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+92-324-5504003 www.cubicjournals.com cubicwriter@gmail.com

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Area of Interest: Marketing

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Area of Interest: Education

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Area of Interest: Macro Economics

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Qualification: MS (Economics)

Area of Interest: Macro Economics

Email: hamza.ali@sbp.org.pk

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Role of Digital Marketing in Covid-19

(A systematic Literature Review)

Author: *Syed Aisha Ali* ***Email:*** *Aishasyed234@gmail.com*

Abstract

The Covid-19 epidemic is a difficult issue for businesses to deal with. Small enterprises find it difficult to survive in a severe economic crisis as a result of the global recession and social isolation. Before the Pandemic, global businesses, particularly the retail industry, relied on traditional marketing tactics to attract customers. During a pandemic, however, individuals become separated, reducing the efficacy of outdoor advertising and other traditional marketing initiatives. The global recession during the business age diminishes consumers' purchasing power, which has an impact on the profitability of the company. Businesses must rely on cost-effective marketing channels at that time to withstand the economic crisis. Because of their hectic daily routines, clients are willing to pay high prices for online products in the digital marketing business, which is changing corporate patterns, according to the discussion above. Digital marketing methods have also substantially overtaken conventional marketing approaches in recent years, owing to the country's present epidemiological scenario. Because of the global crisis, firms are forced to use less expensive marketing strategies that reach a large number of individuals in a short amount of time.

Keyword: Covid-19, Social media marketing, Digital Marketing

1. INTRODUCTION

The Covid-19 pandemic is a challenging scenario for the business world. The global recession and social isolation affect the sales of the business and small businesses found it difficult to survive in a severe economic downturn (Azer, 2021). Besides the recession, people avoid leaving home without any reason which reduces the effectiveness of traditional marketing methods. The global business and more specifically the retail industry, rely on traditional marketing methods to engage customers before the Pandemic outbreak. However, during the pandemic, people get isolated and the effectiveness of outdoor mediums and other traditional marketing campaigns become reduced. At that time, businesses move towards digital marketing and social media tools to engage more customers because online marketing covers a large volume of customers at less cost. There are two major reasons behind the drastic shift of business from traditional mediums of marketing towards online mediums. Firstly, Habes et al., (2020) claimed that people spend most of their time on social media during the period of covid-19 because of the state restrictions and holidays during the first and second waves of Covid-19(Zhang, Zhou & Lim, 2020). Secondly, people found it comfortable to use online mediums to buy products because of the severe disease spread. The prevailing market and social conditions allow businesses to include social media marketing in the corporate strategy of the business.

Breza et al., (2021) argue that businesses adopt a digital marketing strategy due to three major reasons. Firstly, it is a cost-effective medium of marketing. For instance, social media marketing covers a wide target audience by jest targeting the right geographical area. The involvement of less cost attracts the business to adopt the desired medium of marketing in pandemic outbreaks. Secondly, the organizations used social media and other mediums of digital marketing because of the change in consumer trends. As it is an era of technology and smartphones become a part of daily life so the customers want to buy products through online stores. Moreover, the high involvement of technology in daily routine compels businesses to share information online to engage more customers about the product. The study aims to identify the usefulness of social media marketing in businesses. Moreover, the study evaluates the role of digital marketing during the era of pandemics because of the change in business trends.

Problem Statement

Habes et al., (2020) claimed that traditional marketing trends such as print media and outdoor media gradually decreases because of technological advancement and changes in consumer pattern. Moreover, the pandemic outbreak and social restrictions minimize the effectiveness of traditional marketing techniques because customers move towards online mediums for buying and selling goods and services. The high involvement of cost in traditional marketing is disastrous for the companies because customers prefer to get information through social media platforms rather than magazines and outdoor media.

Research Question

RQ: What is the role of digital marketing and social media marketing in building Brand value during Covid-19?

RO: The goal of the study is to highlight the benefits of digital marketing for businesses and Customers to cater to the Pandemic Outbreak situation.

2. LITERATURE REVIEW

The digital marketing world changes the business pattern because people because customers are willing to pay high prices for online products because of their busy daily routines. Moreover, digital marketing systems replace traditional marketing systems in the last few years because of the prevailing pandemics conditions of the country. The global recession compels the business to adopt less costly marketing channels which cover a large volume of the audience in less time (Effendi & Istano, 2020). The social media platforms such as Facebook and Instagram are the best way of sharing information because customers spend most of their time on social media platforms such as Facebook and Insta gram during the social Isolation period of Covid-19.

Role of Digital Marketing Platforms in Customer Engagement

Digital Marketing is the process of promoting a product or service on the internet. Interactive marketing comprises Facebook Promotion, Instagram promotion, and Search engine optimization as well. During the time of the pandemic, people are not allowed to leave home for leisure activities which allow the people to spend most of the time in the home and avail online mediums of selling and purchasing. However, it is criticized that social media platforms share fake information about the products, which destroys the product's image (Patma et al., 2021). Moreover, elderly people are not comfortable with online platforms due to mental fear and lack of knowledge. Researchers argued that online platforms support the traditional platform of marketing because of their usefulness but it is not possible to replace traditional mediums in all industries such as the retail industry don’t rely only on online mediums due to the nature of business.

Tsoy (2021) claimed that the global recession during the era of businesses reduces the purchasing power of customers which affects the profitability of the business. At that time, businesses have to rely on cost-effective mediums of marketing to survive in the economic downturn. Digital marketing revolutionizes the marketing strategies of the businesses of the modern era in a couple of ways. Firstly, digital marketing medium allows companies to target a variety of audiences at a low cost. The wide target audience enhances the sales volume of the companies. Tesco and ASDA are the prime examples of global multinationals who move towards digital marketing mediums due to their usefulness in the period of pandemics.

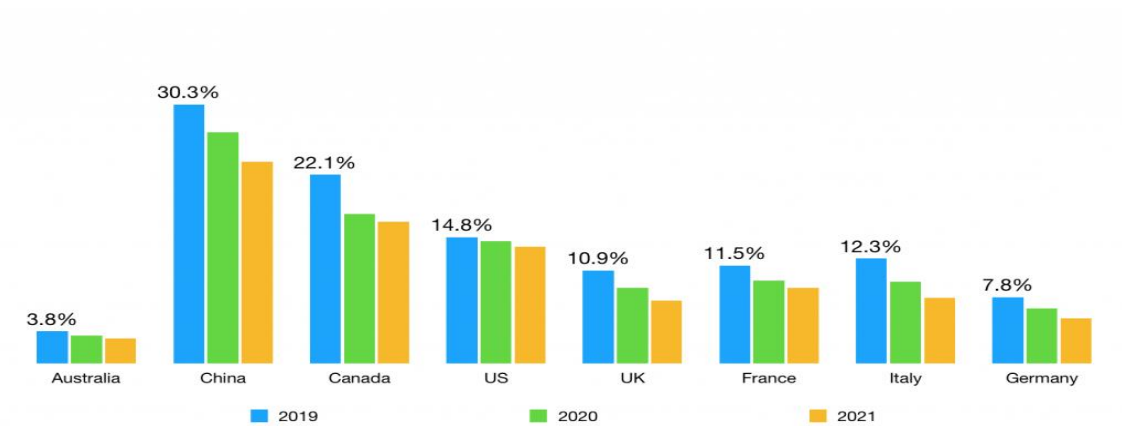

Figure No 1: Retail E-commerce sales growth estimates

Source: eMarketer

The above figure depicts that, the global retail industry adopts E-Commerce strategies in the last two years and achieve high growth as well. China has the highest growth rate in 2019 which is approx. 31%. Secondly, digital marketing engages more customers because the company directly communicates with its customers through chats and emails (Zhang, Zhou & Lim, 2020).

Importance of Digital Marketing during Covid-19

Patil & Kumar (2021) argued that face-to-face interaction is a challenging task during pandemic and businesses move towards digital mediums of marketing to attract more customers. According to Wall Street Journal analysis, more than 25% of people used online platforms to acquire goods and services because of the global pandemic situation. In the period of Covid-19 people avoid visiting public places and even eye-catching billboards are ineffective (Hoekstra, 2020). People use social media platforms for their pleasure which is a huge opportunity for businesses to expand their businesses online. According to the statistics, 16% of the global retail industry relies on online means of communication and considers it a source of competitive advantage during the era of Covid-19.

3. CONCLUSION

Based on the discussion above, the conclusion is drawn that, Because of their hectic daily routines, clients are prepared to pay high costs for online items in the digital marketing industry, which is changing company patterns. Furthermore, because of the country's current epidemic situation, digital marketing systems have largely replaced traditional marketing techniques in recent years. The global recession forces businesses to employ less expensive marketing techniques that reach a big number of people in less time. Customers spend the majority of their time on social media sites such as Facebook and Instagram during Covid-19's social isolation phase, thus they are the ideal approach to provide information. Customers' purchasing power is reduced as a result of the global recession, which has an impact on corporate profitability. Businesses must rely on cost-effective marketing channels at that time to withstand the economic crisis. In several aspects, digital marketing revolutionizes the marketing methods of modern-day organizations. To begin with, digital marketing allows businesses to reach a wide range of customers at a cheap cost. The firms' sales volume is boosted by the large target audience. Tesco and ASDA are two of the most prominent worldwide businesses that have shifted to digital marketing channels due to their utility during pandemics.

4. RECOMMENDATION

Based on the above discussion, the following recommendation was drawn.

1. Businesses should use both traditional and digital methods of marketing simultaneously because old people do not feel comfortable using social media tools of marketing.
2. Businesses should use appropriate target audience selection tools to take full advantage of social media and other digital marketing tools.

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Workplace Totalitarianism and People's Autonomy

Author: Mr. Arsalan Ahmed **Email:** arsalanahmed2265@gmail.com

Abstract

Henry Fayol proposed the structured principles of management, which define the traditional methods of authoritative management. Fayol believes in the unity of command where the manager has the right to order the employees and no employee empowerment is involved. Henry Fayol's methods of the workplace such as penalties of employees, strict environment, and centralized approach discourage the employee's autonomy in the workplace. The subtle methods of the workplace destroy the freedom of employees and discourage the collaborative work environment. The freedom of employees is vital to managing the stakeholders. Moreover, employees' freedom brings innovation to the company's authoritative culture and creates an adverse impact on the productivity of employees. The subtle methods of the workplace abolish employee freedom and autonomy, which ultimately create an adverse impact on employees' morality. Moral values comprise the rules and regulations of the organization. Morality refers to the behavior of employees in an organization as well, which includes excellent communication participative and neutral approaches. It normally comprises of innovative culture, the autonomy of decision, positive working environment, and employment of employees. Fayol believes that organizational objective is the top priority rather than the personal objective of the employee

Keywords: Subtle Method of Workplace, Workplace morality, totalitarian Approach, Fayol Management

1. INTRODUCTION

The subtle methods of the workplace abolish employee freedom and autonomy, which ultimately create an adverse impact on employees' morality. Moral values comprise the rules and regulations of the organization. Morality refers to the behavior of employees in an organization as well, which includes excellent communication participative and neutral approaches. It normally comprises of innovative culture, the autonomy of decision, positive working environment, and employment of employees. Fayol believes that organizational objective is the top priority rather than the personal objective of the employee. Thomas (2003) stated that the desired school of thought is good enough but if the employees are empowered then it creates an impact on decision-making. The totalitarian approach believes that employee autonomy is not good from an accountability perspective. The traditional approach of management leads to poor communication, a strict and complex culture that destroys moral values. The totalitarian approach is of management believes in centralized decision making where people obey the order of one executive who is accountable for all operations of the business. The system is beneficial to fulfill the traditional organizational objectives such as the development of close culture. Moreover, the executives believe that accountability is easy in centralized decision-making because of the low involvement of employees (Knights and Willmot, 2017). On the contrary, it drops the productivity of an organization because no expert opinions are involved. The traditional approaches preferred the employee workload rather than the structure of employee motivation, which results in poor organizational performance and a high employee turnover rate.

2. SYSTEMATIC LITERATURE REVIEW

The participation of employees in organizational objectives leads to organizational success (Abbott, 2015). Researchers argue that the business of the modern era considered employees as their partners which results in the long-term profitability of the company. Power-sharing is associated with the outcome of the work through employee motivation and authoritarian control believes in the completion of a task through burden and pressure over employees. The researcher believed that employee engagement and motivation bring discipline to an organization and enhance profitability and the authoritarian approach limits the ability of the employee. The Totalitarian approach is an advanced level of autocratic moves in which the manager has complete command over the ideologies of employees and organization as well. The control over ideologies disturbs the working ability of employees and enhances the stress level as well (Bloom and Silver, 2021).

Rationalism is the company based on the vision of the company and the perception of the employees about the company (Bloom and Silver, 2021). It is believed that the totalitarian approach minimizes the conflict between agent and principal due to no freedom for an agent. However, employers usually evaluate one side of the agency theory and believe that employees work for their interests rather than the interest of an organization. Besides the interests of employees, the behavior of business and management is another reason for that particular conflict. The authoritative approach of businesses and no sharing of power compels the employees to work for their interests. The subtle methods of workplace totalitarianism burdened the employees and bad management policies of the company destroy the existing good management policies of the organization as well (Kärreman, 2004).

The rationale approach is the logical interpretation of data to make a decision. Rationality is a concept of logical thinking rather than assumption-based decisions. The theories of management support the concept of rationality but a calculated risk must be part of the decision. Rationality is always criticized in decision-making because of one major reason, which is innovation and creativity. Innovation and creativity sometimes need an irrational approach because new creative ideas always have a chance of failure (Daddi et al., 2018). The contingency approach of management appropriately describes the rationale structure of management, which is beneficial for organization employees as well (Shala and Prebreza, 2021). The bureaucracy destroys the workforce due to a strict environment and unnecessary control over the employees. The traditional approach beliefs in the division of labor rather than the cooperation of employees (Bloom and Silver, 2021). Modern approaches of management are against the totalitarian approach and believe that the autonomy of people is necessary to enhance productivity. An autocratic approach minimizes the creativity in an organization because of the lack of collaboration amongst employees. The modern era of management not only believes in leadership but has confidence in constructive leadership as well. A leader is the one who turns ideas into reality but management believes that the true manager is the one who believes in employee motivation through positive emotions and rewards as well (Kärreman, 2004).

The contingency theory of management is based on the task-oriented approach. The manager must plan a strategy that fulfills the internal requirements of an organization. Moreover, employees are well directed towards their tasks, which are based on organizational objectives. The organization must fulfill the needs of an organization by achieving a strategic fit between the internal and external environment. For instance, the company must opt a strategy of launching a new product but a clear understanding of the social and economic conditions of the area is mandatory to get the desired result (Alvesson and Spicer, 2016). The managers must design a flexible strategy that can be changed according to the environment. At last, the desired theory describes the fact that different organizations possess different environments and the decision must be taken according to the environment (Greve and Argote, 2015). The desired theory supports rational decision-making because a logical approach enhances productivity and ensures maximum utilization of resources. However, the desired theory supports the implementation of innovative ideas as well after a careful analysis of the external environment and internal resources of the company.

Different scholars have different points of view about the concept of managerialism. One school of thought relates the concept of managerialism with policy design and managing the organizational environment (Shala and Prebreza, 2021). The second school of thought believes that it is an ideology in which managers hold the power of decision control over all employees (Klikauer, 2019). The desired ideology is closely related to the autocratic approach of management.

Management + Ideology + Expansion = Managerialism

Managers of the company design a long-term strategy for an organization. Moreover, managers possess the power to influence others and develop a positive working environment for the company. However, researchers argue that the power of managers must be used effectively so that the rules and regulations create a positive impact on the performance (Iqbal, Anwar, and Haider, 2015). Researchers argue that managers of the company must have the ability to satisfy employees through policies and leadership because a satisfied employee is an asset of an organization. The management policies must cater to the needs and emotions of the employee as well to motivate employees (Greve and Argote, 2015). The managers of the company produce a constructive environment if the employees have the right the share their thinking and issues with the management as well. Employees are the internal customers and the attitude of management with employees creates a significant impact on the behavior of the employees as well (Ghoshal, 2005). The Totalitarian approach inappropriately holds power, which destroys the discipline and collaborative work environment in an organization (Kärreman, 2004).

3. CONCLUSION

The manager of an organization considers the goals of an organization while making rational decisions. Managers ensure that the decision is beneficial for an organization in terms of cost. Executives made the decision, which provides a high percentage of revenue, is considered as the logical decision. The rationale decision is a good approach and it is beneficial for an organization. A logical decision defines a clear strategy for an organization that provides a clear vision to the employees. Furthermore, the well-defined goals are another excellence of the rationale approach. A rational approach is implemented in traditional organizations because the chances of errors and fewer and minimum assumptions are involved. The rationale approach is an appropriate technique to make decisions but a calculated risk is necessary to bring innovative ideas to the company. Managerialism is the concept of hiring professional managers involvement them in business decision-making. Moreover, managers are responsible for designing organizational policy in a management ideology.

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Diffusion of Innovation

Author: Dr. Tanvir Ahmed Qureshi **Email:** Naqureshi651@gmail.com

Abstract

Diffusion of innovation on the concept of bringing new ideas and adopting changes with time. Although it is a complex task for adopters to accept change, positive change in the system is always good for the people. The model of innovations allows the business to understand the effectiveness of the company. For instance, in the health care sector, the models of changes allow the sector to minimize the risk in the adoption of the innovative idea. The diffusion of innovation is important for economic growth because bringing new ideas and new technologies helps out businesses to groom themselves. The first model of diffusion was introduced by Rogers which is considered the basic model of diffusion. However, this categorizes the adapters but, is unable to represent the rate of adoption in proper ways. The diffusion of innovation models was categorized according to their natures. The general model categories are real word models, conceptual models, loose models, and Basic models as well. The basic models are the most implemented because they define the exact threshold after which the diffusion of innovation starts.

Keywords: E-Learning, Diffusion of Innovation

1. INTRODUCTION

The models of innovation are different in different eras. The era of 1960 to 1970 is the era of basic models which is quite general and easy to understand. These models describe a couple of factors in detail. Firstly, the total population or community in which the new ideas will be prevailed and implemented. Secondly, the total number of adapters in the population is the prime part of this model. The basic models include some mathematical representations to convert the general assumptions into authenticated facts and figures. The second era is the era of expanded models of innovations, which starts in 1970 and ended up in the era of 1980. The expanded models are designed to cover the limitations of the basic models. The basic models do not consider the environmental factors in the diffusion of innovation. On the contrary, the expanded models incorporate the environmental factors in the innovation process. The environment includes the economic environment and social process. The economic conditions of the community played a vital part in the adoption process. The rate of diffusion depends on the resources of the country. The rich country adopts the diffusion process at a fast pace as compared to the underdeveloped countries (Peres, 2010).

The social environment includes the cultures and traditions of the society. The community does not accept those ideas which are against their culture and society such that, innovations in pig farming are very effective but not acceptable in the Turkish community (Proctor, 2009). The era of new application starts from the 1980s which defines the competitiveness of the new idea. The diffusion process is impossible without competent features. The new models enhance the flexibility of the process. For instance, the description of the population of potential users is part of the new application. Moreover, potential users played an important role in the success of innovation. Moreover, the new application models pay attention to the behavior of the model rather than just on the competencies of the innovation process. The new models are complex, but the scope is quite broader as compared to other models. All of these models define the factor that creates an impact on the diffusion process.

2. LITERATURE REVIEW

The Basic Models of the diffusion of Innovation

There are various models of the era of the 1970s and all are based on the parameters of basic models. The S-Shaped curve is one of the basic models of the diffusion of innovation because it defines the regularities in the diffusion of the innovation process.

The S shape- Curve

The shape curve is considered as the basic model of communication, and it clearly explains two major expects of innovation. Firstly, the time factor plays a vital role in the diffusion process. Every innovation prevails in society with time. Secondly, the process of innovation is all about the competency of the idea. The significance of the idea is very important in the process of innovation. Firs instance, the concept of e-learning is adopted in the sector of health because of its usefulness (Proctor, 2009).

Moreover, these strategies are more specifically vital and beneficial for the hospitals as the facts and figures show that E-learning strategies were implemented in every various institution from the past few years. For instance, in universities, online courses and programs are the best illustrations of learning so that many people can take advantage of the facility. In recent times the trend of learning is immensely increased in the hospital management and administration system. In that context, the new e-learning strategies contribute a lot towards the productivity of the organizations (Peres, 2010).

The Advantages of Models of E-learning

There are different invaluable elements of e-learning in clinics. Right off the bat, through e-learning, the guardians and other staff found the opportunity to learn things at their pace. Also, the learning procedure will occur in the least time through e-learning. Also, electronic and online strategies upgrade the scope of the general population. For example, universal preparing projects and the executive's activities should be possible online at inaccessible spots. Finally, the clinical record and updates are open in the blink of an eye and with exactness. For instance, on the off chance that the staff needs a clinical record of any patient, at that point it tends to be done through online systems. Be that as it may, from the viewpoint of e-learning, the preparation projects of the emergency clinic organization are the most indispensable capacity.

In contrast with the conventional learning process, the e-learning process is very gainful, and the systems in regards to e-learning are fundamental to structuring. Right off the bat, e-learning expends less time when contrasted with the conventional strategy for learning. For, example, through e-learning the general population in the work environment there was a simple reach to the data of each data with the goal that individuals can discover the updates for learning in a fast time. Also, this less time upgrades the profitability of the organization. Furthermore, when contrasted with the customary technique and procedures of learning e-learning improves the nature of the procedure as a result of the precise arrangement of work. Finally, e-learning expands the profitability of the association more adequately than the conventional strategy for innovation

Not all current innovations have the same social and economic consequences, but in the context of Information Technology, it has not only impacted the common lifestyle of human beings but has majorly impacted the workplaces and educational systems (Cowan, 2005).

To be more precise, information technology has influenced and incorporated, Programmable controllers, Numerical control, Alternative energies, Computer-aided manufacturing, Manufacture integrated by a computer, Hydraulics, and mechanics, Laser, Robotics, Technologies applied to new materials and Recycling of waste and clean technologies. Moreover, in the precise context of workplaces and organizations, it has aided in Computer-aided design, Multimedia, Office automation, Virtual reality, Telecommunications, and most importantly, E-Learning (Mahajan, 1990).

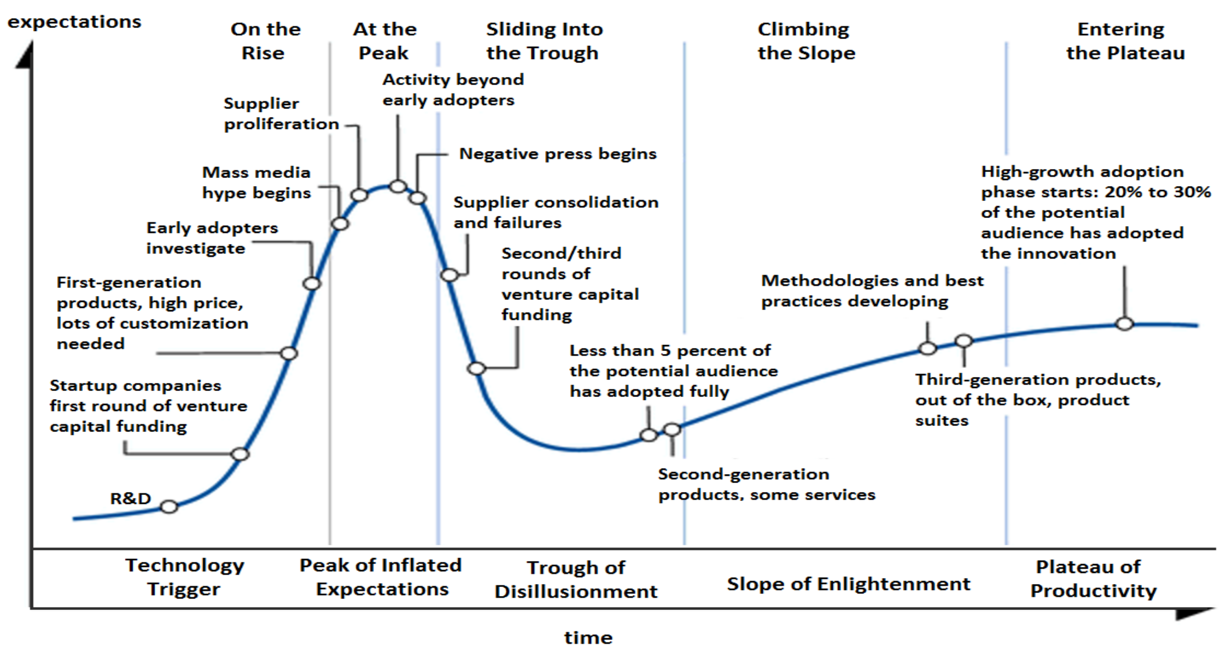
Law of Imitation

The Gabriel trade sets out the law of imitation, which is generally the three-phase cycle of the innovation and development of the idea. He further explains that the first stage of everything is quite difficult and he set out the first phase as a difficult beginning in which people do not know much about the significance of the idea. Moreover, it is the most difficult stage to survive because the innovator is facing challenges to grab the opportunity and the environment is not good enough to support the ideas.

The communication process is not so strong in the first phase of this law. However, this phase gives an idea to the innovator about the environmental and system support to that particular idea. For instance, the resources of the country of community in which the idea is implemented are one of the basic environmental elements. In the health care sector, the use of technological tools to guide staff is not acceptable at the initial stage because of the staff resource and training resources. It is the stage of a difficult beginning, but the people get to know about the usefulness of the idea and the particular techniques are one of the revenue sources in the sector of health care such as e-learning and the software to maintain the data of nurses and staff(Proctor, 2009). The particular state of this model is mathematically represented as

F(x) =2^x

The most important benefit to the initiator at this stage is that the market is completely unsaturated and there is no potential competitor in the market. However, the saturation curve gradually moves upward after the successful implementation of the idea.



Source:https://medium.com/@sunnyday.james/the-laws-of-imitation-bitcoin-logistic-growth-theory-e1ad14db70d4

(The Gartner Cycle)

The above graph clearly shows the hurdles and benefits of the idea. Few factors are very important in that stage where technology starts to trigger. Firstly, high research and development are required at this stage because of the newness of the ideas. The research is vital for further improvements. Secondly, the early adopters investigate the new idea and it is the most difficult part for the initiator to engage the new adopter because of the number of hurdles in the mind of the laggards and early adopters such as the significance of the idea, the resources required to adopt the idea and the successful examples of the implementation of that idea.

The curve gradually moves towards a peak when the investors start to invest in the startup and the new technology starts to prevail in society. The idea cannot be implemented without the proper communication of innovation amongst the community. Moreover, the media hype is at the peak of the curve. The technological advancements in the communication channels made the process of communication more convenient and easy. The idea can be communicated through interactive media, print media, and broadcast media such as newspapers and television. For instance, the concept of E-learning prevails through various communication channels.

In general terms, E-Learning can be described as learning through technology, various strategies and tools are developed in the context of E-Learning, there happen to be certain benefits of using E-Learning Tools and software such as it enables the learner and teacher to not accommodate the physical contact. Furthermore, it also accommodates the opportunities for the learners to learn new skills and methods in the concerned context while also enabling them to realize their true potential innovatively and interestingly.

The media press is not necessarily played a positive role in audience engagement. Moreover, the early adopter got the power to generate negative word of mouth, if the innovation is not up to date and unable to fulfill the requirement of the modern world. The engagement of new rivals and the saturation of the idea is the signal that the trade is starting which is represented by the logarithmic value

$$F(x) = log(x)$$

Examples of Difficult beginning Phase

E-Learning is a new and innovative way to learn through technology and is not acceptable in the healthcare sector, but with time, it gains popularity in hospitals.

Moreover, it is being used by various health care organizations and educational institutes. Organizations are using these E-Learning tools and technologies to make their staff digitally literate while on the other hand educational institutes are using it to teach their students while being remote and ineffective along with interesting way. Moreover, it has been analyzed that most of the youngsters, as well as individuals, have a smartphone or a digital device, so, it has been improvised that there exists an opportunity to realize and optimize that particular digital instrument for learning.

The Challenges in the First phase

The first stage of the law of imitation is quite challenging for the initiator a couple of major challenges has to face by the person who brings a new idea. Firstly, the benefit and interest of investors in a new idea. Moreover, the investors feel reluctant to invest in the innovation because of the fear of failure. It is a great chance that a new idea fails to grab the attention of the people due to environmental challenges. The second challenge is the fear of failure due to a lack of competency. The new idea sometimes fails at the initial stage because it is unable to beat the usefulness of the old implemented idea. However, these challenges are a source of creating an opportunity for the adopter to think about the better choice (Boons, 2013).

For instance, people hesitate to accept the idea of E-learning in hospitals due to a lack of physical existence, but this innovative technology provides an ease to the user and institutions. Despite the organizations and educational institutes, other fields such as hospitals and medical facilities are also using these E-Learning tools and strategies to maintain and improve the awareness of information and knowledge regardless of the location and physical existence.

The technological Advancement and effectiveness of E-learning (Example)

Technology is the necessity of the present world, and machines have changed and evolved the working systems of each institution. Even though technological advancements change the life of every individual, more specifically it alters the trend of the workplace. Moreover, technology in the workplace allows businesses to grow at a fast pace, and technological advancement allows the company and its staff to work ad efficiently effectively. Technology in the workplace provides leverage to the organization and is a source of many advantages. Firstly, it reduces the communication barrier and removes communication barriers. For instance, high-speed networks, easy access to the World Wide Web enhance the level of communication between staff and improve the productivity of the business(Boons, 2013).

E-learning techniques were actualized in different organizations in recent years. For example, in colleges, online courses and projects are the best representation of realizing with the goal that numerous individuals can exploit the office. As of late the pattern of learning is hugely expanded in the medical clinic the board and organization framework. Besides, in human services divisions, for example, medical clinics and other wellbeing offices, there is a sure need for e-learning for persistent improvement of the administration and the framework. Also, the electronic arrangement of learning guarantees quality administrations and auspicious preparing programs in the emergency clinics and wellbeing divisions (Roman, 2003).

There are different worthwhile elements of e-learning in medical clinics. Right off the bat, through e-learning, the parental figures and other staff found the opportunity to learn things at their pace. Also, the learning procedure will occur in the least time through e-learning. Also, the electronic and online techniques upgrade the span of the general population. For example, the worldwide preparing projects and the executive's tasks should be possible online at far-off spots. At last, the clinical record and updates are available in a matter of moments, and mind exactness

Second Phase of Gartner Cycle

This is the phase where the rate of technology is not up to date, and people are not accepting the idea. The Gartner peak of inflated expectation suggests that the competitors come into the market and the trade starts. However, this slope is not good because it needs new technological innovation. Moreover, the entrance of new ideas and competition means the idea is unstable and does not have a tendency to improve in continue in the future. There are certain reasons behind the struggling nature of the slope. Firstly, the culture of the society does not allow the people to accept the idea because society is the vital aspect in the diffusion process. Secondly, the suppliers fail to supply the new desired product and are unable to satisfy the audience and more importantly the early adopters (Boons, 2013).

At last, the major reason is the negative media. The communication channel and media played a vital in that aspect. However, sometimes this slope does not mean the complete failure of an idea if the idea has the potential to accelerate in the future. For instance, the idea and innovation of X-ray machines are not acceptable at the start, but it turns out to be a good revenue source in the future. Moreover, it provides an ease to the audience as well. At this stage, the initiator faces investment issues because the investor is not going to invest in the implementation of that idea which is not readily accepted by the audience (Wejnert, 2002).

The third part of the cycle is the trough *of disillusionment, and this is stage is also called the phase of transition as well. In this phase, the technology is at its development stage and the idea got the potential to communicate well with people. Although it is not the stage of technological maturity, the early adopters start to accept the idea which is a vital thing in the acceptance of the idea. This is the new phase of the Gartner cycle and the intuition of the productivity of the system. The second last slope is the slope of enlightenment in which the suggestive idea starts benefiting the others, and its best practices enhance the productivity of the organization. For instance, people know the importance of E-learning in the health care sector and its best practices will be implemented in the future. This stage is the peak of diffusion and the process of diffusion going to end up successfully.*

In the context of students, it has been observed that the student can respond to their daily life issues more efficiently through adapting the E-Learning. Another great advantage of using E-Learning is that it provides equal and fair access to all individuals without the discrimination of caste, creed, and color. So, it enables all the individuals whether they are students or former employees of a company, they are facilitated and at an equal scale through the use of E-learning tools (Boons, 2013).

Likewise, in the context of E-Learning strategies, the background is no doubt, the technology. Technology has been integrating itself into human life for ages and is continuing to do so. It has also been observed that implementing technology at the workplace has become mandatory in the present world for an organization to survive and excel in the market. An organization with no advancement and integration of technology is considered a relatively bad or worst organization. Likewise, every day, it has also been observed that it is more necessary for individuals to secure a job in the society of the 21st century (Elkins, 2005).

Network Models of Innovation and Diffusion of Innovation

The current era of microeconomics is full of a competitive market and several agents are working there. The diffusion process in this competitive world is complex due to the presence of a large number of competitors in the market. However, the diffusion process is necessary as well because every change is mandatory. For instance, in the healthcare sector, the X-Ray machine is a big invention, but it also takes time to accept the innovation of this healthcare tool because of the hesitation and hindrance of mental attitude. The network models of innovation indicate how fast the diffusion spread in society and estimate the mean of the pace of innovation. Moreover, the network models of innovation describe how fast innovation spread through social networks.

Every agent design a product using different technologies such as RFID, MRI, and X-ray. If the network of technology increases the adoption rate, the diffusion process is good and competent enough.

Social Network and diffusion of Innovation

The adoption process is quite risky, and it takes to prevail in the community. Every community is based on a social system that comprises friends, family, professional relations, and other communication channels. The adoption process becomes successful if, the new idea serves well to the socially acceptable by all members of society. The threshold models and critical mass models of innovations depict the involvement of the social system in the process of innovation.

The present time of microeconomics is brimming with an aggressive market and several specialists are working there. The dissemination procedure in this focused world is unpredictable because of the nearness of countless in the market. In any case, the dispersion procedure is fundamental too because each change is obligatory. For example, in the medicinal services division, the X-Ray machine is a major development. However, it likewise sets aside an effort to acknowledge the advancement of this human services device as a result of the delay and obstacle of the mental frame of mind. The system models of development demonstrate how quickly the dissemination spread in the public arena and gauge the mean of the pace of advancement. Also, the system models of advancement depict how quick development spread through interpersonal organizations.

The Threshold Model

The threshold model describes how the diffusion process prevails in each member of the social system and what proportion of the society accepts the diffusion process. Moreover, in the threshold model, the rate of adoption of every member of the communication channel and social network is observed, and it is noted that, whether the proportion of adopters is above her threshold. The rate of adopter is denoted by t in this particular model. This is the most simple form structural model of innovation and indicates the adoption rate in the diffusion network. The researchers argue that the proportion of adopters in the network is very important from the exposure point of view.

Furthermore, peer networks forces and motivate other members of the community to adopt a new idea. The major weakness in the model is the lack of focus on the potential leaders. The potential leaders should not be counted as general adopters.

Arguments of the threshold models

The researcher's arguments show that the adopter's threshold varies in nature and this variation combined to form a curve that is generally S in shape. However, this S-shaped curve changes with time because of the increase in exposure. The communication channels played a vital role in the enhancement of exposure. Some researchers argue that time is the factor, but people adopt those things earlier which are competent enough to attract them and engage them.

Collective behavior Threshold

The collective behavior threshold is the proportion of all people in a system who adopt the innovation. Moreover, the potential user is also part of the collective behavior. In the health care sector, some innovations are noticeable while some are not observable such as family planning procedures and their improved versions. The collective behavior is very beneficial for unobservable events of diffusion. The collective behavior threshold is difficult to implement because it is a complex task to observe the attitude of every individual as collective behavior (Valente, 1996).

Every innovation involves several risk and uncertainties which occupies the mind of the individual. It is very difficult to analyze the rate of the perceived risk of the whole system. The individual threshold is simple and produces effective results from the perspective of observable events. The network of threshold indicates that the innovation of the rate of adoption is measured as a direct communication instead of measuring the threshold as a whole.

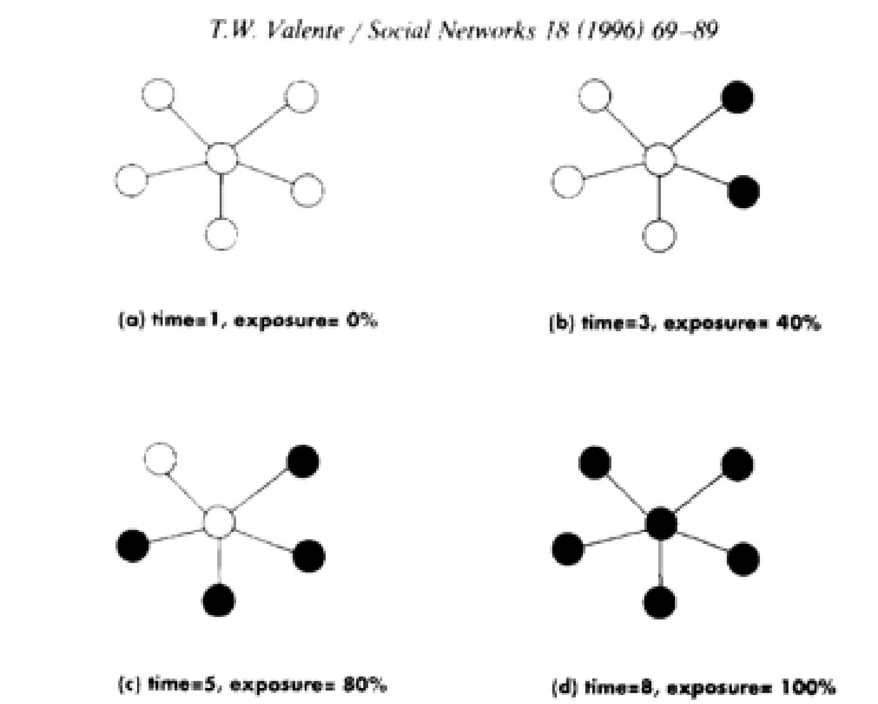


Fig. 1. *Personal network exposure IO and innovation for a medical doctor. Data are from Coleman et al. (1966). (a) No adapters. Exposure IS zero. (b) Two partners adopted, exposure is 2/5 or 40%. (cl Two more partners adopted by period 5, exposure is 4,/S or 80%. (d) All of the individual's network partners adopted. Exposure is IOOC; The threshold is the individual's exposure at the time of adoption, which is lOWi in the present example.*

The above figure clearly shows that time played a vital part in the network model because the exposure is increased with time. The exposure increased with time because the message spread with time and people get aware of the competencies of the diffused idea. For instance, e-learning in the health care sector is refused by the staff at the start because of the complexity of the system and the lack of training by staff.

Moreover, the various advantages of the technology will also be the art of that specific document. E-learning strategies were implemented in various institutions over the past few years. For instance, in universities, online courses and programs are the best illustrations of learning so that many people can take advantage of the facility. In recent times the trend of learning is immensely increased in the hospital management and administration system. Moreover, in health care departments such as hospitals and other health departments, there is a certain need for e-learning for continuous improvement of the management and the system. Moreover, the electronic system of learning ensures quality services and timely training programs in the hospitals and health departments. The need for technology is increasing day by day, and it is vital to make people aware of new concepts of learning and technology (Proctor, 2009).

Hospitals need technology to save their time are providing quality services to customers. After that specific study, hospitals will be able to find out some specific e-learning strategies through which they can train their staff and employees. Moreover, by making use of these strategies the hospital enhances its communication system and gets access to all updates in no time. In the eighteenth century began a great industrial revolution, whose general objective was the transformation and control of energy to apply it properly to manufacturing. Today it can be said that a new revolution is underway, the Information Revolution. The subject matter of this new revolution is information, that is, data, knowledge, and programs.

The Information Revolution has broader consequences. It is not the only innovation of recent years, but it is the common factor that allows and accelerates all others. Especially as information technology transforms the processing, storage, and transmission of information, it is changing the system of organizations, workplaces, and society as a whole. The benefit is improved for a few reasons on account of E-getting the hang of preparing. The first is that it builds the profitability of its representatives, since if they get new aptitudes and expert limits they will almost certainly improve their work in this way profiting the organization. The cost reserve funds are indispensable for this gainfulness, from one viewpoint, e-learning is significantly more prudent as it spares immediate and backhanded expenses of conventional up close and personal preparing. Then again, considerably progressively vital, it spares the organization time in new determination procedures to discover HR with those abilities. If they train their groups as indicated by their requirements, the consistent procuring of new experts won't be vital.

The E-getting, the hang of preparing for organizations, offers an extraordinary and imaginative arrangement given its intuitiveness and online substance, making the learning knowledge substantially more alluring. Later on, we can learn through expanded reality, or through our focal points simply like some today do with Google glasses, mechanical advancement has no restrictions.

Likewise, on account of its capacity as a social device that favors shared adapting, new thoughts can rise through the learning of its representatives. E-getting, the hang of preparing for organizations, enables networks to impart their insight to associates from everywhere throughout the world and from various zones, therefore supporting collaborations.

In short, the world is witnessing the birth of a new information society where management, quality, and speed of information is becoming a key factor in competitiveness: as an input for the industry as a whole and as a service to final consumers, information and communication technologies condition the economy at all stages (Geroski, 2000).

As the benefits and the disadvantages of using technology at the workplace have been defined, it has been observed that the benefits and the advantages of using technology in the workplace have more impact than the disadvantages and that term emphasizes defining the importance of using technology at the workplace (Stam, Stanton, 2010). Over time, technology has reduced the barriers to doing business, increasing revenue, improving processes, and implementing new tools within companies. However, today, its implementation is no longer a luxury or an investment, but a fundamental necessity that allows large and small companies to be at the forefront of new times, with competitive processes both in the domestic market and international.

In the last decades, companies have changed a lot in terms of the use of information technologies, or rather of telecommunications (which is a technique that allows transmitting or getting a message from one place to another). In saying new technologies, it is referred to the new advances in information technology, video and telecommunications and as well says the central theme of this study will focus on companies. A company with good use of information and communication technologies can do a successful business, but if they have them and do not use them properly despite having a good product, they can tend to fail in a certain period (Cowan, 2005).

According to a recent survey by MIT's Technology Review magazine on the use of new technologies in business, it is told that for once the United States is not the first country to use, but Sweden, Ireland, and The United Kingdom according to this survey is in these countries where it is best to take advantage of advances in information technology for better performance within companies.

Another survey carried out by the National Institute of Statistics (INE) describes that companies located in Madrid, Catalonia, Basque Country, and Navarre are the ones that use the newest technologies to communicate. This report indicates that almost 99% of companies in Madrid have an order for their daily operation, 81% use a local area network, 27% have wireless LAN, 96.5% Internet, 32.7% have installed an Intranet, just over 17% have Extranet, 95% use e-mail and up to 60% have a website of their own (Peres, 2010). The healthcare area is consistently changing, as new procedures are discovered, new prescriptions and treatments are introduced, and acquiescence procedures aggrandize and evolve. With the advice of eLearning, healthcare organizations can amend their training abstracts bound and cost-effectively, giving their patients the best accessible analysis and their advisers, all of the online accouterment they charge to do so

Georg Simmel's Stanger Model

Georg Simmel argues in its stranger's theory that, it is not necessary that, every member of the system strongly belongs to the same community. Moreover, they are not bound to accept the new idea just because of belongingness. Simmel's called those people strangers who are not so close to their community. Simmel describes two characteristics of the strangers. Firstly, they are remote and mobile. They do not have any proper destination which is necessary to participate in the social system. Secondly, they do not have any social and material possession. Moreover, he further describes that strangers are not bound to follow the conventions because they do not possess any conventional thinking. Besides these characteristics, Georg describes other features of the strangers and the most important feature is the conflict of an individual with the whole community.

Also, they are will undoubtedly acknowledge the new thought in light of belongingness. Simmel's called those individuals outsiders who are not all that near their locale. Simmel portrays two attributes of the outsiders. Right off the bat, they are remote and portable. They don't have any legitimate goal which is important to take part in the social framework. Furthermore, they don't have any social and material belonging. Also, he further depicts that outsiders are will undoubtedly pursue the traditions since they don't have any ordinary reasoning. Other than these qualities, Georg depicts different highlights of the outsiders and the most essential element is the contention of a person with the entire network.

The conflict is not only negative but it can be positive as well. The diffusion of innovation needs a potential leader because it is very difficult to spread an idea without the opinion leader. The opinion leader has to go against the community because the community sometimes goes against the innovative idea due to fear in mind. The mental barrier does not allow an individual to think out of the box and accept uniqueness and creativity. The researcher argues that social people at a time are more biased and accept the idea due to its compatibility with society. However, the idea must be accepted by its usefulness and competency rather than, just on the suggestion of other people of the community. The theory explains that strangers take the decision without any biases and it can be in favor of the diffusion process as well.

The British German and Austrian Model

The concept of learning evolved drastically in the past few years after the strong domination of technology in the workplace such as in school colleges and other institutions. Nowadays e-learning becomes the culture in many workplaces such as in hospitals, schools, and colleges, and the trend of e-learning is growing immensely day by day. However, besides the advantages of the electronic and internet medium of education, it turns out to be a great challenge for many of the workplaces. The people are not completely trained in the new trends of e-learning, and they are reluctant to implement the electronic system of learning and education in the workplaces. Moreover, in the institutions in which staff is used to working in the traditional and manual systems, it is very difficult to trained people and compels them to use the electronic system for education (Geroski, 2000).

Consequences of Diffusion of Innovation Model

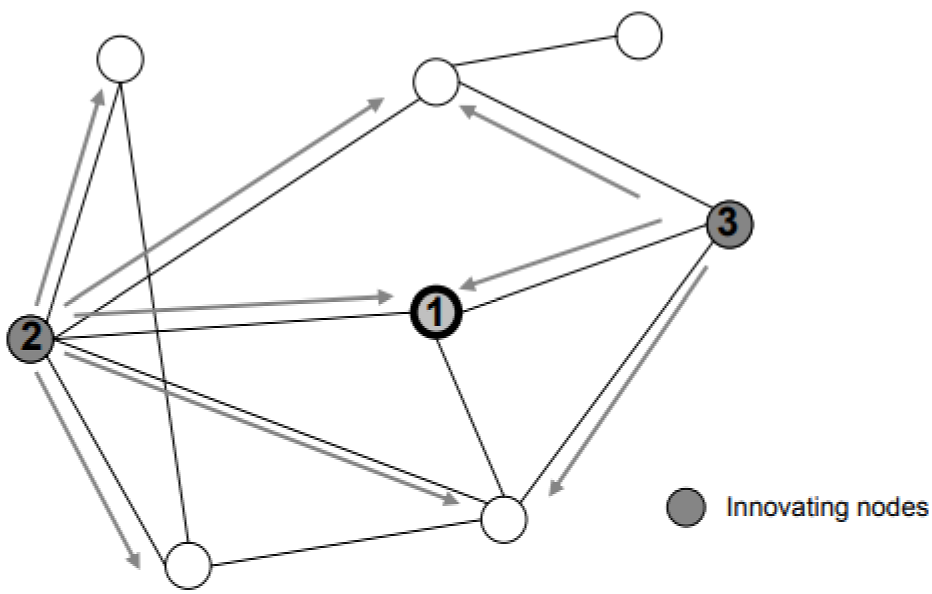
Besides the advantages of the diffusion of innovation models, there are certain problems with the innovation models in underdeveloped countries because there is no such acceptance of the new ideas in society. Moreover, the lack of communication systems in rural and underdeveloped countries is a major hindrance in the diffusion process. At last, the economic conditions of the underdeveloped countries do not allow the people of the society to accept the new idea. As a whole, diffusion is the process in which communication played a vital part, and the lack of communication techniques in the rural areas is the major break between the innovation processes. It is an emerging technology, and more often, it can be said as a trend this has revolutionized the entire process of learning and education in several fields. E-Learning can be described as any sort of learning or education through electronic means or digital devices. As it has been observed that most of the present world classrooms comprise several electronic devices to convey and deliver knowledge such as multimedia projector, tabs, laptops, computers, etc. (Garrison, R., 2011).

Making efficient use of technology, using organizational tools to select the right technology, managing changes in processes, and producing products, so that national and international competitiveness can be achieved, is to have the technological capacity. That is to say, to the extent that the organization, subject of the process, internalizes knowledge to the point of optimizing technological development, is then generating the technological capacity to sustain a permanent process of learning.

E-learning is simply using the Internet to revolutionize the way people learn. It is a tool that goes beyond a student to study a subject through the Internet. E-learning allows offering information, capacity, and training to all those who need it, online, at the most convenient time and place (Wejnert, 2010).

Modeling Concept (Critical Mass Model)

The modeling concept is one of the major concepts of diffusion of innovation in which all the nodes are connected.



SOURCE: Critical Mass model (Innovative Nodes)

All the nodes are connected and equal chance of collecting with each other. Criticisms of E-learning are based on teachers' lack of knowledge of new technologies, the lack of training on their proper use, and their effectiveness. This creates a digital divide between students and teachers, but contrary to it, the staunchest to traditional methodology, are not insurmountable differences. "Digital wisdom," which states that the digital divide grows because of a lack of interest, in the increasing digitalization of our societies. It has already been shown that banning the indiscriminate use of cell phones in the classroom is not a realistic solution to the problem.

In the face of criticism and denials, the proponents of its implementation argue that it is not a question of abandoning teaching, but of empowering it through motivating and dynamic activities; Engaging students in different use of the technology they handle daily. Among the negative aspects that give the discourse of the opposites to the use of mobile technology, we find the physical limitations of the same, as discussed earlier in this document, the small dimensions of their screens, buttons, battery limitations, and Memory space as well as their connectivity problems or the existence of few educational applications.

Another aspect that generates a certain controversy in the current society is the adequacy of this methodology for use in any educational stage. Thus, the most skeptical believe that M-Learning can be very harmful to primary and secondary school students given the maturity of these ages, and may favor the origin of problems such as addictions, bullying, etc. On the other hand, more numerous groups think that the methodology of Mobile Learning is susceptible to the application at any level, as long as it is done in a responsible, controlled, and previously planned way.

3. Conclusion

The diffusion of innovation is a complex task, and it is very difficult to prevail in the new idea in society. However, the successful communication process and the social system make things easier for the diffuser. The models of innovation mostly belong to the social system, and the individuals belong to the social system as well. The models of diffusion comprise basic models, conceptual models, and loose models. The models discuss the rate of population in society and the total number of adopters in society. Moreover, the basic models of innovation indicate the fact that potential ‘leaders played a vital role in the adoption process and the role of potential leaders is much more than other early adopters. The threshold model indicates that there is a specific threshold of the rate of adoption.

This is the branch of network models the rate of adaption is denoted by “t.” The network models explain how the adopters linked with each other in the social system. The major weaknesses in the models are the ignorance of the resource factor which plays a vital role in the diffusion process, for instance, the competent idea is with an excellent communication channel will be declined by the people due to the lack of adoption resources because the conditions of the country drive the mental status of the people. An excellent economic condition leads towards a high rate of adoption and vice versa. The critical mass model is another model which indicates that all the members of the social systems are linked with each other and people follow each other in the diffusion process. The connected nodes in the above figure indicate the linkages. In contrast, the simmels explain the stranger’s effect which clearly describes that everyone in the social system is not a part of their conventions and sometimes few people go against the diffusion process despite the pure acceptance of a particular idea in the social system. The stranger’s effect is not all-time positive. The models continue to go on, and the Garbels give the concept of the law of intimation. The law of intimation divided the innovation process into three phases — the starting phase is quite difficult due to a couple of reasons. Firstly, the weakness in the communication process at the beginning is the big reason for this difficult process. The communication process is very important because it is not an easy task to introduce a new idea to the market. After all, the innovator has to give a valid reason for the acceptance of the idea. The idea must be compatible with the norms and values of society. For instance, the idea of the new technology in pig farming is excellent but not acceptable in turkey due to the religious culture in the country. However, the first stage is the point of learning for the innovator. Moreover, it argues that environmental understanding is the major function of the first stage. Secondly, it is very complex to drive the attitude of the person because it is very difficult to convey the new and creative idea to the people and more importantly the late adopter. The second phase is quite easy according to the law of intimation, and the people get to know about the new idea, but the idea should be competent enough to satisfy the new people. For instance, the technological advancement in the nursing management system is not acceptable because of the lack of ability of the staff.

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The Effect of Oil Prices on Inflation

Author: Mr. Syed Umair Ali **Email:** umair.ali05@gmail.com

Abstract

The fluctuation in oil prices enhances the inflation rate and disturbs the business cycle and economic growth as well. The government put all efforts to reduce the dependency of economic growth on oil prices. The study aims to examine the impact of oil price fluctuation on economic growth which ultimately results in a high inflation rate. The statistical results obtained from SPSS depict that. Oil price fluctuations are highly correlated with each other and a sudden rise in the prices of oil increases the price of all products. The price rise reduces the demand at local and international levels which ultimately results in a high inflation rate. Time and lack of availability of literature are the major limitations of the research. The conclusion was drawn that, the government must design the policies to reduce the impact of oil price variations on the economy. it is concluded that the fluctuation in oil prices results in a high inflation rate. Although, other factors such as GDP and per capita income play a role in the economic development of the country the fluctuation in prices results in the recession and economic downturn

Keywords: Oil price, Inflation, Economic growth

1. INTRODUCTION

1.1. Background

The oil prices and inflation rates are interrelated with each other. Wu&Ni (2011) perform an empirical analysis and stated that the fluctuation in oil prices increases the prices of petroleum products. On the contrary, the fall in oil prices slows down the inflation rate as well. Although there is a seasonal rise in the oil demand it does not hit the revenue of the oil-enriched countries in the long run. However, the huge oil slump in the past few years damaged the economy of the country (Malik, 2017). The economy of the Country is considered a subsidized economy due to the large revenue earned from the trade of oil. However, the sudden decline in growth rate due to the oil slump forces the company to reduce the subsidies. The country depends heavily on oil prices because 46% of its annual budget depends on the transfer of oil prices to different countries. In 2008 Country earn high revenue, which contributes 42% of the total GDP (Mukhtarov, 2019).

However, it is challenging for the country to maintain a high growth rate for a long period. The country is considered an oil-enriched country, but due to the severe price challenges. The country starts to decrease its production, which leads to a reduction in GDP rate of up to 9.4% in the year 2009. Moreover, the drop-down continues to increase at the rate of 4.9% in the next couple of years (Mukhtarov, 2019). According to the researchers, fluctuations in oil prices create an influence on the economic growth, of both importers and exporters of the country. It is a common trend that, the increase in oil prices results in a reduction in production rate due to the high cost of production. According to the researchers, the severe fluctuations in oil prices creative a negative impact on the economic growth of the country, which leads to a high inflation rate in the year 2008. The sharp economic slump after the year 2009 reduces the revenue of the country and the reduction in revenue affects both the oil and non-oil sectors of the country. Although, it is an international crisis that leads to a heavy inflation rate (Katircioglu et al.2015).

The country enjoys abundant energy resources till the year 2008. However, the lack of resource management and poor diversification forces the company to depend only on one sector. The decrease in production rate results in an imbalance of supply and demand. The increase in demand leads to fluctuation in the rate of inflation. However, the sudden increase in oil prices is observed in the year 2013, which increases the growth rate of the country up to 5.9%. Katircioglu et al. (2015) and many researchers believed that oil enriches countries such as Country and Iran depend on the production of crude oil to manage their National economy. Furthermore, the reduction in production level enhances the rate of inflation in the country. The researchers argue that the oil-enriched countries observe a high level of foreign currency inflow in the country, which results in a slight increase in the worth of local/ national currency of the state. Moreover, gradual exchange in currencies makes the local product more expensive and increases the demand as well. Malik (2017), depicts the direct relationship between oil prices and inflation.

The oil prices in the Country affect the rate of inflation which ultimately disturbs the overall economy of economy. Moreover, the over-dependence on the oil sector and poor diversification are two major reasons for the large-scale slump. The researchers predicted that the economic conditions of the Country become more severe in the future if the country relies heavily on the petroleum sector. However, the country must show its presence in other sectors as well (Malik, 2017). Moreover, the oil-based economies are the major victim of the fluctuation in oil prices. Abounoori et al (2014), believed that the slight fluctuation in oil prices creates a positive impact on the rate of inflation. However, the effect of oil rates on economic growth and consumer demands are both long-term and short-term as well. Eryigit, (2012) argues that the rise in oil prices and the decrease in production affect the overall economic activities of the country. The non-oil sector of the country is heavily dependent on the GDP growth earned from the oil sector of the country. The government of the Country faces a couple of challenges. Firstly, the high inflation rate, due to the downturn in the oil sector affects the growth of the country. Secondly, the government put all effort to cover the budget deficit of the country. Moreover, the government tries to manage the domestic currency of the country (Sibanda et al, 2015). There are a couple of factors that can cause inflation, such as high prices of the products and the imbalance between supply and demand due to fluctuation in prices and lack of economic growth. The variables of the study are oil prices, inflation rate, and GDP growth rate (Mukhtarov, 2019).

1.2 Problem Statement

The increase in the inflation rate due to the fluctuations in oil prices is one of the major economic issues in the Country. The prices of crude oil rise due to an increase in demand and a decrease in the production level. The inflation rate results in the economic downturn of the country which is disastrous for the public sector and the private sector. Poor diversification strategy and lack of appropriate monetary policy result in fluctuations in oil prices.

1.3 Research Questions

RQ1: How do crude oil prices tend to fluctuate the inflation rate in the country?

RQ2: How the oil prices create an impact on the economic growth of a country?

1.4 Research objectives

RO1: The objective of the research is to investigate the effect of oil prices on the inflation rate of the country.

RO2: The objective of the research is to investigate the effect of oil prices on the economic growth of the country.

1.5. Hypothesis

H1: There is a substantial relationship between oil prices and the inflation rate

H2: There is a significant relationship between oil prices and economic growth

2. LITERATURE REVIEW

2.1 Inflation

The economic conditions of varies due to the fluctuations in the inflation rate. The oil-based economies shape their economic system according to the ups and downs in the prices of oil (Wu&Ni, 2011). The studies and researches argue that there is a linear connection between oil prices and the inflation rate. However, it depends on whether the country is an oil exporter or importer (Eryigit,2012). The countries that are producing petroleum products rely on oil prices because the slight fluctuation in oil rates changes the cost of production which ultimately affects the macroeconomics factors such as inflation rate and unemployment rate (Katircioglu et al.2015). However, the study merely focuses on the export sector where fluctuations in the prices affect the supply and demand of the country. The oil-rich countries that earn major revenue from the export of petroleum products must introduce a diversified economic structure. The oil export slump may result in the devaluation of the currency which enhances the deficit of the Government. Moreover, the government minimizes the policy relaxation to recover the deficit which results in demand-pull inflation (WB, 2018).

Cavalcanti & Jalles, (2013) and other scholars cited in their work that, oil price shock results can cause inflation due to a couple of major reasons. Firstly, it disturbs the monetary policy of the oil-rich country such as Country. Secondly, it disturbs the consumer demand in the country. The exporters reduce production due to high costs which leads to an increase in demand for the products. Several studies propose that less diversified economies observe high inflation during the fluctuation in oil prices.

Although other facts such as unemployment lead to inflation as well the fluctuation in oil prices is the base inflation. The sudden rise in the inflation rate due to price fluctuation in the domain of the oil industry disturbs the overall economic sector of the country. However, oil-based economies are more vulnerable in case of fluctuation in oil rates. Although countries such as Azerbaijan and UAE put all their efforts to reduce dependency on the oil sector. Azerbaijan enhances revenue through investments and utilization of other energy resources. However, more than 60% of total revenue is generated from the oil sector. The oil price fluctuation in Arab countries affects the economy of underdeveloped countries like Pakistan because the consumption of oil is entirely based on imports. The increase in price results in the rise in the price of all products such as commodities ad luxury goods. In Pakistan, the oil prices go up due to the global economic slump and sudden rise in the prices of oil. Inflation is the situation of a country where the government is unable to fulfill its expenditure and it is very much difficult to manage the balance between supply and demand.

2.2. Economic Growth

Researchers argue that a gradual or seasonal increase in oil prices does not affect the GDP or revenue stream of oil-enriched countries. However, the continuous increase in prices not only creates inflation but affects the overall economy of the country. The increase in the prices of products and services due to fluctuations in oil prices reduces the demand for the product which ultimately affects all sectors of the country. The country is one of the export giants of oil-made products and has a slump in the oil sector (Cavalcanti and Jalles,2013).

The economic growth of the country depends on several factors. Firstly, the balance between income and expenditures. The balance can be maintained through appropriate budgeting and policies. The fiscal and monetary policies maintain the balance between income and expenditures. The GDP ratio and per capita income are the prime parameters of economic growth. The high ratio of average per capita income depicts the income level at the individual level. The fluctuation in the prices of products results in the recession and economic downturn for the country. However, the temporary rise in prices of the product results in a short-run economic downfall. Oil price fluctuation and economic growth are in a significant relationship with each other. The fluctuation in prices of the product reduces the demand of the product at local at a mass level. Furthermore, the reduction in demand results in an economic downturn and increases the level of unemployment in the country.

Researchers argue that the government must take a couple of preventive measures to reduce the effect of the sudden economic downturn. Firstly, government designs the policies to minimize the dependency of the economy on oil prices which create a positive impact on the economic sector. Although oil is the major product governments of underdeveloped countries like Pakistan are over-dependent on oil prices. Secondly, the government must effectively design fiscal and monetary policy.

2.3. Oil Prices

Oil prices are the parameter of economic growth for oil-based economies and underdeveloped economies as well. Fluctuations in oil prices result in an economic downturn and increase the rate of inflation in society. Although governments of Arab countries put all efforts to utilize other energy resources to strengthen the economy oil price is still an important parameter of economic stability. According to research, the fluctuation in oil prices in underdeveloped countries like Pakistan results in a high inflation rate which ultimately disturbs the economic conditions of the country.

2.4. Theoretical Framework

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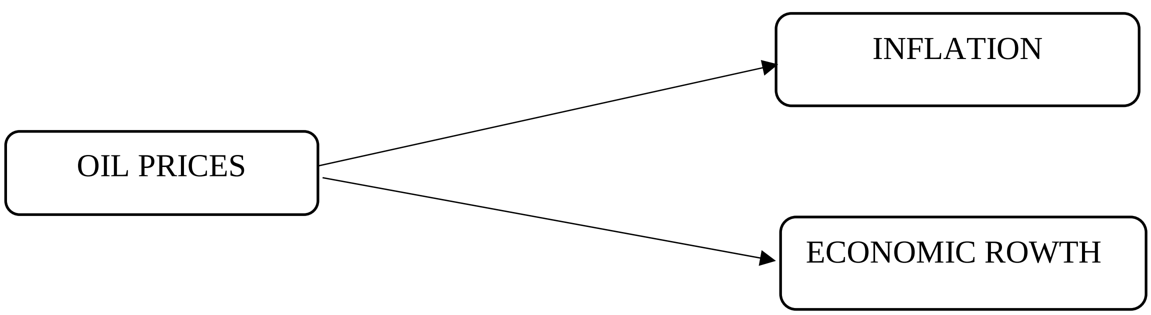
Independent Variable **Dependent Variable**



3. RESEARCH METHODOLOGY

3.1. Methodology

The research methodology is the process of gathering relevant data and producing relevant results according to the variables. The research is designed to examine the impact of oil prices on economic growth and inflation rate for this purpose the data will be collected from various resources in the following sections

3.2 Research Design

The research design includes all the techniques and procedures to conduct and carry out the research. Furthermore, appropriate research design initiates from the determination of suitable data and ended up after the suggestion of productive data analysis techniques. The research is descriptive and both primary and secondary data are used to analyze the relationship between the two variables. Descriptive research belongs to the description of any particular scenario and targets a specific population to conduct the research. The particular research describes the situation of oil prices and their impact on the inflation rate. However, the study belongs to the oil and non-oil production sector of the Country. The independent variable in the current study is the price of oil the dependent variable is the inflation rate which varies according to the prices of oil.

3.3. Data Collection

McCormick (2017) stated that there are five major methods of data collection which are questionnaires, interviews, observations, history, and document records. The study is quantitative in nature and records/ documents will be to collect numerical and factual data. Our study collects the annual bases and the reports of the last five years will be used to collect and analyze data. Moreover, the survey method will also be used as a tool for data collection. As the study deals with the oil prices and their impact on the economy and inflation rate so the population of the research is the economic analysts of various organizations of the country. A simple random sampling technique is used to select a sample for a population. The sample size of the research is 100. The questions will be asked from managerial staff. Although simple random sampling has flaws it is less time-consuming and generates more accurate results. Moreover, the data will be gathered from the economic indicators of the World Bank report. The qualitative means of data collection with also be used such as articles and books.

4. ANALYSIS AND RESULTS

McCormick (2017) stated that Statistical models are used in research methodology to analyze the results and quantify the data. The statistical software is used to analyze the data which will be collected from participants. The statistical analysis is divided into two major parts which are descriptive analysis and modeling. The study is descriptive so; the data will be analyzed through statistical software SPSS. The statistical tests are generally required to generate productive output from already gathered data. The relevant statistical analysis enhances the accuracy of the data.

4.1. Correlation

The Pearson correlation is used to examine the relationship between dependent and independent variables. The correlation values must be greater than 0.5. The correlation of a variable with itself is always equal to 1.

Sr No	Variable	1	2	3
1	**Oil Prices (OP)**	1		
2	**Inflation (I)**	.642**	1	
3	**Economic Growth (EG)**	.777**	.780**	1
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 1: Correlation

The correlation shows significant results which are above the desired estimated point of 0.5. Inflation is a dependent variable and its relationship with oil price is .642** which is highly significant. The Pearson correlation value of economic growth with oil price is .777** which is highly significant as well.

4.2. Regression

Regressions show the degree of relationship between independent and dependent variables. However, the correlation test only includes the degree of relationship. The regression values are represented by R.

Mode	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.803[a]	.644	.644	.59378

a. Predictors: (Constant), OP

b. Dependent Variable, EG

Table 2: Regression Model

The regression value is 0.803 is model summary which is highly significant and far above the borderline of 0.5.

4.3. Limitations

Limitations are the expected shortcomings of the examination. Each exploration has a few imperfections, and it is the piece of examination however these blemishes should be referenced and this is the distinction between the great and the terrible examination. Be that as it may, such a large number of imperfections make the consequence of the outcome flawed. This examination additionally contains a few defects and limitations, and these imperfections are referenced underneath.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the above discussion, it is concluded that the fluctuation in oil prices results in a high inflation rate. Although, other factors such as GDP and per capita income play a role in the economic development of the country the fluctuation in prices results in the recession and economic downturn. The results show that fluctuation in oil price is directly related to the inflation rate and economic growth. The underdeveloped countries like Pakistan increase prices on the parameter of oil price fluctuation because of the over-dependency of oil imports. The increase in global oil prices results in the variation in import prices which increases the rate of inflation in the country. Inflation ultimately affects the economic growth of the country in terms of low demand and recession in the business cycle.

5.2. Recommendations

Based on the above analysis and discussion following recommendations were drawn.

1. Government must take necessary action to reduce the dependency of the economy on oil-based products. Moreover, the policies must be designed in such a way that, the fluctuation in oil prices results in the minimum effect of economic growth.
2. Government must improve business activities in the country because it may increase the per capita income of the country which ultimately results in economic growth.

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The Role of Packaging on Consumer Behavior

Author: Mr. Ahsan Bashir **E-mail:** ranaahsan2k17@gmail.com

Abstract

Packaging is the building block of every successful product because it drives the behavior of the consumer. Packaging image and color attract the consumer towards the specific brand. Moreover, packaging enhances the reputation and quality of the product. The study aims to examine the impact of packaging images on the behavior of consumers. The weak packaging is the major issue that negatively affects the behavior of the consumer. The results show that the independent and dependent variables are significantly correlated with each other. The recommendations were drawn that, the packaging must be attractive and can engage the consumer pre-purchase and purchase behavior. The conclusions were drawn that, packaging plays a vital role in driving the behavior of the consumer. Time is the major limitation that bounds the scope of research.

Keyword: Packaging-Consumer behavior

1. INTRODUCTION

1.1 Background

. The packaging played a vital role in the marketing and branding of the product because the suitable packaging positioned the product in the mind of the customer against a competitor. The packaging includes the wrapper, material, color, and image as well. Furthermore, it a suitable wrapping create a positive brand image in the mind of the youngsters. Kotler (2003) states that color, design, and wrapping played a vital role in brand awareness because these all are a sign of recognition. The purpose of the packaging is to create a distinctive image of the product which differs the product from its competitors. The role of the packaging is to get the attention of the customer through a creative sign or image. Underwood et al. (2001) argue that the packaging is more important for those brands that are unfamiliar to the customer. Likewise, unpopular brands continuously try to recognize their products through unique pictures and images. Strong packaging brings a positive relationship between customers and an organization.

The packaging and brand image has a strong relationship due to a couple of reasons. Firstly, the protection of the product enhances the quality of the product which ultimately results in a strong brand image. Secondly, the packaging is the last building block of selling more specifically, when the product is new to the market. Moreover, strong packaging creates a strong reputation for the brand in the mind of the customer as well (Liang Lu, 2008). An element of packaging plays a vital role in maintaining the appropriate brand reputation because it creates an impact on the consumer buying decision. There are a lot of costs involved when buyers buy a product such that search cost, time cost, and monitory cost. The Packaging of the brand and product reduces these costs and enhances the goodwill of the brand. The main purpose of the packaging is to allow the customer to identify and recognize the product of their own choice through its appearance. Moreover, it saves the product from potential damage and enhances the quality of the product as well (Eldesouky, 2015).

Impulse buying is one of the major considerations in which the consumer buys the product without following all the steps of decision-making. Such an act of consumer can only be possible with smooth and well-recognized packaging. The color, style, and image of the wrapper attract the customer to suddenly buy the product. Likewise, packaging also plays a communicative role and guides the customer about the features and with of the brand. The packaging verbally communicates the value and goodwill of the brand to the customer (Agariya, 2012). Besides the functional benefits, there are some emotional benefits of the packaging to the brand such that, the brand is the source of bringing thoughts and memories to the mind of the customer. These old memories strengthen the relationship of the customer with the brand. Researches show and suggested that people want to create a strong and long-term relationship with the brand and it can be one through sign, symbols, and the style of the packaging (Eldesouky, 2015).

The researchers showed that packaging color and theme attract the customer towards that particular product. Furthermore, attractive packaging retains the customer and creates an emotional relationship with the customer, and enhances the desire of the product in the mind of the customer. According to the history and background, the visual elements of the packaging are very much effective for those customers who are new to the product and have a low level of involvement in the brand. On the other hand, the verbal dimensions of the brands are very much important to the old and loyal customers because they are highly involved in the product.

1.2 Problem Statement

Advertising played a very critical role in the creation of the brand image and brand reputation. Moreover, it enhances organizational performance by attracting a large number of customers. The companies mainly focus on the strong and attractive product cover to distinguish their products from competitors.

1.3 Research Questions

RQ1: Does the image of packaging create an impact on consumer behavior?

RQ 2: Does the packaging material create an impact on consumer behavior?

1.4 Research Objectives

RO1: To examine the impact of packaging image on the consumer behavior

RO2: to examine the impact of packaging material on the consumer behavior

1.5 Research hypothesis

H1: There is a significant relationship between packaging image and consumer behaviour.

H2: There is a significant relationship between packaging material and consumer behaviour

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.2. Literature Review

2.1 Image of Packaging

An image of the packaging is a vital element for the top brands because the image is the symbol of recognition for them. The image of the packaging is sometimes more important than the brand color because it may be the logo of the brand. Moreover, the combination of the image and color is also important as well. As a whole, the role of the image is very much important and critical, and it brings the positive reputation of the brand (Rundh, 2005).

The material of the packaging is a source of protection of the product, and it enhances the life and quality of the product as well. Moreover, the quality enhances the reputation of the brand and creates a unique image of the brand in the mind of the customer.

Image and styles of the packaging mean the packaging design which involves the picture of the brand. Pictures are of different types such that they may be descriptive or suggestive. The descriptive pictures describe the feature of the brand with its image such that Coca-Cola. On the contrary, the suggestive pictures do not directly describe the attributes of the brand, but it suggests the attributes of the brand. The best illustration of the suggestive brand and packaging image is apple. inc. The consumer shows more positive intend towards those brands that have an attractive image and pictures and vice versa (Raheem, 2014).

2.2 Packaging Material

‘Packaging protects the brand from irregular damages. The packaging design is very much critical because of several reasons. Firstly, it can be the source of communication between the consumer and the company. Secondly, it creates a long-term relationship between the customer and an organization. At last, the packaging design is very much important in the selling of unfamiliar products and less popular brands (Shah, 2013). The role of packaging is changed dramatically. In the past few years, the packaging is used to protect the product from the expected damage. Nowadays, the design of the packaging is very much important because the consumer buying decision is heavily dependent on the design of the packaging (Agariya, 2012).

The competition amongst the brands is quite higher and to compete in the world of brands packaging design is very much important. More importantly, identification and the creation of an ideal product design is not an easy task and involves a complex process. Firstly, the company identifies the need for the design, secondly, select the best possible designs and allocate weight to every design. At last, select the best design according to the well-defined criteria (Deliya, 2012).

The avoidance and impact packaging and the focus on the entire lifecycle approach during the packaging work brilliantly for them and society as well. Furthermore, MacDonald is one of the larger users of recycled paper during the packaging process. The reduction of waste during the packaging process saves a lot of resources for society. Moreover, the particular action is beneficial for them and enhances the sales of the company as well. The particular food chain is operating in many countries of the world including Pakistan and is famous for its innovation and green building processes. For instance, in developing countries like Pakistan where electricity is considered a scarce resource, MacDonald's launches the program of using natural light during the internal and external processes (Beitzen-Heineke, 2017).

The bundling incorporates the wrapper, material, shading, and picture also. Besides it, reasonable wrapping makes a positive brand picture in the brain of the youths. Kotler (2003) states that shading, structure, and wrapping assumed the first job in brand mindfulness because these all are the indication of the acknowledgment. The reason for the bundling is to make a particular picture of the item which varies the item shape of its rivals. The job of bundling is to get the consideration of the client through an inventive sign or picture.

Underwood et al. (2001) contend that bundling is progressively vital for those brands who are new to the client. Similarly, the disagreeable brands consistently attempt to perceive their items through extraordinary pictures and pictures. The association with the client is the building square of bringing the positive brand picture, and the solid bundling brings the positive connection among the client and an association.

The bundling and brand picture has a solid connection because of two or three reasons. Right off the bat, the security of the item improves the nature of the item which eventually results in a solid brand picture. Furthermore, bundling is the last building square of moving all the more explicitly, when the item is new to the market. Additionally, solid bundling makes solid notoriety for the brand in the psyche of the client also (Liang Lu, 2008).

A component of bundling assumes a fundamental job in keeping up the fitting brand notoriety since it makes an effect on a buyer's purchasing choice. There are a lot of costs included when a purchaser purchases an item to such an extent that seek cost, time cost, and monitory expense. The Packaging of the brand and item diminishes these expenses and improves the generosity of the brand. The principal reason for the bundling is to enable the client to distinguish and perceive the result of their own decision through its appearance. Also, it spares the item from potential harm and improves the nature of the item too (Eldesouky, 2015).

A drive purchasing is one of the real contemplations in which the customer purchases the item without following every one of the means of basic leadership. Such a demonstration of the buyer must be conceivable with smooth and very much perceived bundling. The shading, style, and picture of the wrapper draw in the client to all of a sudden purchase the item. In like manner, bundling additionally assumes an open job and gives the direction to the client about the highlights and with of the brand. The bundling verbally imparts the esteem and altruism of the brand to the client (Agariya, 2012).

2.3 Consumer Behavior

The consumer always goes for a product that is attractive and matches the aesthetics of an individual. An attractive packaging changes the behavior of the customer and creates a positive impact on the revenue cycle. Moreover, the customer pays more to the brand having the best reputation. Researchers claim that consumer behavior is directly associated with reliable packaging because it increases the goodwill of the brand (Zhang, 2015). Brand management is a framework that enhances the image of the brand through various techniques such that, excellent packaging and communication techniques. Packaging is also one of the techniques which played a communicative role between the brand and the consumer. The best illustration of such type of packaging is Samsung in which all the information is present on the packaging (Deliya, 2012).

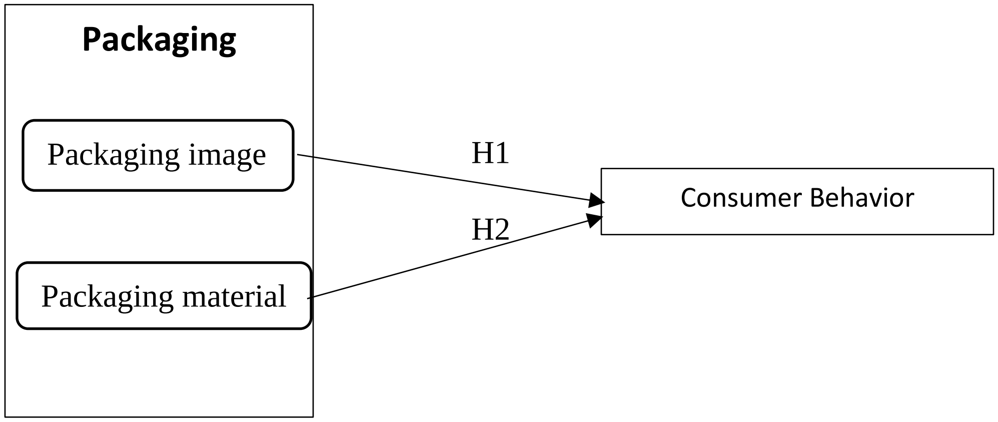
There are a couple of factors behind the creation and designing of an excellent brand image. Firstly, the communication of the brand with the customer. Moreover, the discussion amongst the brand can be done through packaging, for instance, the theme of packaging sometimes brought memories in the mind of the consumer and customer. Secondly, the brand image can be enhanced by maintaining a long-term relationship with customers. The long-term relationship includes customer retention and customer acquisition as well (Agariya, 2012).

Strong brand communication is a very important factor in the enhancement of the brand image, and the packaging is building a block of this communication. For instance, a pack of product attracts the customer to buy a certain product and create a long-term relationship with the brand. Other than that, excellent packaging is very much useful from a business perspective because it is the source of the competitive advantage for the company. Coca-Cola is the best illustration in the context of competitive advantage. At last, the packaging of the brand protects the environment, and the green aspects of the packaging can be the source of the positive image of the brand in the mind of the consumer because the customer is very much of the environmental activities nowadays (Beitzen-Heineke, 2017).

The environmental variations compel the businesses to go for green practices in the manufacturing process. Overconsumption of resources and the use of packaging material during the distribution, the process is a major problem that involves a lot of waste. The restaurants and other organizations must follow a couple of procedures to make the process environment-friendly. Firstly, the use of lightweight packaging material during the distribution process. Secondly, companies should secure the efficient use of the product by educating the customer about the usage of the product. At last, the long-term relationship with the supplier is the building block of the green supply chain practices.

The packaging of the product is an essential part, and the element of waste is very much involved in that particular area. For instance, the weight of the packaging must be light because it consumes the resources of the country. Moreover, the lighter weight products consume less cost during the purchase. Additionally, lighter-weight products enhance the productivity of an organization. As a whole, the green purchase is directly linked to profitability and customer satisfaction as well. Additionally, the avoidance of waste reduces the ultimate cost of operations, which resulted in the profitability of an organization. Other than that, the green purchase enhances the quality of the product, which results in the enhancement of customer satisfaction

2.4 Theoretical Framework



3. RESEARCH METHODOLOGY

The research methodology comprises the data collection and analysis techniques that are used to generate a significant result.

3.1 Population and Sampling

Research method and design comprise the type of data collection and methods and design.

Moreover, research methods and design include the types of research and category of research as well. This specific study is quantitative in which the data is collected and analyzed in the form of facts and figures. In that particular research, the population is a whole set of people who have similar job nature, and we restricted our research to Islamabad, and the population is mostly the youngsters and the brand-conscious people.

Sampling is the power of the population in which the no of people from the selected population is ready for the interview and questionnaire. Moreover, sampling is based on various criteria such as age gender, and many other things. However, good and accurate sampling is one of the best ways to produce accurate results. The 400 subjects are selected to collect data, and all of them are university students. The questionnaire is selected as a tool for data collection. The simple random sampling technique is used for the selection of a sample in which the people are selected on a random basis rather than by strata or any other method.

Although, this method has a lot of flaws but regardless of these flaws, the particular technique has some advantages. Firstly, the time is too short, and the other methods of sampling are too time-consuming, and for that purpose, simple random sampling is the most appropriate way to selected people (vila, 2007). Secondly, this technique is a way to implement and manage. For instance, it is very easy to select on a random basis rather than to follow the strata. However, this method of sampling affects the accuracy of the result as well. Moreover, the accuracy of the results heavily depends on the relevancy of the data (Agariya, 2012).

3.2 Data Collection Procedures

. The questionnaire is selected as a tool for data collection because it is the easiest method to collect data in quantitative research. Moreover, is designed the questionnaire according to the variables (Agariya, 2012). The questionnaire is based on 15 relevant questions other than the personal information of the participant. However, the questions are entirely based on variables and to prove a hypothesis statement true

3.3 Validity and Reliability

In the quantitative technique of research such as in interviews and questionnaire and interviews, the population and sampling size is of great value and importance. Moreover, an accurate population enhances reliability and validity.

4. RESULTS AND ANALYSIS

4.1 Descriptive Analysis

Descriptive analysis is the basic representation of the data, and it defines the whole sample by simple and basic characteristics such as work experience, age, and gender. Additionally, the most common type of descriptive statistics is mean median, and mode. As a whole, the Descriptive analysis is the analysis of the participants by age, gender, and work experience as well (Quinn & Shephard, 1974). The number of male respondents is 250, and the number of female participants was 150. However, the 100 people fall in the range of 0-20, the 200 people fall in the range of 20-35. The other participants fall in the range of 35 and above

	Age limit		**Frequency**	**Percent**
Age	0-20		100	100.0
	20-35		200	200.0
	35 and above		100	100.0
	Total		400	400.0
Gender	Male	250	46.0	46.0
	Female	150	54.0	54.0
	Total	400	400.0	400.0

As far as the work position is concerned, all participants are students of various universities. The descriptive analysis explores the basic information of the participants, which is very much necessary for the whole research process. Moreover, the descriptive analysis ensures the relevancy and authenticity of the research as well (Norušis, 2006).

4.2 Reliability Test

The reliability test shows the consistency of the outcomes. According to McKinnon (2015), the reliability test is the part of the statistical tool which inspects and confirms the stability of the outcomes. Moreover, the reliability is more about, the consistency of the outcomes. The outcome is more dependable on the off chance that it can demonstrate a similar outcome under different conditions. Specifically, in research, the unwavering quality of the occasions is examined in SPSS.

Variables	**Cronbach's Alpha**	**N of Items**
Packaging image	.874	5
Packaging Colour	.777	5
Consumer Behaviour	.969	4

Figure 1: Reliability Test

The reliability of the first five inquiries under the mark of the Packaging picture is .774 which shows that the things are solid and equipped for creating stable outcomes. Additionally, the reliability value of the items under the label Packaging color is 0.777 which is quite good and significant. However, the four items under the label consumer behavior have a reliability value of 0.969. As a whole, all the items are reliable enough to produce significant and stable results.

4.3 Hypothesis Testing

Hypothesis testing in the statistics is a way through which the results of the sample test would be tested. Moreover, all the statistical tests are conducted to test the assumptions (William, 2000). The correlation test is conducted to find out the relation between the independent and dependent variables. Other than that, the regression analysis is being done to find out the degree and nature of the relationship between two variables.

4.3.1 Correlation Analysis

In statistics and research, the connection is characterized as, the reliance of one variable on the other. In the specific situation, the bivariate connection is utilized to discover the connection between bundling picture and shading practices, and brand pictures. The brand picture can be decided on consumer loyalty.

Sr.	Variable	1	2	3
1	Packaging Image(PI)	1		
2	Packaging color(PC)	.591**	1	
3	Consumer Behavior (CB)	.695**	.573**	1

Figure 2: Correlation

The above table shows the aftereffects of the relationship. In a specific table, the bundling picture and bundling tone are the free factors and are contracted as, PI" and "PC." The relationship estimation of the variable with itself is consistently one. In the individual, two-tail table the connection is huge at 0.01, and in the above table, the correlational worth appears with two reference bullets (**). The .691 is more than the ideal degree of 0.01(P<alpha which is 0.01) shows that there the brand picture vigorously depends on a green bundling picture.

Besides, the correlational incentive among PC and IM is 0.673 which is far over the critical level. Also, the p-esteem is not exactly alpha which is 0.01. Furthermore, it is deciphered that, there is a critical positive connection between astounding bundling and brand picture.

The study indicates that packaging creates a huge impact on branding due to several factors. Firstly, it reduces the search and time cost of customers due to the purchasing of items without the involvement of any waste. Secondly, the cost factor plays a part in that particular research, and the reduction of cost through excellent packaging enhances brand image.

4.3.2 Regression Analysis

Regression analysis is the quantitative technique for theory testing. Also, it clarifies the idea of the connection between the dependent variable and the independent variable. The relapse examination normally includes the obscure variable represented as (β), the independent, and the dependent variable too (Cleveland, 1988).

HYP	R	R Square	Adjusted R Square	sig
H1	.764[a]	.584	.676	.000
H2	.691[a]	.477	.472	.000

Figure 3: Regression

In the above table of regression, the (R) addresses the basic connection between's the dependent variable and the independent variable which is .764 for the situation. The estimation of (R) portrays that, there is a connection between the autonomous and ward factors. Besides, the R square demonstrates the level of connection between two factors which is .584 for this situation. The above esteem is critical and shows the serious level of connection between the reliant and free factors.

All things considered, it characterizes the nature and level of the connection between the autonomous and ward factors. The above Regression and ANOVA esteem show that there is a solid positive connection between the autonomous and ward factors.

H1: *There is a significant relationship between packaging image and Consumer behavior*

The .691** is the correlation value which shows that there is a strong and significant positive relationship between packaging image and consumer behavior.

H2: *There is a significant relationship between packaging color and Consumer behavior.*

There is a solid connection between's bundling style and purchaser conduct. Besides, the correlational estimation of 0.673** shows that there is a solid and positive connection between the autonomous and ward factors. As The T-test thinks about the mean of the singles test is utilized to look at the methods for the example test and conjectured test. The negative estimation of T shows that the worth example implies not exactly the guessed mean which at last conflicts with the acknowledgment of the invalid theory. The above table shows the negative estimations of the T and the .000 estimation of p demonstrates that the invalid theory isn't adequate for acknowledgment. The outcomes are profoundly solid and show that there is a huge connection between the dependent variable and the independent variable

4.4 Summary Findings

By the above outcomes and measurements, unmistakably there is a solid connection between the free and ward factors. Also, the worth is 0.591 is marginally higher than the two tail connection standard which is 0.01. The connection esteem is huge, and the p-esteem is not exactly the huge estimation of Alpha which implies that there is no definitive proof that demonstrates that, the invalid speculation is correct. Moreover, the H1 holds as indicated by the factual outcomes dependent on the quantitative device of estimation which is a poll. The ongoing Alpha estimation of the unwavering quality is more than, 0.71, which mirrors the consistency of the information. Furthermore, the high-dependability esteem has an indispensable impact on the advancement of a connection between's the needy and free factors.

4.5 Discussion

Packaging is not an old concept, and previous studies have developed the framework of excellent packaging at both the internal and external levels of the organization. The unique creative packaging is the emerging idea with regards to organizations. Besides, the different specialists and the presumptions were attracted the past research too. In the past research, the part of bundling in the upgrade of the brand picture is estimated. Also, the major spotlights on the presumptions in the past scientists were on the monetary components of the marking with the end goal that benefits.

Notwithstanding, numerous different variables make an effect on the brand picture like the fascination of clients and consumer loyalty (Klimchuk, 2012).

The specific investigation emphatically affects organizations, as the harmed bundling is one of the serious issues of the current time. Vila (2007), contemplates the effect of hierarchical execution and contends that associations should zero in on corporate social duty to upgrade consumer loyalty. This exposition demonstrates the connection between the bundling and brand picture, which is negated to suppositions of past analysts, who recommends that there a no immediate connection between bundling and the brand picture (Maholtra, 2001). In addition, bundling tone straightforwardly affects brand picture, and the vast majority of the papers and analysts uphold that specific idea. Moreover, innovative bundling is one of the significant practices which leads towards the upper hand (Ford, 2012).

5. CONCLUSION AND RECOMMEDNATION

5.1 Conclusion

The balancing between customer satisfaction and business performance is very much important in the modern era. The regulatory pressures on the businesses and the awareness of customers forces the organizations to perform environmentally friendly functions to improve their financial and non-financial performance and, in that concept, green packaging played a vital role.

The bundling is the exceptionally basic segment and the building square of the positive picture of the brand, and it makes a character of the brand. The shade of the bundling is more imperative for the potential client as opposed to the dependable clients because the appealing shading makes a positive picture and notoriety of the item and brand in the brain of the customer. Also, the brands use shading as an image of acknowledgment too to such an extent that the blue passes on the message of dependability (Kotler, 2003). In actuality, an unessential shading plan harms the estimation of the brand and decreases the deals up to a degree (Kauppinen-Räisänen, 2014).

5.2 Recommendations

By the above qualitative and quantitative discussion, a few recommendations are drawn. Firstly, unreliable packaging is one of the major problems of the businesses of the modern era. Additionally, the businesses should focus on the factor of corporate social responsibility while doing packaging rather than just relying on profitability. Secondly, the customer of the present era is very much aware of the market and environmental conditions, and more specifically, the young generation put great attention towards the display of the product. At last, it is recommended that the quality of the product is not related to the price in every case. In some cases, customer satisfaction and quality are heavily related to the outer and inner packaging display of the company. As a whole, there is much research required in that particular area of creative and unique packaging, to explore the other variables that, affect the choice of the consumer.

5.3 Future Gaps

There are certain areas regarding the particular area is observed, that should be addressed in the future. In that particular research, the relationship between packaging and brand image is observed by the two dimensions, which are packaging style and packaging color. The sampling technique and the tool of data collection which is used in that particular research are based on the convenience of the researcher and the time constraint is another factor that limits the scope of the research. Other tools and techniques can enhance the scope of the particular study in the future.

5.3.1 Delimitations and Limitations

Limited access to literature is the major limitation that bounds the significance of the research.

5.3.2 Research Implications

This study contributes significantly to the development of production and manufacturing sector organizations because it would suggest the methods to avoid waste through advanced technology and also this study proposes some unique methods of packaging. Moreover, the study of packaging importance contributes towards the society as well by introducing some unique and creative packaging practices and focusing on customer satisfaction. Additionally, lack of good packaging is a very common problem, and the particular research defines and illustrates the role of packaging in the enhancement of the brand image. From the industry perspective, particular research provides the proper guideline to the organizations, to maintain the best and sustainable packaging practices in the businesses which enhance their performance regarding profitability. As a whole, the particular research has a lot of significance, for society and the industry as well.

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