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Effect of Product Packaging on Consumer Buying Decision

Nawaz Ahmad, Mohib Billoo & Asad Lakhan
Greenwich University, Karachi*

This study was conducted to determine which elements of product packaging are the most significant and how they impact consumer buying decisions. Due to increasing self-service and changing consumer lifestyles, the interest in packaging as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging performs an important role in marketing and encouraging or even sometimes discouraging the consumer from buying a product, especially, at the point of sale or at the time when a consumer is choosing from among different brands of a similar product type. This could be treated as one of the most important factor influencing a consumer's purchase decision. This study was conducted keeping in view the importance of product packaging and the great impact it can make on the purchase decision. After studying different aspects and components of packaging, it was found that the colour of the packaging is the most important and significant feature at 1%, followed by a picture or image of the packaging which is significant at 10%.

Keywords: *packaging, elements of packaging, consumers purchase decision.*

Introduction

This topic refers to the importance product packaging occupies in the consumers' minds and how it affects purchasing decisions. Reemphasizing the importance of perception, instead of allowing the customer to position products independently, marketers try to influence and shape consumers concepts and perceptions through packaging.

Packaging is often the last impression the consumer or customer will have of your product before that final purchase decision is made. Therefore, it is worth ensuring that packaging is working as hard as possible to secure that sale. This may be in the form of imagery, brand values, product functionality or pure innovation. There are many ways in which packaging can add value. Marketers should consider a few things in order to make packaging support their brand positioning, build competitive advantage, maintain innovation or increase their price premium. Packaging development can provide a number of business benefits including:

*nawaz@greenwich.edu.pk

- Tangible representation of brand or company values
- Significant enhancement of product delivery, experience or enjoyment
- Increased impact at point of purchase
- New distribution channels or opportunities

Over 70 % of purchase decisions are made at the shelf. Since packaging of a product is the first thing that a consumer sees, it plays a vital role in differentiating a brand from the competition. Consumers are strongly influenced by the packaging of products that they are considering to buy. Marketers are well aware of this fact, and go to great lengths to create packaging that will draw in consumers and convince them to buy the product. The shift in consumer decision making means that marketers need to adjust their spending and to view the change not as a loss of power over consumers but as an opportunity to be in the right place at the right time, giving them the information and support they need to make the right decisions.

Research Statement

The aim of the study is to find out the effects of product packaging of FMCG on consumer buying decisions and to find the importance of product packaging in the sale of a product.

Literature Review

Ulrich R Orth et al. (2010) says package design is an integral part of projecting a brand's image, which is sometimes designed to convey images of high quality, while at other times signaling affordable price.

Abrams, E. (2010) says in "Brand Identity meets Economies of Scale," "The carton, jar or tube propped on that store shelf provides the first impression of a brand's product to a consumer, and the brand and product packaging is critical to the success of both."

Arens (2007) says packaging is the container for a product – encompassing the physical appearance of the container including the design, color, shape, labeling and materials used.

Baker (2007) said it is worthwhile for retailers to understand factors within the retail setting that trigger a consumer's impulsive reactions. Retailers can help customers to find the right products through focused merchandising, intelligent store design and layout, and other visual merchandising practices, such as product displays, packaging, and signage.

Brewer (2006) found that consumers learn color associations from current

brands in the market, which lead them to prefer certain colors for various product categories. Using color as a cue on packaging can be a potentially strong association, especially when it is unique to a particular brand. However, people in different cultures are exposed to different color associations and develop color preferences based on their own culture's associations. Furthermore Brewer (2006) found that informational elements tend to be less important than visual in low involvement product decisions: "so graphics and color become critical".

Gonzalez (2007) said that the primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a product. Gonzalez mentioned that consequently the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to a consumer in the short period right in the place of sale. Therefore there is a necessity to explore the package and its elements in more detail, in order to understand which of these elements are the most important for a consumer's purchase decision.

Hill (2005) said as individual preferences become more complex and diverse, packaging becomes the major means of product branding. Packaging also provides a more permanent impression of product brand to the consumer.

According to Jugger (2008) brand purchases are being made or broken in the "final five seconds" If a brand is not adequately supported with media advertising, packaging must play a greater role in the brand's marketing. Jugger (2008) said the "right" packaging solution is different for each brand. What is important is that it works when placed next to the competition on the shelf.

Jugger (2008) said the average British supermarket contains 25,000 items and the average shopping basket just 39 items. What this fact illustrates is that today's consumers have to scrutinize through a vast amount of products to choose what they want – and not surprisingly they end up ignoring most of what they pass.

Lockshin (2008) said never underestimate the importance of packaging. Marketers often measure consumer brand perceptions and ignore the pack. Yet we know from the way that consumers react to unbranded products that packaging plays a huge role in reinforcing consumer perceptions. Packaging helps to direct the way consumers experience a product. Yet, we spend little time researching the connections between packaging and the direct experience of the product.

Mann (2007) also mentioned that the amount and type of information available to the customer through the product label and package on any particular product is the function of three factors such as government regulation,

independent labeling institute and business policy.

According to Quazi (2008) consumerism is concerned with both the micro and macro consumerist issues. The micro consumerist issues include the issues like misbranding practice, misleading advertisement, deceptive packaging, unfair pricing etc. While the macro consumerist issues are mainly concerned with the broader contexts like environmental pollution, health care system, antinuclear issues, etc, the micro issues of consumerism are also known as fairness on trade practices or fairness on business practices. In this research, four well known and widely discussed micro consumerist issues such as misleading advertisements, deceptive packaging, customer care and unfair pricing as well as one macro issue (environmental consumerism practice) have been taken into consideration in order to find out their effect on the consumer purchasing behavior.

Rudh (2007) says unlike advertising exposure which can be relatively brief, packaging continues to build brand values during the extended usage of the product and can drive brand equity and loyalty. Rudh (2007) said in a standard supermarket, the typical shopper passes about 300 brands per minute. This translates into less than one-tenth of a second for a single product to get the attention of the customer and spark purchase.

Schlossberg (2008) suggest that the most effective means of attracting attention to a product is by focusing attention on product brand through the use of an appropriate color, size, language, and picture while increasing product availability.

Sinclair (2007) says the consumer's decision making process is not rational in the sense that it is objective and consistent; neither does it follow any pre-determined rational, statistical economic patterns.

Siloyai (2006) mentioned that the behavior of consumers with high involvement towards a product category is less influenced by image and visual stimuli. In such cases, consumers need more information and take more time to make evaluations. For instance, consumers who are more concerned with health and nutrition are more likely to pay attention to detailed label information of food products.

According to Smith (2006), there are six variables that must be taken into consideration by producers and designers when creating efficient package: form, size, color, graphics, material and flavor.

Young (2008) said the most attractive or popular design is not necessarily the most effective one at the point of sale, because it may get lost in shelf

clutter and/or fail to communicate key messages (and a point of difference) quickly and clearly. According to Young (2008) when labeling messages are positioned on either side of the main visual, it pulls viewers in two different directions, and often results in some messages getting lost outside of the primary viewing flow.

Method

We have collected data through primary and secondary sources. In conducting this study, survey questionnaires were administered for data collection. We made a list of questions which were narrowed down to a few. Then we gave out the questionnaires.

Collection of Quantitative Data

Measurement and Scaling Procedures

The questionnaire was structured in the form of an ordinal scale in which respondents evaluate only one object at a time and the 5-points itemized rating type scale ranging from (1) strongly disagree to (5) strongly agree.

Questionnaire Design

There were 15 questions in the survey obtaining data for one variable; participants were approached with the research questionnaire. They were given sufficient time to study the questionnaire, ask questions and obtain clarification if necessary on issues associated with the research and questionnaire before completion.

Response Rate

To make the filling and analysis of questionnaires easy and accurate, we used Google Docs. Our response rate was 100% with the sample subjects answering all the questions.

Sampling Process

Target Population

Our target population involves the users, deciders and buyers of FMCG products. The users include the old and the young population. The deciders and the buyers mostly include the house wives who are the major buyers of FMCG products.

Sample Size

Sample size of 50 was taken for conducting the study. It denotes the number of elements to be included in the study. Due to time constraints the sample size chosen is small.

Sampling Technique

We have used simple random sampling in order to generalize the findings.

Results and Discussion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.727	.718	7

(Source: This study)

The data of independent variables or predictors is reliable, because the value of Cronbach's Alpha is 0.727 which is greater than 0.7. The value is also positive, so the data used for analysis is reliable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
5	.515 ^e	.265	.234	1.263

(Source: This study)

The table shows that colour and picture have 51.5% interdependence with the purchase decision. Explained variations of the model are 26.5% which is significance as ANOVA F-statistics is observed as 8.48 which is greater than 4. Furthermore, the difference between R-square and Adjusted R-square is less than 5% which suggests that there is no sample error.

ANOVA^f

Model	Sum of Squares	df	Mean Square	F	Sig.	
5	Regression	27.060	2	13.530	8.485	.001 ^e
	Residual	74.940	47	1.594		
	Total	102.000	49			

(Source: This study)

ANOVA shows overall significance of the model and significance of coefficient of determination. As F-statistics observed is greater than 4 – the benchmark for F-statistics which is further endorsed by sig. value which is less than 0.01. Hence, the model is significant at 1%.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
5 (Constant)	1.009	.654		1.544	.129		
color	.484	.156	.399	3.108	.003	.950	1.053
picture	.237	.122	.248	1.936	.059	.950	1.053

(Source: This study)

The questionnaire was developed for data collection on six variables (color, labeling, convenience, shape, picture and quality). The purchase decision has been used as dependent variable. Since there were multiple predictors, backward method for regression model was used whereby four of the predictors were eliminated by the system being insignificant.

The final model contains two variables i.e. colour and picture which have significant impact on the purchase decision. Here, colour is significant at 1% as sig value is less than 0.01 whereas picture is significant at 10% as its sig value is less than 0.1. Furthermore, there is no multi collinearity (interdependence among predictors) between colour and picture as Variance Inflationary Factor (VIF) is less than 2.

Moreover, the coefficient of colour suggests that unit increase in score of colour will bring 0.484 unit increase in purchase decision whereas coefficient of picture suggests that unit increase in score of picture will bring 0.237 units increase in purchase decision. Comparatively speaking, colour explains purchase decision more than picture as standardized beta coefficient for colour (0.399) is higher than that of picture (0.248).

Most of the people think that packaging is a necessary part of the product and also is important to increase the sale though it is a cost element. Another view brought forward was that opening of packages were not in general a difficult task. However, people are in favor of using the packages as containers after using the goods contained in them. Similar views are also expressed relating to the labeling of the products. The respondents are satisfied with the information provided on the labels.

Conclusion

It can be concluded that ladies in general are aware of the importance of packaging. They want it to be attractive, easy to handle, differentiable from competitive products. They would also like the packets that should be used for

further use. Labeling is claimed to be an important legal document as it expresses the reliability of the product.

Research into packaging has found that different packaging cues affects how a product is perceived. Often the packaging is perceived to be part of the product and it can be difficult for consumers to separate the two aspects such as packaging color, design and pictures can influence how a product is perceived.

According to our research, we found out that color of a product's packaging is the most significant characteristic, followed by the picture or the image on the product packaging.

As a matter of fact, people are becoming more and more demanding; packaging has gradually shown its important role in serving consumers by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about the increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception of the product quality.

Recommendations

Brand is important and its strategy is considered in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units.

All the marketing units pay attention to good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set packaging standards and to implement accordingly for better protection and promotion of a product.

Basically labels describe what made it, where it was made, when it was made, what it contains, how to use it etc. Furthermore they believe that the consumers are properly guided by a label to use the products. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technically.

We do believe that culture difference does have an impact on a company's initiatives to design the product package. For instance, during our research, the choices of packaging colors are quite different between the West and Far East. Thus, we think that it is important for Multinational companies to take into consideration cultural differences when they design the product package.

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Feasibility of HR Department in a Public Sector University

Bushra Nida, Muhammad Faraz & Amir Firoz Shamsi
Bahria University, Karachi*

This report discusses the current situation and the possibility of establishing HR department in the Public Sector University as the Public Sector Universities, generally, do not have a proper HR department. The study is conducted through questionnaires and interviews, which are the main sources of data collection. The study analyses the marketing and financial/operation aspects of the feasibility of HR department in the university. The purpose of analyzing the marketing aspect is to examine the satisfaction of internal customers (employees/staff) of the university in the absence and presence of HR department. Moreover, it also swathes the level of support by the staff in case HR department is established. The financial/operations aspect covers the per month cost of HR staff, in case HR department is established. Some recommendations are provided at the end for the authority of the Public Sector University.*

Introduction

According to Gibbons (2009), to know the importance of HR Department, it is essential to know what would happen if it does not exist. If HR department does not exist, all department managers would be responsible for hiring, compensation and benefits and even implementing federal laws. As a result, the managers will have less time to focus and achieve their own departmental goals and objectives.

A human resource department is responsible for coordinating the activities of employees within an organization, as Agrawal (2009) discusses. The probability of the organization yeilding greater profits in the future increases with the establishment of HR department.

In the absence of a proper HR department, a few faculty members and the university's administration perform some basic functions of HR, but a proper HR department does not exist.

Since the problem is the absence of an independent HR department in the Public Sector University, the core of this would be to evaluate the '*feasibility of HR department in a Public Sector University*'.

* *farazm2001@yahoo.com*

The objective of this study is to assess the feasibility and effectiveness of a Human Resource department in a Public Sector University, which can encourage and facilitate the management of the Public Sector University to establish such a unit in their facility and decentralize in case of multi-campus.

Literature Review

Purpose and Significance of a Feasibility Study

Purpose of a Feasibility Study

To take a project from the initial idea to the operational stage is a very difficult and time consuming process. Most ideas fail to reach the operational stage, while some fail within 6 months after implementation. Before the organization invests into a project, it must determine if it is viable, and invest if the investment advantages outweigh the risks. (Freetutes)

The main purpose of a feasibility study is to determine all the factors involved in a project and to determine if the investment of all the required resources will provide the desired result and goals. It assists organizations to determine which project should be developed and which one should be abandoned before investing any resources into it. (Tatum, 2011)

Importance of Feasibility Study

As Hofstrand (2009) states, the decision to conduct a feasibility study should be taken seriously, as it is an expensive and time consuming process. However, not to conduct a feasibility study, can sometimes turn out to be even more expensive as an improper analysis may lead to poor decision making.

According to Tatum (2011) the cost of conducting a feasibility study is much less than the large amount of resources needed to start a project, which might ultimately prove to be worthless.

Importance of HR department in Educational Institutes

The Director (Technology and HR) of Career Launcher Institute of India, Bhattacharya, (2008) in an interview to 'The Hindu Business Line', states the importance of HR in educational institutes. According to him, HR plays vital role in an educational institute as any other organization, but in an educational institute, the employees are close to the youth of a nation, so they also have to play the role of mentors.

According to him "The HR task is far more challenging in a set-up like ours because it is a tremendous challenge to attract the best minds and to make people aware that education is an industry like any other, only with a high social value-add as well." (Bhattacharya, 2008)

Speaking about the educational institutes of India, Bhattacharya, (2008) explains that “the greatest failure in our educational institutions is of HR. Most schools and colleges are almost primitive in their recognitions of basic HR tenets such as performance appreciation, equitable reward systems, training and development, career planning, employee delight and fitting the person to the role. The management of institutions is very leader-centric and personality-driven and, hence, the quality of the institution can swing wildly whenever the baton gets passed on from one principal to another.”

Disadvantages of a Centralized HR Department

Some Public Sector Universities have multicampuses and have a centralized HR departments. In spite of having HR department, centralized HR department have lots of limitations.

As Kris (2009) states, a centralized HR department can sometimes overlook the regional needs, requirements and accepted approaches of hiring and firing, of an organization’s unit or sub unit. Whereas, a decentralized HR department is accustomed to the regional needs and requirements, as the HR team is more knowledgeable about the local market, quality and quantity of candidates.

Good organizations use a combination of centralization and decentralization to maximize the productivity of HR department. For example, the HR policies can be centralized to ensure uniformity throughout the organization. But there is no replacement of an independent HR department, with a dedicated HR team, who knows their people and their issues and can act as advocates for them. (S., 2009)

Developing a New HR Department

Gabri (2008), who has experienced starting a new HR department twice in her career, states some basic steps to start a new HR department:

1. First step is to join a local HR professional group to acquire help and support.
2. Develop a database containing all the information of employees. If necessary, meet people one to one, to get to know what work they have been doing in the past, their skills and capabilities, qualifications etc.
3. Develop policies if the organization does not have any basic policies in writing previously. It will help maintain consistency and fairness in hiring and other HR practices and will keep the organization out of court.
4. Lastly, input from employees is necessary in the whole process, to gain their support and to make employees more receptive to new work rules.

Moreover, Munir (2008) explains that to develop HR department is a very challenging task that not only requires the right set of skills, experience and desire

but also demands “top management support, clarity of goals/company direction, awareness of importance of HR in an organization, allocation of appropriate resources, motivation of HR team, and sending a clear message from top to bottom”.

Framework

Scope

The scope of the current study focuses on the viability of starting an independent HR department in Public Sector University and it also covers a detailed analysis on the current situation in its Karachi campus, as well. The study also includes some recommendations for the authority of the university to exercise and improve the performance and efficiency of the institute. The report entailed only the financial/operations and marketing aspects for starting an independent HR department in the Karachi campus. The financial/operations study included the cost of starting a new HR department, whereas the marketing study covered the internal customers’ (employees) satisfaction level in the absence and presence of an independent HR department.

Limitations

This study, due to time and resource constraints, does not include management study, social desirability and technical study. Moreover, it does not include the analysis of the operations, policies and performance of the centralized HR department in the university’s headquarters.

There may be instances when respondents might not express their true opinions because of their affiliation with a particular organization. Confidentiality of information has proved to be another limitation for the researcher, being a student.

The willingness of the respondents to provide information has proved to be one of the most important limitations. Moreover, bias in providing information was noted during data collection through survey questionnaires.

Significance

The absence of HR department is causing various problems for the university:

- The faculty members and administrative staff are performing the HR functions, at the cost of their productive time, which might hinder their core functions.
- In this fast moving era, when the universities will be facing strong competition, delays in important decisions because of centralized and sluggish HR functions, might affect the performance of Karachi Campus.
- Such delays might also increase the cost of operations for the University.

Therefore, it is important to assess the viability of starting an independent HR unit in Karachi Campus, to improve the performance and efficiency of the campus.

Method

Descriptive study was undertaken for this research due to the absence of HR department at the institute. Through this study, the feasibility of the department in terms of employee satisfaction and support for the cause has been inquired.

This study is entirely based on survey. A combination of questionnaire and face-to-face interview was used to collect the primary data for this study.

The population of this study includes all the staff members of the Public Sector University Karachi Campus. The respondents of this study were the faculty members and the administrative staff of the University's Karachi Campus.

Some of the faculty members and a few employees from the administrative staff were selected as a sample. The faculty members were selected from all the departments on the basis of their seniority. Seniority, in the case of faculty members, defined as assistant professors and senior lecturers with at least 1 year of experience in the campus. In case of administrative staff, seniority and experience in the campus was considered while drawing out the sample.

The sample size for faculty members was 30% of the total number of faculty members (i.e. 85*30%). Therefore, 25 faculty members and 3-4 staff members from the administration department were selected for a questionnaire.

Findings and Analysis

Interview

To find out the feasibility of a department, it is necessary to understand the current situation. For this purpose, the Deputy Director Administration was interviewed. Below are the findings about the current situation in the Public Sector University:

There are basically two broad constituents of the university, the faculty and the supporting departments. The supporting departments consist of three departments: Administration, Academics, and Accounts department.

The centralized HR department in its headquarter Campus coordinates with the administration department in the Karachi Campus, in case of a major issue. All the major decisions are forwarded to the headquarter, HR department, and are to be approved by the Director HR. Whereas, the minor issues are handled in the Karachi Campus by the respective department heads.

Recruitment and selection and performance management of each department are handled by their respective heads (HODs) in consent with the respective Director.

Compensation and benefits are solely handled by the administrative department.

Leave issues for the staff of all supporting departments, including the supporting administrative staff to faculty, are handled by the administrative department. In case of faculty members, the HOD looks after the leave issues of the faculty members.

Other routine functions, like making the university identity cards for students and faculty are handled by the administration department.

The Survey Questionnaire

Findings from the questionnaire are mentioned below using a pie chart for each question:

Almost half of the respondents were found to be satisfied, while others were either dissatisfied with or indifferent to the current HR policies and procedures.

Approximately half of the respondents' satisfaction level was found to be below average in the absence of HR department, while their satisfaction level was found to be average or above average in case of establishment of HR department.

66% of the respondents refer to HOD when they face HR related issue, while 22% refer to the Director. Moreover, the most important issue that the University's staff faces is 'lack of performance management system'.

Regarding the issues/problems that the University's staff face in the absence of HR department, 32% of the respondents selected '*lack of performance management system*'; 23% selected '*Inequitable pay structures*'; 22% selected '*lack of proper selection criteria*'; 15% selected '*Role conflict/ambiguity*'; and 8% responded with '*others*'.

26% of the respondents believe that impartiality is being observed in every decision that is made by the top management about any issue related to HR. The rest of the 66% of the respondents believe that either it is not being observed, or it is observed in only some of the decisions.

97% of the respondents were ready to support the establishment of an independent HR department in the Karachi Campus, while 3% were against the proposal.

66% of the respondents believed that an independent HR department would be a source of motivation for the faculty members, 34% believed it would 'Somewhat' be a source of motivation. While none of the respondents think that it would 'not' be a source of motivation.

93% of respondents were of the view that their satisfaction level would increase if an independent department is established at Karachi Campus, while 7% believed it would not affect their satisfaction level.

75% of the respondents believed that the benefits of an independent HR department outweigh the cost of its establishment.

Findings from the HR Consultancy Firm

Executive Search Worldwide (ESW), HR consultancy firm, was requested to provide some information, concerning the establishment of HR department in a Public Sector University. ESW is mainly a talent hunting and executive placement firm, providing a number of Human capital solutions. Mr. Farukh, Senior Executive HR (ESW) was interviewed on the telephone in this regard. Below are the findings and analysis of the interview:

To start a new department, only 2 to 3 employees are required. With the passage of time, the top management can decide to expand the department according to the requirements of the university.

For a start, the university can hire an Assistant Manager (HR), and two HR executives. To help the HR department's staff, interns can be hired from within the university, providing the students an opportunity to gain knowledgeable experience.

The Assistant Manager would directly report to the Director, and would be responsible for the overall activities of the HR department.

The interns would be hired as per requirement and would be given a particular project to be completed in a specific time.

The monthly expense for an Assistant Manager according to the current market rate is 28000-40000 depending on the qualifications and experience. 20000-35000 for HR executive and 5000-7000 for an intern.

The above mentioned cost of employees is much lower than the benefits the

department would provide to enhance the motivation, productivity and performance of employees. Furthermore, all the departments would be able to perform their specific tasks i.e. no overburdening on the institute's resources. Moreover, preventive measures are always better than a defensive approach, because the cost associated with preventive measures is less than the cost of addressing the issues which could ultimately harm the Institute's reputation.

Conclusion and Recommendations

Conclusion

After a detailed analysis of the findings from the literature review and survey, some important points that can be concluded are as following:

Human Resource Department is an integral part of any organization, and plays a vital role in its success.

A centralized HR department can sometimes overlook the regional needs and requirements of an organization's unit or sub unit. Therefore, an independent HR department is necessary, which may practice a combination of centralized and decentralized activities.

If the management decides to establish HR department, it would increase both, the university's staff's satisfaction and motivation level. Moreover, the management will have full support of the staff members, as found by the survey results.

The two most important issues the university staff is facing in the absence of HR department are lack of a performance management system and lack of impartiality. Moreover, almost all the main functions of HR need to be more standardized, including compensation and benefits, performance management, training and development and recruitment and selection.

Right now, the valuable time of the HOD, Director and administration are being used in the HR activities affecting their productivity.

According to the survey results, the most critical factor to establish HR department in the Public Sector University is to ensure smooth and systematic procedures.

Moreover, the study shows that the benefits of HR department in the university outweigh the cost of its establishment.

Recommendations

Some recommendations for the authority of the Public Sector University to exercise and improve the performance and efficiency of the institute are as following:

1. To increase the effectiveness of the university, to make its staff more satisfied and motivated, and to make it one of the top Universities of Karachi, it is necessary that HR department should be established in the Karachi Campus. At present, the valuable time of the HODs, Director and other staff members is being used for HR activities.
2. If a proper department cannot be established, a sub unit of the centralized HR department can also prove to be beneficial for the university.
3. For a start, the university can hire only two to three employees and a few interns (time to time according to the requirements of the department) to cater to the current needs of the University. The department can be expanded later on, depending upon the growing needs of the university.
4. The Public Sector University should focus and improve the main functions of Human Resource Management in the Karachi campus, to make the procedures more systematic and flawless, and to increase the satisfaction and motivation level of its employees.

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Factors Affecting Job Satisfaction of Pakistani Bankers

Irfan Saleem & Syed Amjad Hussain
University of Central Punjab Lahore*

&

*Anjum Saleem
Kinnaird College for Women Lahore*

Pakistani banking sector has emerged as key contributor to the economy in service sector since last decade, which may not be possible without extraordinary performance of the satisfied employees. Thus there is dire need to study factors affecting satisfaction level of bankers and identify reasons of such substantial growth of banking sector in Pakistan. No doubt, employee engagement due to conducive work environment, employee motivation and positive expectation from the job are the few factors that would have generated satisfied bankers at workplace. Consequently, this research study objectively measures the effects of motivation, environment and expectation from job in banking industry which are subsets of commitment to the job satisfaction. Questionnaire is used for data collection to quantify the variables of interest. Target population consists of the cashier, officers and managers of banks in Lahore. 200 questionnaires were sent through mails and emails out of which 103 were returned with 51 % response rate. Data is collected from banks located at Lahore Pakistan. Results show that Job Environment (JE), Expectation from Job (EJ) and Employee Motivation (EM) at work place affect Job Satisfaction (JS) of bankers.

Keywords: *Job Satisfaction (JS), Job Environment (JE), Expectation from Job (EJ), Employee Motivation (EM) and Human Resource Management (HRM)*

Introduction

In 21st century human resource management (HRM) is still being ignored in growing banking sector of Pakistan to have satisfied employees. Banking sector of Pakistan is as old as the age of Pakistan is. Habib Bank Limited was the first bank in Pakistan established in 1947 (e.g. Shabbir, 2012). Since last one decade Banks are playing fundamental role in economic development and growth (Ansari, 2007). More recently, Pakistani banks are moving towards target oriented approach and proactive approach (Akmal & Saleem, 2008) and coming out from their conventional zone. Now banks are giving priority to their customers as well as shareholders which is difficult without having dedicated and satisfied

**Irfan.saleem@ucp.edu.pk*

employees. They are providing services in urban and rural areas by opening new branches thus need to retain employees even at remote workplaces by providing them good work environment. There are more than 40 banks in Pakistan as per report of State Bank of Pakistan, whereas National Bank of Pakistan and Habib Bank Limited have largest market share in advances and loans (Shabbir, 2012; Akmal & Saleem, 2008). Various historic studies have proven job satisfaction as significant variable because it directly impacts the performance of the organization. Job satisfaction can be considered as the pleasure or positive response which doesn't let employees move from one job to another (Halaby, 1976). If the employee is not satisfied with his job he may leave the job that will result an increase in employee's turnover which ultimately bears new hiring cost. In this paper, Job satisfaction is treated as dependent variable with other independent variables including Job Environment (JE), Expectation from Job (EJ), Employee Motivation (EM). Purpose of study is to look into the research question that how many people who are working in different banks are satisfied with their jobs by getting what they are expecting? And also this study investigates the role of motivation and working environment necessary for Employee satisfaction with their jobs. Subsequently, research tries to answer: Are bankers motivated from their jobs and the environment? Is their working environment suitable for them?

Employee who are satisfied with their jobs they have strong and pleasant feeling as compared to those who are not satisfied with their job (Agho, Price & Mueller, 1992). Such kinds of employees are always loyal to their jobs (Herzberg, 2003). High job satisfaction always creates a grievance feeling (Allen & Keaveny, 1985) that eventually becomes the cause to increase the overall performance. It is a question in developing economies for their organizations that whether happy employees are more productive and beneficial than unsatisfied employees (Rynes, Colbert, & Brown, 2002). Organizations cannot judge employee's personality and best selection of the people according to job nature to enhance their job satisfaction. Cross-culturally, organizational environment also affects the satisfaction of employees toward their jobs. Some people don't feel comfortable with the people having different cultural background. This study explores the quality of employees work life through the work environment and the work itself. Job involvement and sense of competency are important measures for the quality of work life. Job involvement entails an employee's personal involvement in its work while sense of competency describes a feeling of impact and mastery over its work environment. Job satisfaction is also related to absenteeism and turnover issues that affect broader organizational progress (Sagie, 1998). The banking industry and the performance

of its employees are especially important while contextualizing the JS for effectiveness of organizations. The subsections of study discuss historic studies, definitions, concepts and relationship among variables of interests. Subsequently development of theoretical framework, research tool, study findings based on correlation and regression analysis have been presented to base our findings on some statistical evidences. Finally the research has been concluded while suggesting future areas of research and implications for bankers.

Literature review

Various research findings indicate that there is a relationship between job environment, motivated employees, expectation from job and job satisfaction (Rusbult & Farrell, 1983; Iaffaldano & Muchinsky, 1985). There are three main independent variables (job environment, motivation and expectation from job) and one dependent variable (job satisfaction). All the independent variables have relationship with job satisfaction (Ramlall, 2004). This section will focus on defining and contextualization of these variables and relationship among them.

Iaffaldano & Muchinsky (1985) state job satisfaction as positive emotion and experiences of an employee. Different writers have explored different definitions and dimensions of job satisfaction. Some writers said that employees get satisfied when they get good compensation and reward (Agho *et al*, 2000). Job satisfaction means the retention of employees (Fried & Ferris, 1987) but it's important to understand what cause employees to make them satisfied. Organizational citizenship and job satisfaction has strong relations with each other (Organ & Reyan, 1995) and also job satisfaction and job performance has very strong relation (Iaffaldano & Muchinsky, 1985).

Job environment means the environment that makes you attached with it (Halaby, 1986). Today work places are changing and differ from company to company. Organizations are trying to know the needs of their employees because they want to make the work environment according to the employee's satisfaction because if the employee is really satisfied then it will help the organization to achieve its goal. Now here the question arises that what kind of environment usually employees like? They usually like stress free environment where employees should have freedom to communicate to the top management for any issue or problem they are facing. Employees who are comfortable with work environment will feel happier and work more effectively than those who are not happy with their work environment (e.g. Halaby, 1986). A healthy working environment is not only beneficial for the workers but also increases the efficiency & productivity of company as a whole. Sometimes employees like the environment where mostly

people are of the same field because it always helps to solve serious issue which a single person cannot solve. There should not be gender issues; all employees should treat equally without any biasness (Cherns et al., 1975).

H1): If the job environment at workplace is favorable then employees' satisfaction with job will be enhanced.

The performance is measured on three dimensions; absences, performance evaluations and commitment to organization (e.g. Saari, & Judge, 2004). The factor of "expectations from work" affects the dimension of commitment to organization. For men, it shows a positive relationship with the performance on job that the higher expectations from work lead to enhanced commitment towards the organization (e.g. Jans, 1989). In case of women, this doesn't hold as the women are less motivated by the "expectations from job" as their commitment to organization doesn't change as much as that of the men and henceforth the impact on the job performance is not much (e.g. Sagie, 1998). This also shows that women in comparison to men show lower commitment towards job but this alone cannot claim that the performance level of women is more or less than men as it is determined over three different dimensions. In 1993, Joshi stated that women have low commitment but that doesn't affect their productivity. This conclusion is strengthened by the finding that supervisors don't evaluate significant difference between female and male workers in terms of their performance. Consequently EJ relation with JS is needed to be studied (Sekaran, 1989).

H2): If the employees get all the things as per their expectations then job satisfaction level at workplace will increase.

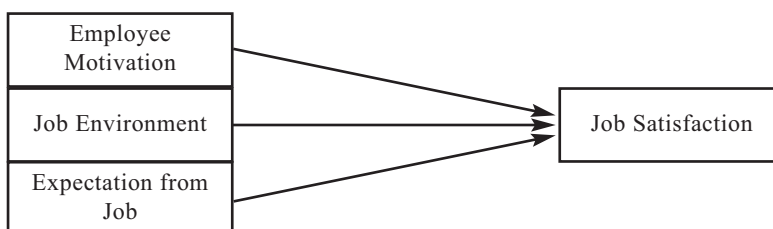
Motivation is the process that creates intensity and direction for the individual to help him/her in achieving goal (Herzberg, 2003). Now the question is how the employees get motivated? There are many ways to motivate the employees by providing them what they want and by appreciating their performed work etc (e.g. Ramlall, 2004). Such things help the employees to get motivated that increases the job satisfaction. According to Maslow hierarchy need theory, employees get motivated when organizations provide them basic necessities. Thus EM is significant to be studied with JS. Consequently EM relation with JS is needed to be studied (Iaffaldano & Muchinsky, 1985).

H3): If employees are motivated then they will be satisfied with their job at workplace.

This research has developed employees' commitment and job satisfaction model which provides organizations to enhance their overall performance by

increasing their satisfaction level. The dependent variable is job satisfaction and independent variables are Motivation, expectation from job and job environment that ultimately affects the job satisfaction.

Figure 1: Research Model



Method

Agho & Muller (1992) and Muller (1992) studies have been used to develop the research tool for this study. However, their further reliability is tested. The dependent variable indicates the extent to which organizations can increase employees' performance by increasing their satisfaction level. Agho & Muller (1992) developed 5 items to measure this variable. The same instrument is used to measure job satisfaction for this research study. Refer to Table 1, the measure is reported to have convergent and discriminate validity and cronbach's alpha for the five items was 0.699 so excluded one item now the cronbach's of four item is 0.714. Expectation from the job is an independent variable the cronbach's value was 0.660 so we exclude one variable now the cronbach's value is 0.710. The job environment has 5 items from Cook (1981). The cronbach's value is 0.770. Job Motivation has 5 items. Cronbach's value is 0.712.

Scale Name	Cronbach's Alpha	NO.Items
JS	0.714	4
EJ	0.710	4
EM	0.712	5
JE	0.770	5

Data Collection Method

Questionnaire is used as main tool for data collection to measure the variables of interest. Target population consists of the cashier, officers and managers of bank from Lahore. Two hundred questionnaires were sent through mails and emails from which only 103 were returned with 51% response rate.

Table 2: Descriptive Statistics of Demographic Variables						
Sample size 103						
	Minimum Value	Maximum Value	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
JS	4.50	16.25	11.4387	.27645	2.79197	7.795
EJ	4.50	16.25	11.0907	.24951	2.51992	6.350
EM	7.40	21.00	15.2725	.27300	2.75721	7.602
JE	6.60	20.00	14.7059	.30003	3.03011	9.182

Results and Discussions

Refer to Table 3 correlation describes relationship between dependent and independent variables.

Table 3: Correlations: (Dependent Variable is Job Satisfaction				
	1	2	3	4
1) JS	1	.536**	.451**	.442**
2) EJ	.536**	1	.623**	.488**
3) JE	.451**	.623**	1	.704**
4) EM	.442**	.488**	.704**	1
**. Correlation is significant at the 0.01				

First, hypothesis is accepted as correlation of 0.451 ($p < 0.01$) between job environment and job satisfaction. The second hypothesis says that if employees are motivated then they will satisfied with their job the correlation of 0.442 ($p < 0.01$) so it mean there is positive relationship between these two variables. The third hypothesis is also substantial as the correlation for this variable is 0.536 ($p < 0.01$) this again positively correlated with each other. The table 4 shows that the R^2 value of 0.331 is significant ($p < 0.01$) and confirms that 33.1% of in predictor variable (JS) is explained by three predicted variables (EM, JE & EJ).

Table 4: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error
1	.576 ^a	.331	.311	2.31761
Predictors: (Constant), EM, JE & EJ; b. Dependent Variable: JS				

The table 5 shows that beta coefficient of EJ and EM are significant at ($p < 0.1$). Beta Coefficients of EJ is 0.444, JE is 0.056 and EM is 0.190 respectively. $Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + U$; whereas $Y = JS$, $B_0 = 2.8521$, $X_1 = EJ$, $X_2 = JE$, $X_3 = EM$. Consequently regression equation will be as under.

$$JS = 2.8521 + 0.444EJ + 0.056JE + 0.190EM + U$$

Table 5: Regression Analysis (Repressors: EM, JE & EJ; b. Regressed: JS)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	2.851	1.358		2.099	.038
1) EJ	0.444	.118	.401	3.780	.000
2) JE	0.056	.132	.056	.428	.670
3) EM	0.190	.108	.207	1.771	.080

Conclusion

Research suggests that if the organization successfully incorporates EM, JE and EJ then JS can be enhanced substantially. This research is consistent with Joshi (1993) who talked about expectation from job in his research. The study is also partially consistent with Akmal & Saleem (2008) study. Finding regarding JS are also somewhat consistent with Sagie (1998) and Sekaran (1989) studies. Our study, however, is inconsistent with the findings of Rusbult et al. (1988), contrarily, findings of this research are Ramlall (2004), Iaffaldano, & Muchinsky (1985) regarding jobs satisfaction. This research also has few limitations. Firstly, the sample is taken from the cashiers, bank officers and bank managers because it is basic type of research which is used to increase the existing knowledge. Secondly, future research can focus on job environment as mediator or moderator variable. Thirdly, research is applied on banking sector because of the time limit; it can be conducted on other industries like telecom, insurance and investment industry. The research has some implications for the bankers as well. The study suggests that managers at banks shall take care of employee motivation level while providing them challenging and supportive work environment in order to increase employee motivation and Job satisfaction.

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Impact of Health Risk Awareness Campaigns on Cigarette Consumption

*Syed Shahnawaz Ali & Umair Shahzad Puri
Iqra University, Karachi*

This study investigated the impact of health risk awareness campaigns on cigarette consumption, in which we test our hypotheses H1: There is a significant effect of anti-smoking campaign on cigarette consumption and H2: There is a significant effect of health warning labels on cigarette consumption. We test these hypotheses by using Wilcoxon signed rank test to identify the difference between anti-smoking campaign and cigarette consumption which is significant. Similarly difference between health warning labels and cigarette consumption is also significant. We collect our data through questionnaires in which we take 200 respondents. 76 respondents out of 200 respond that they reduced their cigarette consumption after anti-smoking campaigns and 81 respondents out of 200 said that they reduced cigarette consumption after watching health warning labels. There is impact of anti-smoking campaigns and warning labels on cigarette consumption but on a very low magnitude.

Key Words: *Warning Labels, Anti-Smoking Campaigns, Wilcoxon Signed Ranks Test.*

Introduction

Overview

The health risk awareness campaigns create understanding and communicate the notion that youngsters are required to genuinely believe in not indulging in tobacco use, whereas additional tobacco control activities offered various other motivations to refrain from tobacco use, such as substantial excise taxes due to which the costs indulged in smoking are high, no-smoking policies and campaigns in schools, offices and diners, and Government rules that outlaw the vending of tobacco goods to youngsters.

There has been aggressive advertising via commercial media attempting to reduce tobacco use amongst youngsters. Both cost and health risks have been brought into limelight for the youngsters to consider, the activities being extended from just media to school and university based initiatives inculcated into their curriculum, services pertaining to cessation, and grass root level activism.

Tobacco advertisers are able to indirectly increase consumption by limiting the accessibility of information about the health hazards of smoking. Publicity

regarding smoking and health has been shown to source a decline in smoking. It has also been recommended that media which accept heavy amounts of tobacco advertising revenue limit their coverage of smoking and health issues.

Problem Statement

Much of the studies discussed that antismoking advertising was estimated to remind subjects of their prior beliefs that smokers are holding onto a behavior that is unwise, unhealthy, and unattractive. The antismoking advertising was also estimated to cause subjects to look for additional adverse indication about the smokers pertaining to the videotape. If such indication was found, subjects were expected to report more severe negative stereotypes and even lower smoking intentions.

Antismoking campaigns persuades individuals, particularly women and young people, to stop smoking; make existing smokers smoke less; keeps potential quitters to quitting cigarettes, and influence ex-smokers not to take up smoking.

Hypotheses

- H1: There is a significant effect of Anti-smoking campaigns on cigarette consumption.
- H2: There is a significant effect of Health Warning Labels on cigarette consumption.

Outline of the Study

The main notion of the study is to identify the importance of the emotional health messages which have been shown to persuade young people to quit or not start smoking for reasons similar to persuading adults. Young people see the serious negative consequences of belonging to snuff smoking members of his family, and concluded that they do not want to practice or impose negative results connected with their loved ones. Although there were no messages, especially for those young people compared with adults reported less awareness campaigns.

Literature Review:

The major concern within the public health community is that the remarkable imagery of tobacco adverts persuades children to try out tobacco goods. There are, however, several other means by which advertising could increase consumption (Tye, Warner, & Glantz, 1987).

As stated "It is the evidence and concludes that promoting anti smoking campaigns reduce tobacco consumption" (Tye, Warner, & Glantz, 1987).

Major health organizations have advised total eradication of advertising and promotion of tobacco goods. Representatives of Tobacco industry counter that

their activities which are promotional are not intended, and in fact do not, increase consumption but definitely persuade the preference of brand of current smokers, which change the market shares of tobacco companies individually. (Warner, & Goldenhar, 1989)

As stated “The cigarette market simultaneously shows characteristics of being both a mature and a growth market” (Tye, Warner, & Glantz, 1987).

Promotional and advertising expenses could moderate the company profits of individual tobacco companies by reallocating market share or erosion of market share by refraining to competitors. The sales of the total industry could also increase, thereby raising the market share position apart from profitability of all tobacco companies. By obtaining the new smoker or retaining the Industry sales could increase (Tye, Warner, & Glantz, 1987).

As stated, “The impact of pro-smoking and antismoking advertisements between 1968 and 1970 when television and radio stations were entailed to furnish broadcasting for antismoking adverts. This promotional advertising did increase demand, although anti-smoking advertising had a depressing effect of greater magnitude causing a net reduction in per capita consumption during the period” (Tye, Warner, & Glantz, 1987).

As stated that, “Promotion and advertising of cigarette raise total consumption which is supported by practical indication, with econometric research and instances of expenditure of promotion which beings within the target market consecutively correlated with demand changed” (Tye, Warner, & Glantz, 1987).

The tobacco industry-funded Metro study also claimed that advertising does not affect cigarette consumption. This study has been argued, however, because it did not consider the possibility that advertising could increase sales in time periods after that in which the expenditure was made, it neglect smoking by children, and it did not account for other variables like antismoking publicity and non-advertising promotional expenditures such as sports sponsorship and free sampling (Tye, Warner, & Glantz, 1987).

One of the main purposes given to stop tobacco promotion and advertising is that the use of tobacco has increased among youngsters. Many life styles like racing of automobiles, mountain-climbers, surfers and beach parties, are those most aspired to by youngsters is attractive in cigarette advertising today (Tye, Warner, & Glantz, 1987).

As per advertising industry of cigarette marketers “Pertaining to the

insecurity”, by targeting smoking role-models of adolescents. There is a hypothetical explanation for considering that adults are not highly influenced as compared to children by advertising. According to Fishbein, an individual person attitude in all aspects is more vital in judgment that concern smoking by adults, while social aspects are more vital in the judgment of children. Advertising is able to work as a direct normative manipulate by shaping a child’s image of what it means to be a smoker, or act indirectly by increasing peer pressure to follow role (Tye, Warner, & Glantz, 1987).

A complete assessment of the effectiveness of the antismoking campaign is necessarily comprehensive and difficult. The major part of assessment focuses pertaining to one or a few of the aspects of smoking behavior, knowledge, and attitude (Warner & Murt, 1982).

Other research argued that cigarette advertising is a stimulant for intra-industry competition; that is, advertising forces manufacturers to develop safer goods and to indulge in fear-based message strategies that converse the health risks of smoking (King, Reid, Moon, & Ringold, 1991).

Studies show that cigarette packs on which warning labels are larger, graphics and content in detail are comparatively highly effective to converse health risks of smoking. (Hammond, 2009).

Impact pertaining to health: Adverts that depict the damaging effects of tobacco use in a realistic manner are able to be very hard-hitting and effective. Health risk messages must be presented in fresh and interesting ways to ensure that audiences are involved emotionally (Andrews et al., 2004).

Misleading and deceptive practices within the tobacco industry: Adverts providing information pertaining to tobacco industry’s misleading and deceptive practices are able to be effective, but the general requirement in order to really hit home with a large audience is to slowly educate them with visual and audio messages on the negative impact of tobacco use. To properly communicate this message, the adverts must be focused on educating audiences about the promotional practices pursued by the tobacco industry to attract youngsters to an adverse addictive habit and do not show the serious health risks indulged when indulging in tobacco smoking (Andrews, et al. 2004).

Passive smoke: Passive-smoking related adverts emphasize the harm inflicted whilst smoking does not merely extend to oneself, rather, even individuals around people are affected by the second hand smoke. Data gathered from research indicates that such adverts are able to have substantial impact among youngsters,

but they are yet to be used as a type of ad in a youngster's campaign. Hence, the impact of such adverts has almost never been calculated among youngsters (Andrews et al., 2004).

Personal choice: Personal-choice data, which stresses upon the notion that youngsters have the option of choosing whether they would like to smoke or not, have as yet not been seen as being too effective. Research indicates that stressing upon the belief that smoking is really a choice without coherent reasons identifying why not to smoke is not really going to be an effective strategy for restraining youngsters from using tobacco (Andrews et al., 2004).

Commercial media puts forward many useful tools that should be very convincing in the attempt to divulge youth out of the interest in smoking, since they retain the ability to communicate messages encouraging that smoking be refrained directly to young people and persuade them with development of knowledge, attitudes as well as behavior. With the aid of commercial media as a complete tobacco control initiative, countries have been reaching in getting and influencing youngsters with messages that make them commit to stop smoking (Andrews et al., 2004).

Commercial media campaigns that have been very successful have been launched as part of an aggressive tobacco curbing initiative. Well planned campaigns in Finland, California, as well as Massachusetts were successful in the attempt of reducing smoking frequency among grown-ups and youngsters over a period of time with this aggressive approach (Biener, & Siegel 2000).

During 1970's, smokers' health concerns were eased with advertising for low tar/nicotine cigarettes. Cigarette promoters used a puzzling number game in which many different companies were claimed to be lowest in tar and nicotine content. The growing market share of low tar cigarettes closely followed advertising expenditures for those companies. Many people who acknowledged the potential health effects of smoking may have felt encouraged that certain cigarette brands were comparatively safe to smoke, and perceived smoking these brands another option to quitting. A 1981 review of public opinion surveys by the Federal Trade Commission concluded that "many smokers have wrong beliefs that smoking is not harmful to them if they smoke low-'tar' and low-nicotine cigarettes (Tye, Warner, & Glantz, 2011).

Messages should be designed to be attractive to youngsters of all demographics, particularly those who it is difficult to reach. Cigarette counter-advertising communication must target various age groups separately or use point of views that have a lasting impact with youngsters of all ages (Andrews et al., 2004).

Moving themes are easily stored in memory than those without emotion. Studies show that involving audiences to use tobacco abstinence communication is crucial to an advert's cumulative impact (Biener, & Siegel 2000).

To involve audiences emotionally has been an accepted ideology of consumer advertising for some time, but research representing its applicability to tobacco control has cover behind research focusing pertaining to message content(Biener, & Siegel 2000).

Those adverts which highlight the health consequence of tobacco use are the highest rated adverts, mainly emotional adverts, which show smokers with tobacco diseases and developing fear that they would not be able to live any more, or the sorrow of losing their lives. The tobacco industry-sponsored tobacco use prevention adverts are the lowest rating adverts, which have been set apart by researchers as showing less emotional appeal because they do not disguise or affect the feelings. These adverts, which do not possess any message about the negative consequence of smoking, represent smoking as a rational behavior that young people are able to adopt (Andrews et al., 2004).

Method

Method of Data Collection

The data is collected at the university from students' feedback via a questionnaire.

Sampling Technique

The sampling technique is used in research is Non-Probabilistic Convenience Sampling.

Sample Size

The sample size was 200 students of the university.

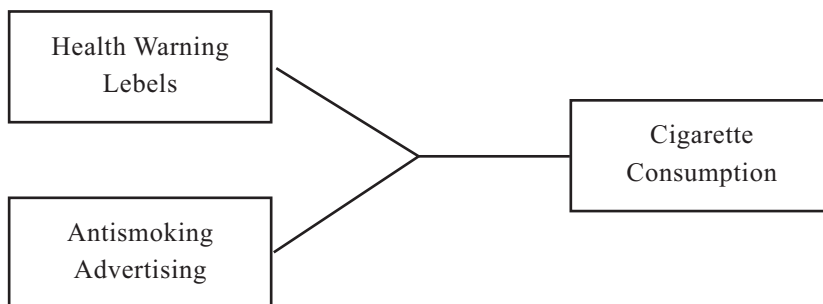
Instrument of Data Collection

The collection of data will be questionnaires. It enables to get a feedback from smokers about their view regarding the effectiveness of health risk awareness campaigns on cigarette consumption.

Research Model

Figure 3.5: Factors Predicted to Affect Cigarette Consumption (Andrews et al., 2004).

Figure 3.5



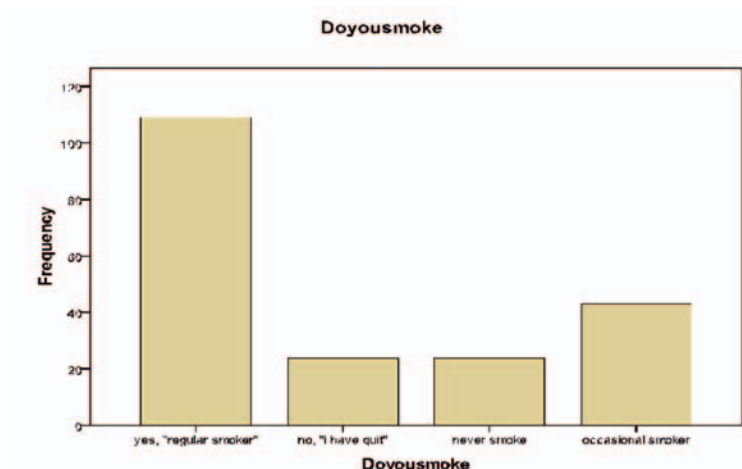
Results

Researcher took a sample of 200 respondents in which 54.5% were regular smokers, 24% had quit smoking/used to be smokers, 24% Never smoked and 43% occasional smokers.

Descriptive Table

Do you smoke					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes, "regular smoker"	109	54.5	54.5	54.5
	no, "I have quit"	24	12.0	12.0	66.5
	never smoke	24	12.0	12.0	78.5
	occasional smoker	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

Descriptive Histogram



Wilcoxon Signed Ranks Test

Ranks

		N	Mean Rank	Sum of Ranks
Anti-smoking Campaigns - Cigarette Consumption	Negative Ranks	74 ^a	37.50	2775.00
	Positive Ranks	0 ^b	.00	.00
	Ties	126 ^c		
	Total	200		

- a. Anti-smoking Campaigns < Cigarette Consumption
- b. Anti-smoking Campaigns > Cigarette Consumption
- c. Anti-smoking Campaigns = Cigarette Consumption

Negative Rank is 74 which show 74 respondents out of 200 reduce their cigarette consumption after anti-smoking campaigns, Positive Rank is 0 which means no one has increased cigarette consumption after anti-smoking campaigns and 126 Ties which means 126 respondents are not being affected by anti-smoking campaigns.

Test Statistics^b

	Anti-smoking Campaigns - Cigarette Consumption
Z	-8.185 ^a
Asymp. Sig. (2-tailed)	.000

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

Difference between cigarette consumption and anti-smoking campaigns are significant which means anti-smoking campaigns reduce cigarette consumption but on a very low magnitude.

Wilcoxon Signed Ranks Test

		N	Mean Rank	Sum of Ranks
Warnings Labels- Cigarette Consumption	Negative Ranks	81 ^a	41.00	3321.00
	Positive Ranks	0 ^b	.00	.00
	Ties	119 ^c		
	Total	200		

- a. Warnings Labels < Cigarette Consumption
- b. Warnings Labels > Cigarette Consumption
- c. Warnings Labels = Cigarette Consumption

Negative Rank is 81 which show 81 respondents out of 200 reduce their cigarette consumption after watching health warning labels, Positive Rank is 0 which means no one increases cigarette consumption after watching health warning labels and 126 Ties means 126 respondents have no impact when they watch health warning labels.

Test Statistics^b

	Warnings Labels - Cigarette Consumption
Z	-8.801 ^a
Asymp. Sig. (2-tailed)	.000

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

The difference between cigarette consumption and anti-smoking campaigns is significant which means that watching health warning labels reduce cigarette consumption but on a very low magnitude.

Hypotheses Assessment Summary

Null Hypotheses	Z Statistics	P-Value	Empirical Conclusion
There is a significant effect of Anti-smoking campaigns on cigarette consumption	-8.185	.000	H ₀ Accepted
There is significant effect of Health Warning Labels on cigarette consumption	-8.801	.000	H ₀ Accepted

Conclusion, Implications and Future Research

The study investigated the effect of health risk awareness campaigns on cigarette consumption, in which researcher use Wilcoxon Signed Rank Test to investigate the study.

Wilcoxon Signed Rank Test suggested that there is a difference between Anti-smoking campaigns and Cigarette consumption and it's significant which means that there is an impact of anti-smoking campaigns on cigarette consumption but the magnitude is very low as only 74 respondents out of 200 responded that they reduced their cigarette consumption after anti-smoking campaigns and the remaining 126 respondents said that they were not affected by anti-smoking campaigns and they didn't decrease their cigarette consumption after anti-

smoking campaigns. It also shows that positive rank is zero in Wilcoxon signed rank test which means that no one will increase the cigarette consumption after anti-smoking campaigns and Negative rank is 74 which shows that 74 respondents said that they decreased their cigarette consumption and 124 were not affected by anti-smoking campaigns.

Similarly, Wilcoxon Signed Rank Test also apply to test health warning labels on cigarette consumption which shows the significant difference between health warning labels and cigarette consumption which means that there is an impact of health warning labels on cigarette consumption but here the magnitude is also very low. Only 81 respondents out of 200 said that they reduced their cigarette consumption after watching health warning labels and remaining 119 respondents said that they were not affected by anti-smoking campaigns and they didn't decrease their cigarette consumption after watching health warning labels. In Wilcoxon signed rank test table, it shows Positive rank is zero (0) which means no one increased cigarette consumption after watching health warning labels, Negative rank is 81 which means 81 respondents reduced their cigarette consumption after watching health warning labels and 119 Ties which means 119 respondents were not affected by watching health warning labels.

To conclude, researchers have identified that anti-smoking campaigns and health warning labels are the main aspects which help in decreasing cigarette consumption but they are not highly effective. Anti-smoking campaigns are not depicting their high impact on cigarette consumption but we can't ignore its impact as there is room for impact on cigarette consumption through these activities which was tested before in different researches and we can test it in future by using different measurements.

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Measuring Brand Equity In Higher Education - An Exploratory Study to Investigate Interrelations Among the Brand Equity Dimensions

*Hassan Ansari & Usman Ali**
Greenwich University, Karachi

Researched content in this paper aims the examination and analyses of correlations and statistical linkages among the different brand equity dimensions. Partial correlation technique was used via SPSS to investigate these relationships on the data set. The data was collected using questionnaire, from people who have been directly or indirectly in contact of such dimensions in their daily life or in their organizations.

Introduction

Overview

The top most areas of marketing research over decades have been how to brand products and how to maintain and build on brand equity. As per marketing analysts and researchers it has been presented as their opinion with reasoning that brands play a critical position or role in attracting customers while enhancing their relationships with the manufacturers

This relationship occupies a critical position in consumer's memory and adds value to the customer (e.g. identification, risk reducer and signal of quality), the manufacturer (e.g. greater sales, higher margins, legal protection, better loyalty and signal of quality) and the trade (e.g. wider distribution, more shelf facing and lower slotting allowances). Successful brand building strengthens a firm's competitive position and expand market share. Now arises the up-hill battle that firms face in this days engaging business arena that is to conduct a successful brand management campaign that gives way to an ever- lasting image and performance.

Companies allocate substantial resources in developing strategies that will allow them to build and manage strong brands. To build on brand equity marketers need to provide critical and strategic levels of inputs and assist in providing essential marketing related decisions as it is important to recognize its underlying drivers and their consequences (Keller, 1998). Marketers have further

*warraich.u.a@gmail.com

gone into the depths of understanding how brands provide value to customers and organizations. Libraries of literature have identified different aspects that may be the predictors to brand equity. Furthermore it was also found that interrelationships of brand equity aspects have impacted brand image as well. (Atilgan et al. 2005; Pappu et al. 2005).

Purpose of study

This study has been conducted on the following purposes:

- To examine branding equity's elements and the linkage present between them
- To outline the elements and aspects that customers search for when purchasing products or services
- To signify the superiority of branded products over conventional products.
- To comprehend and present the advantages versus disadvantages of branded products.
- To create a better understanding of the customer mind-set while purchasing branded products.

Scope of Study

This study identifies modern day needs and perceptions of brands from the consumer side. It determines what consumers want from branded products and how their dimensions are preferred or are in relation with each other. After going through this research a marketer would clearly know how to design marketing schemas and retention plans.

Research Statement

After reading the scope and objective of the study it is seen that the topic itself has a lot of various subtopics. After reviewing the whole scenario the following statement is being discussed in this research:

“The sub-elements of brands have relations or are sub-dependent amongst each other.”

Hypotheses

H1: There is no significant relationship between brand Loyalty and brand awareness

H2: There is no significant relationship between brand Loyalty and brand association

H3: There is no significant relationship between brand Loyalty and perceived quality

H4: There is no significant relationship between brand Loyalty and brand image

H5: There is no significant relationship between brand awareness and brand association

H6: There is no significant relationship between brand awareness and perceived quality

H7: There is no significant relationship between brand awareness and brand image

H8: There is no significant relationship between brand association and perceived quality

H9: There is no significant relationship between brand association and brand image

H10: There is no significant relationship between perceived quality and brand image

The hypotheses mentioned above will be proved or disapproved via the use of partial correlation on the data set retrieved from the questionnaire sample collection.

Literature Review

The term Brand equity is extracted from the term “Brand” which includes everything to be known about the country, everything which is felt about it along with everything which is perceived about your company (MichealLieberman, 2003). Coming back to brand equity, brand equity is the road through which a brand is described and measured (MichealLieberman, 2003). Brand equity is a piece of important information, this important information is the thing from which brand has derived its nature, it is usually used by the consumers in order to give meaning to their choices in the field of various brands and products (Woonet.All, 1999). The existence of brand equity is based upon an event of consumer choice, only when a product is chosen by the customer (MichealLieberman, 2003).

This is called a brand equity model which is formed in the minds of the consumers over time consisting of the different good and bad aspects of a particular brand (Woon et.all, 1999). Thus the ever-green brand equity model consists of some interrelating dimensions on which our research is aimed at. Brand value and brand strength are the most important aspects of brand equity, it also takes into consideration the consumers association with the known and brand and its knowledge, brand awareness and brand image which prove to be brand equity’s most important interrelating dimensions (WalfriedLassar, Banwari Mittal, Arun Sharma, 1995).

Brand associations are the favorable, strong and unique experiences and perceptions of a particular brand which are stored in the consumers' memory, these experiences help the consumers to form attitudes and beliefs encircling the professed benefits of a chosen brand (Richard Netemeyera, et.all, 2004). Brand extension and brand loyalty form the focal point for managers to be interested in brand equity. A constructive relationship is observed between brand equity and brand loyalty and it is said that brand loyalty is closest in directly effecting the equity of a brand which even brand extensions are not able to (WalfriedLassar, Banwari Mittal, Arun Sharma, 1995). Brand equity has another dimension to it which is brand awareness, brand awareness just like brand loyalty is positively related to brand equity, thus it can be said that brand awareness compliments brand equity (Woon Bong Na, et.all, 1999).

Perceived quality is one of the customer based brand equity dimensions; customer quality perceptions about a given brand determine their level of trust towards a brand and their purchase behavior (Richard Netemeyera, et.all, 2004). Arjun (2001) examines two aspects of brand loyalty, loyalty related to purchase and loyalty relate to the customer's attitude, as creating a link between the two variables in the outcomes from brand trust and affect brand performance. The model in this study included partial correlations of these two variables amongst other whether they may have an effect on each other as well before comp rending brand performance.

Brand loyalty is first seen form the simple repetitive behavior involving purchases and then the concept is defined in the phrase or six critical and necessary scenarios. Multiple linear regressions were used to signify loyalty's impact on repeat purchase behavior (Jacobs 1973)

Tucker (1964) talks about examining the growth and increase of loyalty towards brands in a place where prior information is not available in an area. Search related behavior supersedes the increasing development or existence of peoples lo Search behavior precedes the loyalty to brands, that goes up to a heightened and capable strength besides the non-realistic persona of the available branded products. This study suggested how customers are actually prone to brand loyal behavior.

Richardson (1994) Talks about the impact of brand quality and its relative importance of extrinsic versus intrinsic advantages of having quality in your brand. The experiment was done on 1500+ shoppers for five products calculated. Results of the model suggested that consumer's interpretation of store brands are

driven by extrinsic characteristics of quality in these products rather than intrinsic characteristics. In addition it was found that a value for money characteristic was observed in the consumers as well. While retailers in the marketing of their private labels recommended a quality orientation.

Janiszewski (2000) talks about how customers utilize brands and there quality to measure how the product will perform. Various models conclude hypotheses about the source of these predictions. Spreading product quality knowledge hypothesizes that acquire quality value and information from the consumer side. Using least mean square models to prove the hypothesize that quality is a major predictor when affecting the overall brand equity.

Rao (1989) integrates previous researches that have basically investigated experimentally the affect the price, brand name and the store name on buyer's interpretation of product quality. The meta-analysis of the experiment suggests that, for branded products. Correlation models between price and perceived product quality is a positive relationship and is statistically significant.

Biel (1992) discusses his insight into the images of brands and its relation with brand. Biel (1992) notes that consumers like brands because of their packaging. They create a short tool to make decisions of buying behavior quite easy. However successful brands have frequently been developed due to their image building the equity of the brand. While brand equity has become a rather financial concept rather than something of value placed on the brand. It is essential to understand and recognize the brand equity of a certain product and that it is related to the brand image as well.

Gwinner (1999) Research has focused on awareness and building brand image at the same time. Strategies have been used in the past to build brand image. The study uses correlation techniques to see whether awareness and brand image have a certain relation with brand equity. The results of the study discovers that brand image and brand awareness have significant relationship on brand equity but do not have a statistical relationship amongst each other.

Faircloth (2001) criticizes brand equity for an alleged lack of managerial mismanagement. His paper reports a case on how brand image and brand awareness operationalized brand equity. The results of the study prove that brand equity can be manipulated by the independent factors of brand association, brand awareness and brand quality. The results also suggest that to create brand equity

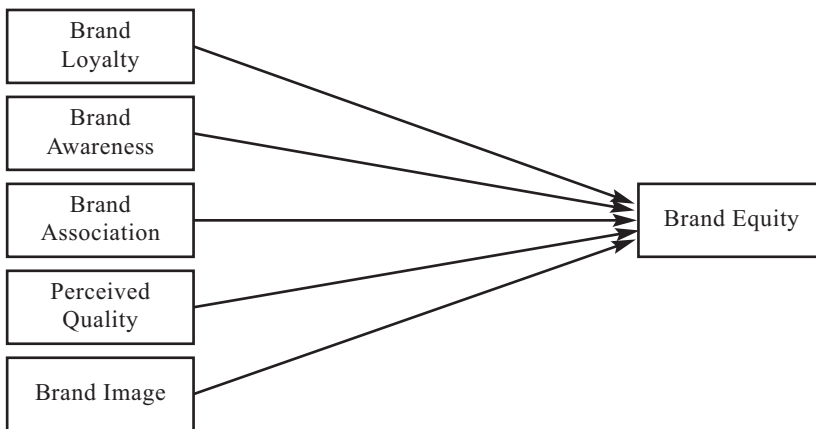
managers need to measure these three factors before they start impacting brand equity itself.

Method

Research Design

This study is a quantitative research as the analysis of the hypotheses will be proven via the use of correlation. Partial correlation technique is used to calculate the relation between the variables of the study that may affect brand equity. Survey was done by the shoppers in the defence area of Karachi.

Research Model



Population

The population selected for the research was limited to the areas of defence and Clifton located in the Karachi district. Data was conducted on 100+ respondents from the total population of shoppers in the defence area.

Sampling

Samples was extracted from super markets Haji store in defence and Motta's store in Clifton. Based on a convenient sampling method, 100 individuals were selected who fall under the criteria. These individuals were given questionnaires to fill for the qualitative elements to gauge latest needs and wants of customers today.

Measurement/Instrument of Data Collection

Primary Research tools: In this research questionnaires were used for collection of data. The questionnaires were designed on a likert scale from 1 to 5 where 1 indicated the least level of agreement.

Results and Discussion

Partial Correlation Analysis

Correlations

Control Variables			Brand_A wareness	Brand_ Quality	Brand_ Loyalty	Brand_A socioation	Brand_ Image
Brand_ Equity	Brand_ Awareness	Correlation	1.000	.453	.457	.059	.070
		Significance (2-tailed)	.	.000	.000	.563	.494
		df	0	97	97	97	97
Brand_ Quality	Brand_ Quality	Correlation	.453	1.000	.531	.094	.096
		Significance (2-tailed)	.000	.	.000	.357	.347
		df	97	0	97	97	97
Brand_ Loyalty	Brand_ Loyalty	Correlation	.457	.531	1.000	.007	.016
		Significance (2-tailed)	.000	.000	.	.942	.876
		df	97	97	0	97	97
Brand_ Association	Brand_ Association	Correlation	.059	.094	.007	1.000	.047
		Significance (2-tailed)	.563	.357	.942	.	.647
		df	97	97	97	0	97
Brand_ Image	Brand_ Image	Correlation	.070	.096	.016	.047	1.000
		Significance (2-tailed)	.494	.347	.876	.647	.
		df	97	97	97	97	0

Brand Awareness

In relation to brand quality the correlation statistic indicates that there is a rather mediocre relationship between brand awareness and the quality of the brand itself. This is actually quite similar to cases in real life that people may be aware of a brand's good quality hence be aware of the potential of the brand itself. The sig 2 tailed values is less than 0.05 which indicates that there is a statistically significant correlation between brand awareness and brand quality.

In relation with brand loyalty the correlation value is close to .5 indicating that there is a mediocre relationship between the two variables those being brand awareness and brand loyalty. This also relates to real life consumer behavior that a brand loyalty exists due to the fact that the consumer is aware of the brands features and advantages. This is supported by the sig.2 tailed value that is less than 0.05 indicating that there is a statistically significant correlation between brand awareness and brand loyalty.

In context to Brand association the correlation statistic is close to zero indicating

that there is a rather weak relationship between brand awareness and brand association. This is a true case in a real life scenario as brand association can be created through repetitive advertisements and marketing rather than a person being aware of the brand. Most of the brand associations today are built through ATL and BTL activities. As the sig 2 tailed value is greater than .05 this also proves that there is no statistical correlation between the two variables which further supports the statement that brand association is not related to brand awareness.

When talking about brand awareness and brand image there is a rather weak relationship at the statistic is close to zero. This is also a fact of the real world that a person may not be aware of a brand which exists in the world but that brand may have a positive or heightened image in some other part of the world.

Brand Quality

When discussing brand quality's relation with brand awareness it is seen that there is a mediocre relation with brand awareness as the value stands at .453. The sig 2 tailed value is at 0.00 which supports the fact that there is a relationship between Brand quality and its awareness. If a brand is high on quality then there is a chance that the consumer may be aware of the brand and its advantages.

In context of brand loyalty, brand quality and its relation to loyalty is seen to be a more than mediocre relationship with the statistic being close to 60% (0.531). This is also backed by the sig 2 tailed value of 0.00 which indicates that there is a relationship between brand quality and loyalty. Brand quality is one of the reasons why the end-user is loyal to the brand. If a brand is low on quality then there is no possibility of a consumer being loyal to the brand hence the data set and the model analysis proves this fact.

When talking about brand association it is seen that there is a no relationship between quality and association with the figure being at .094. This is also proven by the sig.2 tailed value which indicates that there is statistically no relationship between brand association and brand quality. (Value =0.357). In the consumer situation generally association is created via marketing, advertising efforts and a consumer's trait relation to the brand. Quality in the literal sense does not have any relation with associating to the brand.

When relating brand quality to brand image then it may differ as the brand image is a perceived characteristic by the consumer or end-user. It is commonly seen that china-products may be inferior in image due to their quality but the fact being that china produces some of the biggest brands in the world like Apple I phone and Mercedes itself is being manufactured in china. So yes brand quality

is a debatable topic to when being related to brand image. This discussion is backed and supported by the correlation value of 0.096 which indicates that correlation is almost zero and this figure is further supported by the sig 2 tailed value which is above 0.05 standing at .347 further supports that there is no statistical correlation between the two variables.

Brand Loyalty

When comparing brand loyalty to brand awareness it is seen that a certain mediocre relationship exists between brand loyalty and brand awareness. The value of the correlation statistic stands at .457 that means there is a 45.7% relation between brand loyalty and brand awareness. The sig 2.tailed value which is 0.00 which indicates that there is a statistical relationship between both variables which overall proves that brand loyalty is related to brand awareness.

Brand loyalty's relation to brand quality is seen that if a brand has a certain perceived quality level then only will the customer be loyal to it. It is actually something of common understanding that a customer would not be loyal to a product if that product fails to meet his/her requirements due to poor quality. So the statement being stated here is that there is a relation between quality and a customer's loyalty. This is proven by the correlation statistic which shows that there is a 53.1% relation between the two variables and the sig 2.tailed value is at 0.00 which also proves that there is a statistical relationship between the two variables being brand quality and brand loyalty.

It is also a known fact that person may be only loyal to a brand which he/she is associated to. The fact can also be that the person who is loyal to a certain brand which cannot be associated with by some other person. This statement is proven by the correlation statistic which is at 0.007 indicating that there is no correlation between the two variables. Furthermore the sig 2. Tailed value also shows that there is no statistical difference between the two variables being at 0.942 which is greater than the cut-off mark which is 0.05.

From this analysis we have seen that brand loyalty is rather a personal feeling or factor that varies from person to person. Brand image cannot be associated to brand loyalty as a customer may be loyal to a certain brand which may have a different image in the public altogether. Which is rather a case seen almost on a daily basis. This discussion is proven and given substantiated support by the correlation statistic which is at 0.016 which indicates that there is no correlation between the two variables and the sig 2.tailed value which is at 0.876 signifying that there is no statistical relationship between brand loyalty and brand image.

Brand Association

Brand association when related to brand awareness is a debatable topic. A person can associate themselves to a brand or recognizes a brand through advertisement or marketing but yet not be aware of the brand itself or the services/advantages that it may provide. This discussion is proved statistically as correlation statistic (0.059) indicates that there is no relationship between the brand association and brand awareness. The sig 2.tailed value (0.563) indicates that there is no statistical relationship between the two variables.

Brand loyalty is a personal or self-developed trait and may be developed on the repetitive usage of the product. It is not necessary that a person maybe associated to a brand due to the loyalty factor. This is also proven correct as the correlation statistic and sig 2 tailed value both prove that there is no relationship between the two variables and that there is no statistical relationship between brand loyalty and brand association. (Correlation=0.007 and Sig 2.tailed =0.942)

Brand image is a perception or self-made observation and may be developed on public reviews of the product. It is not necessary that a person maybe associated to a brand due to its image. This is also proven correct as the correlation statistic and sig 2 tailed value both prove that there is no relationship between the two variables and that there is no statistical relationship between brand loyalty and brand association. (Correlation=0.047 and Sig 2.tailed =0.647)

Brand Image

Brand Image when related to brand awareness is a debatable topic. A person can associate themselves to a brand or recognizes a brand through advertisement or marketing but yet may not develop a good or better image of that brand. This discussion is proved statistically as correlation statistic (0.070) indicates that there is no relationship between the brand association and brand awareness. The sig 2.tailed value (0.494) indicates that there is no statistical relationship between the two variables.

When comparing brand image to brand quality it is seen that a perceive a brand to be of a world-class image or persona but may not know about the product's quality or features since that can only be experienced on the usage of that product. This is statistically proved as the correlation statistic is 0.096 which is close to zero hence showing that there is no relationship between quality and association. Whereas the sig 2. Tailed value also shows that there is no statistical relationship between the brand quality and brand association (.347) which greater than 0.05.

Brand loyalty is a personal or self-developed trait and may be developed on the repetitive usage of the product. It is not necessary that a person maybe associated to a brand due to the its perceived image. This is also proven correct as the correlation statistic and sig 2 tailed values both prove that there is no relationship between the two variables and that there is no statistical relationship between brand loyalty and brand association. (Correlation=0.016 and Sig 2.tailed =0.876)

Brand image is a perception or self-made observation and may be developed on public reviews of the product. It is not necessary that a person maybe associated to a brand due to them having a certain association to it. This is also proven correct as the correlation statistic and sig 2 tailed value both prove that there is no relationship between the two variables and that there is no statistical relationship between brand loyalty and brand association. (Correlation=0.047 and Sig 2.tailed =0.647)

Conclusion

H1: There is no significant relationship between brand Loyalty and brand awareness

The value of the correlation statistic stands at .457 that means there is a 45.7% relation between brand loyalty and brand awareness. The sig 2.tailed value which is 0.00 which indicates that there is a statistical relationship between both variables hence H1 is rejected

H2: There is no significant relationship between brand Loyalty and brand association

This statement is proven by the correlation statistic which is at 0.007 indicating that there is no correlation between the two variables. Furthermore the sig 2. Tailed value also shows that there is no statistical difference between the two variables being at 0.942 hence H2 is accepted.

H3: There is no significant relationship between brand Loyalty and perceived quality

This is proven by the correlation statistic which shows that there is a 53.1% relation between the two variables and the sig 2.tailed value is at 0.00 which also proves that there is a statistical relationship between the two variables being brand quality and brand loyalty. Hence H3 is rejected.

H4: There is no significant relationship between brand Loyalty and brand image.

This statement is proven and given substantiated support by the correlation statistic which is at 0.016 which indicates that there is no correlation between the two variables and the sig 2.tailed value which is at 0.876 signifying that there is no statistical relationship between brand loyalty and brand image.

H5: There is no significant relationship between brand awareness and brand association

In context to Brand association the correlation statistic is close to zero indicating that there is a rather weak relationship between brand awareness and brand association. As the sig 2 tailed value is greater than .05 this also proves that there is no statistical correlation between the two variables which further supports the statement that brand association is not related to brand awareness. Hence H5 is accepted

H6: There is no significant relationship between brand awareness and perceived quality

In relation to brand quality the correlation statistic indicates that there is a rather mediocre relationship between brand awareness and the quality of the brand itself. This is actually quite similar to cases in real life that people may be aware of a brand's good quality hence be aware of the potential of the brand itself. The sig 2 tailed values is less than 0.05 which indicates that there is a statistically significant correlation between brand awareness and brand quality. This shows that H6 has been rejected.

H7: There is no significant relationship between brand awareness and brand image

When talking about brand awareness and brand image there is a rather weak relationship at the statistic is close to zero. This is also a fact of the real world that a person may not be aware of a brand which exists in the world but that brand may have a positive or heightened image in some other part of the world. The sig 2 tailed value is above standing at .494 indicating that there is no relation between the two variables. Hence H7 is accepted.

H8: There is no significant relationship between brand association and perceived quality

This is statistically proved as the correlation statistic is 0.094 which is close

to zero hence showing that there is no relationship between quality and association. Whereas the sig 2. Tailed value also shows that there is no statistical relationship between the brand quality and brand association (.357) which greater than 0.05.

H9: There is no significant relationship between brand association and brand image.

This is also proven correct as the correlation statistic and sig 2 tailed value both prove that there is no relationship between the two variables and that there is no statistical relationship between brand loyalty and brand association. (Correlation=0.047 and Sig 2.tailed =0.647)

H10: There is no significant relationship between perceived quality and brand image.

This discussion is backed and supported by the correlation value of 0.096 which indicates that correlation is almost zero and this is figure is further supported by the sig 2 tailed value which is above 0.05 standing at .347 further supports that there is no statistical correlation between the two variables.

Limitations of Study

Restrictions Regarding Time

The first limitation while conducting this research was time itself. As the research topic was a large and vast topic, the list of sub topics were difficult to cover. Due to the limitation of time only major areas and factors affecting brand equity were researched.

Data Collection Methods.

This was yet another limitation that was faced due to the shortage of time the research was only contained to the use of questionnaires. If professional interviews would have been conducted than that would have added more knowledge to the overall analysis.

Locations and Geographic

Since the research was isolated to Clifton and defence the topic and its outcomes would have been more fruitful if more areas were incorporated.

Recommendations

In today's economic meltdown people have rather become conscious on choosing brands and have started measuring the brand's worth. This is the reason

why marketers and advertisers of today take the help of researchers to contemplate on how to promote and advertise brands or products to customers when comparing them to mainstream or traditional products. In the light of the outcomes and results of dissertation the following recommendations are presented for marketers and advertisers on what they should implement and inculcate while promoting brands.

- To start off from scratch people related to marketing whether marketers or advertisers should pay more attention and focus their attempts to understand customer profiles and what these customers are scrolling for while purchasing branded
- Brand managers and marketers should research the aspects of inflation as well as incorporate religious events and special seasons when creating advertising and marketing campaigns.
- To wrap up the recommendations marketers should lay haste to the concept of rejuvenating brands and their reach into the target market. What should also be promoted at the same time is the quality awareness of the brand itself.

Dissertations like this one will penetrate findings and concepts and explain marketers as well as students of marketing how the changes associated to brands may severely affect or in some cases not affect the brand equity or image of the product itself. The recommendations stated above will prove to give beneficial information and provide a differential advantage over competitors and in further forecasting operations or intentions.

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The Relationship of Money Supply (M2) and Trading Volume of KSE- 100 Index

*Danish Jatoi & Shehryar Malik
Iqra University, Karachi*

This study investigates the impact of money supply and trading volume of stock exchange 100 indexes. This research has brought out the relationship between the money supply and trading volume in Karachi stock exchange. Only these two variables have been studied to know the effect on them. For this research, secondary data has been used in order to analyse the data. Results obtained from statistical analysis corroborate using the Regression analysis as a statistical tool that the proposed hypothesis indicated. Money supply (M2) has a significant relationship with trading volume of KSE - 100 Index. Hypothesis is accepted due to its significant correlation between the variables. Finally, conclusions were drawn to provide insights to professionals to have a clear idea about the money supply and trading volume of the KSE 100 index.

Key words: Money Supply, Trading Volume, KSE-100 Index

Introduction

Overview

Stock market plays a significant role in the economic growth of a country. Stock exchange performance has an important role in global economics, because of its impact on economic activity. For example stock exchange activity plays a significant role in helping to find out the effects of macroeconomic activities. The review of literature has a considerable number of studies that look at the stock prices movements. Possibly one significant subject that has inward increasing interest from economists, financial investors and policy makers is on active effects of macroeconomic pointers on stock prices. Macroeconomic forces have regular influences on stock prices by way of their influences on expected future cash flows. Stock exchange prices are extremely sensitive to essential macroeconomic pointers. The effect of different policies on the growth of an economy can be calculated by the increase in stock exchange prices (Abdullah, 1997) and (Safi Ullah Khan and Faisal Rizwan, 2008).

The understanding of the stock market has long attracted the academician and the stock trader. Consequently, this area has produced a number of descriptive stock market models ranging from those based upon exact analytic frame works to doubtful intuitive reasoning. Money flow-whether money is flowing into or

out of a meticulous security-is supposedly an indication of present excess supply or demand. That is, if uptick trades are supposed to be the buyer initiate and downtick trades are supposed to be seller initiate, a positive disparity between uptick dollar volume and downtick dollar volume match up to “excess demand.” Furthermore, proponents by means of money flow state that existing excess demand (supply) predicts future excess demand (supply) and, as a result, positive (negative) money flow forecasts stock-price raising in a falling trend (Gllent, Rossi, and Tauchen, 1992) and (Safi Ullah Khan and Faisal Rizwan, 2008).

The type of the link between money supply and common stock prices can be defined as if a share of common stock is observed as an asset that produces its profits to the investor over time. When stock returns are linked to these better anticipations of money growth rates prior money terminologies drop practically all importance while present and particularly the next two months’ money terms persist to show an obvious link to current stock returns. This is a proof that stock returns predict future monetary disorders by utilizing of information as well as information of current and past growth rates of the money supply (Barro, 1977).

Research Hypothesis

Money supply (M2) has a significant relationship with trading volume of KSE - 100 Index”

Outline of the study

This study explored the relationship of Money Supply (M2) and trading volume of KSE - 100 Index whether they have a positive or negative relationship between them. Hence the following hypothesis is constructed in order to get the desired result. The data used in this research has been taken on the monthly basis. Moreover Monthly Money Supply is taken as an independent variable and Monthly Trading Volume of KSE - 100 Index as a dependent variable.

Literature Review

Money Flow is assured as the disparity among upward and downward trading degree has been used as an expertise pointer since the beginning of 1970s. Lately, however, the recognition of the rate has amplified radically. For instance, since October 1998, the Wall Street Journal is covering money flow for 4 main indexes and the 30 companies with the maximum and minimum flows on daily basis (Fama and K. French, 1997) Moreover much cyber investment investigating sites supply money flow statistics. Whether money is curving in or out of a specific security is supposedly a clue of present surplus supply or demand. That is, if upward trades are supposed to be consumer started and downward trades are supposed to be supplier started, an upbeat distinction between upward dollar

volume and downward dollar volume relate to “excess demand.” Likewise, proponents of utilizing money flow state that present excess demand (supply) forecast upcoming excess demand (supply), thus, positive (negative) money flow predicts stock-price raise (decline) (Brown & Brooke, 1993).

Trades that took place at a top (low) price than the prior trade were categorized as rising (declining) trades. Trades that happened at the same price as the prior trade were not put into money flow and were deleted. The money flow linked with each lasting trade in the research is the dollar volume of the trade, declared positive if the trade took place on an upward and negative if the trade took place on a downward. Both these money flows were aggregated to calculate the day to day money flow for each company. However money flow is also expected to have link to consequent money flow and return. Many reasonable settings are expected to upshoot in such money flow determination (Barclay, 1993).

Most economists are in agreement today that monetary policy has selected significance in scheming the economy, there is petite agreement as to how vital it is, or which monetary variable is the main variable. Pre-Keynesian economists articulated that there was a conventional connection between the money supply and GNP. If the volume of money is doubled, for instance, on any basis, the interest rate would drop primarily. The abridged interest rate would rouse borrowing, investment and consumption while the reason to keep would be compacted. Total demand for goods and services would thus be raised and with a stable dynamic ability, prices would have to go up. Thus, once prices start to go up, the interest rate would go up again in answer to the equivalent drop in the “real” money supply. Prices would go up until they doubled their initial level, thus tumbling purchasing power of the money supply to its earliest value and stability would be reinstated. The interest rate would also go back to its initial level, where saving and investment are alike. Economists first became cynical with this typical monetary theory during the depression for many good causes. For one thing, while the money supply about twice over between 1933 and 1940, prices have risen up only a little and economic doings stayed in the depressions until the huge increase in government war costs lastly drew the country out of the doldrums (Bollerslev, 1992).

In the quarter century since World War II, the reverse happening took place-the economy arose more than twice the rate of money supply growth. Most economists finally decided that, opposing earlier views, the link between the money supply and GNP was very floppy. In late 1940’s, Keynesians measured money supply to be only one of the many factors which control the economy (Hossain, 1990).

Fiscal policy is deemed to be of little significance in scheming the economy, principally in contrast to money supply. In contemporary years, the Economics

Department of the University of Chicago has become the core of a new quantity theory, alike the old one, but the Chicago School analyze that money supply influence spending, apart from the trend in interest rates. Both sides see eye to eye that a more quick monetary growth, with any given fiscal policy will arose the economy. The variation is that Keynesians see the money supply as being a more inactive factor in the inflationary illustration. Both schools of thought have the same mind that at least in the short process, a rise in bank reserves will be liable to lower interest rates since the supply of loan-able funds has risen up. The new monetary theorists analyze that the increase in the money supply is so accelerated to the economy and the demand for loan-able funds that in the long process, interest rates certainly go up to higher levels. The “cost of capital” relies upon stock revenue, interest rates and certain tax changes such as the 7% investment tax credit. The main source of short-term fluctuations in personal wealth, that is “wealth effect”, is the oscillations in the stock market. They found “credit rationing” to be significant mainly for housing expenditures. When stock prices drop sharply, consumers reduce their spending because of the cut back in their personal wealth (Chan & Lakonishok, 1995) and (Barclay & Warner, 1993).

The variations in the rates of expansion of the private sector’s stock of money may affect that sector’s want to exchange money balances for other financial assets. This exchange, in return, may cause pressures heading to variations in the prices of these financial assets. Given these links, two common situations can be found:

- 1) Raise in the rate of expansion of the money stock may cause liquidity surplus. This imbalance may stimulate the private sector to exchange excess money balances for small liquid financial assets such as corporate stocks. This exchange may head to increase buying pressures on these small liquid financial assets. Strengthened buying pressures, in return, may provoke price level rising up with respect to these specific assets.
- 2) A drop in the rate of growth of the money stock may cause a shortfall liquidity situation. This imbalance may cause a transmission from less liquid financial assets into money. The conclusion of the private sector’s effort to acquire liquidity balance may cause selling pressures on these less liquid financial assets which may generate general price dropdown (Granger, 1996).

Conversion of money into near money holdings will not alter the private sector’s money stock. Movements of funds into such nonbank financial intermediaries as Savings and Loan Associations just transfer the holdings of money balances i.e., from individuals to nonbank institutions-but do not modify the dollar amount exceptions. It should be observed, however, that currency

withdrawals (transfer from demand deposits into currency) by individuals will trim the reserve base of commercial banks thus restricting their offering capacity. If no counter policy is commenced by the Federal Reserve System, the capacity of commercial banks to make loans and, in return, increase the nation's money supply, will be diminished (Chan and Lakonishok, 1995) and (Berkman, 1978).

Some proposals about the stock market are broadly accepted, most of members of the financial community possibly agree that alterations in Federal Reserve Board monetary policy tightly affect changes in stock prices. Since the past 10 years, the significance of the rate of money supply expansion to the economy and to the stock market has been increasingly acknowledged. For many stock market analysts, money supply movements are now handed as advanced indicators of trends in the central bank monetary policy and are regularly deduced as proposing updates about future stock price movements. Margin requirements, the discount rate, federal funds rates, reserve requirements and statements by Fed officials are broadly conveyed in the financial press and are recognized indicators of whether monetary policy is "tapering" or "slackening," with the anticipation that a tighter monetary policy will be linked with falling stock prices and a simpler monetary policy with increasing stock prices. Business cycle turning points are linked with previous alterations in the rate of growth of the money stock (Rosa, 1999).

Predictive form of the monetary portfolio model describes how modifications in growth rates of monetary accumulates heading changes in the prices of stocks (and financial assets) and lead amendments in prices of consumer goods and services. The monetary portfolio model sees investors as holding portfolios of such assets as stocks, bonds, durable goods and money (Karpoff, 1987). Sprinkle outlooks this chain as consuming enough time that one can foretell stock price alterations given information of precedent money supply movements. His main propositions are that as an indicator, the money supply sequence heads stock prices and that the sharp investor can avail this leading indicator to gain above-average profits in stock market investment. These statements have gone greatly unbeaten. Certainly, though that monetary change leads to stock price change using money data which they state is more returnable than a corresponding-risk, naive policy of buying-and-holding stocks. Thus there is a upright body of views that consider money supply as an indicator by which movements in stock prices can be predicted (Michael, 1974).

The capable market model also offer a clarification for the markdown of future proceedings by the stock market. If information goes up in current that has implications for future stock prices, investor activity will change the current price level so that the predicted proceeding is marked down in today's price. Since

discounting can happen with respect to uncirculated as well as circulated information, the stock market can be competent with respect to uncirculated information; that is, prices may wholly show uncirculated as well as circulated information. In the occurrence of money supply movements, a situation can simply be pictured in which knowledge (published and unpublished) becomes accessible which permits investors to predict (correctly) preceding money growth rates. Thus, in a competent market, it would not be at all shocking to uncover that stock prices alteration in prediction of money supply changes if investors bring into play the substitute sources of information to estimate the heading course of the money supply. Also, market onlookers may extract implications about future money supply growth by viewing money market rates and present and predicted Treasury financings (Bollerslev, 1996).

If investors deem money supply data to be positive for stock prices and if the stock market is competent, then struggle by investors aiming to use stated information about alterations in the money supply will upshot in a level of stock prices. A statistical technique that beats these problems and offers a potent test of the power of money supply modifications on stock prices is linear regression. This scheme gives a clear measure of the fraction of the change in stock prices linked with prior changes in money growth rates. Moreover, with this statistical technique, a testimony can be made of the probability that any pattern shown in the data could have happened by chance (Brown & B. Brooke, 1993),

The short of an association among stock returns and prior money data is at first glimpse an upsetting outcome for monetarists (those economists who have emphasised the main role that the money supply plays in changing the price level). Though, the similar linear regression method that shows the trivia of prior changes in the money supply to stock prices demonstrate that the current or consecutive money supply change is fairly important. The monthly money data in the phase since World War II, for example, can reveal about 4 to 10 per cent of the change in stock returns once the current money data is considered.

Variations in monetary growth rates are solidly linked to the stock market once the current changes are taken account of an outcome that pact with the monetarist view of Sprinkle that monetary policy have impact on markets. But there is no proof of long delays in stock market response, therefore, of any possibility of returnable expecting stock prices, using variations in monetary policy; prior data has been wholly showed in stock prices of past periods, so cannot help to guess future movements. In addition, a non-expected form of the monetary portfolio models appears to turn the facts while a predictive form does not.

That information may be accessible to the stock market that allows a precise review of upcoming money supply growth and that current stock prices reveals this information. At a minimum, if past money supply growth offers a sign of future money growth, the inference of past money growth for upcoming money growth would be marked down in a capable market (Wang, 1990)

Further than, present data on the monetary base, money market situations, etc., may offer a foundation for consistent foretells of future money growth. If the stock market unflinchingly and precisely predicts upcoming monetary growth, it is anticipated to one look at a link among current price changes and future recognized money supply variations. To examine this link, we summed up upcoming variations in money growth rates to the present and prior terms by now present in the linear regression explaining present stock returns. On a monthly footing, in all periods and sub periods and with numerous meanings of money, the outcome is a remarkable progress in the relationship between stock returns and variations in money supply growth. In the era of 1960's, for example, the influence of the money terminologies to describe stock returns leaped from about two to 16 per cent once we add up upcoming money changes. This numerically important link reveals that a significant fraction of the changes viewed in present stock prices can be associated to following variations in monetary growth rates. The link is also a positive one; more than usual stock price rises are linked with subsequent more than usual money growth rates (Karpoff, 1987).

The conduct of stock price varies over changes in money growth rates is 1 to 2 months. The escort of stock returns over future monetary growth continues under some different money supply meanings and utilizing some forms of data weekly, monthly or quarterly. It can be revealed to continue under a more precise test. If a test is held for the accessible sequence of comments of money growth rates, it can be viewed (using regression methods) that when money growth is bothered from its normal track, the disturbance continues for additional months (Gillent, Rossi, & Tauchen, 1992). Therefore a higher (lower) growth rate of the money supply noted today foreshadows a higher (lower) growth rate for the upcoming months. This propensity for monetary disturbances to continue defines that information of prior money supply growth assists to anticipate future money supply growth. Probably stock returns seem to predict future money growth rates as stock prices bend to the current growth rate and the disorder in the current growth rate is predicted to continue to test this speculation constructed new methods of future unpredicted growth rates that considered the inclinations for monetary disorders to continue (Chan & Lakonishok, 1995). When stock returns are linked to these better anticipations of money growth rates prior money

terminologies drop practically all importance while the present and particularly the next two months' money terms persist to show an obvious link to current stock returns. This is a proof that stock returns predict future monetary disorders by utilizing of information as well as information of current and past growth rates of the money supply. Not only is the money supply a bad indicator of upcoming variation in security prices, the current movement of stock prices offers information on upcoming money supply movements (Fama & K French, 1997). This link of money and stock prices, which is the overturn of what money supply observers have been led to anticipate, under-scores the uselessness of making effort to expect stock price movements with money supply info. It provides more evidence of a proficient stock market for which money seems to matter, through the link process in an unanticipated way. The movement of stock prices prior to money supply varies may be considered as proof that the monetary concerns are responding to prior stock price movements. This analysis is accurate with the viewed association but does increase the hard question why the Fed would drop monetary growth after viewing a drop in stock returns and vice versa — a policy which, in the usual view, would entail still lower stock prices. A second probable understanding is that stock prices and Federal Reserve concerns respond to similar information but with stock prices responding more rapidly than the Fed. Growing interest rates, for example, are escorted by dropping stock prices, other things similar. Increasing interest rates are also on average followed by lower monetary growth rates though the link is a poor one. Joint associations with variables such as interest rates may define why stock prices of prior periods, hence cannot assist to anticipate future movements. In addition, a non-predictive form of the monetary portfolio model seems to suit the facts while a predictive form does not (Rosa, 1999) and (Berkman, 1978).

It remains authentic that the practise of economic methods to stock market foretelling is hard. The main difficulty is that any supposed link between stock prices and economic variables must rely strictly on predicted factors. Hence, given the restricted success econometricians have had in clarifying the establishment of predictions, it is obvious that a whole structural requirement of the determinants of stock prices is not promising at this time. On the other hand, this dilemma need not introduce the cradle of partial links between economic variables and a stock index. As a result, it seems valuable at this time to assume at least a research study of the significance of economic methods foretelling the average degree of stock prices (Richard, 1974).

The type of the link between money supply and common stock prices can be at the most defined as if a share of common stock is observed as an asset that produces

its profits to the investor over time. When stock returns are linked to these better anticipations of money growth rates prior money terminologies drop practically all importance while present and particularly the next two months' money terms persist to show an obvious link to current stock returns. This is a proof that stock returns predict future monetary disorders by utilizing of information as well as information of current and past growth rates of the money supply (Barro, 1977).

The main reason for the affect of money supply on dividends functions through the firm's present and predicted earnings. Provided the demand for money, a drop in the supply of money will increase interest rates and decrease interest precise expenditures like capital investment. The drop down in expenditures, together with the recognized multiplier, will then set off a decrease in firm's sales and thus reduce its earning. The period of the effect of the reduced earnings on dividends may rely on the firm's cash flow and liquidity position, but eventually the whole effect must be a reduction in dividends. Though the current price of the common stock share will drop if current dividends are dropped, the important point of leverage for result of the money supply is on the predicted growth rate of dividends. For this reason, the predicted results of the money supply on dividends are as significant as any other actual short run results in knowing the reactions of the share price (Michael, 1974).

The effect of the money supply on the safe interest rate elements of the investor's cut down rate is a direct function of the effect of the money supply on market interest rates. The open increase in market interest rates due to risen monetary tightness may, in addition, be practiced by credit rationing in the loan market. The worsening of law and order situation and making up political uncertainty dangerously influenced the stock prices. A vast part of capital inflow in stock market was because of portfolio investment. In this situation, monetary tightness will increase the discount rate by an amount larger than would or may b indicated by the degree of market interest rates alone.as the effect of dividends on money supply, it should be emphasized that the main impact of the money supply on the safe interest rate is in terms of the variations in the predicted readings for upcoming levels of this rate relatively than in the original variation in the current value (Diamond, 1981).

Though the main channels for the impact of the money supply on the price of common stock shares can be differetiated in the heading way, a plain form for the links must be mentioned if the link is to be assumed and utilized for forecasting. By having thses turning points in a stock prices index compared with the turning points in the groth of money, sprinkle framed an investment rule that,"a bear market in stock prices was predicted 15 months after each peak in monetary

growth, and that a bull market was predicted two months after each monetary growth trough was reached (Granger, 1996). The link between the money supply and the stock market is created using the methods of regression analysis. Comparatively the regression analysis has more advantages. It allows for more elasticity in making particular lagged associations. In specific, particular peaks in the money stock and monetary growth sequence do not have to be simply recognised. The forecasts caused by a regression equation are quantitative and the recognised mistake attribute that the uncertainty linked with the forecast can be considered when planning an investment strategy (Chan & Lakonishok, 1995).

Announcements about economic variables may also have an impact on the trading volume if the market member resetting their portfolios based on some new knowledge. If market member disapprove the impacts of surprises in announcements, there should be risen up trading actions in the market quickly after the announcements. In difference, if they are in agreement about the impact of new information, trading actions may not be unusual even when prices vary. Thus, testing the trading activity offers useful info about the activities taken by the market members based on macroeconomic news that stock returns alone cannot do (Bollerslev, 1996).

Financial market members are cautious viewers of the weekly money supply declaration, and usually agree that the announcement often heads to variations in interest rates. This happens because the announcement leads market members to rethink their anticipations both of future federal reserve policy activities and of upcoming economic situations (Granger, 1996). Real growth of the money supply heads to less interest rates through a liquidity impact. Though, quick monetary growth which is not expected channels market members to predict the federal reserve to reduce such growth in the future. As a result, there may be a policy expectation impact which is responsible for higher interest rates in prediction of future tightening. In addition, prolonged quick monetary growth also causes inflation and inflationary anticipations which creates higher interest rates. Therefore, there may be a third impact, the inflationary anticipations effect which also creates higher interest rates (Karpoff, 1987).

The policy expectation effect is best defined by example. Assume that the declared variation in the money supply is more than that expected by market members on the cause of prior experience and policy announcements assume more that monetary growth is the federal reserve's policy concern. It would, thus, be right to anticipate that the federal reserve will make effort to decrease the growth of the money supply. Policy activities to do so would raise the federal funds rate and as a result other market interest rates would also increase in

expectations. That's why, the policy anticipation effect of an unanticipated increase in the money supply is rising in market production. a liquidity impact which goes down produces when the money supply go up is not a same reaction to the money supply announcement because the liquidity effect happens when open market actions are organized (Chaudhary & Parai, 1991). The announcement made at the end of the week offers data for the money supply on wednesday of the prior week. Furthermore, the money supply is influenced by the open market actions which happened some time earlier. Though growth in money supply can lead market members to rethink upward their anticipations of inflation and certainly of real growth, such reactions are both constant and delayed. Hence, the rapid impact result of the anticipation of a reaction by the federal reserve. a variation in federal reserve policy can happen on the day after the announcement when open market actions are held during early 90's the non-informational influences hugely affect on stock market operations in pakistan. these causes include structured variations in stock market, planning and making the stock price index, founded on market capitalization. These were the cosequences of financial liberalisation and deregulation policy. This has significant influence in the form of undefined and risk aversion. Because of uncertain regulatory and poor enforcement of policies, the problems like insider trading and unchecked margin requirement trading are on the increase (Siddiqui, 1990). The worseing of law and order situation and making up political uncertainty dangerously influenced the stock prices. A vast part of capital inflow in stock market was because of portfolio investment. It is also created excessive fluctuation in stock market. In the context of Karachi stock market; daily data for very small time period i.e. nine months data, it was discovered that importance of non-informational trade in defining the fluctuations in stock prices. By introducing the variations in volume as non-information factor the role of non-informational trade on stock prices can be defined. The trading volume is multiplied with returns. Weightage is given to returns on those days when trading volume is higher than those on the days when it is normal. By this the impact of returns on the days of higher trade on the next day returns can be determined (Hossain, 1990).

Method

Method of Data Collection

Data of two variable i-e Money Supple (M2) and Trading volume of KSE 100 index was obtained from State Bank of Pakistan and Karachi Stock Exchange respectively.

Sample size

The sample size chosen for the analysis is 58, the data of 58 consecutive months has been taken for analysis.

Sampling Technique

Convenient sampling technique was used in this research

Statistical Technique used

In this research correlation analysis has been used for the analysis of the result

Results

Findings and interpretations of the result

In this research, Hypothesis constructed was as followed for testing this hypothesis; regression analysis has been used for analysis and interpretation of the data:

H1: Money supply (M2) has a significant relationship with trading volume of KSE - 100 Index

Table 1
Descriptive Statistics

	Mean	Std. Deviation	N
Volume	4585.50	2754.433	58
lag1	4678.0207	2687.00902	58
In Millions	3,498,869.61	821,067.296	58

The table 4.2 shows the three variables that are used in performing the analysis these are Volume of Shares, Money Supply and Lag on the first Level. Sample size chosen for the analysis is 58.

Table 2
Correlations

		Volume	lag1	In Millions
Person Correlation	Volume	1.000	.694	-.625
	lag1	.694	1.000	-.592
	In Millions	-.625	-.592	1.000
Sig. (1-tailed)	Volume		.000	.000
	lag1	.000		.000
	In Millions	.000	.000	
N	Volume	58	58	58
	Lag1	58	58	58
	In Millions	58	58	58

The above table shows the correlation among the variables, as we can observe that significant value of correlation test is less than 0.05. It means that there is correlation among the variables. The Relationship between Money Supply and

Volume is negative or inversely proportional; correlation values for Volume and Money Supply is $-.625$.

Table 3

Durbin-Watson
.956

Initially when research applied the Simple Linear regression it was identified as a problem that there was a strong presence of Positive autocorrelation in the data set as the value of Durbin Watson was 0.959. In order to resolve the issue lag was generated up to the 2 levels out of which lag 1 becomes significant for the model.

Table 4

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.743 ^a	.553	.536	1975.432	.553	33.976	2	55	.000	1.817

a. Predictors: (Constant), In Millions, lag1

b. Dependent Variable: Volume

As it can be observed that the Adjusted R Square for the above model is 0.536 that is 53.6%, it means that our independent variable sets are explaining 53.6% of the variation in dependent variable. For e.g. if 1 unit change occurs in the independent variable set the change in the dependent variable is 0.536. From the above table we can observe that the Durbin Watson Value is 1.817 that is near to the value of 2 it means that we have solved the problem of Auto correlation in the data set.

Table 5

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.390E8	2	1.195E8	33.976	.000 ^a
	Residual	1.934E8	55	3517244.265		
	Total	4.325E8	57			

a. Predictors: (Constant), In Millions, lag1

b. Dependent Variable: Volume

The regression value is less than 0.05 in the ANOVAs table it means that regression model is suitable to apply on the data set.

Table 6

Coefficients^a

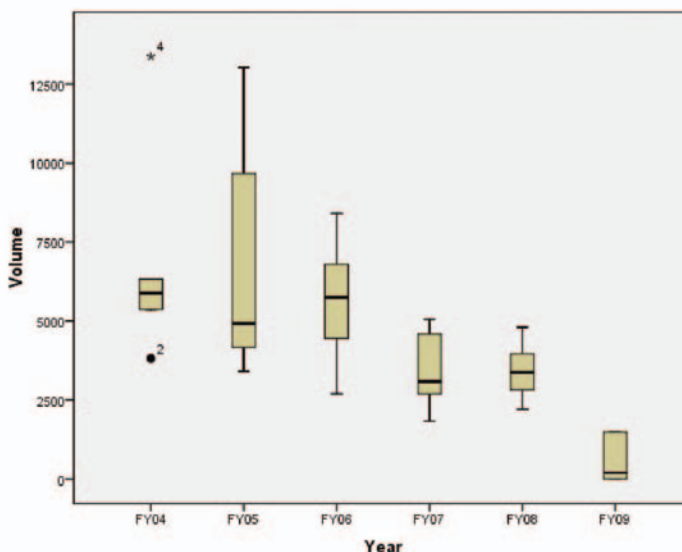
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6060.651	1705.524		3.554	.001		
	lag1	.512	.115	.499	4.461	.000	.649	1.540
	In Millions	-.001	.000	-.330	-2.945	.005	.649	1.540

a. Dependent Variable: Volume

The constant value for the above model is 6060. It means that if the money supply is equal to zero the volume of shares is equal to 6060.651. The beta value for the lag 1 is 0.512; lag 1 means that the volume of shares on any day is dependent on the last day volume. For e.g. if 1 unit change occurs in the last day volume the change it will bring in today's volume is 0.512 of the last day. The Beta value of money supply is equal to -0.001. It means that there is negative relation existing among the money supply and volume of shares for e.g. if 1 unit increase take place in the money supply the volume of shares will decrease by 0.001. Variance Inflation Factors values are equal to 1.540 less than two, it means there is no existence of multi-co linearity in the data set.

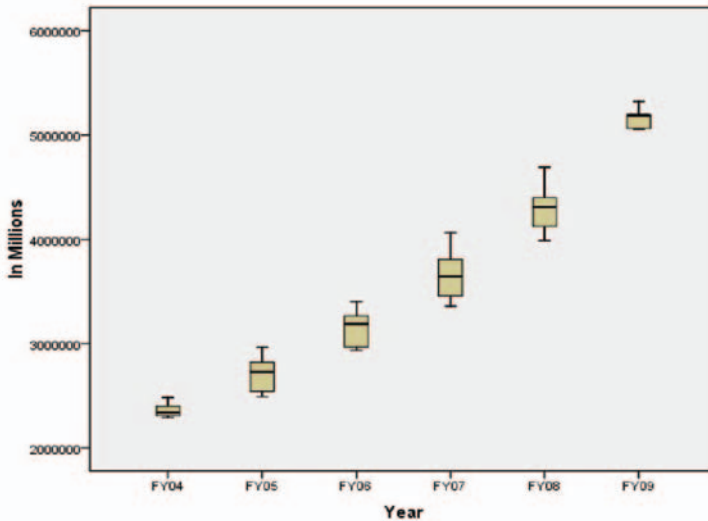
It has been proved from the above analysis that there exist significant relationship between money supply and volume of KSE 100 Index; our Null Hypothesis is rejected.

Graph 1 Volumes per year



From the above diagram we can clearly understand the trend of volume over the passing years. In 2004 the volume ranges were between 6000 to 7000 but in 2005 there was a huge jump observed in the volumes. We can observe the variation in the volume by the size of the Box Plot. After 2006 as we can see volumes are showing a declining trend and in 2009 (economic recession period) the volumes are on a very low side as compared to last six years.

Graph 2: Money supply per year



We can clearly observe from the above table that money supply has been increased in the last six years and in 2009 the money supply was enormous as compared to the last five years. Stock markets are the true representatives of the economy, if there will be a presence of high inflation in the country the investors shrink their business activities due to the chances of currency devaluation. The business activities shrink out and people are not willing to invest in the stocks. Government will inject more money in the market in order to increase the money supply as more money is required to buy the same commodities. Whenever economic recession occurs the activities in the stock markets shrink, people are getting their money out from the market and are not willing to invest again until and unless they foresee improvement in the economic conditions of a country.

Hypothesis assessment summary

S.NO.	HYPOTHESES	SIG.	RESULT
H1	Money supply (M2) has a significant relationship with trading volume of KSE - 100 Index	0.00	Accepted

Discussion

The money flow linked with each lasting trade in the research is the dollar volume of the trade, declared positive if the trade took place on an upward and negative if the trade took place on a downward. Both these money flows were aggregated to calculate the day to day money flow for each company. However, money flows have link to consequent money flows and return.

This research was mainly focusing on the relation between the money supply and trading volume of Karachi stock exchange. The findings showed that there is a correlation among the money supply and the trading volume exist due to its significant value of correlation. The relationship between Money Supply and Volume is negative or inversely proportional.

Recommendations and Implications

Hence, finding by using the regression model, the money supply is equal to zero the volume of shares indicating that the volume of shares on any day is dependent on the last day volume and there is negative relation exist among the money supply and volume of shares as there is no existence of multi-co linearity in the data set. It has been proved that there is a significant relationship exist between money supply and Volume of KSE 100 Index, Null Hypothesis is not rejected.

Conclusion

It has been concluded from the research finding and results that the money supply has been increased in the last six years and in 2009 the money supply was enormous as compare to the last five years. Stock markets are the true representative of the economy, if there will be a presence of high inflation in the country the investors shrink their business activities due to the chances of currency devaluation. The business activities shrink out and people are not willing to invest in the stocks. Government will inject more money in the market in order to increase the money supply as more money is required to buy the same commodities. Whenever economic recession occurs the activities in the stock markets shrinks, people get their money out from the market and are not willing to invest again until and unless they foresee improvements in the economic conditions of a country.

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On The X- Envelopes

Arshad Imam*

Greenwich University, Karachi

The definition of X-envelopes was first introduced by Enochs (see Xu.J.1996) for any class of Groups X. equivalence of definition of X-envelopes and divisible hull, by taking X as a class of divisible groups; pure-injective hull by taking X as a class of pure-injective groups has been proved in Xu.J 1996. In this paper generalization of this idea for neat-injective hull by taking X as a class of all neat-injective groups has been studied.

Key Words: Neat subgroup, Injective groups, Injective hull, Frattini Subgroups.

Mathematics Subject Classification: 20 K 99

Introduction

Finding envelopes has always been of great interest among scientist. Scientific discoveries happened in different ages and contributed by different people. After a passage of time lot of like items are accumulated and it is a natural desire to unite all them into one. For example, our mobile phone is an envelope of telephone, camera, FM radio, internet device and so on.

In this paper the discoveries of divisible subgroups, pure subgroups and neat subgroups and their hulls have been discussed and concluded that all these can be embedded in one, called X-envelope.

A subgroup H of an abelian group G is pure in G if $nH = H \cap nG$, where n is any non-zero integer. This notion was first introduced by Prüfer in 1923. Later on in generalization of this concept Honda (1956) introduced the concept of “Neat Subgroups”. A subgroup H of an abelian group G is neat in G if $pH = H \cap pG$, where p is any prime number. This idea evoked the parallel study to investigate the validity of existing results in case of neat subgroups.

Literature Review

Imam.A.(2007) discussed *c-injective* envelope of modules over a Dedekind domain. In the case of modules there are two generalizations of neat subgroups one is given by Stenstrom (1967). A is a *neat submodule* of B if every simple object S is projective with respect to the canonical epimorphism $\alpha : B \rightarrow B/A$. Another generalization is a *complement* (or a *closed*, or a *high*) submodule, that is a submodule H of a module M is a complement of K (or K -high) for some

*arshad@greenwich.edu.pk

submodule K of M if H is maximal in M with respect to property $H \cap K = 0$. A module I is *c-injective* (here c stands for closed) if for every closed submodule H of a module M every homomorphism from H into I can be extended to M (Santaclara.C., Smith.P.F. (2000)). Imam.A.(2007) studied the second explanation.

A theory of neat essential extensions has been developed in Imam.A. (2010). It has been proved that for every group G , there exists a minimal neat-injective group A that contains G as a neat subgroup. A is a maximal neat-essential extension of G and is unique up to isomorphism over G . The structure of neat injective envelopes had been discussed by Alizade.R. et.al (2004).

Preliminary Definitions and Results

The notations and terminologies used here are adapted from Fuchs.L.1970 . All groups considered are abelian.

We start with the following definitions.

Definition 1: A *sequence* of groups A_i and homomorphism α_i

$$A_0 \xrightarrow{\alpha_1} A_1 \xrightarrow{\alpha_2} A_2 \dots \dots \dots A_{k-1} \xrightarrow{\alpha_k} A_k \quad (k \geq 2)$$

is *exact* if

$$Im\alpha_i = Ker\alpha_{i+1} \quad \text{for all } i = 1, \dots, k - 1.$$

Definition 2: An exact sequence of the form

$$E: 0 \longrightarrow A \xrightarrow{\alpha} B \xrightarrow{\beta} C \longrightarrow 0$$

is called a *short exact sequence*. Equivalently, E is a short exact sequence, if and only if

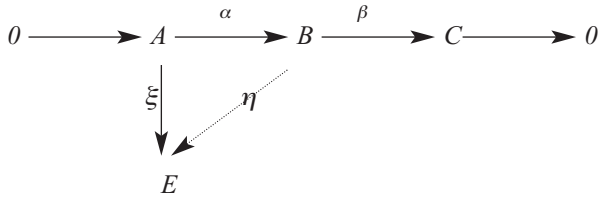
$Im\alpha = Ker\beta$, α being a monomorphism and β being an epimorphism.

Definition 3: A subgroup E of a group A is called *essential* if $E \cap B \neq 0$, whenever B is a non-zero subgroup of A . In this case, A is said to be an *essential extension* of E .

Definition 4: E is called a *neat-injective group* if for every neat exact sequence

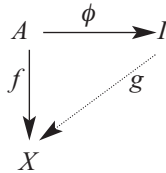
$$e: 0 \longrightarrow A \xrightarrow{\alpha} B \xrightarrow{\beta} C \longrightarrow 0 \quad \text{and homomorphism}$$

$$\xi: A \longrightarrow E \text{ there exist } \eta: B \longrightarrow E \text{ such that } \eta\alpha = \xi.$$

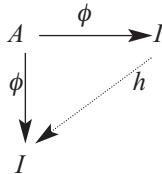


Definitions 5: Let X be any class of abelian groups. For an abelian group A , $I \in X$ is called an X envelope of A if there is a homomorphism $\phi: A \rightarrow I$ such that the following holds :

1) For any homomorphism $f: A \rightarrow X$ with $X \in X$, there is a homomorphism $g: I \rightarrow X$ such that $g \circ \phi = f$



2) If the diagram



is commutative then h is an automorphism.

Main Result

We start with the following concept. Let G be a neat-subgroup of A , and $K(G,A)$ denote the set of all subgroup $H \leq A$ such that

- i) $G \cap H = 0$ and ii) $(G + H)/H$ is neat in A/H .

Condition (ii) says that for all $p \in P$, $p(a + H) = g + h + H = g + H$ there exists $g' \in G$ such that $p(g' + H) = g + H$ implies $pg' - g \in H$. Also $pg' - g \in G$, therefore $pg' - g \in H \cap G = \{0\}$, this implies $pg' - g = 0$ or $pg' = g$

If we assume G is neat in A , then we see that at least $0 \in K(G,A)$, because if we put $H = 0$, then $px = g$ for $x \in A$ and $g \in G$ implies that there exists $y \in G$ such that, $py = g$, that is $K(G,A)$ is not empty.

Definitions 6: A group A is called *neat-essential extension* of its subgroup G if G is neat in A , and if $K(G,A)$ consists of 0 only.

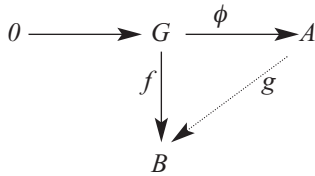
We may call a minimal neat-injective group containing a given group G as a neat-subgroup, a *neat-injective hull* of G . Every neat-injective group containing G as a neat-subgroup contains a neat-injective hull of G .

Now we state the equivalence of current description of neat-injective hull and the X -envelopes where X will be replaced by a class of neat-injective groups.

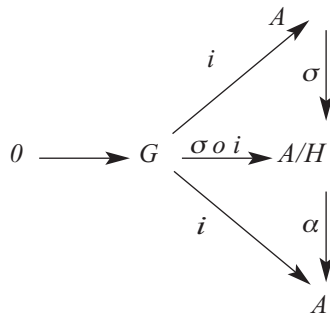
Lemma 1: Let X be a class of all neat-injective groups and G be any abelian group, and $A \in X$ then the following are equivalent:

- (i) $\phi: G \longrightarrow A$ is a neat-injective envelope of G .
- (ii) $\phi: G \longrightarrow A$ is a neat-injective hull in the sense of neat-essential extensions.

Proof i) \Rightarrow ii) By condition (1) of X -envelope (see Definition 5 above), (A, ϕ) is called X -envelope of G if for all $B \in X$



and homomorphism $f: G \rightarrow B$ there exists $g: A \rightarrow B$ such that, $g \circ \phi = f$, this implies B has the injective property relative to the exact sequence $0 \rightarrow G \rightarrow A$. Therefore by Theorem 29.2, Fuchs 1970, G is pure (and hence neat) in A . Now we are left to prove $K(G,A) = 0$, Let $0 \neq H \in K(G,A)$

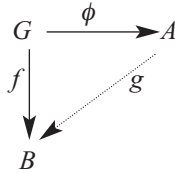


We have $H \cap G = 0, Ker(\sigma \circ i) = 0$

To see this let $\sigma \circ i(g) = 0$ implies $\sigma(g) = 0$ thus $g \in ker \sigma = H$ therefore $g \in H \cap G = \{0\}$ that is $g = 0$. So $\sigma \circ i$ is a monomorphism, and A is neat-injective. Also G is neat in A/H by Definition 6, as $G \cong (G + H)/H$. So there exists $\alpha: A/H \rightarrow A$ such that, $\alpha \circ \sigma \circ i = i$, hence $\alpha \circ \sigma$ is an isomorphism (by (2) of

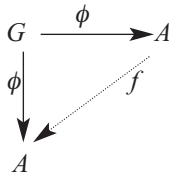
Definition 5) therefore σ is monomorphism $Ker \sigma = H = 0$. This implies $K(G,A)=0$ and A is a neat essential extensions by Definition 6.

ii) \Rightarrow i) Suppose that $\phi : G \rightarrow A$ is neat injective hull. Since G is neat in A for all injective group B there exists $g : A \rightarrow B$ such that, $g \circ \phi = f$



therefore condition (1) of X-envelope, is satisfied.

Now let us prove second condition i.e., if $f : A \rightarrow A$ is an endomorphism and $f \circ \phi = \phi$ then f is an automorphism.



We have $\phi(G) = f \circ \phi(G) \leq f(A) = Im f \leq A$ implies $\phi(G)$ is pure in $f(A)$
 let $H = Ker f$

1) $H \cap \phi(G) = 0$, in order to verify it let us take $h \in H \cap \phi(G)$ so $h = \phi(g)$.
 This implies $0 = f(h) = f \circ \phi(g) = \phi(g)$ implies $h = 0$

2) By second isomorphism theorem

$$(\phi(G) + H) / H \cong \phi(G) / (\phi(G) \cap H) \tag{i}$$

We see that

$$Ker(f|_{\phi(G)}) = Ker f \cap \phi(G) = H \cap \phi(G)$$

$$Now \quad f(\phi(G)) = Im(f|_{\phi(G)}) \cong \phi(G) / Ker(f|_{\phi(G)}) = \phi(G) / (H \cap \phi(G)) \tag{ii}$$

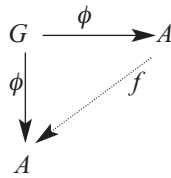
From (i) and (ii)

$$(\phi(G) + H) / H \cong f(\phi(G)) = \phi(G) \text{ is neat in } f(A) \tag{iii}$$

$$and \quad A/H = A / Ker f \cong f(A) \tag{iv}$$

from (iii) and (iv) we get, $(\phi(G) + H) / H = A / H$ therefore $H \in K(G,A) = 0$ so $Ker f = 0$, i.e., f is monomorphism.

Now to show that f is an epimorphism, consider again the diagram



Since we have assumed that $\phi : G \rightarrow A$ is a neat-injective hull, A is a minimal injective group that contains G as a neat-subgroup of A .

On the other hand we see that $\phi(G)$ is neat in $f(A)$ which is contained in A . By minimality of A , Therefore $f(A)=A$

Conclusion

The idea of X-envelopes is the generalization of the concepts of divisible, pure, and neat subgroups discovered in different era. It is a unification model which is the ultimate goal of all scientific discoveries.

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The Economic Development of Malaysia During 1957-2000

Syed Shahab Uddin
Federal Urdu University, Karachi

&
Syed Waseem Uddin
Greenwich University, Karachi

The Malaysian economy kept growing through many ups and downs, specially during 1957 to 2000. The government took initiatives to render changes in rural and urban areas. The Government economic policies moved through the largely re-engineering measures in the year 1960 to more state-directed and supported modes as found in 1970 and 1980. The establishment of the Malaysian Federation was the conversion of the economies at various stages of the development. This article highlights the positive steps undertaken by the Malaysian government in order to ensure economic stability.

Introduction

Since the last four decades of independence, Malaysia faced a number of economic and political storms. In the year 1950 and 1960, through successful program the traditional export economy was renewed for replanting rubber estates and small holdings with varieties of rubber trees.

Literature View

During the year 1960 and 1970, the export economy was revived as Malaysia became the world largest producer of palm oil (Mahathir 1998: 9), substantial oil and natural gas. These are the important sources of Malaysian economic growth where as electronics and textiles have also made important development (Praduma 1981: 68). Table no. 1 shows the mineral production in the year 1961.

Table No. 1
Mineral Production of 1961

Mineral	Production (Tons)
Tin	56,028
Iron-ore	6,733,520
Bauxite	409,881
Ilmenite	106,975
Raw Gold (in Troy oz)	12,486
Manganese	6,366
Monzaite and Colum bite	791
Wolframite and Scheelite	31

Source: Bee-Jin 'OOi " Land, People and economy in Malaya" Longman's 1962 p.295

It is a fact that the Malaysian economy was seriously affected during different times during the economic fluctuations all around the globe. At the end of 1960 the process of foreign investment had slowed down on the devaluation of the Pound Sterling in 1967 (Wawn 1982: 53). The worldwide recession in the middle of 1980, forced relaxation of the government as well as heavy promotion of foreign investment from Japan (Papyrina 2007: 89). During the tenure of Dr. Mahathir Prime Minister of Malaysia in 1980 a heavy industrialization program, was followed (Khoo 2005: 26).

It is noticeable that during the year 1970 and 1980, the miss-management of various government policies was to subsidize large-scale heavy industries for the small domestic market. It is also found that during the year 1970 to 1990, the New Economic Policy (NEP) was intended to reduce the ethnic economic gap and poverty. In this connection, it has been observed that during the first fourteen years period of NEP, the economic growth was found very impressive i.e. estimated 7.8% in 1970 and 6.9% in between 1982 and 1984 (Mahathir 1998b: 58). The deepening world recession of 1980 prevented the government from continuing to inject funds into the economy as 1% in the year 1985. Table no. 2 shows composition of foreign trade of Malaysia, 1971.

Table No. 2
Composition of Foreign Trade of Malaysia, 1971 (million US\$)

	Peninsular Malaysia	Sabah	Sarawak	Total
EXPORTS				
Rubber	463	13	6	482
Timber	83	129	55	267
Palm Oil	116	6		122
Pepper			22	22
Tin	294			294
Petroleum	15		156	171
Total (including others)	1,280	186	257	1,723

Source: Rubber Statistics Handbook Malaysia 1971, Department of Statistics, Kuala Lumpur

Supporting data illustrates that tin was particularly produced in Selangor and Perak states, as the small Malaysian Chinese companies had control over the gravel pump sector. In the past it was in the hands of the foreigners and at present it is dominated by federal government through the majority stake held by the National Equity Corporation in the Malaysian Mining Corporation (Chong 1967:

46). Table no. 3 illustrates production of tin-in-concentrates by country from 1929 to 1982.

Table No. 3
Production of tin-in-concentrates by country ('000 metric tonnes)
from 1929 to 1982

	1929	1937	1950	1960	1970	1982
Malaysia	73.5	78.5	58.7	52.8	73.8	52.3
Thailand	10.1	16.1	10.5	12.3	21.8	26.2
Indonesia	37.5	38.2	32.6	23	19.1	33.8
Barma	2.6	5.2	1.5	0.9	0.3	1.6
Nigeria	11.3	11	8.4	7.8	8	1.7
Zaire	1	9	11.9	9.2	6.5	2.2
South Africa	1.2	0.5	0.7	1.3	1.3	3
Bolivia	47	25.5	31.7	20.5	30.1	26.8
Brazil	--	--	0.2	1.6	3.7	8.3
UK	3.4	2	0.9	1.2	1.7	4.2
Spain	0.6	0.1	0.8	0.2	0.4	0.5
Australia	2.2	3.3	1.9	2.2	8.8	12.3
Other	2.2	8.7	4.6	5.5	1.08	17.3
World (excluding communist countries)	192.5	198.2	164.4	13805	186.3	190.1

Source: Cassom Mark "Multinational and World Trade" Allen UNWIN 1986 London p-239

One third of the total world out of the Malaysian account is of tin. During 1980 it was revealed that tin was an important export of Malaysia and now it has reached 10% of the total exports (Chong 1967: 42). There are also onshore and offshore areas as well as potential reserves of tin. The Malaysian government has plans for establishing a plant for the tin plate collaboration with Japan.

In the year 1994, the tin mining further contracted in Malaysia due to continued slump in the price of tin all over in the world, furthermore in 1994, the agreement executed by 30 tin Mining Companies was to cut the production up to 25%. It is a fact that the smelters imported a record 59,539mt of foreign tin ore in 1994 (Mining Magazine 1994: 177). It's large suppliers that concentrated to

Malaysia in 1994 were Australia, China, Peru, Portugal, U.K and Vietnam. Table no. 4 illustrates the Malaysian foreign investment country wise in 1983.

Table No. 4
The Malaysian foreign investment country wise in 1983

	Paid-up Capital	Total Capital Investments	Fixed Assets
Singapore	1,052.20	1,333.60	884.2
Japan	524.5	703.7	704
United Kingdom	582.3	644.8	680
USA	180.7	227.3	306
Hong Kong	304.1	372.7	357.5
W.Germany	85.8	109.3	109.6
Australia	79	86.9	44.5
Netherlands	41.7	52	74.5
India	39.2	57.4	52.3
Others	387.6	470	606.8
Total	3,277.10	4,060.70	3,819.40

Source: Vincebt cable "Developing with foreign Investment" Croom Helm 1987 New York p-104

From the financial point of view, it is a historical fact that Malaysia extended concessions in accordance with Pioneer Industries Ordinance, conferring firms tax holidays and protection of tariff duty free imports of raw materials. (The Muslim World and the Future Economic Order 1979: 202). As per these facts the tax holidays still remain doubtful but the concession has been of great significance for the Multinational Companies (MNCs). Such organizations take great interest in export productions and afford plant and capital intensive methods for low cost production.

Export-oriented agricultural and commercial activities in Malaysia delayed the growth of manufacturing even more than in most developing countries. New manufacturing activities tend to be very capital-intensive from the beginning in terms of labour and high productivity. The petroleum processing, iron and steel

and vehicle assembly developed very fast. Table no. 5 shows ownership of the corporate sector of Malaysia from 1971 to 1990.

Table No. 5
Ownership of the corporate sector of Malaysia from 1971 to 1990

	1971	1980	1990
Malaysian residents	38	53	70
Bumiputra individuals	3	4	5
Bumiputra trust agencies	2	8	25
Other	34	40	40
Foreigners	62	48	30

Source: *Fourth Malaysia plan, 1981-85, 1981, pp.62, 176*

In the year 1994, due to increased production of the natural gas the mining industry contributed 8% in Malaysia Gross Domestic Product (GDP). As per statistic assessment, it has been revealed that the output of mining industry growth in 1993 was 0.7% when in 1994 was 4%, the growth in GDP of Malaysia was 8.3% in the year 1993 and 8.7% in 1994. In the year 1978 the dollar was estimated at 42.7 billion U.S. dollars, where as the mining industry contributed 3.4 billion U.S dollars (Smitka 1991: 18). The issues of the environment in Malaysia regarding mining i.e. landslides at mine faces, breach of tailing and water retention dams, sink holes, ground subsidence, soil erosion, loss of natural vegetation, vibration, surface pollution, pollution of rivers, ground water effects, air pollution, noise from blasting have noticed. Table no. 6 shows shares of total exports by sector of origin percentage from 1980 to 1990.

Table No. 6
Shares of total exports by sector of origin percentage from 1980 to 1990

Year / Sector	1980	1981	1982	1983	1984	1985	1990
Agriculture	26.3	24.7	19.8	21.2	22.3	17.8	22.3
Mining and Quarrying	33.3	34	33.2	29.8	26	29.3	18.3
Forestry	13.5	12.7	15.7	12.2	9.6	10.3	8.9
Manufacturing	22.2	23.3	26.3	29	31.4	32.7	58.8
Others	4.7	5.3	5	5.3	5.9	4.3	3.3

Source: *Fifth Malaysian Plan 1986-1990 National Press Kuala Lumpur p-12*

In this connection, there so many resources of minerals, antimony, bauxite, clays, coal, copper, gold, limonite, iron ore, limestone, natural gas, petroleum, rare

earths silica sand and tin in Malaysia. Therefore, after China and Brazil Malaysia had the third largest reserves of tin in the world. In the field of liquefied natural gas, Malaysia remained third largest producer in the world as well as main producer in Southeast Asia in 1994 of bauxite, copper, crude petroleum, limonite, kaolin, monazite, natural gas and zircon (The Current Economic Situation 1982: 24).

Regarding the estimate of the income of export in the year 1994, it was found at 55.5 billion U.S dollars. Out of this 2.5 billion U.S dollars were earned from the exports of crude petroleum and 876 million U.S. dollars on account of exports of natural gas in the form of LNG. When the Malaysian imports based on non fuel minerals i.e. iron ore and tin concentrate were for united domestic use, the Malaysian government imported coal, heavy crude petroleum, non ferrous metals, industrial minerals, gypsum, phosphate rock, potash and salt. Table no. 7 shows the Malaysian economic system and the government policies and institutions.

Table No. 7

The Malaysian economic system and the government policies and institutions

Issue	Programmers
Marketing	Vender development Programme integrated Marketing programme SMI Expos and Industrial Fairs
Technical Assistance	Industrial Technical Assistance Fund Express Under JICA Malaysia Japan Technomasrt Workshop
Finance	Industrial Technical Assistance Fund Soft Loan for Modernization and Automation of SMIs Soft Loan for Quality Enhancement of SMIs
Infrastructure	SMI Industrial Park
Information Support	Malaysia Industrial Technology Information Centre

Source: MITI Malaysia " *International Trade and Industry Report 1995-1996 p-2620*

As a matter of fact, it is an unavoidable factor that the Mamut Copper Mining Sdn. Bhd. concentrated on the copper production in Sabah in the year 1993. It was increased from 100,129 mt to 107,000 mt, in the year 1994. The value of copper dropped to 23.8% from 25.1% in 1993, when the gold and silver content average in 1994 was 20.2 grams per metric ton and 121.1 g/mt, when compared with 1993, it was 20.40 g/mt and 136.46 g/mt, regarding average for the metal content of copper, gold and silver was 25,500 mt, 2,220 kg, and 13,200 kg and these figures were compared with the average of 25,200 mt, 2,040 kg and 13,700 kg in the year 1993 (Malaysia, Mining activities Boost Result 1994: 4).

The Mega First Corp. Bhd. i.e. the parent company of Mamut Copper Mining Sdn, Bhd, suggested that the Mamut Copper Mine should be converted in a holiday

resort after the closing of the mine. The MNCs started the process to develop the polymetallic sulfide deposit of copper, gold and silver at Mengapur in central Pahang (Chong-yah 1967: 46). It also decided in 1995 to make refining test works. Table no. 8 illustrates mining activity for copper, iron, silver, and gold from 1991 to 1995.

Table No. 8
Mining activity for copper, iron, silver, and gold from 1991 to 1995

	1991	1992	1993	1994	1995
Gold	2.8	3.5	4.5	4.2	1.6
Copper	25.6	28.6	25.2	25.3	22.8
Tin	20.7	14.3	10.4	6.5	6.4

Source : Various reports of World Bureau of Metals Statistics for Malaysia

The article highlights the local need of iron and steel industry, 1Mmt of iron ore imported by Malaysia on annual basis from Bahrain, Brazil, Chile and Sweden and also imported Pig iron in between the quantity 160,000 mt and 200,000 mt particularly from Brazil and Russia, 1 mint of iron and steel scraps about 700,000 mt annually imported form U.K and USA (Sabah Gas Looks at Big DRI Expansion 1994: 24). In the year 1994 production of iron ore increased in the states of Kedah, Pahang and Terengganu. Most of the output was treated as domestic by Malayawate Steel Bhd, as well as the cement companies as raw material.

It is also pointed out that on the basis of demand there was increase in iron and steel in Asian region, Gunawan Iron and Steel Sdn. Bhd. of Indonesia. They acquired the license from the Government to build 250,000 mt/a plate mill and a 1.8 Mmt /a Steel Slab Plant at Telok Kalong industrial Estate near Kemaman in Terengganu. The said plate mill started in August 1994 and was planned to complete the same in all respects in the mid of 1995 (Sabah Gas Looks at Big DRI Expansion 1994: 24). The second stage of the constructions was expected to start in late 1995 or early 1996, for iron ore and coal major suppliers of raw material will be Australia and India for the iron ore. Table no. 9 illustrates Malaysian agriculture production from 1991 to 1995.

Table No. 9
Malaysian agriculture production from 1991 to 1995

	1991	1992	1993	1994	1995
Cocoa beans	230	220	220	177	131
Natural Rubber	1253	1173	1074	1101	1089
Palm Oil	6141	6373	7404	7220	7800
Rice	1792	2070	2081	2156	2026
Bananas	509	510	540	530	530
Sugar Cane	1024	1125	1547	1541	1601

Source : Annual Reports from 1991 to 1995 of Bank Negara Malaysia, Kuala Lumpur

The supporting data illustrates that the record of high level of production of Natural Gas was noted in 1994. It was looking forward to increase the production by ESSO production Malaysia Inc. from offshore Terengganu for the consumption in West Coast of Peninsular Malaysia, from offshore Sarawak for the production of LNG and nitrogen fertilizer in the Bintulu industrial area.

In this regard, it has been pointed out that in the recent past the natural gas reserves of 170 billion cubic meters was discovered in Jintan, Selasih, Serai. Saderi. And Cili Padi Gas field, the feasibility for the construction of 3rd LNG plant in Bintulu, Sarawak completed by Petronas with two partners, in the project of MLNG-3 Petronas having 70% share and 15 % share of each partners. The EPMI announced for the investment of 650 million U.S dollars in June for the development of Lawit Gas field, offshore the East Coast of Peninsula Malaysia and construction of onshore gas processing facilities in 1995 (Petroleum Economist 1994: 54).

As per the statistics report of the Government of Malaysia, the LNG production in the year 1994 at 8.3 Mmt of Malaysia LNG Sdn. Bhd. (MLNG) in Bintulu, Sarawak. When in the year 1993, it was 8.1 Mmt, in fact the LNG exports given for three Japanese utility companies were Tokyo Electric Power Co, Tokyo Gas Co, and Saibu Gas Co. The Malaysian Government signed agreement with Japan for supply of LNG to four Japanese utilities for 8 billion U.S dollars, as per agreement, it was agreed to export 2.1 Mmt/a of LNG to four companies over 20 years period that started in June 1995. During the year 1994 and agreement with Korea executed for 900 million U.S dollars for the supply of 5.26 Mmt/a of LNG to Korean Gas Corporation during the period of 5 years started from January 1995 (Wawn 1982: 53). Table no. 10 illustrates Energy prices US\$ per liter in Malaysia from 1973 1981.

Table No. 10
Energy prices US\$ per liter in Malaysia from 1973 1981

	1973	1974	1976	1978	1979	1980	Jun-81
Fuel oil	6	6	6	7	11	18	20
Diesel	8	9	10	12	13	18	20
Gasoline							
Premium	27	29	29	34	37	46	47
Regular	25	26	26	30	34	44	44
Electricity	3	3	4	5	6	7	

Source: Wawn Brian, "The Economies of ASEAN Countries" The MacMillan Press 1982 Hong Kong p-63

It can't be avoided that the production of crude petroleum and condensate in Malaysia increased in the year 1993 from 645,000 barrels per day to 653,000 barrels per day. In the year 1994, in the same year the 50% of the production was by EPMI from 13 oilfields at offshore Terengganu and the 50 % remaining by SSP, SSB, and Petronas CAG 19 oilfield (The Social Implications of the Southeast Asian Financial Crisis 1998: 333), it is also found that USA was the major buyer of Malaysia Crude Petroleum in 1994, while the import of heavy crude oil was about 22,000 bbi/d in 1994 (The Social Implications of the Southeast Asian Financial Crisis 1998: 333).

Conclusion

In the light of above mentioned facts and figures, the variety of economic development policies that have taken place in Malaysia since its independence as well as the initiative of the Malaysian government regarding New Economic Policy (NEP) has absolutely affected the economic system of Malaysia, government institution, export policies, investment environment, commercial activities, minerals resources, export-oriented manufacturing and resources allocation. Specific policies were launched to benefit the lower income was groups, poverty reduced significantly and income distributed equally that helped to build economic power in Asia as well as Southeast Asian region.

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Effect of Cognitive Styles on Purchasing Behaviour of Male and Female Adults

*Fatima Imam
Federal Urdu University, Karachi
&
Lubna Ahsan
Greenwich University*

The present study was designed to investigate the differences between male and female adults' cognitive styles as measured through Group Embedded Figure Test (GEFT) and to see its effects on their purchasing behavior. For this purpose a field experiment was designed. The researcher approached the male and female adults in their coaching centre and administered GEFT on them (N=55). The males showed more analytic modes of thought (i.e. differentiated cognitive style) on GEFT than their counterparts. On the basis of their differential ability 100% males subject succeeded the task 1 (i.e. to bring the required product) in given time. On the task 2 for selecting desired product from market the male subjects took less time in selecting the desired items as compared to female subjects. The mean scores on GEFT obtained from the two samples were compared by using t-test. The results showed that the differentiated (articulated) cognitive style facilitated male adults in their purchasing behavior.

*Key Words: Differential ability, Cognitive style, Purchasing Behavior,
APA Subject Classification Code: Consumer Attitude and Behavior- 3920*

Introduction

In a developing country like Pakistan it is absolutely essential that marketers must be thoroughly conversant with the behavioural patterns and cognitive styles of these two main segmentation bases (i.e. male and female customers) to better satisfy their needs. Needless to say that such knowledge is all the more essential in the context of present marketing scenario where a big wedge exists between field orientation of the male and female customers. Recent ecological and sociological studies view that an individual's beliefs, values, choices, temperaments are by and large, governed by the economic conditions, customs, mores, folk-tales and belief systems of his parents and other companions existing in the environment in which he is brought up.

The concept of differences of individual human personalities is as old as psychology itself. For instance, the concept of differentiation, which either characterizes the individuals as group-oriented with little sense of his own

identity, or with an impersonal orientation with a developed sense of separate identity. In this connection the names of such renowned cross-cultural psychologists as Herman A. Witkin, John W. Berry, and John L.M. Dawson are on the top of the list. These psychologists broached the problem of psychological differentiation in a very systematic and scientific manner by devising and administering number of well-thought out tests on children and adults of different cultures, and also on those of various sub-cultural groups within the same culture. Their studies emphasized that eco-cultural differences have led to differences in the cognitive styles of various individuals and groups particularly in their capacity or incapacity of perceiving items separated from their fields.

Herman Witkin et al. (1954) in the book "Personality through Perception" operationally defined psychological differentiation as "the differential ability of individual to perceive objects as separate from their field of referenfene". According to Witkin (1967) the cognitive style refers to modes of functioning that characterize an individual's perceptual and intellectual activities. Investigating this problem scientifically Herman Witkin (1971) in collaboration with Oltman and Ruskin invented the Group Embedded Figure Test (GEFT). In the words of Witkin et al. (1954) "development involves progress from an initial relatively unstructured state, which has only limited segregation from the environment, to a more structured state, which has definite boundaries and which is capable of greater specificity of function". With increasing differentiation there is implied an increasing degree of specialization or separation of psychological functions (feeling from perceiving, thinking from action) from one another. Witkin (1967) evolved the notion of articulated perception in contrast to what he termed as the global perception. Progress from global to articulated perception which according to Witkin, comes about with growth, occurs not only in perception but in thinking as well. Articulated experience is, to him, a sign of developed differentiation. Witkin further said: "An articulated cognitive style, an artitculated body concept and a sense of separate identity are all taken as indicators of developed differentiation (Witkin 1967)".

In cross cultural psychology, the researchers have identified a number of variables involved in the concept of psychological differentiation. The weight of evidence from all their studies, tends to prove that it is basically the child-rearing practices of a particular society which largely caters for the development of greater or limited differentiation among its members. If we use Wltkin's (1967) term of "socialization cluster" for all those variables, we may found that for those stratum of society (for example female child especially in middle class families) on which parents put greater stress on conformity to authority and rules

of society, are expected to be less differentiated. In a study comparing Temme (agriculture society) with Eskimos (hunting culture) Berry (1966) found Eskimos very fields independent as measured through Embedded Figure Test. The issue of gender differences associated with cognitive styles has received attention in literature. Witkin & Berry (1975) reported that “the evidence consistently indicates gender differences, with females tending to be more field dependent than the males in their cognitive styles”.

Purpose of Study

On the basis of earlier western researches the investigator become interested to see the gender differences on GEFT scores (cognitive styles) of Pakistani young adults and to extend this phenomena to their purchasing behavior.

It was hypothesized that:

1. Male adults would have greater scores on GEFT as compared to female adults;
2. On the basis of their more articulated or differentiated cognitive style male adults would identify required product more readily from the market as compared to female adults; and
3. Male adults will take minimum amount of time for purchasing their desired items.

Method

Subjects

Thirty male adults and twenty five female adults participated in this study. They were selected by using convenience sampling technique. They all belong to middle class families of Karachi city. Mean age for male and female respondents was 21.3 and 20.1 years respectively.

Instrument

Group Embedded Figures Test (GEFT)

The instrument used by researcher in this study include the GEFT developed by Witkin, Oltman, Rastin and Karp (1971). GEFT contains three sections the first section: which contains 7 very simple practicing items. Whereas second and third sections each contains 9 more complex items. The GEFT measures individual's cognitive style. The details of test development is available in the test manual (Witkin et al., 1971).

Procedure

All the male and female subjects were approached by researcher and her

confederate. The researcher first administered GEFT and then all the respondents were sent by researcher to the market one by one where confederate of researcher made a systematic observation of all subjects' activities of task 1 and task 2. After successful or unsuccessful completion of task 1 the confederate did not allow participants to go back to their academy and gave task 2 in which the subjects were asked to purchase two products of their choice free of cost. After completion of task 2 they were kept in controlled condition. Every time confederate informed the researcher to send the next.

It was hypothesized that male adults would pick required product more readily from the market as compared to female adults. And, they will take minimum amount of time for purchasing of their desired items. After completion of GEFT test the participants of study performed two tasks: (1) bring the required product (a perfume) in white packing from market which was located in front of coaching centre. They were told that they may win the product with a condition that they may find it in five minutes after entrance in the market; and (2) after searching perfume from market they purchased two items which they want to select for themselves. At the end of experiment, the researcher explained the detailed nature of explanation to participants regarding purpose of study.

Results and Discussion

TABLE 1

Table 1 showing Means, standard deviation (SD) and t-test for male and female adults on Group Embedded Figure Test (GEFT)

Scale	Male (n=30)		Female (n=25)			
	Mean	S.D	Mean	S.D	t	p
GEFT	14.0	3.23	9.23	4.43	3.64	0.01

Df = 53

Table 1 clearly demonstrates the different cognitive styles of male and female respondents under investigation. The mean differences on GEFT scores indicates that the male respondents have significantly greater mean scores than the mean scores on GEFT of the female subjects ($t=3.64$, $p<.01$). This seems to confirm our hypothesis that male adults would have greater scores on GEFT, indicating that males have more articulated cognitive style which helps them at differentiating and organizing features of their environment. According to Witkin (1967) "the cognitive style refers to modes

of functioning that characterize an individual’s perceptual and intellectual activities”. He differentiated between “global and articulated” cognitive styles.

TABLE 2

Table 2 showing successful/unsuccessful task 1 demonstrated by respondents

Male Adults (n=30)		Female Adults (n=25)	
Successful at task 1	Unsuccessful at task 1	Successful at task 1	Unsuccessful at task 1
100 %	0%	65%	35%

Table 2 shows successful/unsuccessful completion of task 1 in terms of % as demonstrated by male and female subjects. It is clear from results that 100% male subjects succeeded the task 1, whereas 65% female participants were able to identify the desired product which was placed in the shelf in such a way that it was looking fused with other products.

TABLE 3

Table 3 showing time taken by male and female adults to complete task 2

Male Adults (n=30)	Female Adults (n=25)
6 min 28 sec	15 min 10 sec

Table 3 explains that female subjects took more than double time to purchase the desired products. It is clear from results that all the hypotheses formulated earlier were confirmed.

The male adults showed more analytic modes of thought (Psychological differentiation) on GEFT test than their counterparts. As expected on the basis of their differential ability 100% males and 65% females succeeded the task 1 (brought the perfume) in given time. On the task 2 for selecting desired product from market the males took less time in picking the desired items as compared to females. The mean scores on GEFT obtained from the two samples were compared by using t-test. As expected the results ($t=3.64$) indicated the male sample to show a more field –independent orientation than the female sample.

Conclusion

Although results of study are consistent with expectations of investigator but it is important to share some important factors on the basis of systematic

observation made by researcher during study. Although both the groups were very excited and most willingly participated in the study but at task 2 (which was latter assigned by confederate of researcher in market after completion of task 1) the purchasing involvement was low for female subjects. It is also worth mentioning that male participants showed sharper consumer socialization during completion of task 1 and task 2. Here, it seem proper to say because of some uncontrollable factors culture might play a significant role in outcome of results. It is recommended that in future, culture specific factors should be considered in determination of phenomenon under investigation.

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Greenwich University

DK-10, 38 Street, Darakshan, Phase VI, Defence Housing Authority, Karachi-75500.
Tel: 009221-3584-0397/98, 3584-7662, 3584-7664, Fax: 009221-3585-1910, UAN: 111-202-303
E-mail: gu@greenwichuniversity.edu.pk, URL: www.greenwichuniversity.edu.pk