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KASBIT
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UTAUT2 Model

Maha Noor

Master's student

Working Paper

THE INFLUENCE OF GREEN MARKETING STRATEGY TO CONSUMERS ENVIRONMENTAL BEHAVIOUR

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ABSTRACT

In the current situation of the Marketing scenario consumer is highly conscious according to the environment and analyses all aspects according to the product usage and link to environment so Customer Behavior change day by day and they have focus concentration on green environment with the positive thinking and care for the future .so according to the customer intention Marketing companies Adopt Green Marketing strategy accordingly but we will see this change in just developed countries market, not in less developed countries market and this development start in 80's decade and day by day add new version as per the customer want and need .marketer have a clear intention of customer due to they know a green product not a common product ,this product have different feature as compare to the routine product and marketer place this product in the market with unique Green marketing Strategy, then gain desire result after the fulfill desire need of Customer according to the environmental friendly. as per the myth "customer always right" Peattie, K. (1995), Introduced the different ways of the Green Marketing they introduced 3 Major Ways detail in following.

1. Environmental Problem facing the current scenario and also provide the related solutions
2. usage of the Environmentally friendly Technology for the production of the product and less damage of the environment.
3. Green Marketing Technology.

in the 2012 (Singh and Pandey) also introduced the emerging research according to the Green Marketing Strategies and also spread the philosophy of the Green Marketing System in new Era they identified the major factors of the environmentally friendly through the Green Marketing System, and as well as introduced Consumer and Customer friendly environment with the help of the Green Marketing Strategy.

Green marketing concept a most important tool in the current market scenario for the growing of current business in ethical means so in future most of the organizations adopt this tool of business and getting successful business under yhe umbrella of Green Marketing strategy

But in the underdeveloped countries not fully aware with this system due to most of the organization under pressure of the Sathya system, so any Responsible Designation and Department does not take the responsibility of this system. So many Researchers provide the relate positive studies, experience, and positive prospect according to the Green Marketing System and conducted the Seminar's and Table talk with the organizational Head's and provided the proven evidence according to the Green Marketing System. but some organizations adopt this System in limited capacity and float this Green Marketing System as a piolet project in Specific and limited Department. Researcher Observe this Speed of adaptation in the local organizations it's not motivational. But Researcher Very Confident this Behavior start of the "Turn the Table".

Purpose of the Study – The Objective and intention of this Research it is to summaries and analysis the Reflection of green marketing strategies on the End user means check the impact on the Consumer and customer in Pakistan. due to develop countries already gather the reflection of the impact of Green Marketing Strategies in shape of bundle of advantages and as a development of a responsible Culture in Surrounding. in the Current scenario of the business Organization will Explore and identified the positive possibilities for the introduced the Green Marketing Strategies in Underdeveloped Countries with all positive outcome and also observe the positive change on the lifestyle of the consumers and the surrounding of the living standards. Also Explore the impact of the Green Pattern Impact of the Consumer acceptance into the contemporary lifestyle.

In the Current positioning of the Green marketing strategy in the under developed countries researchers face a typical situation in the research data collection they also developed the green marketing impact and positive impact on the society and Consumer and customer

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Assessing the Impact of Influencer Marketing and Measuring its Underlying Effect on Consumer Purchase Behavior

**By
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Introduction

1.1. Overview and Background

A decade ago, the brands consider endorsements in marketing were restricted to traditional celebrities and a few committed bloggers (Saima & Khan, 2020). The communication landscape has shifted dramatically over the last decade, resulting in the emergence of a new form of endorser, who are now known as social media influencer. Influencer marketing, in which influencers influence their followers, is growing as a successful communication technique for businesses (Johansen & Guldvik, 2017). Social media influencers serve as opinion leaders and endorsers, self-presenting on social media platforms, developing an online image, and utilizing that image to attract and engage their followers.

Instagram is a social media platform where influencers thrive. Over one billion people utilize the site on a daily basis. Instagram is critical for marketing since it allows influencers and businesses to collaborate on humanizing content, showcasing products, and inspiring the audience. Almost four out of every five companies leverage the platform for influencer marketing efforts (Ferina, Sri & Putu, 2021). While collaborating with an influencer appears to be a popular strategy, Instagram offers an intriguing option in the shape of targeted company advertisements.

The collaboration with an influencer has been shown to result in considerable cost savings, increased authenticity, engagement, and accessibility. According to Li & Peng (2021), the influencer marketing arena is always expanding, and several new influencer types are developing in every possible niche interest, with a wide range of following sizes. Instead of relying on superstars with enormous followings, influencer advertisements may now target smaller audiences (Jarrar, Awobamise & Aderibigbe, 2020).

Because the content on Instagram is easily digestible in the form of photographs or short videos, it encourages increased peer-to-peer sharing, which allows companies to use storytelling through Stories to expand their target audience reach (Saima & Khan, 2020). Their audience is not limited to the people who follow them directly; they may also engage with the people who follow the people who follow the people who follow them directly. As a consequence, they participate in a large number of sponsored posts, which allows them to get compensated for the content they provide on Instagram (Ferina, Sri & Putu, 2021).

Brand sponsored Instagram posts have surged from 1.26 million in 2016 to a whooping 6.12 million in 2020. This growth is due to the fact that Instagram influencers have more social interaction than the advertising brand's own account (Li & Peng, 2021).

The Impact of Green washing Behavior of Employee of Pharmaceuticals Industry

SYED DILAWAR MEHDI

Abstract

In the current industry scenario increase the how know about the specific rights of workers investor and users, according to the research they analysis the output and impact of green washing behavior in the sense of positive attributes of this behavior. Researcher's analysis this study through numerical method applied in past and gather relevant and authentic data through pharma associates as well as management concerns in Pakistan after the data collection researcher used a important software tool smart PLS for the compiling the collecting numbers through industry and define the positive aspect of green washing behavior in same industry Relation between the internal system of the organization and green washing behavior have no identical buffer. This study a multi sectional study they not achieved, They desire concern due to the limited data and, now with the help of this research investor and owners understand the positive impact of green washing behavior in future In the recent research embossed the central idea of green washing in related organizations and according to our understanding a some practical research available in Pakistan they identified the ways and means of green washing behavior of workers in Pakistan.

In the umbrella of pharma industries in Pakistan they have a multiple and critical problems according to the employee behavior with several related behavioral issues through the different department, different designations and as well as main concern about the leadership negligence for the employees. Employees shows the reaction against the above mention behavioral issues but management perceived a negative signals in sense of the employee behaviors and not realize the actual and appropriate concern of the employee and take harsh and tough decision for the employees and in this situation industry, industry owners, and employees facing a critical situations and specially researcher observe negative growth year by year according above mention problems, so in this research, researcher highlight and identify the multiple gape and problems according the behavioral issues including the leadership and management with the employee during the duty timing, and other facilities including insurance, provident funds, gravity, and researcher highlight a most important problem of the employee is conformation and conformation period and also provide the specific solution for this scenario for the long rung implementation

IMPLICATION OF E-COMMERCE AND PREDICTING UNDERLYING IMPACT UPON INSURANCE SECTOR

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Abstract

The Internet and e-commerce are rapidly growing and have become a major influence on businesses and government nationals. According to a U.S. based magazine 'Fortune', venture capitalists spent \$5 billion in Internet enterprises in 1998, a 533 percent growth since 1995. However, a study done by Deloitte & Touche reveals that only 10% of insurance businesses consider the online services and the Internet are now highly essential in terms of information technology spending in general. The sector of insurance is among the most significant service industries in terms of its diverse collection of contributions to the economy. Internet applications have the potential to have a significant influence on the industry, providing clients more bargaining power and enabling the virtualization of corporate networks. However, such behaviours are uncommon in Pakistan. The study aims to determine and assess the use and implication of e-commerce platforms in the sector of insurance within Pakistan. It aims to reduce the cost of information, identify, underwrite, and provide appropriate price to the risk, and pay claims more appropriately and effectively. The Internet and associated information technology improvements have a substantial impact on financial services in general, and insurance markets and institutions in particular. E-commerce is a breaking point event for insurance institutions and markets as it does for most sectors. This research provides the framework for this research.