7th KASBIT INTERNATIONAL CONFERENCE

on

MULTIDISCIPLINARY RESEARCH (KICMR) 2023

13 - 15 FEBRUARY

LIST OF ABSTRACTS

KICMR-2023

KASBIT

Market Segmentation in Pakistan: A Mon Lisa Smile or a Big Fat Plastic Smile?

BAZLA MUKHTAR

Abstract

Background: As a traditional approach, market segmentation is dividing the heterogeneous group of consumers into homogenous groups based on diversified needs on the basis of demographics, psychographics, geographic, and behavioral needs. However, such approaches are now termed as conventional, and there is a need for contemporary approaches. **Objective:** The study aims to investigate the market segmentation approaches of eight corporations in diversified industries in Pakistan. **Methods:** Qualitative research design has been implied for the collection of primary data through interviews. A discussion guide has been developed for the interviews. The interviews were carried out from the marketing professionals of 8 different companies, working in Pakistan. **Results:** It has been evaluated from the interviews that most of the organizations in Pakistan are using traditional approaches, including demographics, psychographics, geographic, and behavioral, for market segmentation. However, they are also in a search for alternative approach to gain better outcomes. In such a way, 6 out of 8 sampled organizations have supported to imply the contemporary approach, which is based on customer needs. It is also identified that majority of the marketing professionals, interviewed in the research, have supported to segment their products on the basis of customers' needs. It is further affirmed that market segmentation on the basis of customer needs will provide exceptional outcomes. At the same time, segmentation on the basis of customer needs will allow the organizations and companies to increase their revenue by increasing the satisfaction rate of customers. **Conclusion:** It is concluded that conventional approaches have their own significance for market segmentation; however, there is a gap in the Pakistani market, which can be covered by applying need based segmentation approach for market segmentation.

Keywords: Behavioral, Customer Needs, Demographics, Geographic, Psychographics, Market Segmentation

How Transportation Cost Effect Supply Chain Performance on SAYA

Tayyaba Rafique

Aleeza Hafeez

Sadia Tahir

Abstract:

Transportation is a tool for corporate development in addition to being a means of travel. So long as supply and demand are factors, transportation contributes significantly to the growth of a nation's manufacturing sector as well as service delivery. A customer's goal is to have their items delivered to them on schedule, with the intention of satisfying them. The key to the organization's development and sustainability is efficient supply chain management design and management, according to this study's findings. The transportation issue, however, is one of the logistical requirements for inefficient supply chain management. Every supply chain's performance depends on getting the commodities to the client when they need them exactly when they need them in a timely and accurate manner.

Additionally, it aids in fulfilling the client's wants as and when they arise. One of a thousand goals in supply chain design is the ability to deliver goods and services efficiently and on time, therefore satisfying the needs of the consumer. It's important to note that no manager can achieve such performance without first mastering effective transportation.

This case study reviews the theoretical and empirical research on the connection between controlling transportation expenses and expanding company. In this case study, the SAYA supply chain manager of Al Razazq Fabrics (Pvt) Limited was interviewed to determine the link between expanding company and transportation costs. In addition to transportation cost, we also took into account sourcing, location, and lead time as independent variables.

Keywords: Transportation cost, Sourcing, location, lead-time and Infrastructure.

An Investigation of Financial Leverage Influences on the Financial Performance of Chemical Sector Listed Companies in Pakistan"

Ahsan,
ahsanadhia@yahoo.com

Benish Fayyaz,
benish.fayyaz@ssuet.edu.pk

ABSTRACT

The objective of this study is to find out the financial leverage influences on the financial performances of the chemical sector listed companies in Pakistan. The financial data of 18 listed companies in the chemical sector has been included in this study. Financial leverage is used as an independent variable and Profitability, Assets turnover, Tobin q, and Liquidity are used as dependent variables. Unit root test is applied for data stationery and all the variables stationary at level. The Hausman test is applied to select the appropriate model and the random effect model is found as the appropriate model and hypotheses are tested by regression analysis. The results of this study found that there is a significant negative influence of financial leverage on Profitability while there is no significant influence of financial leverage on Tobin Q, Assets Turnover and Liquidity. This study suggests that financial managers should include a minimum portion of leverage in the combination of capital structure to boost profitability and the market value of the firm; asset efficiency and liquidity are not relevant to the financial leverage for chemical sector companies in Pakistan.

Keywords: Financial Leverage, Profitability, Tobin Q, Liquidity, Assets Turnover, Capital Structure and Influences

Role of Electronic Marketing in Academia: A study of Private Sector universities in Karachi.

Abdul Fatah

fatahbrohi@gmail.com

Abstract

Digital Marketing is the utmost emerging tool that has changed the market outlook and created a dynamic paradigm shift in the field of marketing.

The purpose of this study was to find out the role of electronic marketing in Academia and its effects on the pupils w.r.t their decision and selection of University/Degree Awarding Institution (DAI). The data was collected from twenty private sector universities/degree awarding institutions and the technique of Structural Equation Modeling was applied for the analysis of the data. It was depicted that Digital marketing is the most powerful platform these days in the modern age and its usage has been widely used during the COVID-19 pandemic, it was found to have a positive effect on the students and the use of digital media has also minimized the expenses of universities/DAIs for their marketing purpose and marketing/product information is easily reached around the world within a short period. This study could be value-added for the universities/DAIs and their management especially private sector universities/DAIs. This research could be helpful to Admission and Marketing Managers to plan their marketing strategies.

Constructing a Path Model to test Customer engagement, Brand trust and Social media marketing: It's a SEM based study to identify the factors effecting Brand Loyalty

Dr. Yushi Jiang[1]
Sherbaz Khan[2]
Dr. Syed Imran Zaman[3]
Tayyaba Rafique[4]

Abstract

Design/ Methodology: Smart PLS 3 was used for statistical analysis of the 405 online questionnaires. Positive effects on consumer trust, brand attachment and brand loyalty were seen, suggesting that SMMA play a significant role in influencing these metrics.

Purpose: The importance of client trust in social media marketing (Facebook, Instagram) has been the subject of much study and application (Brun, et.al, 2020; Rather et al., 2019). Brand connection leads to brand loyalty. Customers are more likely to trust a brand when they have a positive encounter with that brand (So, , et.al, 2016b; Wei, et.al, 2013). Brand loyalty is also influenced by customers' faith in the company (Huang, 2017; Veloutsou, 2015). As a result, customer involvement may affect consumer loyalty to a Brand by developing trust between the two parties. The study`s purpose is to identify the factors effecting Brand Loyalty by constructing a Path Model to test Customer engagement, Brand trust and Social media marketing.

Findings: The findings of this study highlight the importance of social media marketing activity (SMMA) in influencing consumers' trust, attachment, and loyalty to a given company. Also, it has been shown that brand trust and attachment have a moderating effect on brand loyalty. According to this study's findings, for businesses to achieve their marketing goals and produce sustained performance, they must ensure that their marketing material adheres to the SMMA and CE aspects. According to the results, SMMA is more important than brand trust in predicting future visits. Furthermore, confidence in the brand plays a pivotal mediating role between SMMA and the desire to return. Also supported are the mediating influences of brand name trust between SMMA and the propensity to return.

Practical Implications: For some time, social media has become integral to every successful advertising campaign. Businesses will use SMMA to establish a constant, two-way connection with their clientele. This study used the stimulus-organism-response paradigm to investigate the results of social media advertising (SMMA) on target audiences' commitment to and confidence in a specific business and their future plans to visit that company's online presence at platforms such as Twitter, Facebook, and Instagram.

Originality: In general, when SMMA is executed well on Facebook's social media platforms, consumer trust in the company rises, leading to greater brand loyalty. As a result, the consumer is more likely to plan a return visit. Therefore, to build confidence in their businesses, brand executives on platforms for social media (in this example, Facebook) should promote SMMA for their companies and participate in such activities.