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Analysis of the Impact of Cell Pohone use on Pakistani Culture

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Keywords: *cultural changes, cell phone, youth, night packages.*

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Analysis of the Impact of Cell Pohone use on Pakistani Culture

Abdul Ghafoor Awan [α] & Syed Farhan Gilani [σ]

Abstract- In this study we have investigated the impact of Cell Phone on Pakistani Culture with special reference to Multan Region. We constructed a questionnaire and conducted a field survey and collected data through face-to-face interviews of 206 respondents, who were randomly selected. Our purpose of Research was to measure the cultural changes in Pakistan due to the use of cell phone and its impact on Pakistani society particularly youth. We used demographic statistics, Likert scale and Multiple Regression methods as measurement scales. The results of our study are robust and significant because we found that the use of cellphone has brought significant change in Pakistani culture, norms, habits and behavior of the people. However, some changes are positive and some are negative. We specifically noted that cheap night packages of cellphone and internet companies is bringing negative effect on the study of students and their other physical activities. Thus, we have suggested that internet service providers may raise the tariffs of night package so that the youth particularly students use it for productive purpose and have sufficient time to sleep in the night properly and pay attention on their academic activities on next day.

Keywords: cultural changes, cell phone, youth, night packages.

I. Introduction

a) Background of study

Mr. Graham Bell invented a device by which two persons can communicate with each other at a distance. At that time nobody knew that he was laying foundation for multi-dimensional industry. This was the start of globalization because due to use of this device information flow started rapidly. Pakistan came into being on 14th August 1947 at that time there were no proper infrastructure of roads, residence, water, sewerage, electricity, telecommunication etc. After that things developed gradually and most of the governments pay attention to telecom sector particularly Nawaz Sharif's government tried to develop the basic infrastructure for this purpose. Ministry of Information developed a digital way of communication in land lines system. Initially, a license was awarded to a cellular company named Paktel to develop this business. Later on, Government gave license to MOBILINK, first GSM company. In Gen Pervaiz Musharraf's regime, the pace of development was accelerated and three more cellular companies named of UFONE, TELENOR and WARID were awarded licenses. All these three companies were foreign-origin and in this way a competitive environment was created in telecommunication sector.

Present Government auctioned 3G and 4G license for high speed internet service with the use of modern communication techniques. Now electronic media is playing very important role in the development of new trends in fashion and in living standards.

New generation considers cell phone as a basic necessity like water, air, clothes and food. It is also changing our habits. Now we don't want to post a card or letter to our near and dear ones we just want to do a SMS or MMS. We don't want to have chatted physically but we want to have thousands of friends through social media. We don't want to go physically to see the elders or patients but we want to keep in touch with them through cell phone. People are considering that they are available at all times, and physical presence doesn't matter.

b) Main research question

Our main research question is to study "The impact of cellphone on Pakistani culture and what types of changes so far have been taken place in Pakistani society?"

c) Problem Statement

Today people in Pakistan typically and youngster especially cannot feel complete without having cell phone in their pockets or in bags. In indicates the change being taken place in our habits during last two decades. It is the main focus of our study.

d) Objective of study

The objective of this study are given below: -

1. To find out the positive and negative impact of cellphone on Pakistan's society and culture.
2. To study the changes being taken place in our cultural norms in our society due to the use of cellphone.

e) Scope of study

The likely impact of this study is very wide because cellphone is being used all over the world and it has become a vital need to obtain required information Our results will not only be beneficial for the future researchers but also for the cellular companies as well as for the governments to frame their policies

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accordingly. It also helps reduce the negative effects of cellular phone. Thus, the impact of this study will be very vast.

II. Conceptual Framework

Culture means shared values. It provides us very beneficial directions to set our objective, normally we can distinguish two persons' culture by observing their actions and conversations. Culture has a great impact on norms and ethic. Now we can feel that most of the cultures have been changed over a period of time.

a) Definition of Marketing

Definitions are required to attain two exceptional effects. Firstly, these can serve as a gauge to provide understanding and sense to the subject-matter so that a frame of reference may be expressed where further discussions can be carried out. Secondly, once a common framework has been established, this can help to restrict unnecessary deviances.

Philip Kotler, a world's leading authority in business research, has defined marketing as "A social and managerial process by which individuals and groups can attain what they want according to their need and desire"

The American Marketing Association (AMA) defines marketing as "the performance of business activities that direct the flow of goods and services from producer to consumer or user (AMA, 1965).' The UK Institute of Marketing defined marketing as "the management function which organizes and directs all those business activities that involved in assessing and converting customer purchasing power into effective demand for a specific product or service, and in moving the product or service to the final consumer or user so as to achieve the profit target or other objectives set by a company (Institute of Marketing, 1965)".

b) Definitions of culture

According to different schools of thought:

"Culture is the sum of awareness, practice, faiths, standards, approaches, senses, orders, belief, ideas of time, characters, three-dimensional relations, ideas of the universe, and measurable items and belongings learned through a specific number of people in the sequence of peers by distinct and collective struggling. A culture is the customs of a group of people and their activities, opinions, values and codes that they obtain, typically unconsciously and that are accepted with declaration and imitation from one generation to the next generation.

Awan and Wahla (2014) says that culture is symbolic declaration. Some of its signs comprise a combine ability, awareness, approaches, standards and objects. The senses of the signs are knowledgeable and intentionally spread in the social order by its traditions. Culture is the aggregation of well-informed actions of a group of people that are normally redirected to be the tradition of that people and are conveyed from one age group to another age group.

c) Change in culture

According to different anthropologists every culture alters with spell. No culture is stationary. On the other hand, most cultures are primarily customary in such a way to repel modification. Few struggle additional than others by acknowledging rules for the fortification of normal cultural forms while setting up obstacles to strange ideas and things. For instance, the government of France has banned the saleable use of English words while there are French words available that can be used equivalencies. This is a reaction particularly to the widespread use and popularity of terms such as "sandwich" and "computer" among young people. In contrast, some cultures are extremely open to some kinds of change. Over the last two decades, the People's Republic of China has been rapidly adopting western technology and culture in everyday life. This can be seen in their wide acceptance of everything from cell phones to American television shows and fast food. McDonald's has already established 560 outlets in China and soon will be adding 100 more. The same thing is being taken place in Pakistan where foreign brands are pouring in the market and changing behavior of Pakistani customers.

III. Research Methodology

a) Research Design

In this study we have determined to examine the effect of cellphone on habits of people particularly youth and ethics of the society. We directed this effort in normal setting and collected data from a sampling population. The unit of sampling is all kind of peoples from all walks of life.

b) Data and Type

We used both secondary and primary data. But we mainly focus on collection of primary data because it provides us more accurate information to find out the desired result.

c) Sample and size

We take a sample of target population randomly and the size of our sample is 206 respondents. These respondents were contacted personally and a structured questionnaire was distributed among them. The geographical area of study was Multan region.

d) Proposed Model

The proposed model of our study is shown in Figure 1, which shows two independent and dependent variables. We have to measure the impact of independent variable on dependent variable. The proposed model is shown in Graph 1.

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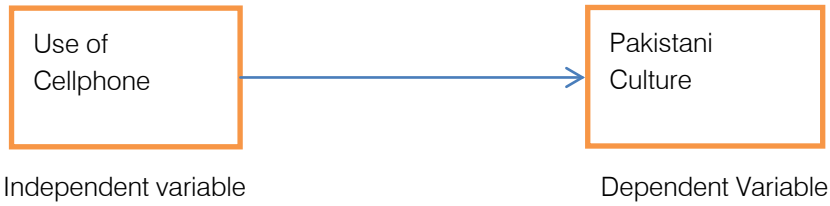


Figure 1: Impact of Cellphone use on Pakistan's culture

e) Estimation Techniques

We used multiple regression method a to measure the impact of independent variable on dependent variables. We also used Likert Scale to measure the attitude of respondents about the benefits and negative effects of the use of cellphone. We draw empirical results through SPSS software.

f) Hypothesis Formulation

In this study, we try to identify the factors that cause change in the culture of educated and none educated people of Multan region. We formulated two hypotheses for our study. These two hypothesis are as under:-

H_0: Is there a positive relationship between cellphone and cultural change.

H_1: Is there a reverse relationship between use of web based applications and cell phones.

g) Selected Variables

Our selected variables are the followings: -

1. Voice call.
2. Short message service.
3. Face book.
4. Whatsapp
5. Adult websites.

The selected variables and their description are given in Table 1.

Table 1: Variables and its description

Variables	Description
Dependent variable	
Culture	1. You or another member of your family use cell phone.
Independent variables	
Cell phone	1. One tries to use voice call packages. 2. One tries to use SMS packages. 3. One tries to use internet packages. 4. Each consumer's behavior can have an impact on the culture.
Comfort	1. Rapid reduction in prices of smart phone gadgets. 2. One could generally buy the least priced commodity conversely a customer valued its impression on his area of concern.
Lack of information	1. One has reservations for the real modules of cell phone gadgets. 2. One may not confirm about the true packages of a company .

h) Data analysis Technique

i. *Descriptive Statistics*

In this study we used basic statistical and descriptive analysis for recognizing the respondent's demographic characteristics.

ii. *Reliability Analysis*

We applied reliability test to measure the reliability of data.

IV. Data Analysis

The objective of this study was to analyze the impact of the use of cell phone on Pakistani society. For this purpose, we constructed a questionnaire and distributed among 2006 respondents of different categories. The data was collected through survey methods. Out of 2006 questionnaires, which got filled from the respondents, 175 were found correct and included in the analysis. The data was analyzed and results were drawn through SPSS software. The detail of results and their brief descriptions are given in the tables and Figures given below:-

a) Demographic statistics

The demographic characteristics of sampling population are given below:-

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Table 2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	66	32.0	32.0	32.0
	Male	140	68.0	68.0	100.0
	Total	206	100.0	100.0	

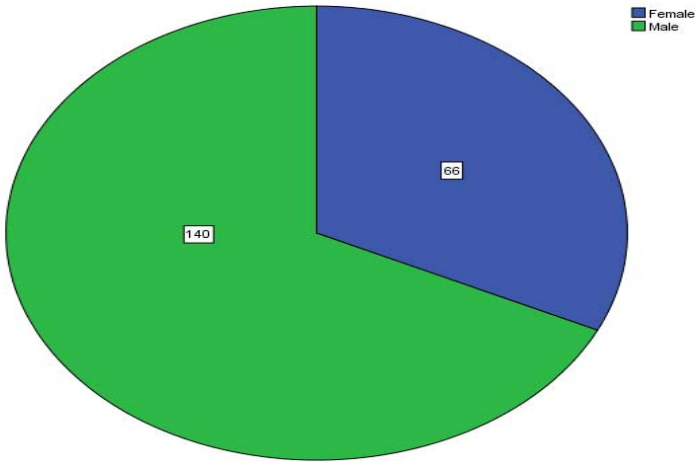


Figure 2: Gender

Table and Figure 2 presents the demographic statistics of respondents of the study. It shows that 140 respondents were male and 66 were female from total sample of 206.

Table 3: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	137	66.5	66.5	66.5
	26-35	52	25.2	25.2	91.7
	36-above	17	8.3	8.3	100.0
	Total	206	100.0	100.0	

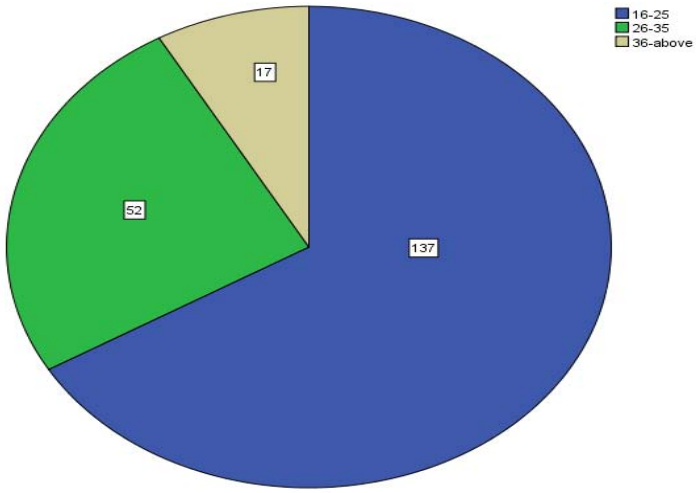


Figure 3: Age

Table and Figure 3 reflect the ages of respondents of the study. They show that 137 respondents were aged between 16 to 25 years, 52 were aged between 26 to 35 and17 were aged above 36 years.

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Table 4: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	152	73.8	73.8	73.8
	Married	48	23.3	23.3	97.1
	Divorce	3	1.5	1.5	98.5
	Widowed	1	.5	.5	99.0
	Separated	2	1.0	1.0	100.0
	Total	206	100.0	100.0	

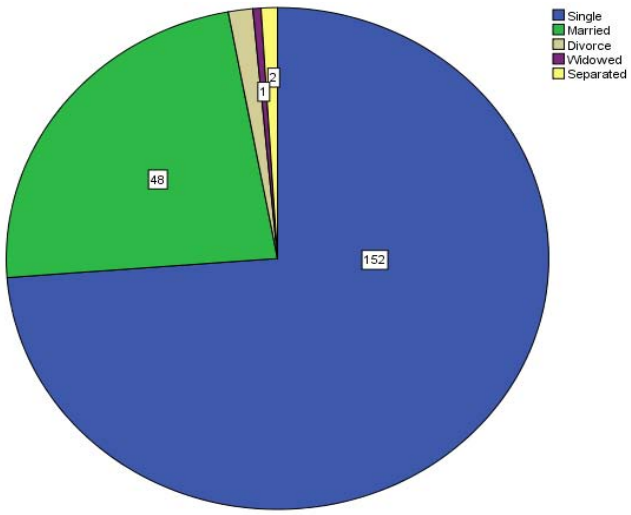


Figure 4: Marital Status

Table and Figure 4 presents the marital status of respondents of the study. These show that 152 respondents were singles, 48 were married, 3 were divorced, one was widowed and 2 were separated.

Table 5: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	114	55.3	55.3	55.3
	Business	21	10.2	10.2	65.5
	On Job	71	34.5	34.5	100.0
	Total	206	100.0	100.0	

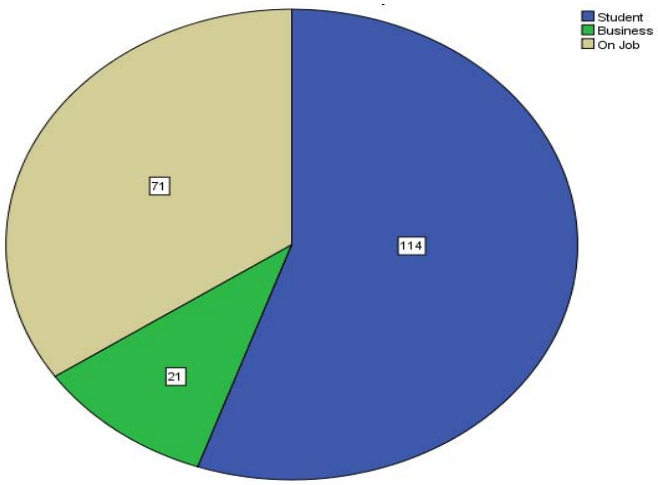


Figure 5: Occupation

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Table and Figure 5 highlights the occupations of respondents and they show that 114 respondents were students, 21 were business persons and 71 were employees.

Table 6: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	7	3.4	3.4	3.4
	Bachelors	77	37.4	37.4	40.8
	Masters	120	58.3	58.3	99.0
	M-Phil	2	1.0	1.0	100.0
	Total	206	100.0	100.0	

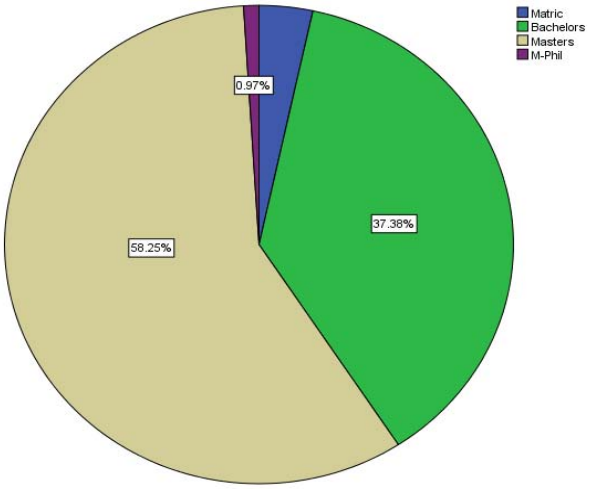


Figure 6: Education

Table and Figure 6 presents the Educational status of respondents and they show that 7 respondents were matriculate, 77 were bachelors, 120 were having post graduate qualifications, and two among them were M.Phil./ MS.

Table 7: Network Used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mobilink	66	32.0	32.0	32.0
	Ufone	77	37.4	37.4	69.4
	Warid	15	7.3	7.3	76.7
	Zong	35	17.0	17.0	93.7
	Telenor	13	6.3	6.3	100.0
	Total	206	100.0	100.0	

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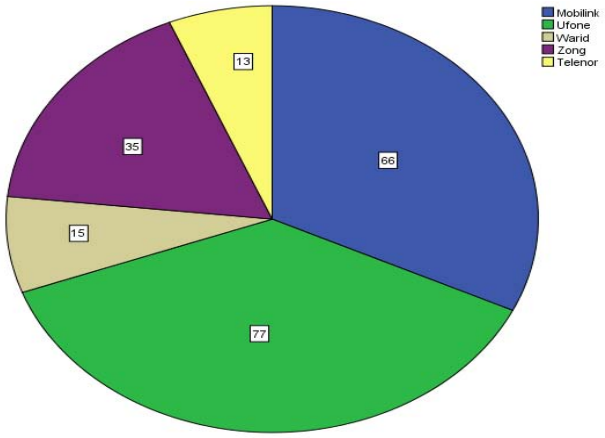


Figure 7: Network used

Table and Figure 7 presents the networks used by the respondents and they show that 66 respondents were using Mobilink , 77 used Ufone, 15 used Waried, 35 used Zong and 13 were used Telenor

Table 8: Cell Phone Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung	71	34.5	34.5	34.5
	IPhone	34	16.5	16.5	51.0
	Q-Mobile	34	16.5	16.5	67.5
	Nokia	54	26.2	26.2	93.7
	Huawei	12	5.8	5.8	99.5
	Rivo	1	.5	.5	100.0
	Total	206	100.0	100.0	

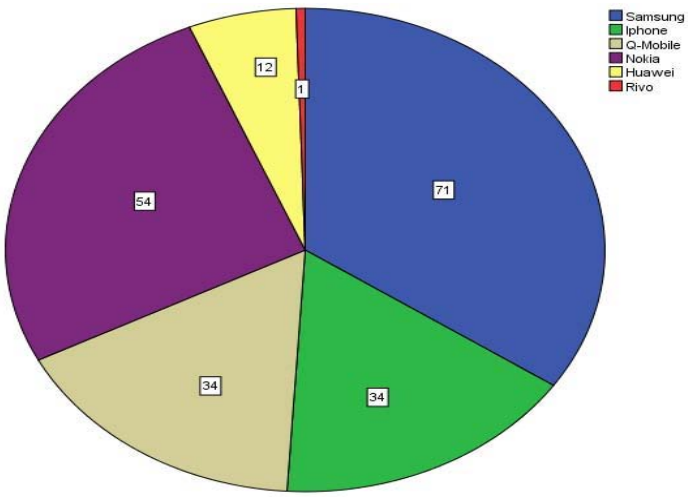


Figure 8: Cell phone company

Table and Figure 8 presents the cell phone sets used by the respondents of the study they also reveal that71 respondents were using Samsung, 34 used I phone, 34 used Qmobile, 54used Nokia, 12 used Huawei and one was using Rivo

b) Analysis of the views of respondents

The questionnaire contains total 25 questions. The answers of each question was sought from selected respondents. The response of important questions are shown in the tables and Figures step by step. The brief analysis of the answers of each question is given below:

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Q.1 How long are you using the cell phones? The answers of the respondents are given in Table 9

Table 9: Period of using cell phone by the respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	15	7.3	7.3	7.3
	Less than 2 years	7	3.4	3.4	10.7
	less than 5 years	43	20.9	20.9	31.6
	less than 10 years	103	50.0	50.0	81.6
	less than 15 years	26	12.6	12.6	94.2
	More than 15 years	12	5.8	5.8	100.0
	Total	206	100.0	100.0	

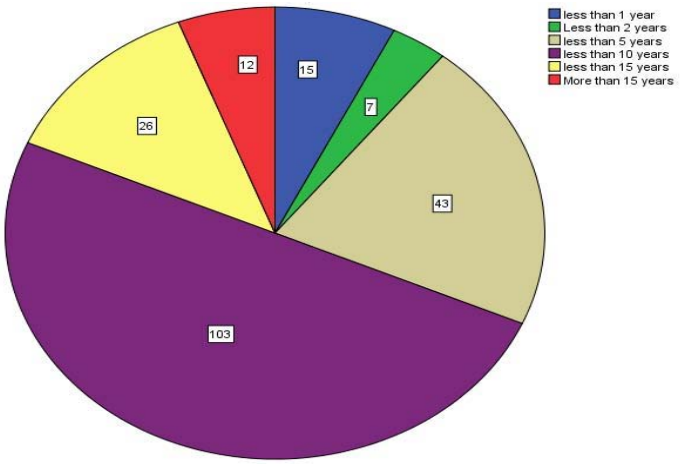


Figure 9: Period of using cell phone by respondents

Table 9 as well as Figure 9 presents the history of cell phone use by the respondents, which indicate that that 15 respondents were using cell phone for less than one year, 7 less than 2 years, 43 less than five years, 103 less than 10 years 26 less than 15 years, and 12 were used more than 15 years

Table 10: Monthly spending on cell phone use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-500	90	43.7	43.7	43.7
	500-1000	47	22.8	22.8	66.5
	1000-2000	28	13.6	13.6	80.1
	2000-Above	41	19.9	19.9	100.0
	Total	206	100.0	100.0	

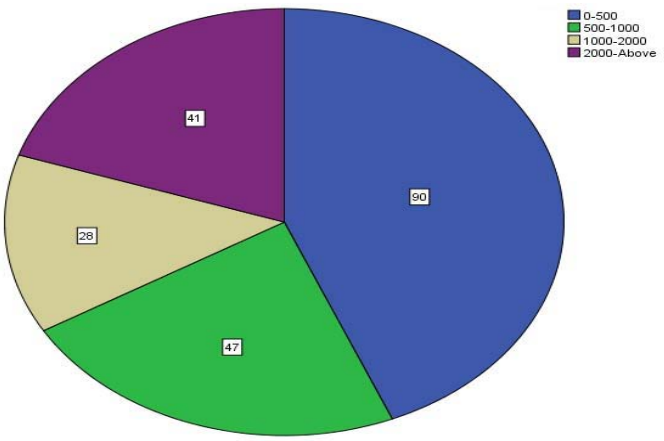


Figure 10: Monthly expenditures on cell phone use

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The data given in table 10 and Figure 10 show the monthly expenditure of respondents on cell phone use. The data show that 90 respondents were spending less than 500 rupees monthly on cell phone, 47 less than 1000 rupees, 28 less than 2000 rupees and 41 were spending more than 2000 rupees.

Q.3 How much do you talk daily? The answers of the respondents are given in Table 11.

Table 11: Daily time consumption of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	114	55.3	55.3	55.3
	Less than 2 hours	32	15.5	15.5	70.9
	Less than 3 hours	23	11.2	11.2	82.0
	above 3 hours	37	18.0	18.0	100.0
	Total	206	100.0	100.0	

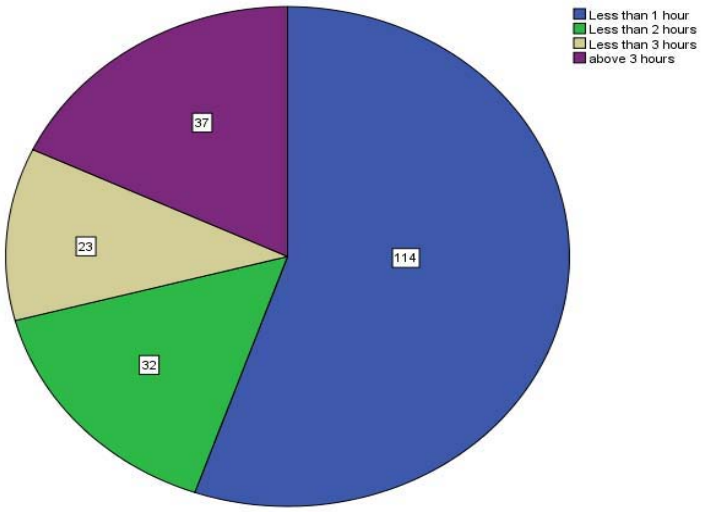


Figure 11: Daily consumption of time in cell phone use

The data given in Table 11 and Figure 11 reveals how much time the respondents are spending while using cell phone. The data show that 114 respondents were spending less than 1hour daily, 32 less than2hours, 23 less than 3 hours and 37 were spending more than 3 hours.

Q.4 How many Opposite gender friends you made through cell Phones? The answers of the respondents are shown in Table and Figure 12.

Table 12: Number of social networking among opposite sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10	187	90.8	90.8	90.8
	10-50	9	4.4	4.4	95.1
	50-100	5	2.4	2.4	97.6
	Above	5	2.4	2.4	100.0
	Total	206	100.0	100.0	

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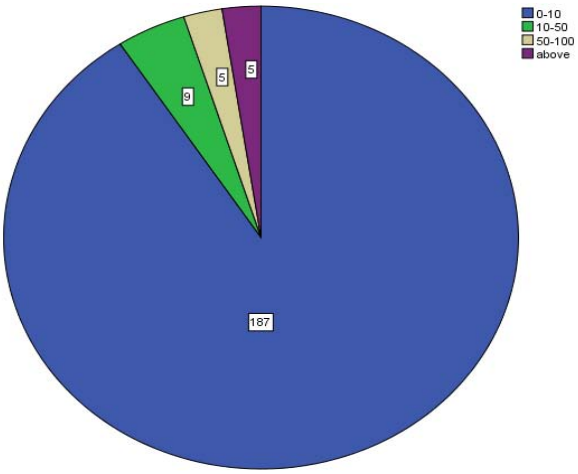


Figure 12: Number of social networking among opposite sexes due to cell phone

Table and Figure 12 presents the making of opposite gender friends through cell phone. The data show that 187 respondents made friends less than 10, 9 less than 50 friends, 5 less than 100 friends and 5 were made above 100 friends.

Q.5 Do you use SMS Packages? The answer of the respondents are given in Table and Figure 13.

Table 13: Use of SMS packages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	29	14.1	14.1	14.1
	Yes	177	85.9	85.9	100.0
	Total	206	100.0	100.0	

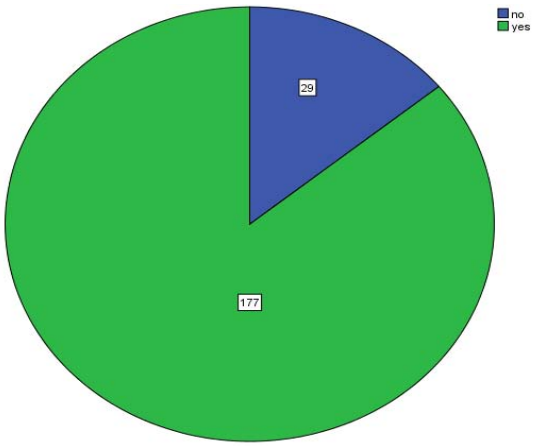


Figure 13: Use of SMS package?

Table and Figure 13 show the usage of short message service packages through cell phone. Data show that 29 respondents were not using the SMS packages while 177 were using the SMS packages.

Q. 6 Do you Text Sentimental SMS? The answers of the respondents are given in Table and Figure 14.

Table 14: Detail of sentimental communication among respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	110	53.4	53.4	53.4
	Yes	96	46.6	46.6	100.0
	Total	206	100.0	100.0	

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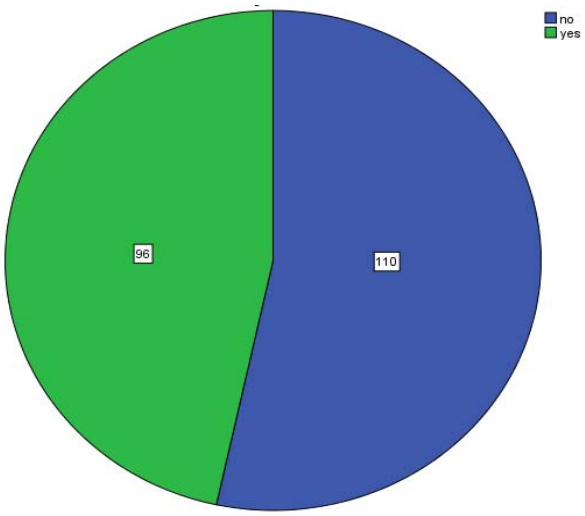


Figure 14: Detail of sentimental communication among respondents

Table and Figure 14 presents the usage of sentimental SMS. The data show that 110 respondents were not sending the sentimental SMS while 96 were sending the sentimental SMS.

Q.7 Do you use Internet Packages on Cell Phone? The responde of the respondents are given in Table and Figure 15.

Table 15: Use of internet packages on cell phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	72	35.0	35.0	35.0
	Yes	134	65.0	65.0	100.0
	Total	206	100.0	100.0	

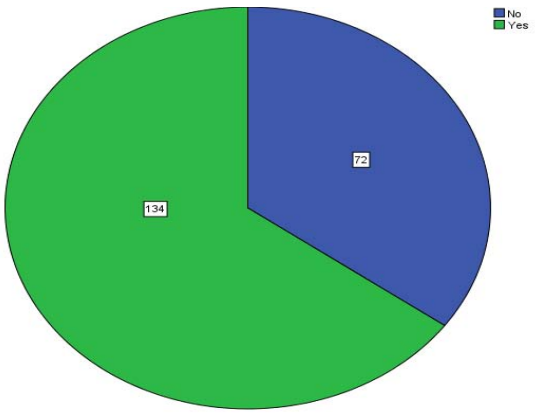


Figure 15: Use of internet packages on cell phone?

Table and Figure 15 presents the usage of internet packages through cell phone. They highlight the fact that 72 respondents were not using the internet packages while 134 were using the internet packages.

Q.8 Do you Like to use Facebook on Cell Phone? The answer of the respondents are given in Table and Figure 16.

Table 16: Use of Face Book on cell phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	55	26.7	26.7	26.7
	Yes	151	73.3	73.3	100.0
	Total	206	100.0	100.0	

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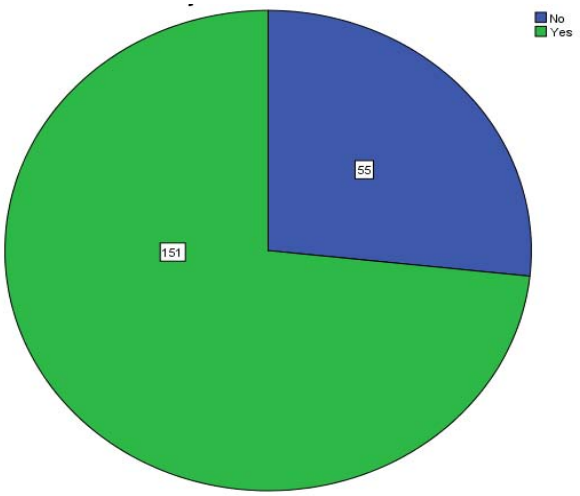


Figure 16: Use of Face Book on cell phone?

Table and Figure 16 presents the usage of Facebook through cell phone. As many as 55 respondents told that they were not using the face book while 151 told that they were using the face book on cell phone. It means majority of respondents use face book through cell phone and it is proved that cell phone is a very useful tool to use face book. It reduces the need of computer for the same purpose.

Q. 9 How many Facebook Friends do you have? The answer of the respondents are given in Table and Figure 17.

Table 17: Social networking through Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100	96	46.6	46.6	46.6
	less than 200	30	14.6	14.6	61.2
	Above	80	38.8	38.8	100.0
	Total	206	100.0	100.0	

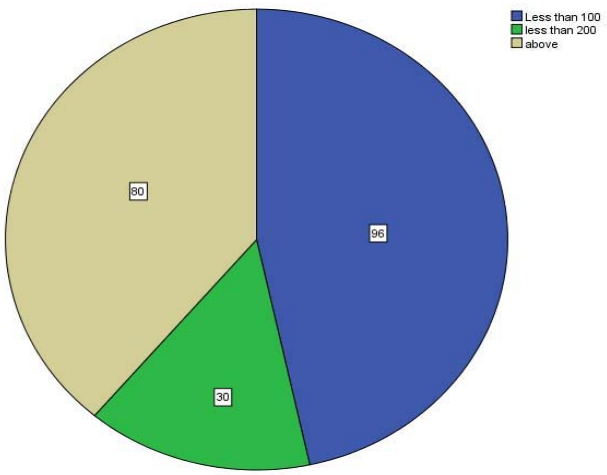


Figure 17: Social networking through Facebook

Table and Figure 17 presents the number of face book friends. According to data 96 respondents had less than 100 FB friends, 30 had less than 200 FB friends while 80 respondents had more than 200 FB friends.

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Q.10 Do you have more Friends Girls or Boys? The answers of the respondents are given in Table and Figure 18.

Table 18: Ratio of male and male friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boys	128	62.1	62.1	62.1
	Girls	78	37.9	37.9	100.0
	Total	206	100.0	100.0	

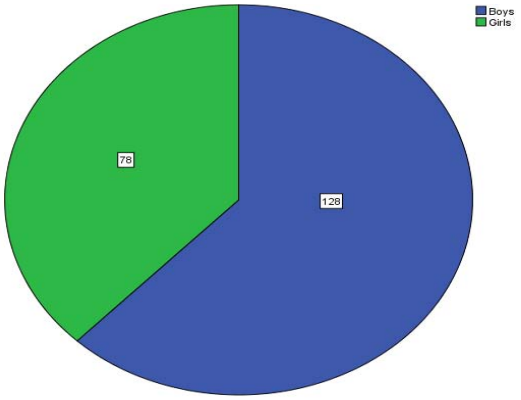


Figure 18: Ratio of male and female friends

Table 18 presents the tendency of friend's gender which they had made through face book. The data shows that 128 respondents had more boys friends while 78 respondents had more girls friends.

Q. 11 Do you have any experience to meet any unknown friend physically? The answer of the respondents are given in Table and Figure 19.

Table 19: Physical meeting of unknown persons connected through cell phone.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	153	74.3	74.3	74.3
	Yes	53	25.7	25.7	100.0
	Total	206	100.0	100.0	

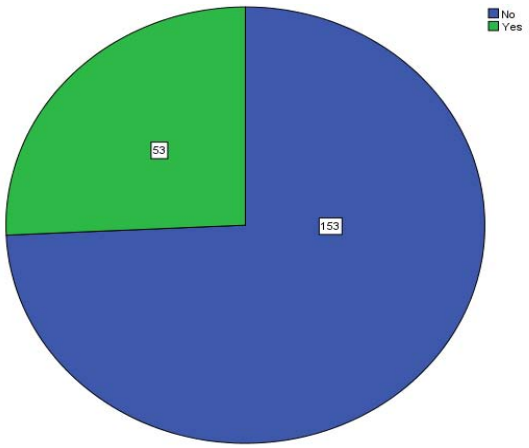


Figure 19: Physical meeting of unknown persons connected through cell phone.

Table and Figure 19 presents the experience to meet unknown friends. The empirical data show show that 153 respondents had no experience while 53 respondents had experience to meet unknown male and female friends having got acquaintance through cell phone.

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Q.12 Do you browse adult websites? The answer of the respondents are given in Table and Figure 20.

Table 12: Browsing of adult websites through cell phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	140	68.0	68.0	68.0
	Yes	66	32.0	32.0	100.0
	Total	206	100.0	100.0	

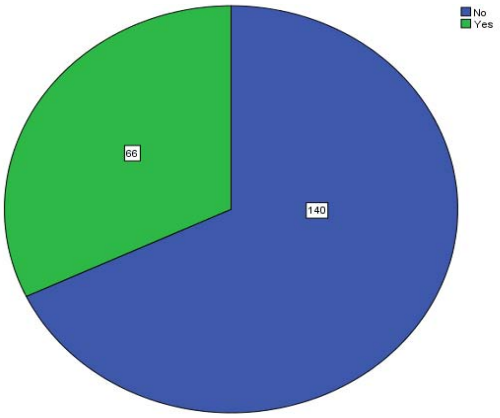


Figure 12: Browsing of adult websites through cell hone

Table 20 presents the data of the use of Adult web sites which show that 140 respondents did not browse Adult web sites while 66 respondents did browse the Adult web sites. It means that the certain ratio of respondents is browsing adult websites on cell phone and it indicates its misuse. These results must attract the attention of policy makers to take proper measures to stop such misuse particularly by the youth.

Q.13. How often you visit adult sites? The answers of the respondents are given in Table and Figure 21.

Table 21: Frequency of visiting adult websites by cell phone users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	18	8.7	8.7	8.7
	Daily	14	6.8	6.8	15.5
	No Idea	174	84.5	84.5	100.0
	Total	206	100.0	100.0	

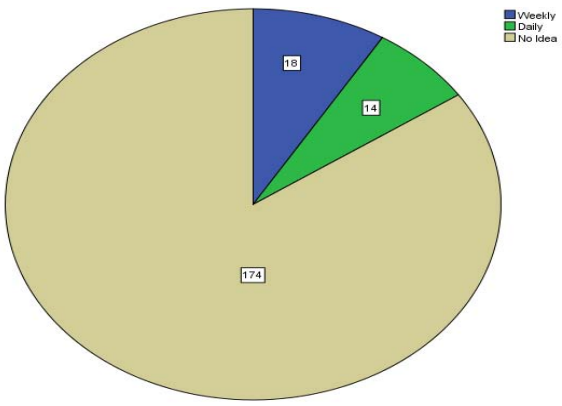


Figure 21: Frequency of visiting adult websites by cell phone users.

Table and Figure 21 show the frequency of browsing Adult websites. The evidence shows that 14 respondents browse daily, 18 browse weekly while 174 respondents had no idea.

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Q. 14 Do you live without your cell phone easily? The response of the respondents are shown in Table and Figure 22.

Table 22: Necessity of cell phone for respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	128	62.1	62.1	62.1
	Yes	78	37.9	37.9	100.0
	Total	206	100.0	100.0	

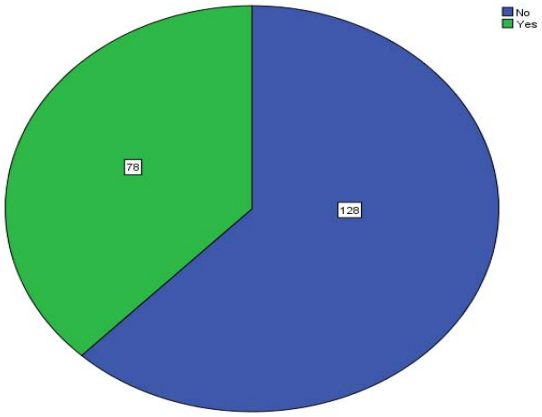


Figure 22: Necessity of cell phone for respondents

Table and Figure 22 show how many persons can live without cell phone? The data shows that 128 respondents could not live without cell phone while 78 respondents could live without cell phone. It means cell phone has become necessity for majority of sampling population.

Q. 14 Do you think that cell Phone brings change in your Life? The answer of the respondents are given in Table and Figure 23.

Table 23: Change in lifestyle due to cell phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	39	18.9	18.9	18.9
	Positive	136	66.0	66.0	85.0
	No Change	31	15.0	15.0	100.0
	Total	206	100.0	100.0	

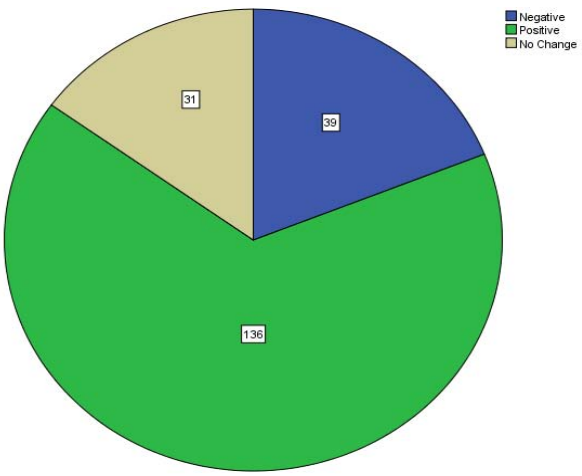


Figure 23: Change in lifestyle due to cell phone

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Table and Figure 23 presents the changes that bring due to cell phone in the lives of respondents. The empirical evidence shows that 39 respondents consider negative change, 136 respondents consider positive change while 31 respondents consider no change. It means that majority of respondents reveal that cell phone has brought positive change in their lives

V. Findings and Results

Our Empirical results suggest that both the genders male and female are using the cell phones on daily basis, but their intensity is vary from person to person. The evidence shows that educated subscribers of Multan region are more involved in the use of cell phone. This finding is consistent with the finding of previous studies of (Townsend, 2000) and (Rosen, 2004). In our study, we find that people are feeling good to have friends of opposite gender. This is quite alarming especially for a society (Pakistani) which does not like it. This finding is consistent with the study of (Agre, 2001).We also found that people from all walks of life are using short messaging services (SMS) in such a way they are using all kind of messages from funny to erotic and from sentimental to vulgar. Even they are using MMS. Our this finding is consistent with the earlier studies of Kakabadse, Kakabadse, Bailey & Myers (2009). We noted during the study that 95 percent of students reported having access to a computer/laptop, mobile phone and internet. Approximately 17 percent of students told that they spent at least three hours per day on a mobile phone. The majority of students revealed that they sent and/or received 20 text messages daily. Only five percent of students sent or received over 60 texts daily. Out of the students who sent or received text messages, 29 percent used text short cuts when completing school work. As many as 65 percent to students told that they use internet on their cellphones. This finding supports the study of Kakabadse (2009). It was also noted that people can now conduct banking, check sports scores and stocks, read news, watch YouTube videos, play games, find directions and maps, book travel plans, and search information at the touch of a button – from anywhere. The boundaries of activities and locations are becoming blurred. The data shows that 73.3 percent respondents use Facebook and having links with their male and female friends. They want to see and meet their FB friends physically as well. This thing indicate a great change in our culture. Similarly, 77 percent respondents use WhatApp on their cell phone even in the presence of their friends and relatives. This is also an indication of cultural change because in our culture which is a combination of east advise us to give great respect to elders and guests. But due to use of magical gadget (Cell phone) people feel no hesitation to use it publicly. We have asked to our respondents whether they are browsing adult websites on their cell phones. On this question, most of them become confused and hesitated to reply. Some felt shyness and some boldly reply yes they love to browse such sites frequently.

VI. Conclusions

The above discussion highlights the fact that cell phone has become the basic need of people and they use it widely for exchanging information, feeling and new ideas. It has been bringing a dramatic change in our habits, thinking, ideas and behaviour. There are a long of benefits of using cell phone that including being connected with the friends, families, colleagues and fellows 24 hours and now the availability of the people are no problem. Now they can be reached immediately. It has made our lives and inter-communication more convenient and less costly. Now we can talk to our relatives living in the United States, Canada, United Kingdom and Gulf countries easily without time and money constraints because the cost of cell phone calls are very low. However, it has also brought negative impact on our society particularly youth. Now they are opting habits of western youth and wasting their precious time on immoral activities. This is against our cultural values, which give us an edge over western societies.

VII. Recommendations

1. Cultural issues are mostly complex in nature and hardly involve simple answers. Subscribers are often poorly informed about services which they can avail by their cell phones even if they are interested in ecologically and socially responsible consumption. The greatest hazard is the lack of information availability and its true marketing.
2. Subscribers are currently bombarded by information and pictures about the different areas, which is difficult for a company's message to communicate. Information overloading among customer's impact nothing positive.

VIII. Practical Implication

Strategy creators, marketers, executives and anthropologist can get help by this research for recognizing the segments (i.e. people of Multan region) for the campaign of cell phones features. Strategy creators, marketers and executives can make strategy that follows the conduct of educated consumers for buying and use of communications products. Marketers and executives can expand the sale of their companies by using figural example of educated segment of Multan region.

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IX. Future Research

The current work represents the impact on cultural and behavioral changes over period of time with the use of cell phones. Though, there is requirement of thorough research about the concerns, present work only deliver basis for future research. Cultural change studies have recommended for examining each part of behavior of diverse areas of consumers (i.e. family composition, requirement and social role and position). Upcoming research may discover element of each interactive facet of usage purpose.

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