

**Analyzing the drivers of Human Trafficking: An Awareness perspective of Punjab,
Pakistan**

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Abstract



The current research determines the socioeconomic factors about awareness of human trafficking by collecting the data of 660 respondents in Punjab, Pakistan. The study uses descriptive analysis and an order logistic regression model to investigate the relationship between dependent and independent variables. The results of this research show that education, area of living, employment, and social class have a positive and significant impact on the awareness of people. In addition to this, the frequency of information has a negative significant impact on the level of awareness, but radio/television, social media, and newspaper/letters are the sources that lead to improved knowledge. The study emphasizes awareness campaigns at the public level to improve the knowledge base of people about human trafficking to avoid such consequences.

Keywords: Awareness, Human trafficking, Order Logit, Socio-Economic, Demographic

Introduction

Human trafficking is generally defined as modern slavery. It is not only a violation of human rights but also an illegal act around the world. Human trafficking is a social as well as an economic problem that has recently attracted the attention of people, but research conducted on this topic is very rare (Cunningham & Cromer, 2016). Pakistan is well known for trafficking children and women as a destination, transit, and source country. The identification remained an issue due to unreliable data sources which makes it difficult to extract the exact situation of human trafficking in Pakistan (Yousaf, 2022). The United Nations defines human trafficking as:

"The recruitment, transportation, transfer, harboring or receipt of persons using threat, or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or a position of vulnerability or of giving or receiving of payments or benefits to achieve the consent of a person having control over another person for exploitation" (United Nations, 2000). Trafficking in general is considered as violence between two or more people, may it be in the form of emotional, physical, mental, or symbolic.

Several researchers are working on human trafficking; whereas, most of the research is conducted in the field of describing and analyzing the horizon of the trafficking (Aronowitz, 2001; Dugert, 2004; Lancet, 2003; Landesman, 2004; Stephenson, 2010), making changes in the deterrence and control policies, and helping the victims to recover (Butcher, 2003; Caldwell et al., 1997; Guth, 2010; Zimmerman & Watts, 2004). It also includes pull or push factors that instigate or facilitate human trafficking (Anderson & Davidson, 2003; Hughes, 2003). Similarly, last but not least combination of all these types is also studied (Bertone, 2004; Haynes, 2004; Hughes, 2000; Kartusch, 2001).

Several quantitative studies focus on the understanding of physical violence (Herzog, 2007, 2008; Johnson & Sigler, 1996). However, the current study will focus on in-depth knowledge and perception of the general public about human trafficking. The studies similar to this in which perception and understanding of the general public are "public perception of trafficked women in

Israel" (Herzog, 2008) and "Public perception of human trafficking in Moldova" (Robinson, 2011). Herzog (2008) found out that the heinous crimes such as homicide and rape are considered serious by the public, and they expect severe punishment for the people involved. He has also found that women's prostitution is considered a low-ranked crime among the above-mentioned ones; whereas, Robinson (2011) studied human trafficking in general considering males, females, and children for different dimensions of labor, sex, and organ trafficking. Lastly, it has been reported that Punjab province in Pakistan has a large number of human trafficking cases which makes it similar to Moldova and Israel.

Although the dimensions discussed are core areas of research on trafficking, there are areas in which the gaps still exist and need attention to be filled for further elaboration of the trafficking issue in the societal structure. One of the core and important dimensions that need to be studied is the understanding of the people about human trafficking. To fight this dilemma, there is a need to work on victims' profiles and anti-trafficking measures. To approach this dimension, first, the level of understanding of the general public is important. The role of civil society and attention are the key elements in this aspect. In addition to this if people have negative thoughts about the victims of trafficking, then it becomes difficult for the policy decision makers to work freely for the elimination of this issue. Several affected people return to their home societies, but still, they are unable to develop a level of understanding about the trafficking issue in their peer groups. It is an important element of societal integration to help them become a part of society again as a normal member. The knowledge and understanding of the public are the key elements before mores and norms can be aimed at by the government to work on the needed changes (Salazar et al., 2003).

There is an increase in the resources and attention of countries and non-government organizations, but the number of people being victimized around the globe is still increasing. The total number of victims of human trafficking in the world is 109,216. There has been an increase in the victim count of human trafficking worldwide. This number has also led to an increase in the attention of policymakers and human rights activists. There are a total of 9876 prosecutions and 5271 convictions in the world. A total of 34 percent of the victims are children, 77 percent of the females are exploited for sex trafficking, 67 percent of the male victims are exploited for bonded labor, and 43 percent of the victims are trafficked domestically (Statista Research Department, 2021). According to the U.S. Department of State (2021) findings, it is estimated that around 27.6 million individuals were subjected to forced labor in 2021. Among them, approximately 17.3 million were exploited within the private sector, 6.3 million were victims of forced commercial sexual exploitation, and 3.9 million were subjected to forced labor enforced by state authorities.

Table 1: Situation of Human Trafficking (2020)¹

AHTC ZONE	ENQUIRIES	CONVERTED TO CASES	NEW CASES
PUNJAB	14804	1031	1699
SINDH	1202	184	189
KHYBER PAKHTUNKHWA	910	146	322
BALUCHISTAN	87	38	463
ISLAMABAD	2579	178	544
Total	19582	1577	3217

Source: Annual Report on Human Trafficking and Migrant Smuggling (2020)

Table 1 shows the situation of human trafficking in Pakistan. Pakistan being the fifth largest country in the world in terms of population shares borders with Iran, India, and Afghanistan. The poor socio-economic dynamics of the country itself pave the way for crime in which the general public and criminals both contribute to add fuel to the fire. The main types of exploitation in Pakistan are sex trafficking, forced child labor, bonded labor or debt bondage, forced marriage, and begging (Yousaf, 2022). The largest human trafficking problem in Pakistan is bonded labor. Trafficked people of this category are forced to work in the brick kilns of Punjab and Sindh province of Pakistan. The province of Punjab being the largest in terms of population has also reported the largest number of human trafficking cases. At the country level, all the judicial and law enforcement departments have investigated 800 cases of sex trafficking out of which prosecutions were initiated for 756 cases and 91 sex trafficked were convicted (U.S. Department of State, 2021). This research will focus on the level

¹ (Federal Investigation Agency, 2020)

of awareness of the general public about human trafficking issues and the determinants that are relevant, important, and linked to this problem in the selected districts of the Punjab province of Pakistan. The results of this study are linked to the level of understanding of the general public. People normally look at social problems such as human trafficking at a micro level where they are concerned about the issue, its outcomes, and its impact on the affected people or victims.

Literature Survey

Human trafficking is a phenomenon that is closely linked to the exploitation of humans. There are two main types of exploitation for which humans are trafficked, sexual exploitation and forced labour. There is a difference in the occurrence of both these types of exploitation based on geographical and regional differences (Statista Research Department, 2021). Human trafficking is defined as: "The action or practice of illegally transporting people from one country or area to another, typically for forced labor or sexual exploitation" (Lexico, 2019).

The definitions of main terminologies used in this study are defined below:

Labour Trafficking is defined as: "A form of modern-day slavery in which individuals perform labor or services through the use of force, fraud, or coercion" (Tillyer et al., 2021).

Sex Trafficking is defined as: "The action or practice of illegally transporting people from one country or area to another for sexual exploitation" (Lexico, 2019)

Awareness is defined as the knowledge an individual has on a specific topic (Lexico, 2019).

Beliefs are defined as the value that an individual holds regarding a situation even though there may not be support to back it up (Lexico, 2019).

Several studies have researched the level of awareness of people about human trafficking (Buckley, 2009; A. Farrell & Fahy, 2009; Herzog, 2008). The view of people about human trafficking might have changed the course of the issue, and ultimately the factors responsible as well as policy-making (A. Farrell & Fahy, 2009). Some other researchers have surveyed the opinion of the public about the factors responsible for human trafficking, its reach, and the due course of actions needed for human trafficking. "17.3 percent" of the people were not aware of the human trafficking issue and its extent in Russia, "44.9 and 39.7 percent" said they "don't know and no one" respectively when they were inquired about the "who could most effectively combat human trafficking" (Buckley, 2009). Another research investigated the association between human trafficking of women and gender-related attitudes and roles about prostitution. Demographic factors were used to analyze the public opinion related to the graveness of human trafficking. The reactions of males and females were almost the same and only education and age were the significant factors (Herzog, 2008).

When people were asked about their understanding of the term human trafficking in Scotland, most answered it as a form of forced labor, modern slavery, sexual exploitation, and transportation for all (Kantar, 2019). The creation of awareness as a response to combat human trafficking is an important element of trafficking knowledge (Olayiwola, 2019; Shrestha et al., 2015). People are aware of the dangers associated with sex trafficking; whereas, they are also aware of the fact that women and children are used for sex trafficking (Nichols, 2015). People learn and understand the concept of human trafficking from the videos used for training. The transfer of knowledge has a significant impact on the awareness of human trafficking (Preble et al., 2016). Training and its formats help people to better understand actual knowledge of human trafficking. There has been a major shift in the knowledge about pre and post-training period (Miller et al., 2021).

The parents and children are brought into a situation of trafficking where they are tricked and remain unsuspected as laborers. The study concludes that addressing the basic causes of trafficking is more important than only increasing the knowledge of the problem (Olayiwola, 2019). On the contrary, it has also been observed that most of the victims are not responsible for being trafficked; whereas, more than one-third of the respondents' observations explain that there are false alarms about human trafficking and their victims. The myth of human trafficking is a significant factor in victims' blame and belief. (Cunningham & Cromer, 2016). Human trafficking has been recognized as a growing concern in the hospitality industry and the hotel sector is vulnerable to sexual and labor exploitation (Paraskevas & Brookes, 2018). Therefore, it is important to research the beliefs and awareness of the people working in this industry. Human trafficking is closely related to the hospitality industry. It is observed that when traffickers move from one place to another, they use the facilities provided by the hospitality industry (Gasienica, 2020).

The awareness and the factors responsible for human trafficking are closely related to each other. There are several types of awareness and perceptions of people about human trafficking. The source of information is mainly radio and television; whereas, the broker and friends of the victims are the prime mediators. By using data from 417 young females which was collected through a structured questionnaire, 60 percent of the females have heard or know about sex trafficking in females. People having a TV, completing 10th grade of education, training on gender-related problems, and living with their parents are the main factors responsible for the level of awareness (Azage et al., 2014). On the other side, radio, friends, and television were the major sources of information about sex trafficking (Azage et al., 2014; Shrestha et al., 2015).

(Sharapov, 2019) used a sample of 1000 participants from age 15 and older who were interviewed. The results show that there is a difference in the level of awareness within and across the countries amongst people from different demographic classes. To eliminate human trafficking, there is a dire need to conduct research on children and their employers at a domestic level, parents, and representatives of the NGOs. The authors suggested that there is a need to increase the knowledge of adolescent females about human trafficking through educational programs (Olayiwola, 2019; Shrestha et al., 2015).

The level of awareness about human trafficking may provide multiple benefits which will not only eliminate human trafficking but will also help policymakers to devise relevant policies. There is another way around if people have less awareness on this issue. To the best of my knowledge, there are a limited number of studies that have explored the level of awareness about trafficking. (Azage et al., 2014; Bogdan, 2020) have researched the frequency and source of information about human trafficking; whereas, Farrell and Fahy (2009) have reported that the media is an important factor in awareness.

Human trafficking has emerged as a significant global concern, particularly prevalent in developing nations. This issue has sparked extensive debates within social and economic policies (Arhin, 2016; Cockbain & Olver, 2019). Numerous studies have inquired into the public's awareness of human trafficking, considering various social and demographic factors (Buckley, 2009; Farrell & Fahy, 2009; Herzog, 2008). Recognizing and addressing this issue is crucial (Olayiwola, 2019; Shrestha et al., 2015). Various media platforms and information sources are utilized to raise awareness about trafficking (Azage et al., 2014; Farrell & Fahy, 2009; Nichols, 2015; Shrestha et al., 2015). Robinson (2011) explored the understanding and perception of human trafficking as both an economic and social dilemma. (Kragten-Heerdink et al., 2018) investigated potential links between identified cases of human trafficking and prevalent forms of exploitation. Children are particularly vulnerable to trafficking for labor and sexual exploitation (Arhin, 2012; Cockbain & Olver, 2019; Ray, 2007). Cho (2012) examined the push and pull factors contributing to trafficking. Previous researchers have also explored the political and economic dimensions of trafficking (Denisova, 2001; Fukuda-Parr, 2003; Huda, 2006).

Despite the huge prevalence of human trafficking in Pakistan, there is a research gap that exists in Pakistan on extracting the level of awareness about human trafficking. Empirical evidence on the source and information about human trafficking is lacking in Pakistan, especially in the areas with high human trafficking cases (Azage et al., 2014; Bogdan, 2020). By analyzing the mentioned literature, the present study is conducted to analyze the demographic (Buckley, 2009; A. Farrell & Fahy, 2009; Herzog, 2008), social (Azage et al., 2014; Farrell & Fahy, 2009; Nichols, 2015; Shrestha et al., 2015) and economic factors (Robinson, 2011) on the awareness of human trafficking in Pakistan. The variables such as level of education, area of living, gender, employment status, social class, frequency, and source of information have not been studied in the earlier studies as a part of a single study.

Methods and Materials

This paper is a primary data analysis about the people's awareness of human trafficking in the Punjab Province of Pakistan. The sample is collected from districts Lahore, Gujrat, Gujranwala, Faisalabad, and Multan of Punjab Province in Pakistan. The data is collected from the general public from the areas where human trafficking cases in these selected districts are high. A total of 660 people were

interviewed to gather data from the five regions of anti-human trafficking circles in terms of registered cases identified by the Federal Investigation Agency of Pakistan. A sample of 133, 156, 241, 50, and 80 people have been taken as respondents from Lahore, Gujrat, Gujranwala, Faisalabad, and Multan regions respectively at a 4% confidence interval based on the total population. After cleaning, the final data represents 67 percent males and 33 percent females. The data collection started in February 2022 and the completion in June 2022. The questions from the personal and demographic profile, awareness, evaluation, and objectivity of human trafficking were developed. The attributes of personal and demographic information are further subdivided into the city, area of living, age of respondents, education level, employment, personal income, marital status, and social class. The awareness of human trafficking has intensity of awareness, frequency, source of information, major causes and reasons of trafficking, victims' age, source of transportation of victims, and purpose. On the other side, in the last head, policy-making, its effectiveness, and measures to eliminate trafficking have been included.

Variables and Measures

The description of variables used in the analysis is presented in Table 2 and their measurement is explained in the upcoming paragraphs.

Table 2
Description of variables

Serial #	Variable Name	Scales	Reference
1.	Awareness of human trafficking (AHT)	1-5	Naik (2014), C. A. Farrell (2018), Gasienica (2020)
2.	Level of education (EDU)	1-7	Buckler (2008), Mortaza et al. (2012), Naik (2014)
3.	Area of living (AOL)	0 or 1	Buckler (2008), Bishop et al. (2013b), Naik (2014)
4.	Gender	0 or 1	Buckler (2008), Bishop et al. (2013b), Buckler (2008)
5.	Employment (EMP)	0 or 1	Azage et al. (2014)
6.	Social class (SOC)	1 to 3	Naik (2014), Bogdan (2020)
7.	Source of Information (SOI)	1 to 5	Azage et al. (2014), Shrestha et al. (2015), Hulsey (2018)
8.	Frequency of Information (FOI)	1 to 4	Bogdan (2020)

Awareness of Human trafficking (Dependent Variable)

The awareness of human trafficking is the dependent variable of this study. The awareness is measured by the level of knowledge and perception about human trafficking. The measure is evaluated by a single question, that is also used by the previous studies "How aware are you of human trafficking?" (C. A. Farrell, 2018; Gasienica, 2020). The awareness measure scales from 1 (Not at all aware) to 5 (Extremely aware). The definition of awareness is "knowledge that something exists or understanding of a situation or subject at present based on information or experience" (Cambridge University Press, 2015). Some studies have measured awareness "if participants are aware of human trafficking" (Gasienica, 2020).

Frequency of Information, Source of Information, and awareness of Human trafficking

The current study uses frequency and source of information about human trafficking as independent variables. The frequency of information related to human trafficking awareness is measured through "How often do you hear about this problem". The responses are in four categories (1=weekly, 2=monthly, 3=bi-annually, and 4=yearly). This measure is used in the same way as in the current study (Bogdan, 2020). Whereas, the source of information about human trafficking awareness and knowledge is measured through "What is your source of information on human trafficking". The responses are in five categories (1=Friend/Relative, 2=Radio/Television, 3=social media, 4=Newspaper/Letter, and 5=NGO). The source of information about human trafficking awareness is a measure used in previous studies for measuring the level of awareness of people about sex trafficking (Azage et al., 2014; Shrestha et al., 2015).

Demographic Variables

The demographic (control) variables used in the study are area of living, gender, employment status, and social class. The areas of living of the respondents taken in the study are "rural" and "urban". The criteria of the area of living of the respondents are taken by using the criteria used by (Bishop et al., 2013a; Naik, 2014). The gender of the respondents taken was "male" and "female". The gender of

the respondents taken by the researchers in this way is used by (Gasienica, 2020); Naik, 2014). The respondents were asked if they were doing any kind of job or not. That means the study takes employment levels as "yes" and "no." The category of employment status is used in the form of "some job", "no job", and "student" by Azage et al. (2014). The last controlled variable used in the analysis is the social class of the respondent which is measured in three categories in the form of (lower, middle, and upper class). The current study measures social class in the same way as is used by Bogdan (2020). Social class is also used by Naik (2014) but in another way which is the type of caste the respondent belongs to which represents the level of their social class in the society as in India the social class is measured by their caste.

Empirical Model

The nature of the independent variables (demographic, social, economic, and knowledge) is ordinal. So, at first, ordered logit regression is run to estimate the relationship between the dependent and independent variables and also explains unobserved latent variables in the model (Cameron & Trivedi, 2005). The order logit model is more appropriate as it can easily handle the extreme values of response and predictor variables in the data which the order probit model cannot be due to lighter tails. Thus it is more robust to outliers in the data than probit estimations. The bootstraps standard errors are used to analyze with 100 replications at maximum to get the cluster-robust standard errors, which leads to correlation with that cluster, but it doesn't affect the consistency of the estimator (Cameron & Trivedi, 2005). Our method yields more precise estimates of the standard errors and enables us to take into consideration the possible bias brought about by clustering. The bootstrap approach can also handle non-linear connections between variables and is robust to normality assumptions.

Ordered Logit Regression

The model used for this research is as follows:

$$AHT_i = \beta_0 + \beta_1 Edu_i + \beta_2 AOL_i + \beta_3 i.Gender_i + \beta_4 Emp_i + \beta_5 i.SOC_i + \beta_6 i.FOI_i + \beta_7 i.SOI_i + \mu_i$$

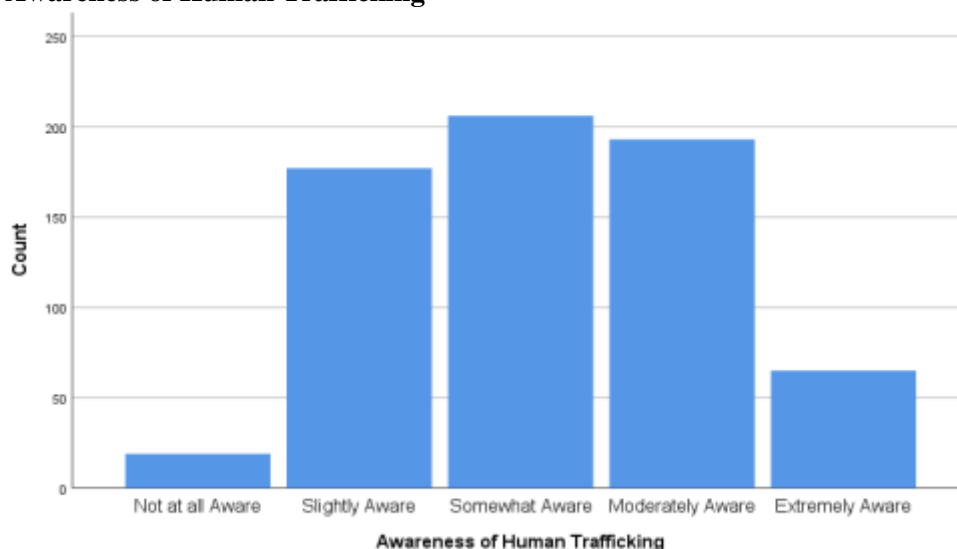
The variables used in this model are defined in table 2:

Results and Discussion

Descriptive Statistics

The descriptive statistics of the paper are presented in Table 3. A total of 660 people were interviewed out of which sixty-nine (69) and thirty-one (31) percent of the respondents were males and females respectively. The level of awareness about human trafficking is measured on a Likert scale. There are almost twenty-seven percent (27), thirty-one (31), and twenty-nine (29) percent of respondents are slightly, somewhat, and moderately aware of human trafficking respectively. The count of awareness about human trafficking is shown in Figure 1.

Figure 1: Awareness of Human Trafficking



Approximately four (40) percent of the respondents have no formal education, which is the lowest. Whereas almost forty-one (41) percent of the respondents have attained higher education or above, which is the highest value. Sixty-nine (69) and thirty-one (31) percent are employed and unemployed respectively. A major proportion that is almost eighty-nine (89) percent of the

respondents belong to the middle class; whereas, the remaining respondents are from lower- and upper-class structures. There are thirty-six (36) percent of people say that they have come across human trafficking-related information every month. The lowest is Bi-annually basis which is eighteen (18) percent. The major source of information about human trafficking is social media which is seventy-four (74) percent of the respondents. The lowest level of information comes from non-governmental organizations. Sixty (60) percent of the people have responded that they are somewhat aware and moderately aware of human trafficking which is the highest among other items. Whereas, only three (3) percent say they are not at all aware of this concept.

Table 3
Descriptive Analysis

Variables		Frequency	Proportion (%)
Awareness of Human Trafficking	Not at all aware	19	2.9
	Slightly aware	177	26.8
	Somewhat aware	206	31.2
	Moderately aware	193	29.2
	Extremely aware	65	9.8
	No Formal Education	30	4.5
Level of Education (n=660)	Up to Secondary Education	118	17.9
	Up to Intermediate Education	238	36.1
	Up to Higher Education and above	274	41.5
Area of living (n=660)	Rural	231	35.0
	Urban	429	65.0
Gender (n=660)	Male	453	68.6
	Female	207	31.4
Employment (n=660)	Not Employed	201	30.5
	Employed	459	69.5
Social Class Status (n=660)	Low Class	28	4.2
	Middle Class	587	88.9
	High Class	45	6.8
Frequency of information (n=660)	Weekly	160	24.2
	Monthly	240	36.4
	Bi-annually	119	18.0
	Yearly	141	21.4
	Friend/Relative	260	39.4
Source of Information (n=660)	Radio/Television	187	28.3
	Social Media	489	74.1
	Newsletter/Paper	88	13.3
	NGO	55	8.3

Source: Author's Calculations

The study has used the order logit regression model to estimate the impact of demographic, socio-economic, and knowledge of people on the awareness of people on human trafficking. In the first model of our analysis, five independent variables have been used to estimate the impact on the awareness of human trafficking. The independent variables for the first model are the level of education, area of living, gender, employment, and social class of the respondents (Table 4). This model contained all the variables which are control variables. In this model of demographic (control) variables, intermediate level of education, up to master and higher education, area of living, employment, middle class, and high class have a significant impact on the awareness of human trafficking of the people (Table 4). However, secondary education and gender have no significant impact on the awareness of people about human trafficking. Many of the control variables have a positive and significant impact on the awareness of human trafficking. The results of this model show that the intermediate level of education and up to master and above have a positive significant impact with odds of 2.29 and 2.80 respectively on the awareness of human trafficking. Our results are consistent with the study of Azage et al. (2014), who depicted that people with above secondary level education have a higher level of awareness about human trafficking. Area of living (urban) and people with employment also have a positive significant impact with odds of 1.85 and 1.36 respectively on awareness of human trafficking. Previous study also finds that people living in urban areas are more aware than in rural areas (Bishop et al., 2013a). Urban areas have more media coverage and access to information which enables them to access more information about law enforcement, human and sex

trafficking issues. Employment level is also positively and significantly related to the odds of awareness about HT, but this relationship is weak (OR = 1.36; p < 0.1). The results are in line with the previous study by Azage et al. (2014) who found that people with some form of employment or job are more aware of human trafficking than those who have no job (Azage et al., 2014). The socio-economic class measured with middle class and higher-class categories increases the awareness of people about human trafficking by odds of 2.15 and 2.66 respectively. These results are contrary to a previous study by Bogdan (2020) as it finds that people with low and average wages more frequently hear about this problem and thus have more information about HT. But in Pakistan, it might be the reason that people with a high-income class have more social contacts, more access to social media, and more sources of information which increases the level of awareness about human trafficking. Finally, We didn't find any significant impact of secondary education and gender on awareness of human trafficking.

Table 4

Ordered Logit Regression Model (Dependent Variable: Awareness of HT)

VARIABLES	(1) Demography	(2) Socio-Economic	(3) Full Model
Level of Education			
Secondary Education (8)	0.7497 (0.2585)		0.8159 (0.3021)
Intermediate (12)	2.2922** (0.7571)		2.4155** (0.8349)
Up to Master and above	2.8072*** (0.9049)		2.9853*** (1.0029)
Area of living: Urban	1.8520*** (0.2888)		1.9208*** (0.3099)
Gender: Female	0.8902 (0.1455)		0.8420 (0.1456)
Employment: Yes	1.3644* (0.2304)		1.3575* (0.2335)
Social Class			
Middle Class	2.1550* (0.8630)		2.2193** (0.8618)
High Class	2.6603** (1.2934)		2.3965* (1.1729)
Frequency of Information (Base outcome = Weekly)			
Monthly		0.4411*** (0.0896)	0.4462*** (0.0934)
Bi-annually		0.3496*** (0.0872)	0.3712*** (0.0918)
Yearly		0.1672*** (0.0374)	0.1573*** (0.0374)
Source of Information			
Friend/Relative		0.9603 (0.1499)	0.9672 (0.1538)
Radio/Television		1.7105*** (0.2814)	1.7143*** (0.2902)
Social Media		1.8983*** (0.3445)	1.7393*** (0.3323)
Newsletter/Paper		1.5358* (0.3674)	1.5309* (0.3557)
NGO		0.6638 (0.1859)	0.6355 (0.1781)
Log Likelihood	-888.72288	-879.88476	-841.48841
Observations	660	660	660

Robust SE-form in parentheses *** p<0.01, ** p<0.05, * p<0.1

In the second model of our analysis, two more independent variables have been added which are frequency and source of information of people about human trafficking. People who come across or hear about human trafficking issues on a monthly, bi-annually, and yearly basis have a negative significant impact by odds of 0.56 (OR = 0.44), 0.66 (OR = 0.34), and 0.84 (OR = 0.16) respectively than those who hear about HT on weekly basis. This means people who come across information on a monthly, bi-annually, and yearly basis have less awareness of human trafficking. People who have come across some information monthly and bi-annually tend to have a clearer understanding of the issue of human trafficking than those who hear about this issue annually or rarely (Bogdan, 2020). In the source of information, people who have gained or attained some education or knowledge from radio/television, social media, and newspaper/letters have a significant impact on the level of awareness of human trafficking. The odd values of radio/television, social media, and newspaper/letter are 1.71, 1.83, and 1.53 respectively, meaning that through these three sources, the level of awareness of people about human trafficking has increased. Households who have radio or television at their home are more aware of sex-related human trafficking (Shrestha et al., 2015). In previous studies, it has also been found that media plays an important role in the knowledge of people about human trafficking (A. Farrell & Fahy, 2009; Shrestha et al., 2015). We didn't find any significant impact of the information about human trafficking coming from friends/relatives and NGOs. This is because of the reason that human trafficking is a sensitive issue in Pakistan, and that is why people in their peer groups and NGOs don't launch awareness campaigns on a larger scale.

Conclusion

Awareness and knowledge about human trafficking are an important factor in controlling and eliminating trafficking from the lives of the people. The societal structure is not only based upon the learning of socio-economic and demographic factors, but the level of awareness about the problems is the key determinant to avoid being part of the issue. The demographic factors along with social and economic factors are vital in determining the reasons and causes behind the trafficking issue. The role of government in awareness of human trafficking does affect the level of knowledge and perception about the trafficking of people. The information is passed on to the people from social media, television or radio, and newspapers in today's world. The more people come across or hear about the problem of human trafficking the more they are aware of this issue. In this context, by taking the data of 660 respondents this research has explored the level of awareness of people about human trafficking.

The data strength and the results explain that the level of education, area of living of people, employment, and social class positively affect the level of awareness of the people. The education level of the respondents, intermediate and up to master and above positively impacts the awareness level of the people. The people living in urban areas are more aware of human trafficking than the people living in rural areas. The awareness level increases for the people belonging to middle and higher social groups. Since media plays an important role in our lives, the results of the study also show that social media, radio, and television play a significant role in raising awareness of human trafficking. This is because of the reason that people in Pakistan spend most of their time on social media networks.

Government awareness campaigns are an important element in improving the knowledge base of people about human trafficking. In this regard, the government may take help from digital tools such as the use of media to launch awareness campaigns. The deterrence effect created by the security agencies and their performance on this issue should be highlighted. The role of civil society plays an important role in helping people learn about this issue. There is no denying the fact that adding some chapters about knowledge of human trafficking will create a major difference as education is one of the important elements in the knowledge base of human trafficking. Moreover, awareness of human trafficking and smuggling can also be raised by educating people through social media, especially in rural areas, and providing easy access to the internet and other social media platforms in rural areas as they have less awareness of this issue. NGOs and other public institutions can also raise campaigns on awareness programs about human trafficking in schools to eradicate the consequences of HT in the long term.

This study is based on the Punjab province of Pakistan owing to the social, economic, and time issues. We have faced certain issues in the collection of data such as people are hesitant to show their level of awareness of this sensitive issue of trafficking. There is the presence of forced labor,

bonded labor, and sexual exploitation in Pakistan; therefore, people do not feel comfortable talking about it and are afraid of being part of the part. This research requires a lot of economic resources which makes it difficult to travel and collect data from far flung areas of Punjab. It not only consumes money but also requires time and effort. However, the same study can be replicated in other provinces of the country to know about the broader picture of human trafficking awareness at the national level. In addition to this, longitudinal and cross-country analyses can be conducted by using the same model. Further research can be conducted on the evaluation of awareness campaigns conducted by the government and relevant stakeholders.

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