Influence of Pakistani and Chinese Cultural differences on different Projects of CPEC

*Ghulam Shabbir*, Ph.D. Scholar Department of Sociology, Ningxia University, Yinchuan, Ningxia, China
*Liang Xiangming*, Dean, Department of Sociology, Ningxia University, Yinchuan, Ningxia China

*Corresponding Authors: shabbier.g14@yahoo.com*

| ARTICLE DETAILS | ABSTRACT |
|-----------------|----------|
| History         | **Purpose:** To identify the problems and barriers which are become due to cultural differences between Chinese and Pakistani cultures. This study helps to find out problems that create hurdles for the completion of projects which are happening due to CPEC. |
| **Keywords**    | **Design/ Methodology/ Approach:** Qualitative and quantitative research designs were employed and a non-probability purposive technique was recruited from the concerning region. A semi-structured in-depth interview was conducted with 10 businessmen directly concerned with the CPEC project. Here using thematic analysis 10 themes emerged required purposive methods that are directly involved with CPEC or its relevant projects. A total of 500 respondents were chosen and 10 thematic emerged with different categories of vendors and businessmen. |
| **Keywords**    | **Findings:** 76.4%) was said they like to do other cultural festivals and activities while 118(23.6%) said they don’t like any cultural activity. 2nd largest city of Pakistan Lahore in 4 markets Lahore those are the hub of business where out of 500 respondents 42.6% replied yes ethnic groups are also getting the same benefits in Pakistan while 46.4% said no they don’t are doing the same type of business as majority of the people are getting benefits. |
| **JEL Classification** | **Implications/ Value/ Originality:** CPEC is the developmental approach for the welfare of society. Businessmen’s thinking level and approach should maintain proper special training which can suitable for both states’ cultures. Both side leadership should control and monitor every type of terms and condition that multinational companies will sign. |
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**Recommended citation:** Shabbir, G. and Xiangming, L., (2022). The Influence of Pakistanis and Chinese Cultural differences on different Projects of CPEC. *Sustainable Business and Society in Emerging Economies*, 4 (2), 487-496.

**Introduction**
Many projects are running under CPEC in both countries which are very important for the future of both
countries. It is also a fact both countries have different cultural values and different values so the study of both cultures and their influence on new projects are also important. Successful businessmen and managers always respect every culture even that’s the relevant majority of the community or minorities. Pakistan is the 5th largest country in the world and its uniqueness is its own culture in the name of Islam. 96% of people are Muslims so their thinking is very important which they have regarding their own culture and other cultures.

For the success of projects between two nations, cultural traits and their meaning are very important. Whole communities are representing their minds and thinking with their cultural practices, emotions, and attachments. Distributions of projects and benefits of projects are making on the demand of local areas as well for people. Here the distribution of benefits seems different. Many people in Baluchistan are feeling insecure. They claimed 60% of resources are using from their projects but they will get benefits just 5% which is not fair. Other districts are getting more benefits. So expectations of the local people of Baluchistan have many more from this mega project. They want to get more benefits from this mega project in the shape of income, job opportunities, and utilization of resources. (Ahmad 2017)

The first special economic zone (SEP) in the deep sea port of Gwadar. Gwadar and Xinjiang are connecting road transportation between one country to the second country. No doubt Pakistan enjoys its geographical location which is across the roads of south Asia. It is also called the one and last integrated region of the world. This project is important for both countries. Here is an idea of judgment that shipping costs will drop drastically if the proposed route of CPEC is used by China. The time of transit will minimize more than 10 days for its trade. (Aqeel 2016)

Haris (2015) explained that industrialization in the special economic zone (SEZ) with CPEC will rebuild Pakistan’s weak industrial units. Tong (2015) expected that employment opportunities will take place in the market. He further explained China will prefer local labor rather than China or a specific province. It’s also estimated due to CPEC local jobs will generate in different projects. Its truth Pakistan’s economy is a small comparison to China’s. It is a must for Pakistan will seek a special way from China’s expertise. It is also a must to seek special protection for local industries. (Hamid and Sara, 2012)

According to CGTN TV, one video is taken in Multan, Punjab, Pakistan, China Pakistan ties tour of the key project of China Pakistan economic corridor. Pakistan’s businessmen’s opinion is that this project is very good for farmers, Pakistan businessmen, and traders. Especially for the southern side of Punjab Multan to Karachi will be more prosperous because due to transportation their access to the selling of mangoes and cotton would be easy. They can use more advanced technology for Multan to Karachi highway which is part of CPEC. Pakistan’s businessmen are taking it as a mega project which would be a source of poverty reduction. They are considering it a long-term friendship credit and say thanks Chinese.

Research design

A qualitative research design is used for this study. According to (Denzin & Lincoln, 1994) the focal point of qualitative research is to interpret the phenomenon in their natural settings. It tends to focus on the responses and experiences of the subject rather than the perspective of the researcher. Since the present study is experiential in nature, qualitative design is appropriate to explore this phenomenon.

Sampling technique

Non-probability purpose sampling technique is used to recruit participants. This technique is appropriate for it because only those people targeted who were directly attached to the business and purchasing their trades from China.

Ten participants were recruited according to a non-probability purposive sample. Participants were selected from 4 big markets of business in Lahore, Pakistan. Lahore is 2nd largest city in Pakistan and a hub of business with different ethnic groups, four markets were chosen purposively. The sample size is
selected keeping in mind Braun and Clarke (2013). Six to ten participants make up an ideal size for a small project of thematic analysis with a short time frame.

Sample inclusion criteria: businessmen in the market, directly purchasing trades from China, they also claim to protect and practice their culture. 125 total respondents were selected from each market. Ten respondents were chosen for open-ended questions.

Sample exclusion criteria: Participants were directly attached to a Chinese warehouse where they were purchasing materials. Those participants who were not part of the interview were unaware of CPEC and Chinese Culture. All participants knew the role of CPEC in Pakistan as well as the whole routes of silk roads.

Collection of Data
A semi-structured interview was selected for data collection. The researcher created some questions before the interview and some questions the researcher asked according to the situation. We create 21 questions for the interview guide. The interview guide was tested against a pilot study with 2 participants who were not partaking in the final project. Entire interviews were recorded and the researcher also took notes during the interview. The duration of the interview may vary between 30 to 40 minutes. Informed consent took from each participant before the interview. All questions were open-ended. I chose this method because through semi-structured interviews, one can collect more rich data and the researcher gets to know more things about the phenomenon that is being studied.

Data Analysis Procedure
The study was conducted with a qualitative method using an inductive thematic analysis approach. Braun and Clarke (2006) define thematic analysis as: “A method for identifying, analyzing and reporting patterns within data. “The approach to coding plan will be ‘semantic, inductive and descriptive’ to give voice to the data and to stay close to the data as much as possible. Inductive TA stays grounded in data instead of using any existing theory. Semantic TA focuses on the obvious surface meaning and Descriptive TA refers to summarizing and describing patterned meaning in the data.

The Researcher Followed the Following 6 Steps for Data Analysis
1. Read the transcript: Firstly, a researcher read the transcript at least thrice and he got familiar with the transcript.
2. Do the initial coding: After reading the transcript, the researcher identified and extracted essential phrases and then labeled them.
3. Searching for theme: After identifying the initial theme, the researcher transferred the initial coding into short phrases
4. Reviewing the themes: At this step, the researcher clusters these themes together by identifying connections or relationships among the codes
5. Defining and naming the themes: At this step, the researcher wrote the themes’ definitions and selects the themes, makes sure names for conceptual clarity
6. Writing the report: At this step, the researcher translated the themes into a narrative account.

Quality Control
Make sure the validity is a significant part of the research at the end of the research. In qualitative research, researchers’ perspectives which are eliminated bias and increase the researcher’s truthfulness of a proposition about some social phenomenon (Denzin, 1978).

Member Checking
Member checking is known as participant feedback or respondent validation. It enhances the credibility of the study. Interpretation of the result was given to the participants that were part of the research to check the authenticity of the work and their feedback added to the report. I used this technique in this way, as I
finished the interpretation of all interviews then I shared my results of interpretation with participants and took their opinions.

Ethical Consideration
The researcher took informed consent from the participants. A participant was able to leave the interview at any stage of the interview. All information was kept confidential throughout the research. If any participant does not want to answer any question then the researcher was not forced to Participant.

Results and Discussion
In this chapter, research is focused to explain findings in quantitative and qualitative both methods. Statistical problems and finds are also elaborated in detail. Proper statistical methods are also used here which are highlighting our main points. This chapter has been divided into two parts, Part A and Part B which are categorized in this way.

Age of Respondents
In this research total, the respondents were 500 from four markets of city Lahore. Up to 35 years old respondents were 91(18.2%) while 36-45 were 255(51%) and above to 45 years old were 154(30.8%). Miemsie et al, (2010) explained in their study the common sense of people regarding the future of South Africa in the coming years. The total respondent of his study were 1,326, and their age categories were as follows: 15-25 years (3%); 26-35 years (25.9%); 135-40 years (47.5%); 40-45 years (16.7%), and above 46 years (6.9%). His research findings showed specific age of respondents was (40–45 years), which was the original research intention. Gender distribution and their respondents were also ideal, i.e. 616 males (46.5%) and 708 females (53.5%).

Respondents Regarding Gender View
Research indicates the portion of gender distribution 444(88.8) male businessmen and 56(11.2%), female businessmen, out of 500 respondents. In Pakistani culture majority of the people are male side in the business side because of culture and religion.

Respondents Regarding Education Point of View
Data indicates that 22(4.4%) respondents were illiterate, 71(14.2%) were in middle education, 164(32.8) respondents were matric and 243(48.6%) were above matric in the education field. Howard and Masset (2004) explained that education and health are closely related to traveling and mobility. For local people’s benefits, easy transportation makes easy access to communicate with communities, education, and their health care facilities. Citizens are getting more benefits in all sectors of life if giving them easy mobility and transportation.

Participants Regarding Marital Status and Family Status
Data explain the marital status of the businessmen which is like this 66(13.2%) were single, 372(74.4%) were married, 38(7.6%) were divorced and only 24(4.8%) were widows. The finding of the research explained that 207(41.4%) belong to the nuclear family, 252(50.4%) are joint family while only 41(8.2%) were from extended families.

Participants Regarding Economic Status
Data was collected from 500 respondents from 4 markets of Lahore, where 36(7.2%) respondents were from the lower class 360(72%) belonged to the middle class and 104(20.8%) belong to the upper class. (Aqeel 2017) Every project is applied to the whole society if you want to see popular culture you need to go to the middle class which is a majority in many states.

Respondents Regarding Knowledge of CPEC
Data explained the knowledge of respondents about CPEC 432(86.4%) were aware and only 68(13.6%) respondents were not known of CPEC projects. PIPS (2016) published a paper titled is this how Pakistani
perceive China Pakistan Economic Corridor? It is told in this report they took a survey in Pakistan on how Pakistani perceive CPEC. There their respondents were 157 which they took from four provinces of Pakistan. Selective districts were chosen in the area where CPEC will connect in the future. All respondents were administrative members of different institutions. The significance importance and awareness of respondents were counted as 38% relevant to CPEC. 53% responded they are aware of it only 9% were there who said they do not know about CPEC. Meanwhile, 91% of respondents gave a positive response they know CPEC. The majority of them knew it through print and electronic media. 46% of people responded they know it through their political affiliation with political parties.

Table 1: Arrangements of the respondents regarding purchasing Chinese Products

| Purchasing Chinese products | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|-----------|---------|---------------|-------------------|
| Yes                         | 382       | 76.4    | 76.4          | 76.4              |
| No                          | 118       | 23.6    | 23.6          | 100.0             |
| Total                       | 500       | 100.0   | 100.0         |                   |

Data was collected from 500 respondents from whom 382(76.4%) purchased while only 118(23.6) were not purchasing Chinese products. The important point is chosen market’s members were already attached to Chinese products, and many things and expectations they already attached to CPEC and its projects.

Table 2: Arrangements of the respondents regarding the type of business

Research interpreted that out of 500 respondents 40(8%) were an electronic business, 105(21%) were involved in the garments business, 66(13.2%) were mechanics business and 289(57.8) were doing other business like cosmetics, plastics and pampers, etc.

Table 3: Arrangements of the respondents regarding happy to contact face to face interaction with a foreigner as well as Chinese

| Face-to-face interaction | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|-------------------|
| Yes                      | 455       | 91.0    | 91.0          | 91.0              |
| No                       | 45        | 9.0     | 9.0           | 100.0             |
| Total                    | 500       | 100.0   | 100.0         |                   |

Data was taken from 500 respondents from 4 markets of Lahore which showed 455(91%) was said yes they happy for face to face interaction while 45(9%) was said no they will not happy with this type of interaction.

Hussain and Ali. (2015) elaborated that CPEC will become the source of people’s connectivity for both countries. It is a significant way for both countries and will also increase the economy way in Pakistan. It was also argued in 2015 four sectors were mentioned for development due to CEPC which were transport, energy sectors, infrastructure, and industrial corporations.

Table 4: Arrangements of the respondents regarding any threat of political parties or social media to businessmen

Data taken from 4 markets of Lahore out of 500 respondents 182(36.4%) responded from political instability was a threat, 174(34.4%) was neutral while 144(28.8%) said there is no threat relevant to any political instability in Pakistan.

Table 5: Arrangements of the respondents regarding interchange marriages experiences

| Interchange marriage | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|-------------------|
| Yes                  | 40        | 8.0     | 8.0           | 8.0               |
| No                   | 460       | 92.0    | 92.0          | 100.0             |
| Total                | 500       | 100.0   | 100.0         |                   |

Data was chosen from four markets of Lahore out of 500 respondents 40(8%) said yes they saw many couples who did marriages in different cultures while 460(92%) said they did not have any experience of interchange marriages. Ten respondents who gave open-ended questions in detail they had a negative attitude regarding the marriage concept between two different cultures.

Table 6: Arrangements of the respondents regarding their opinions of likeness to other cultures’ festivals for celebrations
Data was taken from 500 respondents of four markets in district Lahore. 382 (76.4%) said they like to do other cultural festivals and activities while 118 (23.6%) said they don’t like it. This table indicates the hub of business is in Lahore and respondents don’t want any insecurity or fear of Chinese culture.

Table 7: Arrangements of the respondents regarding learning the Chinese language

| Language | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Yes      | 388       | 77.6    | 77.6          | 77.6               |
| No       | 112       | 22.4    | 22.4          | 100.0              |
| Total    | 500       | 100.0   | 100.0         |                    |

18th no city in the world Lahore has a targeted population where 500 respondents were taken from four markets of Lahore where 388 (77.6%) said yes they want to learn the Chinese language while 112 (22.4%) said they don’t want to learn the Chinese language.

Table 8: Arrangements of the respondents regarding insecurity from Chinese culture

| Insecurity culture | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Yes                | 88        | 17.6    | 17.6          | 17.6               |
| Neutral            | 147       | 29.4    | 29.4          | 47.0               |
| No                 | 265       | 53.0    | 53.0          | 100.0              |
| Total              | 500       | 100.0   | 100.0         |                    |

Data was collected from 500 respondents from four markets in Lahore. 88 (17.6%) said yes they are feeling insecure, 147 (29.4%) were neutral and 265 (53%) said they don’t feel any insecurity about Chinese culture. On the other hand, Baluchistan’s instability is also a danger to Pakistan. Some small political parties are working against Pakistan’s development. Their connections are with foreign agencies that are anti-group of Pakistan.

Discussion
In this research, influences of culture on CPEC’s projects were assessed via quantitative and qualitative research methods. The main thematic focus was those businessmen who are doing trade with China or are influenced by projects which are done through CPEC. Every project has its qualities and is concerned with their concerning communities, though CPEC is a mega project in Pakistan as well for China. Cognitive thinking and observation from Pakistani businessmen were seen in this study. There is a discussion relationship between these variables science and art. This mega project is like a blessing for Pakistan. China and Pakistan’s relations are also very good. Pakistani respect the citizens of China. Their relationships are huge and strong for a long time. The attitude of both country’s citizens showed positive.

The main purpose of the study finding the relationship between businessmen with this mega project. Their attitude is positive toward this project. Many expectations are attached to CPEC. Thoughts of businessmen were seen very clear they can get improve their business in future due to this project.

China planned a refinery at the port of Gwadar and the construction of pipelines for many things from Gwadar port to Kashgar. Many new projects are coming with CPEC which will reduce the distance and cost not only in China as well all for Pakistan. It’s estimated that 7 times the distance will short rather than now China is facing at the moment. China’s tankers are taking twenty days from China to the Persian Gulf, but after the completion of CPEC 48 hours are required.

In this research, 51% of respondents were aged 36-45. 88% of respondents were male and are controlling the work. 48% of respondents’ education was above matric. The marital statuses of respondents were 74.4% of the selected population. As research indicated that the majority of the population belongs to joint
families which was 48% of the selected population.

The main things were observed there 72% target population was from the middle class as it assumed this size majority of people were doing their own business. 56.2% of respondents were seen from independent families from four markets of Lahore. Research also find a good relationship between 86.4% of respondents knowing the term CPEC and its impacts on their business. This relationship between the respondents was a good gesture for research.

Conclusion
All data was chosen from four markets of Lahore, where every type of community is doing business. All ethnic and minority people were also part of the research even majority of the businessmen were Muslims. Different types of age were selected where old age respondents were seen as more influenced and attached to their culture. Mostly young age businessmen were seen as optimistic about different cultures’ acculturation. In every aspect, respondents were a social change in innovations without touching on their belief system. Young businessmen have no issues with interchange marriages while older businessmen felt unsatisfied. Minorities of businessmen were seen as more satisfied with the work of CPEC and its projects. The main thing is culture can’t ignore the success of CPEC projects and their implementations. Strong affiliations are expected in jobs, small-scale businesses, and development in the agriculture sectors. Many official statements from both countries were seen they hope CPEC is the game changer for not only China and Pakistan but also for the region. The social prestige and status of businessmen will also increase in the future. Political and government involvements were also seen as positive toward the work of CPEC. Citizen of Pakistan has no issues to intercast marriages with other cultures. Ethnic groups of Pakistan are also doing business in the same sense as other majorities of the people are doing there. In the field of adoption of innovations, the attitude of businessmen was observed from 4 markets of Lahore, where 500 respondents were taken 79% said they agree to adopt new technologies and innovations in their business, 19.4% said neutral and only 1.6% was replied they don’t want to adopt innovations or technology in their business.

The main purpose of the thesis is primarily related to the theory of whether CPEC has an impact on businessmen’s cognition for the future and the Chinese cost of expenditure for future planning. The main point is seen the majority of respondents want to enhance their business but they also want to see their own culture on the safe side. If haram products will use in eating or using stuff their attitude will be negative in the future. Further 76% of respondents are ready to give prestige to Chinese culture only 24% of respondents were neutral and made a negative attitude. 38.8% of respondents are very clear to maintain their previous culture while youngster opinion is directly concerned with business and their profits. Above the age of 45 years, old people are not ready to use innovations, especially in the money transformation process and other banking systems. Lahore is the 2nd largest city in Pakistan and the CPEC route is directly attached via Multan to Lahore which is very easy access to those businessmen.

Limitations of Study
This study is taken from four only markets in Lahore city, Punjab, Pakistan. Only businessmen were taken in questionnaires and interviews which are directly or indirectly related to China Pakistan Economic Corridor.

Recommendations
For the success of projects influence or role of culture should be maintained in the proper position. Businessmen and investors should be facilities with specific methods regarding their culture. Limitations and restrictions can’t need to touch any religious boundaries. Leadership should appoint competent authorities who can monitor these things very clearly.

Supervision in Safe Hands
After looking at the final study it’s an easy way to say new companies should use this new route which
can save their time and cost also. The project should complete on time because many businessmen are ready to invest. The Supply chain and services should be reliable from both countries’ policies. It’s a good way for Pakistan to hand over this project to the Army of Pakistan. All routes should be connected with CPEC routes where security issues should be sure for businessmen. Small-scale business should be provided from the Pakistani side.

A Proper Organized Way of Transportation and Communications
Transportation services should be given to businessmen to save their time and fare. All security protections should be compulsory for businessmen. Agricultural sectors are important for CPEC so all basic niceties should provide them in the sense of transportation. Easy loan schemes are useful way if given to businessmen. Cultural values should maintain in every type of innovation. No need to cross cultural boundaries. Avoid talking about any anti-religious activity.

Law and Order Implication
Need to improve the law and order situation in Pakistan for the satisfaction of businessmen. Gwadar is situated in Baluchistan province which is sensitive regarding security issues. Pakistani government and army should apply their rules to serious biases need. Much propaganda on social media was roaming which is little danger for businessmen.

Cultural Limitations Compulsory
There is no need to think about any uncertainty but locals and nationalist leader should be taken in confidence for the safety of CPEC. Many locals and nationals are feeling insecurity so officials should brief them in detail. Meanwhile, locals and nationalists will support this Gwadar port. The need for monitoring in different aspects is also compulsory for the future safety of CPEC. Improvement and provision of basic facilities for the project should be important. Many facilities like electricity, purification of water, provisions of hospitals and good housing structure are much important. Many basic needs of life like eating stuff production are required on the route of CPEC. No need to rely on electricity in Iran, the source should be owned for the security of success.

The Local Community Should be Involved in Projects
The creation of new jobs should mainly be maintained and banned from dissident organizations, especially concerning the route of CPEC. Local people of Baluchistan should take on confident local people will get more chances for jobs and no anti-religion activity can be done regarding CPEC. Students organization should be banned who are influencing innocent people against the project’s activity. A peaceful environment is needed for this project.

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