she is glad with the brand so consumer prefers the well-known brand. Consumers understand that well-known merchandise continually have better pleasant compared to the unknown brand there is a hazard additionally we'd claim that perceived

exceptional Can influence patron conduct such that customers are organized to pay greater for superb items (Akkucuk & Esmaceli, 2016).

With brand specialization, customers can purchase the proper product at a lower risk and in compliance with their needs. By getting to know their needs and desires, marketers may use branding to establish enduring relationships with their customers. The most significant and successful strategy for influencing customer behavior in the product selection process is brand product. Customers prefer only branded products worldwide because they are aware of the product's quality, price, and other details, and because buying branded goods reduces the risk that comes with purchasing non-branded goods. Effective branding can raise consumer awareness of the brand and, as a result, boost the likelihood that they will purchase the company's goods and services.

Brand association is defined as that anything which is deeply embedded about brand in consumers' minds. It indicates that there is a relationship between the brand association and brand image. Most of the brand association is related with the brand attributes experiences and images and other factors that distinguish a brand which is used for the customers to recall or identify the brand It can be directly and indirectly related to the brand service it is something's that Consumers satisfaction and buying behavior might be influenced and recognize brand association. The basic goal of brand association is to create a brand that customers associate with good qualities. The brand association aids in the development of value and recognition. It's a means for companies to inform customers about their product's quality.

### **Research Methodology**

#### **Geographic Distribution of the Sample**

The research conducted on marketing activities of educational institutions and specifically universities and how marketing impact there sales. The study focused upon various factors affects the sales growth in educational institutions. This study is limited to Karachi Pakistan and educational institutions operating in Karachi Pakistan.

#### **Demographic Distribution of the Sample**

The respondents are with varying in demographic characteristics so that all responses must be involved. The respondents are faculty, students and administration people related to educational institutions how marketing activities affects sales performance.

#### **Population, Sample and Sampling technique**

The research population is students, faculty, administration and parents of student related to education sector. The population consists of people from the student sector as well as the parents & family members who will be filling the questionnaire. The research has covered educations sectors including schools, colleges, universities & institutions. The population used for data collection in this analysis includes all students, teachers and staff members associated to educational institutions. In addition, it shall include both males and female, in the age bracket of 16-50, at various roles such as students, parents, staff members, administrators, bookstore owners, career counselors, marketing personnel, human resource department etc.

### Research Design

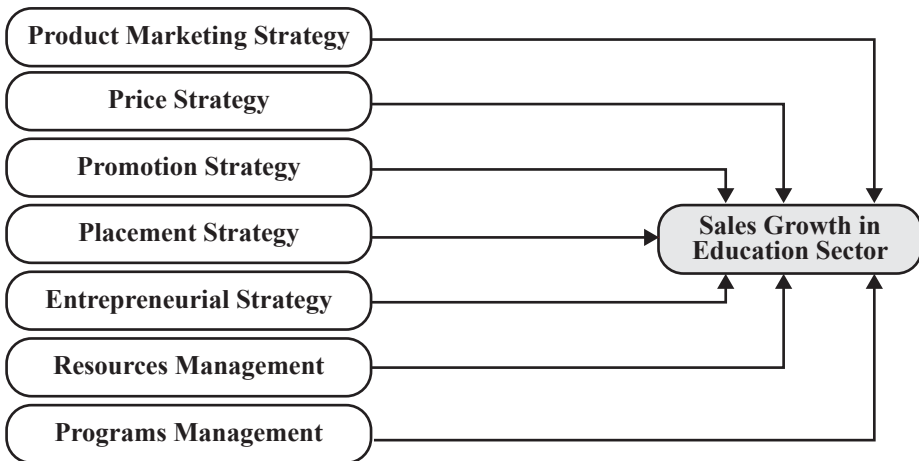
The research design specifies the research stand point of the overall research strategy. That gives you detailed strategy of how a study taken place (Saunders, 2011). This research conducted in Post Positivism research paradigm and research is explanatory in nature. The research conducted based on secondary data from sources. This research follows the epistemological philosophy and is based on the paradigm of post-positivism.

### Type of Research

Research methodology incorporate in this research is quantitative. The Quantitative and explanatory research conducted to analyze the factors influencing the sales growth in educational sector. The method of study was chosen to remove potential bias and ensure precision in outcomes, to provide more authentic results by software analysis (SPSS) as the findings of this research. Nature of this research is causal in nature (Explanatory), where the cause-and-effect relationship is studied between variables, is that the impact of independent variables on the dependent variable. Furthermore, the time orientation of this research is cross-sectional where data is collected at single point in time without any manipulation in data.

## CONCEPTUAL FRAMEWORK

Figure 1: Conceptual Framework



Source: Tahir, Rizvi and Khan (2017), Dayan & Arnolds (2010).

### Research Instrument

Research instrument incorporate in the research shall include a survey questionnaire with close ended question pertaining to both the independent and dependent variables All the responses in the questionnaire will be reported in the Likert five-point scales. In this questionnaire, 1 is the lowest level of agreement that is highly disagreeable, while 5 is the highest level of agreement that is strongly accepted.

**Data Collection & Analysis**

For this research the data is collected through primary data, using a survey questionnaire. Data obtained from primary research will be analyzed using a computer based statistical software known as SPSS. In addition, the program will also be used to measure the reliability of the data gathered in order to ensure the feasibility and accuracy of the data collected. Along with the correlation and multiple linear regression (MLR), also known simply as multiple regression, a predictive method that helps us identify the impact of independent variables on the dependent variable accordingly. The Collected data analyzed through SPSS Software and various analyses performed. The tests include the reliability tests, Correlation analysis, regression analysis and hypothesis testing.

**Data Analysis and Results of the Study**

The chapter of data analysis elaborates the various data analysis techniques applied for analysis of collected data. The research conducted to analyze the factors influencing sales growth in educational sector. This research is focused on marketing strategies how these institutions cater to student's needs based on available demand and competition. The researcher adopted the Kotler model of marketing in the educational sector based on 7 factors taken as independent variables including product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy and Sales growth is a dependent factor.

The research is primary in nature and data collected from parents, teachers and students to analyze the needs of programs and effectiveness of marketing strategies how these factors are important. The Independent variables are the product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy and sales growth is dependent variables. The data collected from 250 parents, staff, teachers and students from educational sector through online survey forms and data analyzed through SPSS Software. The demographics analysis, reliability analysis, correlation analysis, regression analysis and hypothesis testing performed in this chapter of data analysis

**Demographics of Respondents**

**Table 1:** Demographics Factors

	Male		Female	
<b>Gender</b>	165		85	
<b>Age</b>	18-25	26-33	34-40	Above 40 years
<b>Education</b>	30	41	110	69
	Graduate	Masters	PhD / Doctor	
<b>Work Experience</b>	160	69	21	
	1 Year	2-3 Years	4-6 Years	Above 6 Years
	42	68	45	95



The primary data was collected through questionnaires and filled 250 questionnaires from the faculty, parents, and students belonging to universities and educational institutions. The educational institutes and universities are targeted for data collection, public private both and graduate undergraduate degree programs are considered in this research. The 165 are males and 85 respondents are female’s respondents in this research. The respondents are normally doing jobs and business in various sectors. The data collected from 68 people having experience of 1 to 3 years of work in job or business, 45 people having experience from 4 to 6 years and 6-10 years with 86 people and 95 respondents are with greater than 6 years of experience. The respondents also varying in level of education few are Graduates and mostly are having master’s level of education these are faculty and parents.

**Correlation Analysis**

**Table 3:** Correlation Matrix<sup>†</sup>

		<b>Correlations</b>							
		<b>PM</b>	<b>PS</b>	<b>PSS</b>	<b>PL</b>	<b>EC</b>	<b>RM</b>	<b>PG</b>	<b>SG</b>
<b>PM</b>	Pearson Correlation	1	-.007	.223**	.615**	.223**	.615**	.615**	.566**
<b>PS</b>	Pearson Correlation	-.007	1	.033	-.028	.033	.033	.007	.199**
<b>PSS</b>	Pearson Correlation	.223**	.033	1	.095	0.02	.095	.223**	.058
<b>LSC</b>	Pearson Correlation	.615**	-.028	.095	1	.095	.095	.615**	.749**
<b>PL</b>	Pearson Correlation	.615**	-.028	.095	0.02	1	.033	.223**	.058
<b>RM</b>	Pearson Correlation	.615**	.033	.095	.095	.033	1	.615**	.749**
<b>PG</b>	Pearson Correlation	.615**	.007	.223**	.615**	.223**	.615**	1	.223**
<b>SG</b>	Pearson Correlation	.566**	.199**	.058	.749**	.058	.749**	.223**	1
	<b>Sig.(2-tailed)</b>	.000	.007	.437	.000	0.203	0.04	0.02	
	<b>N</b>	250	250	250	250	250	250	250	250

All variables' relationships to the dependent variable are simply explained by the correlation matrix, which is based on a sample taken from the population with a 95% confidence interval and a 5% margin of error. The relationship between the independent and dependent variables is displayed using correlation analysis. The probability value must be less than 0.05 for significant and here in this case. The correlation analysis shows that there is a significant relationship between product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy with sales growth. The factor promotion strategy and entrepreneurial culture is in-significant factors in this context of research.



**Regression Analysis**

The effect of factors on dependent variables is described by the regression analysis. The change in dependent variables brought about by independent factors is explained in detail by the regression. The R square value of the regression model summarizes the predictability of the variables.

**Table 3:** Regression Model Results – Model Summary

<b>Model Summary</b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.950 <sup>a</sup>	.902	.901	.22380

DV can be explained by independent variables (IVs), which also enlarge on the significance of the model and explain the dependent variable. With a R Square of 0.902, the dependent variable's 90% explanatory power and predictability with respect to the independent variable are indicated. This is an important case for the model.

**Table 5:** Regression Model Results – ANOVA

<b>ANOVA</b>						
<b>Model</b>		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.1</b>
1	Regression	76.936	4	44.234	883.178	.000b
	Residual	19.283	385	.050		
	Total	196.308	384			

With a probability value smaller than 0.05, the model demonstrates importance and value according to the F Statistics value. Both the model and the F Statistics value are significant.

**Table 6:** Regression Model Results – Coefficients

<b>Coefficients</b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.B</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	.086	.073		1.169	.243
	PM	.452	.036	.455	12.701	.000
	PS	.437	.037	.449	11.822	.000
	PSS	.087	.023	.087	1.722	.437
	PL	.014	.034	.012	3.397	.043
	EC	.246	.072	.909	.349	.201
	RM	.532	.089	.404	5.962	.000
PM	.231	.051	.171	4.495	.000	

The t value more than 2 and the probability value less than 0.05 indicate that the variable is significant and may explain and predict the dependent variables. The tables

of coefficients display the values of t statistics and probability, with the criterion based on 95% confidence interval. The regression results explain that product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy are significant predictors and promotional strategy and entrepreneurial culture are found insignificant in this context. The Variables t statistics are product marketing strategy 12.7 with probability value 0.00 is significant, pricing strategy with t value 11.8 and probability 0.00 is significant, placement strategy with t value 3.3 and probability is 0.43 is also significant, resource management with t value 5.96 and probability value 0.00 is also significant, and programs management strategy with t value 4.4 and probability 0.00 is also significant to have impact of sales growth in education sector.

**Hypothesis Testing**

**Table 8:** Hypothesis Testing

<b>Hypothesis</b>	<b>T Value</b>	<b>Sig Value</b>	<b>Decision</b>
<b>H1:</b> There is significant impact of product marketing strategy on sales growth in education sector of Karachi Pakistan.	12.701	.000	Accepted
<b>H2:</b> There is significant impact of Price Strategy on sales growth in education sector of Karachi Pakistan.	11.822	.000	Accepted
<b>H3:</b> There is significant impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan.	1.722	.437	Rejected
<b>H4:</b> There is significant impact of Placement Strategy on sales growth in education sector of Karachi Pakistan.	3.397	.043	Accepted
<b>H5:</b> There is significant impact of Entrepreneurial culture on sales growth in education sector of Karachi Pakistan.	.349	.201	Rejected
<b>H6:</b> There is significant impact of Resources management on sales growth in education sector of Karachi Pakistan.	5.962	.000	Accepted
<b>H7:</b> There is significant impact of Programs management on sales growth in education sector of Karachi Pakistan.	4.495	.000	Accepted

The findings of the hypothesis test are based on the probability value, t statistics, and regression output. The first three hypotheses are confirmed, whereas the final hypothesis—that deceptive packaging has no effect on consumer purchasing behavior—is rejected. Given their substantial influence on consumer purchasing behavior, the variables, unethical advertising (UA), misleading consumer services (MCS), and product quality (PQ) are recognized as significant determinants and the hypothesis.

## **Discussion**

Over the past 20 years, marketing education has attracted a lot of attention and focus. Since marketing education addresses practically every facet of social networks, it is essential. In addition, market research offers guidelines for creating new degree programs that meet the demands of the evolving market. To reach more pupils, new technologies must also be improved. Since the product can be purchased, sold, or traded, marketing is the article. To obtain additional extension, a strategy's implementation and necessary marketing planning method are needed.

(Gibbs, 2012). This industry has functions that diversifies the meaning of education and increases sustainability in this sector. In other words, education sector provides in helping to add value to the sales growth of the educational sector ok Karachi. Some institutional areas can be quite challenging whereas in terms of sales growth where this research will help in creating immense growth for greater benefits in future and will help in turning tables while the educational industry will flourish. The growth in sales will also increase the revenue generation process which can be catered to collect large amount of taxation process for the country (Ahearne, John, & Bolander, 2019). For the nation to progress socially and economically, education is crucial. The nation will unavoidably fall behind other nations in the fight for growth without education. The development of human resources and institutional strengthening are essential for the country to achieve its goals of progress and prosperity. These researches are similar with research results of this study as product, pricing and placement are most important factors that enhance the sales growth in educational sector. The correlation analysis shows that there is a significant relationship between product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy with sales growth. The regression results explain that product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy are significant predictors and promotional strategy and entrepreneurial culture are found insignificant in this context.

## **Sustainable Development Goals (SDGs)**

The SGDs provides the understanding of how people and society grow and management and world organization settle few sustainable development goals to promote quality of life in terms of education, production and manufacturing and promote the better living standards. The research is addressing the 4th Sustainable Development goals is to promote quality education for all, this academic study also emphasis on promoting sustainable education accessible to all and convey the idea how educational can grow and serve for people.

## **Conclusion**

The primary research conducted through Quantitative approach in educational sector. The study emphasis on marketing strategies works in educational sectors and offering new programs. This study focused on how educational institutions enhance sales growth by using marketing strategy includes program offering, pricing that is fees structure, quality education, placement of educational institutions in proper place and location with communities. The effective resource management and program offerings based on customer needs and demand is most important in educational sector.

The research conducted to analyze the factors influencing the sales growth in the educational sector in Karachi, Pakistan. There are various factors that are affecting the sales of universities and institutions based on quality education, teaching staff, facilities available, and marketing strategies. This research is focused on marketing strategies how these institutions cater to student's needs based on available demand and competition. The researcher also performs the regression analysis to analyze the impact of variables on sales growth and found product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy these five variables having strong relationship and impact of sales growth and other factors includes promotion strategy and entrepreneurial culture are insignificant. These might be insignificant that only marketing and advertising is the not the case in educational sector, but important is that what they offer, what is fees structure, quality of education is most important and these factors are significant in this research study.

The research conducted to analyze the factors affecting sales growth in education sector. The research analysis performed based on primary data and results are processed in SPSS. The research performs correlation analysis and regression analysis after confirmation of reliability testing. The correlation analysis shows that there is a significant relationship between product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy with sales growth. The t value more than 2 and the probability value less than 0.05 indicate that the variable is significant and may explain and predict the dependent variables. The tables of coefficients display the values of t statistics and probability, with the criterion based on 95% confidence interval. The regression results explain that product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy are significant predictors and promotional strategy and entrepreneurial culture are found insignificant in this context. The Variables t statistics are product marketing strategy 12.7 with probability value 0.00 is significant, pricing strategy with t value 11.8 and probability 0.00 is significant, placement strategy with t value 3.3 and probability is 0.43 is also significant, resource management with t value 5.96 and probability value 0.00 is also significant, and programs management strategy with t value 4.4 and probability 0.00 is also significant to have impact of sales growth in education sector.

### **Recommendations**

The research results elaborate that product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy are significant predictors.

- The research is useful for education sector and helpful for universities and educational institutions to analyze the market dynamics and consider various marketing strategies for targeting customers.
- The research evaluates the product marketing strategy, pricing strategy; placement strategy, resource management, and programs management strategy are significant factors and effects on sales growth in educational sector.
- The Educational sector must consider new programs offering, target audience and place where they open the institutions is considerably most important.

- The fee structure referred as pricing is also most important thing to determine and must be based on customer purchasing power.
- The promotion strategy entrepreneurial culture in organizations is important factors but, in this context, they are insignificant but research must be conducted to evaluate the better culture and practices.
- The universities and educational institutions should focus on increase marketing activities to increase sales of educational growth.
- The increase in sales growth is based on effective marketing strategy includes product, price and placement strategy.

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# STYLISTIC ANALYSIS OF INSTAGRAM CAPTIONS BY FEMALE PAKISTANI INFLUENCERS

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## ABSTRACT

*This research assesses the language style utilized by the lifestyle influencers to engage and reach out to maximum people. The researcher examines and analyzes a contrast of the linguistic features through 5 posts of 5 beauty and lifestyle Pakistani influencer to determine the stylistics of the posts analyzing the graphological and lexical features of the texts. The researcher uses the five captions of five famous Pakistani influencers namely are Hira Attique (hirableeh), Waliya Najeeb (waliyanajeeb), Qirat Baber (Makeupbyqb), Saman Hayat Soomro (samanhsoomro) and Naiha J. Eiman (rebellious brownie). The result of the study shows that the influencers used graphological features in their captions frequently. Among all the graphological features, punctuation is used most frequently which is then followed by the capitalization and paragraphing. The usage of punctuation is one of the strategies used by the brand to capture the attention of the audience which is reviewed by the influencer. In addition, asyndeton is the most frequent used lexical feature in the captions of Influencers. Moreover, the effect of using these features in the captions is positive*

**Keywords:** Stylistic Analysis, Linguistic Analysis, Graphology, Lexicology

## INTRODUCTION

### **Background of the Study:**

Digital media has transformed the way this world and the activities used to function. Majority of the people in the world are currently present in social media. According



to the report issued by Datareportal (2021), 4.55 billion people in the world are on social media. Also, 400 million new users started using social media in the last year.

This shows the increased usage of digital media which is constantly increasing. In the past decade, the daily usage increased around 7 hours in 2018 from 5 hours 30 minutes in 2012 per user. A higher level of usage was noted from the individuals belonging from Gen Z. It has also been noted that there was a major shift of digital media from computers, laptops to smartphones. Considering the maximum online presence, companies have availed this opportunity to reach their target customers and spending a lot of money on online marketing (Engholm & Hansen-Hansen, 2014). Also, since a past few years, a concept of social media influencers has emerged who have an established credibility in a certain domain, have a huge accessibility to the audience and can influence them. In fact, influencer marketing is a dynamic tool that gives trust and loyalty from a brand to the customers (Smith, 2017).

Instagram is one of the important digital media platform which has crossed more than 1.3 billion users in 2022 and providing platform to the users to share pictures, audio files and blogs. Instagram provides a platform to a number of entities including influencers who were recorded as 11 million in total in 2019. In the past few years, a latest trend of unique users selling themselves as a brand have emerged to capture the attention of the audience as well as for monetary gains. These influencers/bloggers are usually young women who share content related to their dresses, belongings and share their reviews on fashion and current issues (Marwick, 2013). Because they have a huge number of followers, some of them are highly influential and achieve recognition in digital world. They take benefit from the fame because digital media platforms have made them a public persona where the personal decision, autonomy, liberty and individuality are the main focus. Considering the following of these influencers, the brands have invested in influencer marketing so that their message can be reached to their target audience in an inexpensive way (Lee & Kim, 2020).

As influencers are having a strong influence on their users, this trend also came to Pakistan a few years back and a number of famous influencers are operating and working with famous brands of Pakistan (Zafar et al. 2019). Not only for monetary purpose, they are also involving in social service campaigns, health related campaigns, etc. The Instagram influencers from Pakistan are involved into a number of fields such as beauty, fashion, cooking, comedy, adventure, travel, photography, etc. These Instagram influencers have a strong influence on the social life and every content they create have a huge reach and impact (Zia, Zahra & Hayat, 2021).

Social media influencers especially Instagram bloggers and influencers have a real impact on their organic and true followers, followers actually look forward to what influencers have to say about a certain beauty trend, skin care routine, makeup hacks, cosmetic brand and lifestyle. More importantly the language style in which the influencers provide input and feedback on their post or answer questions on their stories or post have different impact on distinct follower (Tafesse, & Wood, 2021). The information and feedback provided by the social media beauty influencers may change the way people think about a particular beauty product, beauty trend, beauty

salon etc. however, on the other hand a negative review for a certain lifestyle and regime by a lifestyle blogger on social media has quiet the potential to change perspective of their follower (De Veirman, Cauberghe, & Hudders, 2017).

Usually in general press like newspapers and magazines the headlines or captions use eye-catching phrase to attract the readers and the articles use lexical language style (Crystal, 2001). Since, Instagram post description and captions are currently used as a marketing forum for beauty and lifestyle bloggers and influencers (Schouten, Janssen & Verspaget, 2020) thus it is important to analyze which language style has caught follower's eyes most. Subsequently, the English linguistic features like tone, words, typography, phrases, adjectives and sentences of the chosen beauty and lifestyle influencers that are relevant will be analyzed through the stylistic approach. This thesis will evaluate the language style utilized by the lifestyle influencers to engage and reach out to maximum people, a contrast of the linguistic features will be examined, observed and analyzed through 5 posts of 5 beauty and lifestyle Pakistani influencer to determine the stylistics of the posts analyzing the graphological and lexical features of the texts.

### **Statement of the Problem:**

Considering the above background, the following are the problems that will be addressed in the research:

- a. What stylistic features are used by female Pakistani Instagram influencers?
- b. What are the effects of these stylistic features on the audience?

### **Objectives of the Study:**

There are two objectives of the study. The first one is to analyze the linguistic features of Instagram captions of female influencers. The second objective is to examine the effects these linguistic features have on the audience.

### **Research Questions:**

What are the stylistic features used by female Pakistani Instagram influencers?

### **Scope of the Study:**

This study will focus on Instagram posts and captions posted by female influencers in the lifestyle community taking 5 Pakistani influencers with the highest number of followers in Instagram. The study will analyze 50 different posts from all 5 influencers with 10 posts chosen from each influencer. These posts will be analyzed based on the stylistic features present in the text focusing on lexical features and graphological features including capitalization and punctuation.

### **Literature Review**

This section is divided into three parts. Firstly, the section entails theoretical framework of the study. Secondly, the section will be focusing on the important concepts of the research such as Social media marketing, influencer identification, social media marketing, etc. The third part of the section focuses on the review of related study which are concerned with the topic of research.

### **Theoretical Framework:**

In this part, the researcher focuses on various theories which will be used to conduct the analysis of the research. This includes theories of stylistic and linguistic features.

### **Stylistic**

Stylistics emphasize on the usage of language and style in writing. At start, stylistics was a method to assess language styles in different literary writings i.e. poems, prose and plays. Stylistic comes under linguistic studies among different other including syntax, semantics, etc. Stylistics focus on the text and evaluates its language forms to interpret and is closer to practical criticism. Stylistics also have a major part in the reader response theory, in actual, stylistic has a major impact on different type of critical approach. Stylistic has been defined in numerous ways in the literature. Different dictionaries defined stylistics as 'the science of literary style' or 'the skill of creating better style in writing'. Leech & Short (1981) described stylistics as the linguistic study of style. Similarly, Verdonk (2002) also provided a brief definition of stylistic which is the examination of individual expression in language and the portrayal of the aim and influence.

As a branch of linguistics, stylistic focuses on the understanding of texts in terms of linguistic style and tone by connecting criticism with linguistics. It is a detail and examination of different types of language in the usage of real language. The major assumption of the studies related to stylistics is that the similar content is able to be coded in multiple linguistic aspects. The novelty and individuality on which advertisements are interpreted always captured the attention of scholars and researchers. As stated by Simpson (2004), it is a way to decode the text for the prevalence of language.

The definition of Simpson (2004) showed that linguistics shows a dominant part in stylistic analysis. He further explained that there are three 'Rs' that stylistic analysis should follow and these 'Rs' are important for the writer to consider. These Rs are rigorous, retrievable and replicable. Rigorous means that stylistic analysis should be founded on the clear analytical framework. It is supported by structured language and discourse frameworks that describe the way an individual comprehend and process designs in any language. By retrievable, it means that stylistic analysis should adhere clear criteria of analysis, which also means it is accepted by other stylisticians. By replicable, it means that the method used for stylistic analysis should be clear and transparent so that it is testable (Simpsons, 2004). These three principle of stylistic analysis are the main pillars of the research.

The stylistic analysis of the text enables the reader to understand the different levels such as lexicology, graphology, phonology, etc. to properly understand the beauty of literature. Thornborrow & Wareing (1998) also agreed that the analysis of language on the different level of stylistics and also the ways different writers have oppressed the linguistic sources accessible, is a proper method to comprehend the literature in an effective way and not only individual texts. Also, examination of language at various dimensions would also help in looking for the meanings accessed from other dimensions. As stated by Fasasi (2013), the emphasis of writers is to increase the aesthetic values of the text and understand the language organizations. The reason of doing is to reach at the meaning in a comprehensive manner and hence giving as a

proof for and against specific meanings of texts (Short, 1996). Hence, the viewpoint of scholars highlight that the style is not free from the interpretation. They understand that style and interpretation are closely connected with each other and the realization has resulted into contemporary concern with the correlation between forms of the linguistic in one side and the interpretation and impacts created in the mind of the reader on the other side (Short, 1996).

### **Graphological Level:**

Gomez- Jiménez (2015) defined graphology as the linguistic level of analysis that includes the analysis of graphical feature of the language. It typically concerns with the examination of physical features as well as handwriting way to find out the writing style of the author or writer. The major aspects of graphology is capitalization and punctuation. The text which contains graphology portrays more interpretations and impact of the one who is reading. Also, literary writings especially poems have no restrictions. The poet has a liberty to write a poem by highlighting graphology aspects in order to form an impact of a specific interpretation (Hornby, 2010).

Graphology is different from another linguistic term and is a bit controversial where the meaning is indistinct. This confusion stems from two different factors: the non-linguistic interpretations with graphology and the different handling the word got from guides, dictionaries and references. Wales (2014) provided the clearest interpretation of graphology which seems complete, since the meaning of graphology is clarified and embraces other important aspects which are more than the letters including spacing and punctuation.

### **Capitalization:**

Ehlich (1987) stated that the first word of a sentence should be capital. The first word of pronouns, names and adjectives are also written in the capital letter. Capitalization of words do not only appear in the first word but they can also appear in the middle of the sentence to highlight the important message of the text. Capitalization is an important aspect of graphology as the reader assumes that the capital words are important and draw special attention towards them.

### **Punctuation:**

Punctuation is an important tool that enables the writer to organize their thoughts and make it simpler to show and share the ideas. Punctuation is used like a guiding signs to assist the reader through the ideas depicted in the sentences (King, 2005). To increase the clarity, a good sentence must include punctuation because it enables the reader to understand the sign depicted in the message of the writer. As stated by Kuiper & Luke (2014), punctuation includes a number of indicators for amalgamating and unravelling words, sentences and phrases. The major aim to use punctuation in a sentence to make the meaning clearer or else the message will be confusing to the reader.

### **Paragraphing:**

Paragraphing is an important form of graphology which refers to a unique section in writing, which consists of a combination of sentences and all the sentences are inclined towards one unique idea. The determination on the paragraph's length in

totally up to the author and it ranges from a single sentence, especially when in a dialogue format, and goes into a combination of many sentences. However, it is always recommended to talk about one idea in a single paragraph and keep it as precise as possible. The main objective of paragraphing is to handle a single component of the topic in the best possible way. According to Raman & Sharma (2009), paragraphing highlights when the topic starts and finishes, therefore assisting the reader gather the information in the best way.

### **Lexicology:**

Lexicology is a branch in linguistics which refers to the study of lexis, taken as the pile of words in a particular language. (Jackson & Amvela, 2007). According to McArthur (1992), lexicology also has a connection with the nature's study and the meaning, history and their usage of words and different words aspects and the critical portrayal of lexicography. Lexicology is also sometimes needed to see different aspects of the language including semantics, morphology. The amalgamation of such aspects in lexicology makes it more significant not only in linguistics but also in other massive societal contexts where language usage is specifically relevant. The major significance of lexicology is that it enables a deep rooted understanding of a complete language system (Katamba, 2005).

Lexicology enables to achieve knowledge not by forming the words but also aspects of language on massive level, such as structural patterns and semantics we follow. The principle comes from that lexical items are foundation of significant sentences which are more coherent. Lexicology allows to analyse semantics and structural patterns that any language user would experience or form. This enables the user to communicate and understand in a clear way (Allan & Buridge, 2009).

### **Anastrophe**

Anastrophe is a part of lexicology which deals with inverting the words in a sentence or phrase to highlight an important message, saying or idea. By inverting, it means that the words in a phrase or sentence are stated out of order (McQuarrie, 2008). This tool is used by poets so that the rhythm can be maintained in their prose or verse. Although the usage of anastrophe cannot be found majorly in prose, it is sometimes used to direct a sense of depth to the words written.

### **Parenthesis**

Parenthesis are a two curved marks added at the beginning and end of the word to stress upon a word so that it can be cleared that these words are additional or separate. It is an important lexicological term that is used at the middle of a piece of text and provides additional information about the subject (Allan & Buridge, 2009).

### **Ellipsis**

In linguistics, ellipsis is used to leave a word rather than repeating it unnecessarily. It can also be described as an omission of the word needed for a complete sentence but understood in a context (Cuddon, 1999). For instance, Stating 'I want to leave the house but I can't' instead of 'I want to leave the house but I can't leave'.

### **Asyndeton**

Asyndeton is an important part of lexicology through which writer can put his piece

worthy. The quick impact at the same time capturing the attention of audience is the major function of asyndeton (Khalil, 2011). The conjunctions joining a number of words or phrases in asyndeton are omitted and in their place, the writer uses commas. This constant flow of thought boosts the tempo of the writing and an idea where asyndeton is applied become memorable for the reader (Katamba, 2005). In other words, asyndeton is a literary device which is used to give emphasis on a sentence or words. The example of asyndeton is ‘I came, I saw, I conquered’, “Smile at her, talk, good-bye”, etc.

### **Anaphora**

Anaphora is a part of speech where a word or expression is repeated at the start of a number of sentences or phrases (Cuddon, 1999). In linguistics, anaphora is used to express something whose interpretation is relied on another expression in context. Example of anaphora could be “Go big or Go home”, “Monkey See, Monkey Do”.

### **Epizeuxis**

Epizeuxis comes from a Greek work which means fastening together. It is a literary device where the words or phrases are repeated constantly, one after another, to give emphasis on the sentence or phrase (Allan & Buridge, 2009). It is repeated twice or more than twice with no intervening words in between. The examples of epizeuxis are “Silence, silence, silence! I don’t want to hear a word”, “I, along with my friends, will pray, pray, pray for your safety”. Epizeuxis can be phatic or exclamatory. They are also used to intensify the word. For instance, ‘The food is very, very delicious’.

### **Social Media:**

Social media has changed the way people communicate and interact with each other. Social media allowed the people to interact with others and share moments, feelings, exchange of services, etc. As stated by Kaplan & Haenlein (2010), social media is a collection of internet based applications that construct on the basis of web 2.0 and enable the formation and sharing of user created ideas. However, this definition has been contested by a number of researchers over time in the latest research. Mobile phones are the latest method or revolution circulating the usage of social media which shifted the usage from PC to mobile phones (Lamberton & Stephen, 2016).

Social media is a platform when the content is made, changed and posted by individuals with the end goal of generating interaction (Kaplan & Haenlein, 2010). Social media ranges from text based applications such as Twitter, LinkedIn, Tumblr, Facebook, etc. to image based such as Instagram, Pinterest, Snapchat, etc. and now another video based medium such as Youtube, vimeo, etc. Because of the challenges in the formation of social media applications, it is divided by the aspects into particular divisions including blogs, social networking websites, virtual reality gaming, etc. Kietzmann et al. (2011) came up with a structure that shows seven foundations of social media which are Identity, Conversations, Sharing, Presence, Relationships, Reputation and Groups. On the other hand, Kaplan & Haenlein (2010) showed the two basics of social media which is media related aspects and social processes.

Social media has invited a number of opportunities for the brands and marketers to market their brands. Social media is proven as the best tool of marketing that has



ease the overall process of reaching to the target market regardless of where they live (Lipsman, Mudd, Rich, & Bruich, 2012). Research studies have proven the performance of social media has a positive impact on the marketing performance. Also, it has been noted that social media strategy, customer interaction and analytics are positively related to the performance of social media (Tafesse & Wien, 2018). In this latest era of marketing, the companies are more inclined towards digital marketing model which made it important to understand the different concepts of social media marketing so that the performance of the brand is boosted (Lee, 2014).

Similarly, according to Walters (2016), the introduction of social media platforms has transformed brand advertising techniques since it allows the brand to contact a large number of people. According to a Harris study done in 2016, a large proportion of American teens, almost 83 percent, always utilize social media sites (Walters, 2016). Furthermore, according to Sterne (2010), social media is a conduit that facilitates communication between two or more individuals with the help of any of the mediums among social media forums, review related websites, blogging, micro-blogging, and media sharing are among the categories.

The development of social media and other associated components has surely aided brand owners/marketers in their search for novel ways to engage with their target audience. According to Kemp (2018), nearly four billion people throughout the world use social media. According to a poll conducted by the Central Statistics Office (2017), a substantial number of Irish households, nearly 89 percent, have access to the internet at home. As a result, businesses may employ internet-based platforms or channels to engage with their various clients and consumers. (Chaffey, 2019). According to Statista's (2019) study, the global number of social network users hit three-point-seventy-two billion in 2019. This shows the value of social media in contributing towards the brands and their marketing.

Followers (Silva et al. 2019). Consequently, they are also taken as the brand ambassadors who review the products/brands (Bizzi & Labban, 2019). Brands use digital influencers to assist marketing related activities and to form an electronic word of mouth, by playing a major part in forming a digital relationship. In current market trends, digital relationships are very relevant to form. The past years have been period where firms are majorly interested in using digital influencers in the marketing activities and have assigned their budgets to influencer marketing which is a consequence from the above reducing performance of other marketing tools (TapInfluence, 2020).

Cho, Wang & Lee (2012) claim that digital influencers serve as digital opinion leaders, and hence, viewed as mentors, members of an online community with the potential to influence other members owing to their knowledge of the subject. According to studies like Kapitan & Silvera (2016), social media influencers are micro-celebrities who want awareness and consideration and have a high level of impact due to their admirability and social standing. A social media influencer, according to Hamann, Williams & Omar (2007), is a social leader who leads an online community and sets the norm for its members' beliefs and behaviour through their substantial social capital.

### **Influencer Marketing:**

The term of influencers comes from their main goal, which is to influence other people, mainly the audience who follows them (Juhlin & Soini, 2018). As stated by Charlesworth (2018), social media influencers are "exactly like us," which is why many people – particularly the younger generation – place entire faith in their opinions on products and services. The author also believes that as the number of influencers' followers grows, the gap also grows to reach the follower. Social media influencers typically target a specific market niche — for example, lifestyle blog – making it simple to affect purchase patterns (Charlesworth, 2018). According to Juhlin & Soini (2018), social media influencers are treated like celebrities in the niche/industry they are catering to. Because followers on the internet place a great value on specific personalities, the advices, tips or recommendations given regarding the products and brands are trusted by their audience (Charlesworth, 2018).

As stated by Oxford Dictionaries, the latest marketing trend is evident by the usage of influencer. The monthly usage is twice between 2012 and 2017 (Google Trends, 2019). The major growth in the concept of influencer is evident from the Google Trends service. According to Kartajay, Kotler & Setiawan (2017), influencers are the people who are well-known in the social media communities, who have a massive audience supporting their content. They make their unique content which captures the attention of the audience to create engagement and they are taken as the experts in the social media. The content creation is a consequence of the maximum flow of the celebrity culture (Törhönen, 2019).

## **METHODOLOGY**

### **Approach of the Study:**

The approach used by the researcher to carry out the study is stylistic analysis since the major objective of the research is to conduct stylistic analysis of Instagram captions of female Pakistani influencers. The stylistic analysis of the text enables the reader to understand the different levels such as lexicology, graphology, phonology, etc. to properly understand the beauty of literature. The emphasis of writers using stylistic analysis is to increase the aesthetic values of the text and understand the language organizations. The reason of doing is to reach at the meaning in a comprehensive manner and hence giving as a proof for and against specific meanings of texts.

## **RESEARCH METHOD:**

### **Data Collection:**

There are various inclusion and exclusion criteria used for data collection. The first and foremost criteria is to find out different Pakistani female influencers who have maximum followers and are active on Instagram. Those influencers who are not active on Instagram are excluded from the data collection. Another important criteria is that the influencers should belong to Pakistan and they have maximum followers and reach belonging from Pakistan. The selected posts of these bloggers are from January 2021 to February 2022. Each post chosen for analysis can be advertised or non-



advertised. The researcher selects five posts of each blogger selected for the study. Hence, the total twenty-five captions will be analysed in this research.

**Data Analysis:**

The analysis will be conducted to evaluate the linguistic aspects in two different levels which are graphological level and lexical level. The particular aspects for graphological analysis are punctuation and capitalization. The researcher used the theory by Bex to analyze the capitalization in Instagram caption used by the influencers as well as the Ehrlich theory for analyzing punctuation in the captions. The researcher gathered linguistic aspects in accordance to the classifications. After that, the researcher provided the detail of the linguistic aspects and categorized them as per the level. For making it understandable and descriptive, the researcher described the examination of all the caption with help of paragraphs. Also, the discussion also focuses on the functions of the features.

**Analysis, Results And Discussion:**

The research is aimed to find out the stylistic analysis of Instagram Captions of the Pakistani Influencers. Also, the study also aims to investigate the possible effects of using stylistic features in Instagram Captions. For this reason, the researcher collected data from Instagram by using five captions of five different influencers. The data i.e. the captions of the selected Pakistani Influencers are attached in the Appendix A to E. In order to reach the objective of the research, the chapter is divided into two parts. The first part deals with the stylistic analysis of Instagram Captions and then further divided into Graphological features analysis and Lexicological features analysis. The other part of the chapter deals with the possible effects of using stylistic features in Instagram Captions.

**Stylistic Analysis of Instagram Captions:**

This part of the chapter focuses on stylistic analysis of Instagram captions which is also the main objective of the research. According to the literature, there are different levels of stylistic analysis but this study only emphasizes on graphological level and lexical level. The detailed analysis of each level is given below. However, the frequency of graphology and lexicology level can be depicted from the table below:

**Table 4.1 - Frequency of Stylistic Features**

S.No	Linguistic Features	Frequency	Percentage
1	Graphological	293	92.72%
2	Lexical	23	7.27%
	Total	316	100%

The above table shows the frequency of stylistic features appeared in the caption of Pakistani influencers. It can be seen from the above table that graphological level is appeared 92.72% times in the captions, whereas, lexical level appeared only 7.27% times in the captions. From the above table, it can be concluded that graphological level has been used in abundance by the Influencers in their Instagram captions, whereas, the frequency of usage of lexicological level is very low. The below sub sections will highlight the detailed interpretation of the usage of graphological level as well as lexical level.

**Graphological Features Analysis:**

Graphological variation has been shown to impact meaning and cause aesthetic effects in stylistic research (Gómez-Jiménez, 2015). Graphology, as described by Wales, is strongly associated with the idea of word from dictionaries, manuals, and works of reference in general, which includes letters other than the alphabet, such as punctuation marks and space (Gómez-Jiménez, 2015). To put it another way, graphology looks at the aesthetic aspects of the content, such as the typefaces and sizes employed. Instagram influencers use graphological features in their captions so that they appear aesthetically pleasing and eye-catching to their audience and their end goal is to create engagement with their audience. Hence, the patterns used in the writing are used for creating engagement to the audience.

The captions used in Instagram has similar type of font and their sizes are also the same, so the bold, italic and underline do not apply there. Hence, the researcher employed there types of graphological levels namely, capitalization, punctuation and paragraphing. The following table presents the different graphological aspects with their frequency and percentage of appearance in twenty-five different Instagram captions.

**Table 4.2 - Frequency of Graphological Features**

S.No	Graphological Aspect	Frequency of each Feature	Percentage of the feature
1	Capitalization	103	35.12%
2	Punctuation	141	48.12%
3	Paragraphing	49	16.72%
	Total	293	100%

The above table 4.2 is evident that punctuation is the most prominent feature in graphology that appears maximum number of times in the captions of Pakistani influencers on Instagram. It can be seen that capitalization of letters appeared 103 times i.e. 35.12%, punctuation appeared 141 times i.e. 48.12% and paragraphing used in the caption are 49 times i.e. 16.72%. The below sections provide a detailed analysis of capitalization, punctuation and paragraphing and their frequency of appearance in twenty five captions used in this study for analysis.

**Capitalization:**

Capitalization is an important graphological feature which is used to capture the attention of the audience. It is mainly used when the writer wants to emphasize the word or a sentence so that the audience focuses on the message. From the analysis, it is evident that 103 capital letters are found in the captions. These are used for capturing the attention of the audience. Also, capitalization is not only used in these captions for using the first letter of the sentence but also to emphasize the brand or product name and also a set of descriptive words to highlight an important message. Also, capital words are used to describe the quality of the product. The table below highlights the frequency of capitalization used in Instagram captions.

**Table 4.3** - Frequency of Capitalization

S.No	Graphological Aspect	Frequency of each Feature	Percentage of the feature
1	First Letter of a Sentence	75	72.81%
2	Product/Brand Names	8	7.76%
3	Descriptive words	20	19.41%
	Total	103	100%

From table 4.3, it is evident that first letter capitalization is used 75 times in the captions i.e. 72.81%. Also, the brand or products names are written in capital letters 8 times in the captions i.e. 7.76% and descriptive words in capital letters are used 20 times i.e. 19.41%. The frequency of first letter capitalization is higher than other aspects.

**The following paragraphs show the analysis:**

**a. First Letter of a Sentence:**

From the data of twenty-five captions, it is evident that the Influencers used first letter capital words in the beginning of sentences in their all captions. In some of the captions, first letter capitalization is used in abundance as there are a series of sentences used in the caption. Normally, capitalization in advertising message is used for creating special announcement but the first letter capitalization is conventional and it does not impact the reader in a significant manner.

**b. Product/Brand Names:**

Instagram influencers also use Product or Brand names in capital letters in order to attract the attention of the readers. According to the analysis, it has been noted that capitalization in according to the product or brand name appeared 7.76% i.e. 8 times in Instagram captions. Hence, the strategy to use capitalization in the middle of the sentence is only to highlight the name of brand and make it stand out and memorable to the audience.

**c. Descriptive Words**

This section deals with the capitalization of descriptive words. According to the data, descriptive words appeared 20 times in the captions.

**Punctuation:**

When used in the text, punctuation marks have a variety of purposes. "They can have a morphological role, a delimiting role, or a separating role, as well as roles in the employment of capital letters as in to resolve ambiguities," (Say & Akman, 1998). According to the analysis, it can be seen that punctuation has been used in abundance by the influencers. Punctuations are appeared 141 times by the influencers in their captions. For the analysis purpose, the researcher used full stop, comma, question mark, colon, exclamation mark, apostrophe, quotation marks and hyphen. All these aspects of punctuations are analysed in the captions and the frequency and percentage of their usage is recorded in the table below.

In the following section, the researcher will show the usage of punctuation and its comprehensive analysis in the Instagram captions.

### **A. Full Stop.**

A full stop (.) is a punctuation mark that ends a sentence or an abbreviation. It is used to imply that there is nothing further to say about a subject. In the Instagram captions, full stop is used 28 times i.e. 19.86% in the captions. Full stops is also used by the brands to separate important information regarding their brands in a creative manner. It is evident from the data collected that full stop is used at the end of the sentence only to close the sentence. However, it is important to note that one of the influencers conveyed a personal message by using full stops to show the intensity of the words.

### **B. Comma**

Comma is used for separating items in a list or marking a pause between portions of a phrase. According to the result, it is evident that comma is used 21 times i.e. 14.89% in the captions.

The usage of comma is shown to explain the features of the products as well as her own liking towards the brand so that the audience can read and connect with the product.

### **C. Question Mark**

Question Mark is usually used by the influencers to create engagement with the users. The influencers usually ask a question and their followers reply to the question which also creates engagement on the post. In the analysis, it was shown that question mark is used 18 times i.e. 12.77%.

### **Apostrophe**

Apostrophe appeared 37 times in the twenty-five captions analyzed in this research. The apostrophe is used to provide a short form of the words. They are sometimes used in an informal writing such as writing 'kidding' as 'kiddin' to give a witty effect on the caption so that it creates a positive and light impression on the mind of readers. However, it is evident from the data that the influencers used apostrophe as a contraction to communicate with their followers in informal way.

### **D. Colon**

Colon is another punctuation mark used by the influencers in their captions. According to the results, it is evident that colon is only used twice in the captions. They are used to reveal the important details of the product. For instance, in QB1, the caption has a colon in "Products used: @bnbderma" which is only used to share the details and description of the products used in the makeover video.

### **E. Exclamation Mark**

Exclamation mark has been used very frequently by the influencers. According to the results, exclamation marks are used 30 times in the captions.

### **F. Hyphen**

Hyphen is used to join words or part of words. In the captions, hyphen has not been used in abundance but only appeared twice in the caption. For instance, In QB5, the influencer states " it's so easy to jump to conclusions and some even think they know

more about our lives than we actually do but that’s alright I guess because we put ourselves out there and of course everyone has a right over it - pun intended - Some people also HATE you because they’re not you” In this example, the influencer used hyphen to create satirical effect on the sentence to highlight the important personal message with the audience.

**Paragraphing:**

Paragraphing is an important form of graphology which refers to a unique section in writing, which consists of a combination of sentences and all the sentences are inclined towards one unique idea. From the data, it was found that paragraphing is another graphological method that has been frequently used by the influencers of Pakistan. According to the results, paragraphing is used 49 times which is 16.72% of the total graphology used in the caption. It is also evident from the data that influencers used four to five paragraphs in one captions and some of the paragraphs consisted of a single line.

**1.1.1 Lexicological Features Analysis:**

Lexicology enables to achieve knowledge not by forming the words but also aspects of language on massive level, such as structural patterns and semantics we follow. The principle comes from that lexical items are foundation of significant sentences which are more coherent. There are a few lexicological features used in this study which include anastrophe, parenthesis, ellipsis, asyndeton, anaphora and epizeuxis. Their frequency and percentage of occurrence can be seen from the table below.

**Table 4.5 - Frequency of Lexicological Features**

S.No	Lexicological Features	Frequency	Percentage
1	Anastrophe	4	15.38%
2	Paranthesis	1	3.84%
3	Ellipsis	4	15.38%
4	Asyndeton	7	26.92%
5	Anaphora	6	23.08%
6	Epizeuxis	4	15.38%
	Total	26	100%

From the results, it can be seen that anastrophe is used four times in the captions. Also, the use of parenthesis can be found once only and the use of ellipsis is used four times. Moreover, asyndeton is used seven times in the captions. Anaphora is also used six times in the twenty-five captions analysed in the research. Similar to anastrophe, epizeuxis are used four times in the study.

The section below provides the analysis of lexical choices used in the study:

**Anastrophe:**

The reversal of ordinary word order is referred to as anastrophe in rhetoric. From the results, it can be seen that anastrophe is used four times in the captions.

**Parenthesis:**

In the captions, parenthesis has not been used in abundance but only appeared once in the caption. For instance, In QB5, the influencer states “it’s so easy to jump to

conclusions and some even think they know more about our lives than we actually do but that's alright I guess because we put ourselves out there and of course everyone has a right over it - pun intended - Some people also HATE you because they're not you?" In this example, the influencer used parenthesis to create satirical effect on the sentence to highlight the important personal message with the audience.

**Ellipsis:**

Ellipsis refers to the omission of words deliberately needed for a complete sentence but understood in a context. The usage of ellipsis is quite common in Instagram captions because the words can be understood by the audience even if they are omitted. The intention of using this is to allow the reader to comprehend the sentence and it also helps in increasing engagement. Similarly, in NE1, the influencer wrote 'Feeling colourful' and omitted the words 'I am' from the sentence.

**Asyndeton:**

As mentioned earlier, Asyndeton is an important part of lexicology through which writer can put his piece worthy. The constant flow of thought boosts the tempo of the writing and an idea where asyndeton is applied become memorable for the reader. The influencer used it to express her personal feelings and thoughts to the reader. The quick impact at the same time capturing the attention of audience is the major function of asyndeton

**Anaphora:**

Anaphora is used to express something whose interpretation is relied on another expression in context. The following instances show the usage of anaphora in the captions.

**WN3:** it is Minimal monotones, it's everything I love!

**NE4:** Feeling empowered wearing @is.maraa run by a very empowering woman and the brands philosophy is 'empowered women, empower women'.

It is evident that some of the influencers use anaphora to allow the readers to interpret the sentence in another sentence. In NE4, the influencer used anaphora to explain the philosophy of brand.

**Epizeuxis:**

Epizeuxis a literary device where the words or phrases are repeated constantly, one after another, to give emphasis on the sentence. The following instances show the usage of Epizeuxis.

**QB1:** Who's going to take me to the prom??

Me me me

**QB3:** This gorgeous gorgeous set was sent to me

**SHS1:** Sundays aren't just for 'sleeping' but for enjoying my favorite music with some garam garam chaiii

In this instance, the motive of using repeated words in one caption is to capture the

attention of the audience and showing the intensity of feeling. In QB3, the influencer repeated the word ‘gorgeous’ to show the beauty of the dress sent to her by the brand. Here, the focus is given on gorgeous is to tell the audience that the dress is extremely beautiful. In SHS1, the influencer promotes tea brand and emphasizing on drinking tea on lazy Sunday morning and afternoon. The influencer repeated the word ‘hot tea’ twice to make her audience understand the liking of her towards the brand.

### **Effects of Using Stylistic Features**

This section deals with answering the second research question which aims at finding out the effects of using stylistic features in Instagram captions of Pakistani influencers. Each feature used to analyse captions has formed a fascinating and attractive language for capturing the attention of the audience which is evident from the data, collected from the comment section of each post.

From the above captions, it can be assumed that using the capitalization for brand names have a positive effect on the audience. Majority of the comments were found positive and motivating. From such comments, it can be assumed that audience connected well with the brand and also they showed positive words to show the interest towards the brand.

In punctuation, various comments were evaluated and all of them consisted of motivating and positive words. The comment section is full of prayers and appreciating words for them which means the audience very well connected with the influencers and their messages given in the captions.

### **CONCLUSION**

This thesis evaluated the language style utilized by the lifestyle influencers to engage and reach out to maximum people, a contrast of the linguistic features was examined, observed and analyzed through 5 posts of 5 beauty and lifestyle Pakistani influencer to determine the stylistics of the posts analyzing the graphological and lexical features of the texts. The researcher used the five captions of five famous Pakistani influencers namely are Hira Attique (hirableeh), Waliya Najeeb (waliyanajeeb), Qirat Baber (Makeupbyqb), Saman Hayat Soomro (@samanhsoomro) and Naiha J. Eiman rebelliousbrownie). The result of the study showed that the influencers used graphological features in their captions frequently. Among all the graphological features, punctuation is used most frequently which is then followed by the capitalization and paragraphing. The usage of punctuation is one of the strategies used by the brand to capture the attention of the audience which is reviewed by the influencer.

The other part of research deals with answering the second research question which aims at finding out the effects of using stylistic features in Instagram captions of Pakistani influencers. The possible impact of using graphological and lexical features are the favourable and positive comments written by the followers and hence, the function of promotion and advertisement is efficiently catered with the help of adjectives as it is certainly executed to form persuasive purpose from such type of response. From the data collected in the form of comments, the discussion arrives to compliment as the functionality of promotion because the influencers have received favourable type of reactions from the audience.

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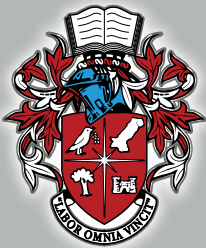
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