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The Influence of Brand and Country of Origin on Mobile Phone Purchasing Decisions



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KEYWORDS	ABSTRACT
<p>Keywords: brand; country of origin; purchasing decisions.</p> <p>Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2023 ABIM. All rights reserved.</p>	<p>The background of this research is the increasing number of mobile phone brands circulating with different specifications and originating from other countries; public perceptions regarding brands and country of origin also influence a person's purchase of something, including the purchase of a mobile phone. In making mobile phone purchasing decisions, one is controlled by the brand and the country of origin. This study aimed to determine the effect of brand and country of origin on consumer attitudes toward choosing mobile phones for Institut Agama Islam Negeri Parepare students. The sample that became the object of research was 100 students. The analytical method used in this study is multiple linear regression with the help of the SPSS 23 application. This study's results indicate a significant influence between brands and country of origin on consumer attitudes toward choosing mobile phones for Institut Agama Islam Negeri Parepare students. The country-of-origin variable is the most important factor influencing consumer attitudes in selecting mobile phones.</p>

Introduction

The era of globalization emphasizes the importance of thinking ahead and moving fast. In this context, the rapid development of science, technology, information, and communication has become integral to everyday life. This rapid transformation, especially in information technology, reaches its peak through mobile devices. The first mobile phone was invented in 1973 as a simple communication tool but has evolved into a versatile machine almost everyone owns. Today, mobile phones even exceed the functions of telephones with capabilities such as handheld computers. The mobile phone revolution depends on the Android operating system, which Google purchased from Android Inc. in 2005. Android was originally designed for digital cameras but was soon geared towards the broader smartphone market. Android transformed a touchscreen-less device into a touchscreen-enabled platform, challenging competitors like the iPhone and LG Prada. The establishment of the Open Handset Alliance consortium in 2007 became an important milestone in the development of Android. Leading technology and telecommunications services companies, including Google, Samsung, HTC, and Sony, joined forces to implement open standards in the mobile industry.

Indonesia's Mobile/Smartphone market is very diverse, with various brands from different countries. Indonesian consumers are becoming increasingly selective in choosing their devices, with some user groups preferring certain brands based on their experience and preferences. These companies seek to build their brands through product innovation and unique marketing strategies. In addition to brand, country of origin also influences consumer choice. The country of origin is often

considered a determinant of quality and consumer confidence in a product. Overall, the development of mobile phones/smartphones reflects the dynamics of globalization and competition in the information technology industry. This technological development continues, while consumers in Indonesia and other developing countries are increasingly selective in choosing products based on brand and country of origin.

The issue is inherently intertwined with the diverse viewpoints of observers and marketing specialists. According to Keagan (1995) and Agmeka et al. (2019), a brand encompasses a multifaceted collection of perceptions and encounters held by consumers, conveying anticipated advantages associated with a product manufactured by a specific organization. A brand refers to a distinctive identifier, such as a name, phrase, sign, symbol, or design, or a combination thereof, that is utilized to differentiate the goods or services offered by a particular group of sellers from those of their competitors (Errajaa et al., 2020; Shehzadi et al., 2020). A brand can be defined as a visual design and name assigned to a product or service by an organization to distinguish its offerings from those of rivals and instill confidence in consumers in the product's enduring excellence (Chang, 2020). The concept of association assumes significance when the features of a brand bear similarity to those of other brands or when the company itself holds considerable importance (Foroudi et al., 2019). A brand's strength can be enhanced by using diverse experiences to convey its message effectively. Consumers can construct a mental representation of a brand or brand image by amalgamating various connections, as Balmer et al. (2020) highlighted. According to Iglesias et al. (2019), individuals habituated to specific brands exhibit a degree of uniformity in the perception of brand image, commonly referred to as brand personality. In manufacturing, a product refers to an item produced within a factory setting, while a brand pertains to a commodity consumers acquire (Liu et al., 2020). A brand can be defined as a product that distinguishes itself from its competitors by offering customers unique features and additional value, aiming to foster a strong connection between consumers and firms based on psychological significance (Cheung et al., 2019). According to Sanny et al. (2020), a brand name must possess a distinct identity that sets it apart from its competitors. To enhance consumer recall, it has been suggested by Cheung et al. (2019) that brand names should be made more memorable. According to Balmer et al. (2020), selecting a name that closely resonates with consumers can enhance memorability and establish a tangible association in the minds of consumers. Brands offer advantages to both purchasers and vendors (Kotler, 1998; Shehzadi et al., 2020).

According to Karimov and El-Murad (2019), identifying a product's country of origin significantly affects consumer ratings. According to Ponstein et al. (2019), the country of origin is a valuable indicator for distinguishing a product from its competitors. The influence of a product's or brand's country of origin on the selection process can have excellent and negative implications (Gimeno-Feliu et al., 2019). The geographical origin of a product has a significant impact on customers' judgments of its quality. However, it is observed that when consumers acquire more information about a product, the influence of the country-of-origin effect diminishes. The phenomenon known as the country-of-origin effect significantly impacts knowledge and perceptions of a specific country, mainly when customers evaluate items or brands from that country (Risius et al., 2019). The construct denoting the amalgamation of thoughts and perceptions about specific products from a particular country across various criteria is commonly known as a country image. The association of a country's image with a product is an extrinsic factor contributing to forming the product's overall image. Country of origin can serve as a potential indicator, functioning as a distinctive mark on the product or its place of origin (Kock et al., 2019). According to Rahman (2001) as cited in Ponstein et al. (2019), investigating the country-of-origin effect encompasses intricate phenomena. The influence of demography on the country-of-origin effect is a primary factor to consider. Consumers who exhibit characteristics such as advanced age, lower levels of education, and conservative political ideologies tend to rely heavily on the country-of-origin impact. Furthermore, lay individuals emphasize the country of origin when evaluating items in diverse scenarios. Still, specialists only consider the country of origin if the information acquired is inconclusive or biased. Furthermore, it should be noted that the influence of the country-of-origin effect is contingent upon the specific product category and dimension under consideration. Typically, buyers tend to form perceptions regarding the product and its country of origin. Characterization in the context of industrialization will be based on the country's classification

as either an industrialized (developed) or developing nation. Furthermore, it is essential to note that the nation of origin impact undergoes modifications as time progresses.

Attitude refers to a broad sentiment or assessment towards individuals or entities, which can be either favorable or unfavorable (Islam et al., 2021). Prasetyo et al., (2021) suggest that attitude refers to the acquired inclination to consistently respond to an object in a manner that reflects both positive and negative sentiments. According to Bambang Pujadi's (2010) study, attitudes greatly influence how behaviors develop. Furthermore, perspectives are vital in assessing marketing activities to be undertaken and comprehending prevailing public attitudes. Consequently, attitudes serve to facilitate more effective advertising endeavors. Daniel Kazt provides a classification of the four attitude functions identified by Li et al. (2021). These functions include the utilitarian function, which is the first function. Function is associated with the fundamental principles of reward and punishment. Consumers form various attitudes towards products based on their satisfaction or disappointment. If an individual possesses a favorable inclination towards a product, would they then cultivate a positive attitude? 2) Function for Expressing Value. Consumers form their attitudes towards an effect not solely based on its benefits but on the product brand's capacity to embody the ideals that resonate with them. The ego-maintaining function is a psychological mechanism that preserves an individual's sense of self and protects their self-esteem. Purchasing Decisions often safeguard individuals against external threats and internal emotional experiences, fulfilling the role of ego maintenance—the function of knowledge. Whether extensive, moderate, or minimal, a person's attitude about a particular subject can reveal their level of expertise. According to Dash et al. (2021), the knowledge function assists customers in mitigating doubt and confusion by facilitating the discernment of information that is pertinent and inconsequential to their specific requirements.

Research Design and Methodology

The participants in this study consisted of students from IAIN Pare-Pare. The sample size for this study was determined using the Solvin formula, resulting in a total of 100 samples being obtained. The data was collected by the distribution of questionnaires to all participants. Once all the necessary data has been gathered, the subsequent step involves testing through several stages. These stages primarily encompass an initial data quality assessment comprising validity and reliability testing. Secondly, hypothesis testing contains many regression tests, including multiple regression tests, partial tests, simultaneous tests, and coefficient of determination tests.

Table 1. Variable Operational

Variable	Code	Indicator	Major Reference
Brand (X1)	X1.1	Trusted brand	(Agmeka et al., 2019; Errajaa et al., 2020)
	X1.2	Brands that fit the customer's personality	
	X1.3	Famous brand	
	X1.4	Easy to recognize identity	
Country-of-Origin (X2)	X2.1	High quality and innovated products	(Karimov & El-Murad, 2019; Ponstein et al., 2019)
	X2.2	Good reputation or image of home country	
	X2.3	Advanced technology	
Purchasing Decisions (Y)	Y1.1	Trust and knowledge of products of interest	(Dash et al., 2021; Islam et al., 2021)
	Y1.2	Feelings that reflect on a person towards a product	
	Y1.3	Reflects a behavior or action such as intending to buy a product.	

Source: Data Processed

Findings and Discussion

Findings

The characteristics of respondents observed in the study include gender and age. Table 2 shows that respondents of male gender were 57 people (57%), and respondents of female gender were 43 (43%). It can be concluded that most respondents were male, 57 people (57%). Respondents with ages between 18 and 19 were 72 people (72%), respondents with ages 19 to 20 were 20 people (20%), and respondents with ages over 20 were eight people (8%). It can be concluded that most respondents aged between 18 and 19 are 72 people (72%).

Table 2. Characteristics of Respondents

Variable	Measurement	n	%
Gender	Man	57	57%
	Woman	43	43%
Age	18-19 years	72	72%
	19-20 years	20	20%
	more than 20 years	8	8%

Source: Data Processed

The data analysis was conducted utilizing the technique of multiple linear regression analysis. Various assumption tests were performed before analyzing the data to determine the relationship between the variables included in this study. These tests included assessments of normality, linearity, and heteroscedasticity. The prerequisite exam was conducted with SPSS 23.00 for Windows. The normality test was conducted to ascertain the distribution of the research variable data, precisely whether it followed a normal distribution. Normality testing involves applying Kolmogorov-Smirnov analysis techniques, explicitly utilizing SPSS 23 for Windows to do the necessary calculations. The normality test results indicate that all variables under investigation possess a significance value exceeding 0.05 (significance larger than 0.05), namely 0.001.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.20185196
	Absolute	.193
Most Extreme Differences	Positive	.193
	Negative	-.116
Kolmogorov-Smirnov Z		1.931
Asymp. Sig. (2-tailed)		.001

a. Test distribution is Normal.

The linearity test aims to determine whether the relationship between the independent and dependent variables is linear. The linearity test criterion is that if the significance is more significant than 0.05, the relationship between the independent and dependent variables is linear. The linearity test summary results in table 4 show that the brand and country of origin variables are linear to Purchasing Decisions in choosing cellphones.

Table 4. Linearity Test Results

Variable	Sig.	Info
Brand	0.02	Linier
Country-of-Origin	0.18	Linier

Source: Output (SPSS)

The multicollinearity test was carried out to determine the amount of intercorrelation between the independent variables in this study. If there is a correlation, it is called a multicollinearity problem. It can be seen in the tolerance and VIF values to detect the presence or absence of multicollinearity. There is no multicollinearity if the tolerance value is above 0.1 and the VIF value is below 10. Table 5 shows that all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this research does not occur in multicollinearity.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Info
Brand	0.107	9.315	No multicollinearity
Country-of-Origin	0.107	9.315	No multicollinearity

Source: Output (SPSS)

Heteroscedasticity testing aims to test whether there is an inequality of variance in the regression model from the residuals of one observation to another. A good regression model assumes that heteroscedasticity does not occur and determines the presence of heteroscedasticity using the Glejser test. If the independent variable is not statistically significant and does not affect the dependent variable, then there is an indication of heteroscedasticity. Table 6 shows the absence of heteroscedasticity in the brand and country of origin variables because the significance value is more significant than 0.05.

Table 6. Heteroscedasticity Test Result

Variable	Sig.	Info
Brand	1.000	No Heteroscedasticity
Country-of-Origin	1.000	No Heteroscedasticity

Source: Output (SPSS)

Tests in this study were conducted using multiple linear regression analysis to test the relationship of two or more independent variables to one dependent variable using SPSS tools. The test results show that the coefficient of a brand (X1) and country of origin (X2) on Purchasing Decisions towards choosing mobile phones among IAIN Pare-Pare faculty students is 0.926. This shows that the coefficient of determination of the degree of influence of the independent variables on the dependent variable is 92.6%. In other words, this indicates that the independent variables (brand and country of origin) contribute 92.6% of the dependent variable's value, with the remaining 3.8% coming from other factors.

The analysis in the research model is in the form of multiple linear regression models. This analysis is used to determine the contribution of each independent variable to the dependent variable. The results of this study can show the magnitude of the influence of the brand (X1) and the country of origin (X2) on Purchasing Decisions in choosing a cell phone among the faculty students at IAIN Pare-Pare.

Table 7. Regression Coefficient Output (Coefficients^a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.998	.166		6.020	.000	
	Brand	.440	.063	.594	7.021	.000	.107 9.315
	Country-of-Origin	.387	.086	.381	4.507	.000	.107 9.315

a. Dependent Variable: Purchasing Decisions

Source: Output (SPSS)

Based on the calculation results of table 7, the regression equation model is obtained as follows.

$$Y = 998 + 0.440X_1 + 0.387X_2$$

The constant value of 998 indicates that when the independent variables, Brand (X1) and Country of Origin (X2), are held at a value of 0 or not included in the analysis, the Purchasing Decisions in selecting a smartphone among IAIN Pare-Pare faculty students is 99.8%. The regression coefficient (X1) for a brand is 0.440, indicating that a one-unit rise in the brand scale in the respondent's answer is associated with a 44.0% increase in Purchasing Decisions towards choosing a cellphone, providing all other parameters remain constant. The regression coefficient (X2) for the country-of-origin variable is 0.387. This indicates that a one-unit increase in the respondent's answer about the country of origin will result in a 38.7% rise in Purchasing Decisions towards choosing a cellphone, assuming all other factors are constant.

Table 8. F-Simultaneous Test Results (ANOVA^b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.121	2	25.060	602.640	.000 ^a
	Residual	4.034	97	.042		
	Total	54.154	99			

a. Predictors: (Constant), Country-of-Origin, Brand

b. Dependent Variable: Purchasing Decisions

Table 8 shows that the F value is 602.640 with a significance level of 0.000. Hypothesis testing compares the F-count to the F-table using the steps described in the previous section. All variables simultaneously significantly influence Purchasing Decisions toward choosing mobile phones at IAIN Pare-Pare faculty students.

The results of testing the effect of each variable partially on the decision to purchase a cellphone at IAIN Pare-Pare students are shown in table 9.

Table 9. Partial Test Results (Coefficients^a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.998	.166		6.020	.000
	Brand	.440	.063	.594	7.021	.000
	Country-of-Origin	.387	.086	.381	4.507	.000

a. Dependent Variable: Purchasing Decisions

Source: Output (SPSS)

The t-count value contained in table 9 is used to measure the level of significance of the influence of brand variables (X1) and Country of Origin (X2) on Purchasing Decisions toward mobile phones (Y). With dk (degrees of freedom) = N-2 where N = number of samples and k = constant variables, dk = 100 - 2, then the t-table value with dk = 98 with a confidence level of 90%. The t-table result is 2.632. Based on table 9, the brand and Country of Origin variables are partially significant. This is based on the significance values of both variables being smaller than 0.05. In addition, the t-count value of each variable, namely brand (X1), is 7.021 greater than 2.632, and Country of Origin (X2) is 4.507 greater than 1.660. Thus, H0 is rejected, and Ha is accepted. This means that the two variables, brand and country of origin, significantly affect Purchasing Decisions in choosing mobile phones at IAIN Pare-Pare faculty students.

Discussion

The findings of this study suggest that the brand exerts a partial influence on consumers' purchasing decisions when selecting mobile phones. The research was done among students from the faculty of IAIN Pare-Pare, hence supporting the acceptance of the presented hypothesis. The findings offer a comprehensive examination of how a brand serves as an appealing factor that enhances customer satisfaction and appreciation of a particular product brand. Brand equity refers to the added value a brand name contributes to a product (Killa, 2008; Chang et al., 2008). Brands offer value to consumers by enhancing their confidence in making purchase decisions, thereby establishing an expectation that consumers will opt for the product associated with a reputable brand. The findings of this study align with previous research conducted by (Noviandra & Mahestu, 2007; Irvandy Tamaka, 2013), which both showed that brands exert a positive and statistically significant impact on consumers' purchase decisions.

Identifying a product's place of origin is a significant factor affecting consumer evaluations of product qualities, as highlighted by (Rizky & Fajrianti, 2012). The term "country of origin" refers to the geographical location associated with the production or manufacturing of a particular product. Identifying a product's country of origin is a valuable indicator for distinguishing it from competing products. There is a prevailing belief that the geographical origin of a product exerts influence on a consumer's decision-making process when it comes to purchasing. The findings of this study

demonstrate that the nation of origin exerts a noteworthy and favorable impact on consumer purchasing behavior when selecting a mobile phone. To validate the second hypothesis. Prior studies by Armi (2015) and Permana (2013), which found that the country of origin exerts a notable influence on consumer choices when selecting a mobile phone, support the findings of this study.

Conclusion

The variables of brand and place of origin substantially impact the decision-making process of mobile phone purchases, particularly among students enrolled in the faculty of IAIN Pare-Pare. This research suggests that factors such as brand reputation and country of origin influence students' preferences for mobile phones. Products associated with brands with a positive reputation are often perceived as high quality. Consumers hold the belief that established brands can deliver a gratifying consumer experience. Likewise, when a nation is recognized for its advanced technological capabilities or superior product quality, it engenders more consumer trust in goods from said country.

The study suggests that the level of customer comprehension of the brand and product origin significantly influences their decision-making process when acquiring cell phones. Hence, it is imperative for enterprises to persistently observe and assess consumer attitudes towards their brand and the nation of origin associated with their products to sustain relevance and competitiveness within the market.

The proposition posits that mobile phone makers should enhance their branding and brand image to entice consumers. Furthermore, organizations must preserve and improve the caliber of their mobile phone technology to uphold client trust and assurance. The use of marketing tactics that prioritize brand and product origin has the potential to enhance the appeal of mobile phones within the market.

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