

A Psychological Study of Business Strategies used By Drug Mafia in Azad Jammu & Kashmir

**Noman Mushtaq, Sadia Bibi, Sadiqa Bibi, Sajid Ali Khan, Anum Abid, Sabeela Akhtar,
Faran Mushtaq, Safoora Afzal, Kalsoom Kabir, Uzma Shazad, Kamila Hafiz,
Aneesa Naseem, Zainub Riaz**

Abstract-This research study examine the business strategies used by drug mafia in Azad Jammu & Kashmir (AJ&K) and their favorite targets in general population. A sample of 60 males comprising members of drug mafia (20) from Poonch (21) from Muzaffarabad and (19) from Mirpur AJ&K was taken. Snowball sampling technique from non-probability sampling strategies was used to recruit study participants. A qualitative research design was used with in-depth semi-structured interview technique. Both the thematic analysis and descriptive statistics were used to calculate and conclude the results. Chi-square test, pie and bar chart were applied in phase II of analysis to test the hypothesis and level of relationship between drug variables. Cannabis (Chars) with (98.3%) and Alcohol (Sharab) with (80%) average was found to be highly correlated which shows that these two drugs are most extensively abused in AJ&K as compare to any other drugs. It was found that 55% of the drug consignments entered in AJ&K through Pakistan border and almost 45% from Indian border. Drug mafia's business partnership ratio with active and sleeping partners were found to be 70% and 30% respectively. Favorite targets of mafia include students, poor, unemployed, low income people, rich individuals, only child, younger child, political parties, depressive and hopeless individuals and it was also found that drugs of any kind are not being produced in AJ&K.

Key words: Drug mafia, AJ&K, business strategies, favorite targets, types of drugs

INTRODUCTION

Drug addiction is a universal issue with harmful effects on human wellbeing, assets and safety of nations (UNODC, 2010). In AJ&K illicit drug abuse and illicit drug selling is considered as crime Control of Narcotic Substances Act 1997, because drug abuse negatively influences fitness and wellbeing of individuals and also causes depressing psychological impact to their families. Some drugs are very popular among youngsters because of their quick and easy availability to them. Tobacco and alcohol are normally the most frequently experimented drugs

among youth, because both are considered as legal and mild (Peltzer 2008). While drug misuse is widespread in AJ&K, it is significant to recognize the extent of their use among population and search the efficient ways to fight them.

The systematic widespread of drug mafia is biggest problem which has become a challenge for society and higher authorities due to the hidden planning and influential strategies used by mafia in AJ&K. Drug mafia is an illegal, secret and organized criminal group which deals with drugs and drug related activities like international drug trafficking, drug business, running drug clubs and pubs and drug related street crimes etc. They called mafia because they operate in a way which is both hidden and influential. Drug mafia provides every possible type of illegal distinct drugs, although some drugs like ecstasy and methamphetamine are chemically similar (Gahlinger, 2001).

The present study aims to identify the business strategies and tools used by drug mafia to target the population and understand the techniques used by drug mafia to expand their network in AJ&K. Studies have identified two frameworks; the supply and demand framework and the Bronfenbrenner's socio-ecological model which describes that a substance abuser is influenced by different kinds of environmental systems (Bronfenbrenner, 1993). According to another study systems are interconnected and mutually dependent (Wall, 2001).

Many researchers have presented information on drug abuse among youth (Reddy et al. 2010, and Jacobs and Steyn, 2013). A drug is any substance that has both psychological and physical effects on individual. Cannabis is the main highly abused drug among youth (Plüddemann et al., 2010) another study states that youth do not consider cannabis as a risky drug. Alcohol, cannabis, heroine, tobacco, and opium are in general the most regularly used illegal drugs among AJ&K youth. Variety of studies are conducted on different types of drugs, some studies examine the "gateway" theory of drug taking (Golub & Johnson, 2001; Hall & Lynskey, 2005; Kandel, 1975; Tarter, Vanyukov, Kirisci, Reynolds, & Clark, 2006; Yamaguchi & Kandel, 1984).

AJ&K has significant drug involved people, especially teenagers and young adults are soft targets of mafia. The drug mafia use unique techniques to make new customers and supply drugs to consumers by spreading rumors like drugs provide relief from stressful life events and enhances sexual pleasure etc. The youth use drugs to increase confidence in dealing with people and tense situations surrounding them (Rocha-Silva, 1997). Business techniques like active and sleeping partnerships are used by mafia in which they target the most vulnerable individuals by offering partnership in their business, a sleeping partner is a person who has a share in the business but do not work and may not invest in it while an active partner is one who directly invest and participate

in the business. Some individuals use drug as recreational activity such as increasing sexual pleasure. Drug use has been often associated with increased sexual activity (Rhodes, 1996).

Objectives of the Study

The present study was conducted with the following objectives.

1. To gain an understanding of business strategies and techniques used by drug mafia (to expand their network and activities).
2. To identify the types of drugs being used in AJ&K.
3. To identify the routes of drug trafficking by drug mafia in AJ&K.
4. To identify the modes of drug delivery in AJ&K.
5. To highlight the targets of mafia in general population.

LITERATURE REVIEW

Borden (1964) presented the term “marketing mix”, which is also known as the “4Ps” (product, price, promotion, and place), as a way of converting marketing planning into practice (McCarthy, 1964). Drug mafia is very organized in its activities and planes. They work on each and every step of their tasks in advance to make sure their success. And use different tactics which are used in any other legal business to meet their objectives e.g. developing unique marketing strategies, planning marketing programs, searching opportunities and managing their market. Mafia’s market management is very good that they first promote their products (drugs) through different channels and then provide a good quality product on right price at safe place to their customers. Their safe, organized and risk-free strategies attract the new customers and built their confidence on them and also keep the old customers intact. This 4Ps model defines marketing tools which are used by different businesses to achieve their targets (Kotler, 2000).

Qualitative studies have shown that raising taxes has a positive effect because it decreases the consumption of tobacco and alcohol (Anderson, Bruijn, Angus, Gordon, &Hasting, 2009). Mafia uses an opposite technique to these findings by providing products at cheap costs to their consumers. Drug mafia is operating a successful network because it has best marketing, branding and customer services. They know their product very well and selling it on its quality, value and price through their local level very bold and trustworthy dealers. They chose a consumer very wisely first create need then provide damn good products and services to increase demand in their target people then supply them fearlessly. Drug mafia is perfect in their process and available for their customers at any time. It is the fact that youth are prone to drug abuse because of their vulnerability (Mohasoa, 2010).

Environmental approach is being used to create demand for drugs. The drug abuser is affected by different kinds of environmental systems (Bronfenbrenner, 1993). Applications of this model is found in Mason, Cheung, & Walker, (2004) for substance use; Yu, Stiffman, & Freedenthal, (2005) on tobacco use; and Marsden, Boys, Farrell, Stillwell, Hutchings, et al., (2010), Bibi & Mushtaq (2017) factors contributing to drug addiction and Ennett, Foshee, Bauman, Hussong, Cai, et al., (2008) on alcohol use and misuse. The social development model identifies five most common risk factors that lead to the development of adolescent behavioral problems one of them is substance abuse (Hawkins and Catalano, 1992).

According to ecological theory, drug abuse among youth is contributed by the interaction between different levels of factors present in environment (Stormshak & Dishion, 2009). These levels of systems include the person's immediate environment, external settings, cultures and ideologies etc. Somewhere between all these layers of environment the organized criminal groups manage to enhance their business by strategically planning the scenario and cracking the favorable business partnership deals to their most favorite targets in youth.

Public Health Model emphasizes on the physical, social, cultural and institutional factors and forces (CADCA, 2008). According to this model individual behaviors are largely influenced by social context. In line with this model drug mafia is shaping youth's drug abusing behavior in social context, by creating a fascinating environment of drug abuse as fashionable thing and chilling factor. As individual's actions are resulted from environmental interactions, so by using different determinants of their target population mafia have created a welcoming atmosphere for youth to enjoy drugs as social compliance.

It is the fact that globalization and other open market assess contribute indirectly to drug abuse by youth. Globalization means access to drug markets with the high circulation of active network of drug traders and consumers (Spooner & Heatherington, 2005). Some legal drugs are also being abused among youth e.g. cough syrups, pain killers, anxiolytics etc. Some youngsters are abusing samad bond glue as Inhalants. Now-a-days Parents are not spending much time with their young children, which cause boredom, frustration and depression leading to increased drug abuse (Spooner & Heatherington, 2005).

Rationale of study

Present study identifies and highlights the strategies and tools used by drug mafia in AJ&K. It also provides logical information on the extent and impact of drug mafia in AJ&K to communicate the seriousness of situation to the higher authorities about the increasing risk.

METHODOLOGY

Present study was conducted after reviewing extensive literature. It examined the spread of mafia and extent of its effects on youth in AJ&K. The information was collected from AJ&K. Both qualitative analysis and descriptive statistics (Ahmed et al., 2017) were applied to draw results. Thematic analysis and statistical package for social sciences (SPSS) were used for data analysis.

Research Design

Quantitative research design with in-depth interview technique was used in this study. The qualitative approach of study helped researchers to achieve their objectives and also expose and evaluate the situation under study.

Problem Statement

AJ&K has an alarming drug abuse problem, because the drug mafia has a strong network in the region. As drug abuse is a problem that ignores all limitations, circumstances, social class systems, and financial status, so every rich, poor, employed, unemployed, educated or uneducated individual is abusing drugs. Unfortunately, apart from little attempts no coherent research has been done to put this situation in light and notify future interventions.

Hypotheses

1. 4Ps model of marketing is being used by mafia in AJ&K.
2. Cannabis and alcohol are highly abused drugs among AJ&K youth then anxiolytics and cough syrups.
2. There is a significant relationship between illegal drugs like cannabis, alcohol, heroine, and legal drugs like anxiolytics, cough syrups and glue.
4. Drugs of any kind are not being produced in AJ&K.
5. Mafia is organized and well planned to achieve their goals in AJ&K.

Population

Population of this study was consisted of drug dealing male members of drug mafia from 3 major districts of AJ&K including Poonch, Muzaffarabad and Mirpur.

Sample

The sample of this study was consisted of 60 male members of drug mafia and the age range of sample was (20-40). 20 participants were selected from district Poonch, 21 from Muzaffarabad and 19 from Mirpur AJ&K. Snowball sampling technique was used to select sample from targeted population. Snowball technique was used because it was hard to find the participants as the population under study was unique.

Tool for data collection

With the purpose of getting detailed information the in-depth interview technique with semi structured format was used to collect the data from study participants. The in-depth interview technique provided great amount of data from relatively small sample of participants. By following semi-structured format interview schedules with open ended questions were developed by researchers. The data was collected personally by the researchers through visiting all three districts on different times.

Ethical Considerations

After introduction rapport was developed with the participants and the purpose of study was explained. After that the researchers emphasized that the study is voluntary and anonymous. The confidentiality was assured and their cooperation was requested. The participants then indicated their consent by signing the consent form to participate. After obtaining the consents interviews were conducted.

Procedure

The data collection in this study was an extremely difficult task because first it was hard to recruit such sample participants and then the nature of interview was very personal and revealing. The interviews took place in face to face fashion. Each interview lasted in approximately 50 to 60 minutes. The participants were asked to leave at any time during interview if they felt any discomfort or safety concerns. A researcher asked questions one by one from the prepared set of questions and the other researcher wrote down the interview's responses after very carefully observing and confirming the repetition of their answers. The interviews were also audio-taped with the consents of participants for the later use by making it sure that their identity will not be revealed. No information regarding participant's identity, Personality and security was requested or written. All participants were thanked after interviews for their willing participation and cooperation. Soon after each interview, the researchers re read and re-typed the whole written records of the interview verbatim in more organized and accurate form.

Analysis and interpretation

The data analysis was performed in two phases by keeping in view the objectives of study. Although a mixed qualitative and quantitative approach to analysis was used but the present study applied a qualitative research design so a qualitative analysis approach "Thematic analysis" was used in phase I. The already written (typed) information by researchers and audio tapes of information were used to code important themes for data analysis. In phase II, descriptive

statistics, visual representations, chi square test and correlation structures were applied to meaningfully summarize the data and provide a better picture of information that also highlights important features in data.

RESULTS

Data Analysis

Data analysis was performed in two phases, phase I and the phase II in the light of objectives of the study.

Phase I: Qualitative Data Analysis

An interview helps the researcher to have a well-planned conversation with the respondents. The semi-structured in-depth-interview method was used to gather present study's data. The researchers were intended to understand and highlight what strategies drug mafia uses to expand their business, which are the favorite targets of mafia, what are the routes of drug trafficking and how they manage their activities. The interview provided enough detailed information of how mafia is operating in AJ&K, their business strategies and procedures.

The semi-structured open-ended interviews were conducted by researchers with predetermined set of questions. The leading dealers and regional operators of mafia were interviewed. The interviews addressed all the important points mentioned in introduction and objectives of our study. Following are some main questions asked from participants:

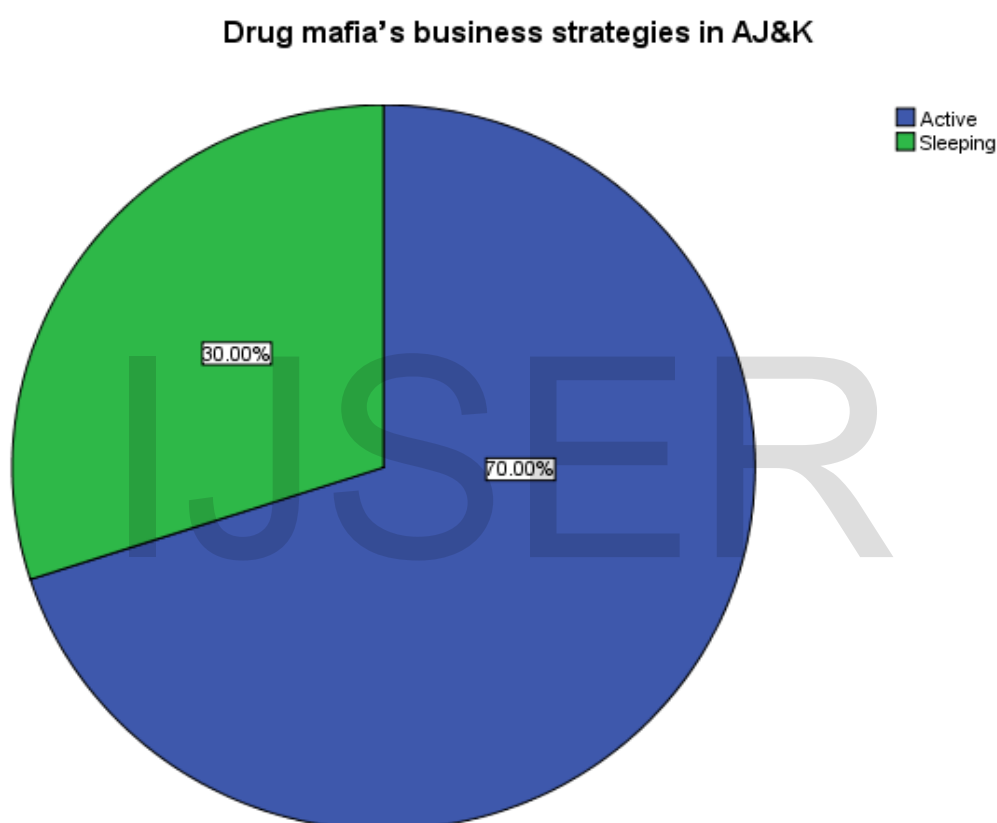
1. What strategies mafia uses to enhance their business?
2. Which kind of drugs you deal in?
3. Do you produce drugs within AJ&K?
4. What are the routes to enter illegal drugs in AJ&K?
5. Who are the targets of mafia?

The in-depth interview method helped researchers to gain deep insights on the whole network and activities of drug mafia. The interviews were recorded and documented in written form with the purpose of performing thematic analysis on data. Immediately after the completion of interview phase, the thematic analysis technique was applied to encode all the important qualitative data gathered from interviews. Thematic analysis is a process for encoding qualitative information. The themes developed from analysis helped the researchers to understand, categorize and interpret the data. Six major themes emerged from qualitative data after applying thematic analysis.

Findings of interviews yielded six main themes/categories. All categories are listed below, quantitative analysis of these categories is provided in phase II.

I. Drug mafia's business strategies in AJ&K

The data analysis highlighted two key strategies used by mafia to expand their business one of them is offering an active partnership and other is offering sleeping partnership to their population of interest. About 70% of mafia's regular customers are also their active partners and 30% are sleeping partners in their business.



II. Techniques used to promote drug culture

Through deep thematic analysis researchers acquire the understanding about the techniques used by mafia to promote drug abusing culture in AJ&K. Promotion itself is a technique which they use in variety of ways to spread drug culture. The data provided some promotional techniques and calculated percentages with them that indicate the impact of such techniques. For example, by spreading the rumors about drugs that it is the way to forget all worries and depressing thoughts, drugs enhance sexual pleasure, drugs are the easy way to make money and fascinating stories like invest in drugs make money and then leave it and start some other legal business. Another technique of offering affordable prices and multiple packages is also being used. Approximately 40% of mafia's regular customers are influenced by rumor of

forgetting worries, 30% are abusing drugs for enhancing sexual pleasure, 20% are enjoying multiple packages and cheap deals, and 10% are investing to make money from drug business.

III. Types of drugs used in AJ&K

After carefully analyzing and coding the interviews data, the researchers find out that cannabis, alcohol and heroine injections were the most frequently abused illegal drugs. On the other hand, anti-depressants, anxiolytics, glue and cough syrups were also being abused.

IV. Routes of drug trafficking in AJ&K

The interviews data revealed that all the drug consignments enter in AJ&K through two border areas including Pakistan border and Indian border. Some linkage areas from Pakistan to AJ&K are Gari Habibullah to Muzaffarabad road, Kohala, Taiendalkot, Azad Patan, Holar, Mangla, Kallar Saidan, Dadyal Road, Bhimber Gujrat Road, Bhattian Chibban, Barnala Gujrat Road, Dhan Heer Road Bhimber, Burejal Road Bhimber, Rohaila Road Bhimber and from India to AJ&K are Chokothi Urri Crossing Point, Tetrinote, Chakan Da Bagh Crossing Point. It was found that 55% of the drug consignments entered in AJ&K through Pakistan border and almost 45% from Indian border.

V. Modes of drug delivery

Although different ways of drug delivery were reported by respondents but the data analysis found three most common modes of drug delivery.

The first mode is the use of different mobile services like car, auto rickshaws and bikes etc. to deliver packages which are ordered by customers. The suppliers deliver those packages on specific safe place of customer's choice where both exchange product and money from each other by sitting in car or on bike safely.

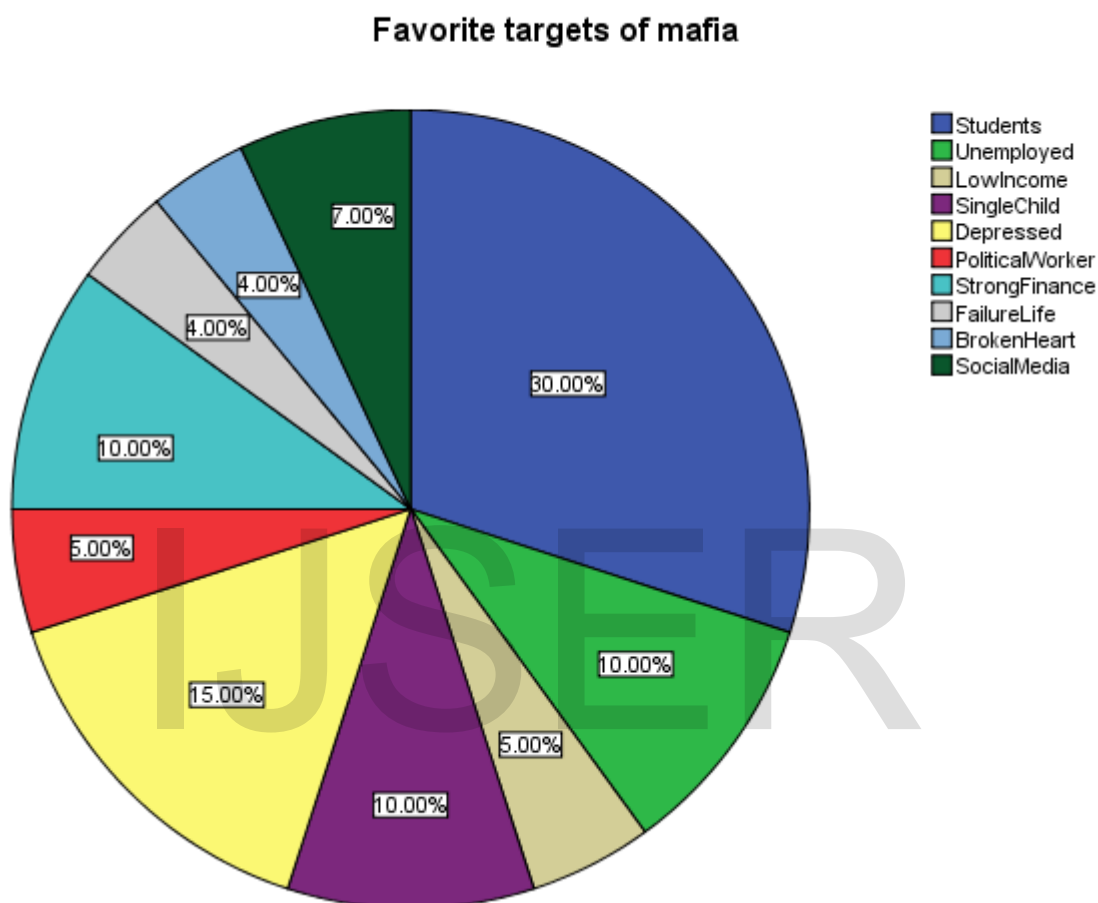
The second mode of drug delivery involves different spots where suppliers are already present e.g. shopkeepers at shops of any legal business, workers in hotels or workers in snooker clubs etc. and sometimes they deliver at their houses.

The third mode of delivery are the rural areas where both the customers and suppliers always feel safe to exchange their product and money because there are very few chances for getting caught by police in rural areas. Almost 30% of suppliers use mobile services for delivery processes, 20% delivers on certain spots and around 50% prefer rural areas.

VI. Favorite targets of mafia

The analysis of data communicated important information on the favorite targets of drug mafia. According to this information drug mafia's targets with their percentages are school/college/university students 30%, unemployed youngsters 10%, low income / poor

individuals 5%, single/younger child 10%, depress and aggressive people 15%, political workers 5%, financially strong individuals 10%, people with failures in life 4%, people with broken hearts 4% and social media users 7%.



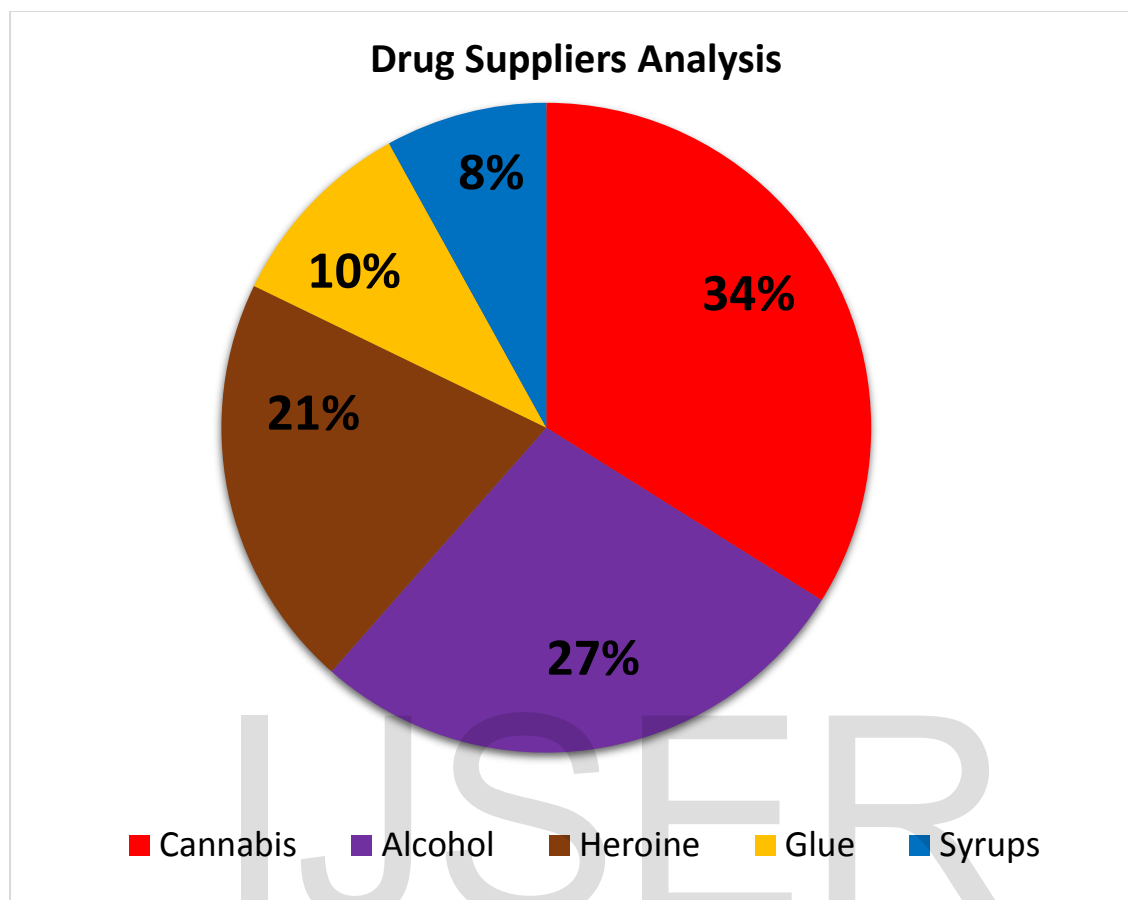
Phase II: Statistical data analysis

Statistical techniques e.g. Pie chart, Bar chart, frequency tables and chi square distribution were applied for the analysis of different types of drugs and suppliers.

Statistical study of drug suppliers in AJ&K

	Cannabis(Chars)	Alcohol	Heroin	Glue	Syrups
Non-Supp.	01	12	24	43	46
Suppliers	59.00	48.00	36.00	17.00	14.00
Total	60	60	60	60	60

Pie Chart:

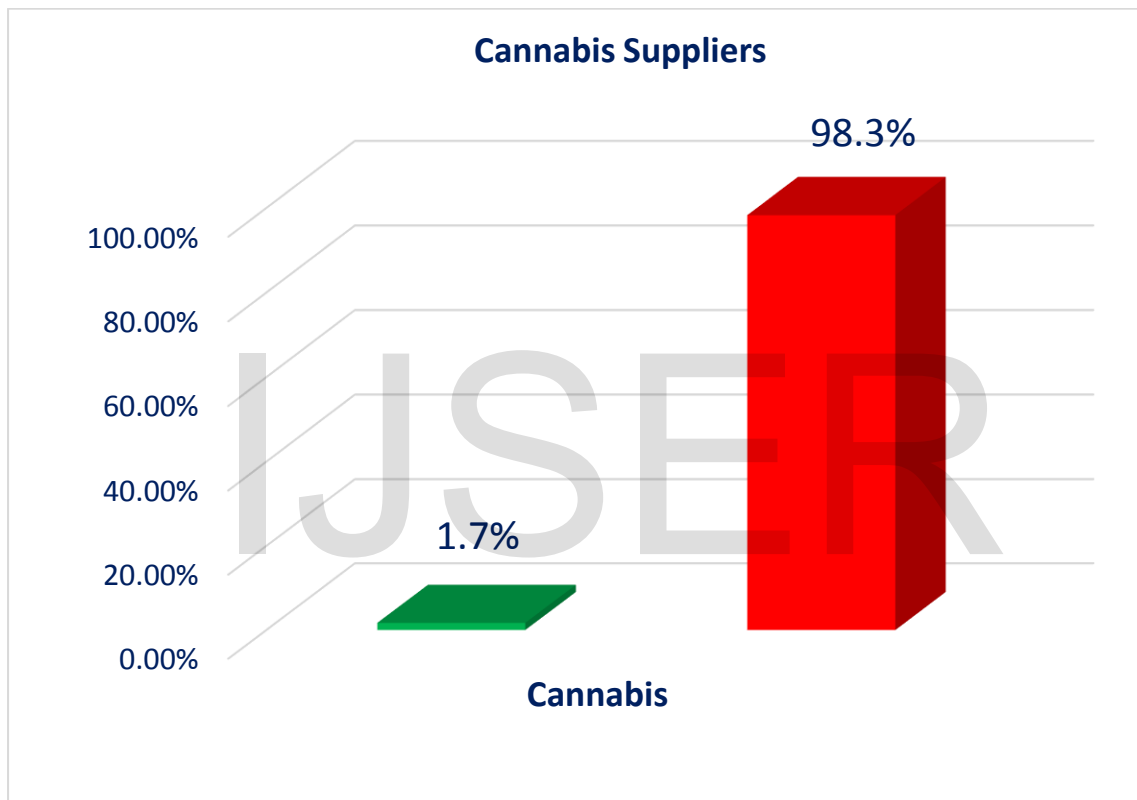


A Pie chart was drawn to indicate the percentages of suppliers who supply different types of drugs in AJ&K. It was found that 34% of suppliers deal in cannabis (chars) because cannabis is available on reasonable prices with small packing hence easy to carry for suppliers. It was found that almost 27% of suppliers deal in alcohol (sharab), 21% in heroine (afyun) and 18% supply glue and syrups.

Frequency Table 1 : -

Cannabis (Chars)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Non-Supp. Suppliers	1	1.7	1.7	1.7
Total	60	100.0	100.0	100.0

Bar Chart:

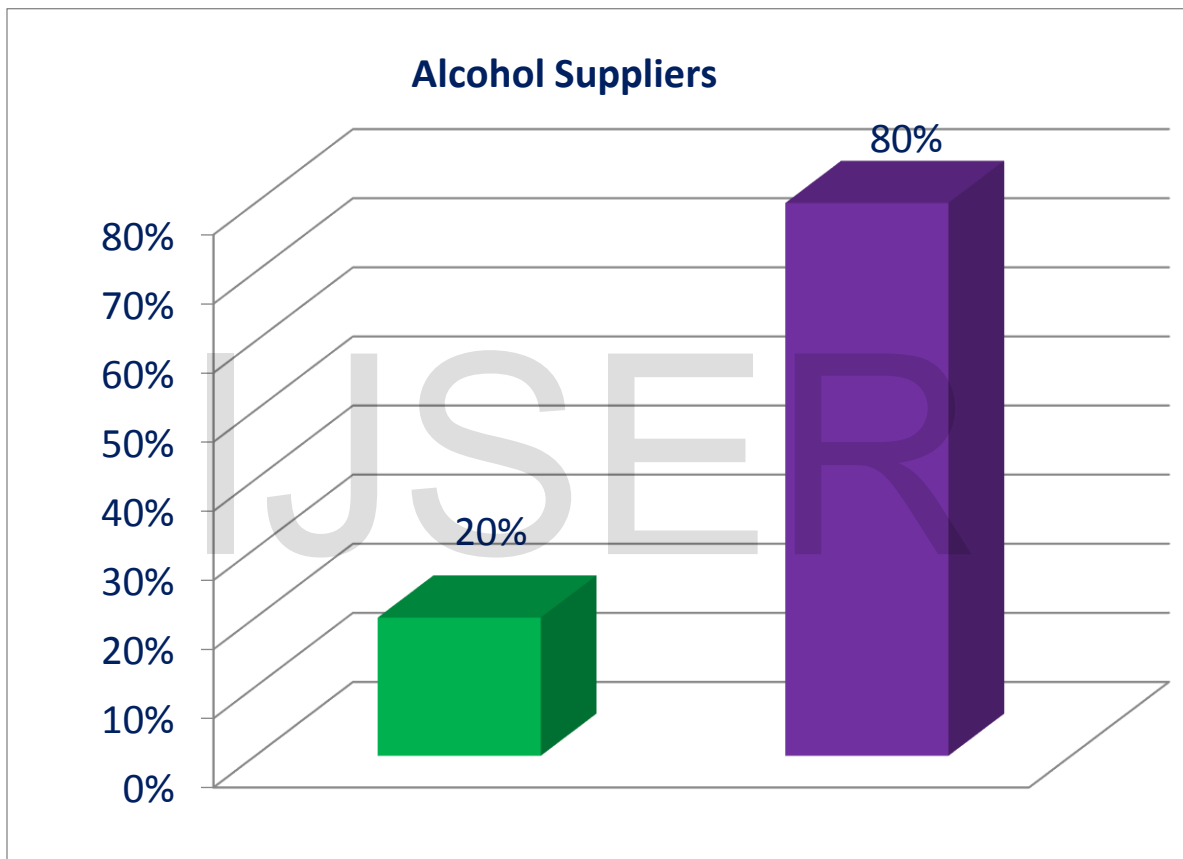


This bar chart shows that 98.3% of drug dealers supply cannabis in different areas of AJ&K.

Frequency Table 2 : -

Alcohol				
	Frequency	Percent	Valid Percent	Cumulative Percent
Non-Supp.	12	20.0	20.0	20.0
Suppliers	48	80.0	80.0	100.0
Total	60	100.0	100.0	

Bar Chart:

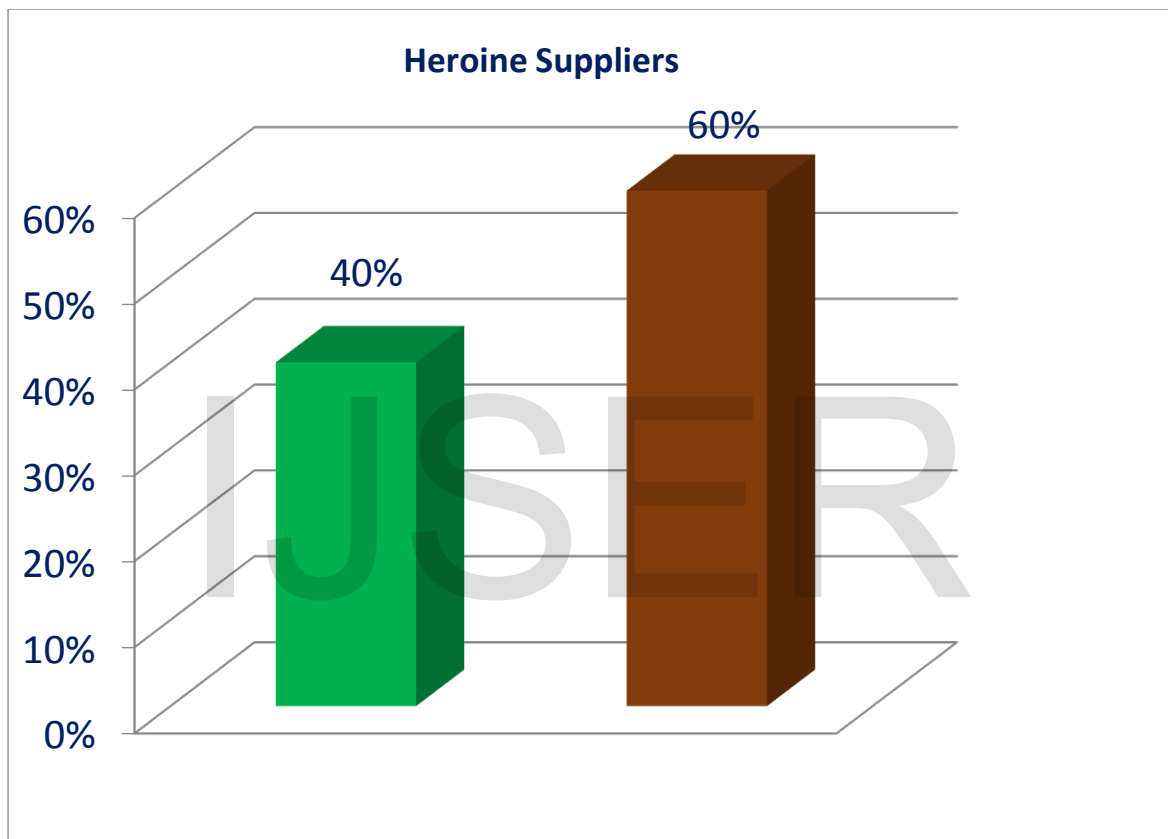


This bar chart shows that 80% of drug dealers supply alcohol in different areas of AJ&K.

Frequency Table 3 : -

Heroine				
	Frequency	Percent	Valid Percent	Cumulative Percent
Non-Supp.	24	40.0	40.0	40.0
Suppliers	36	60.0	60.0	100.0
Total	60	100.0	100.0	

Bar Chart:

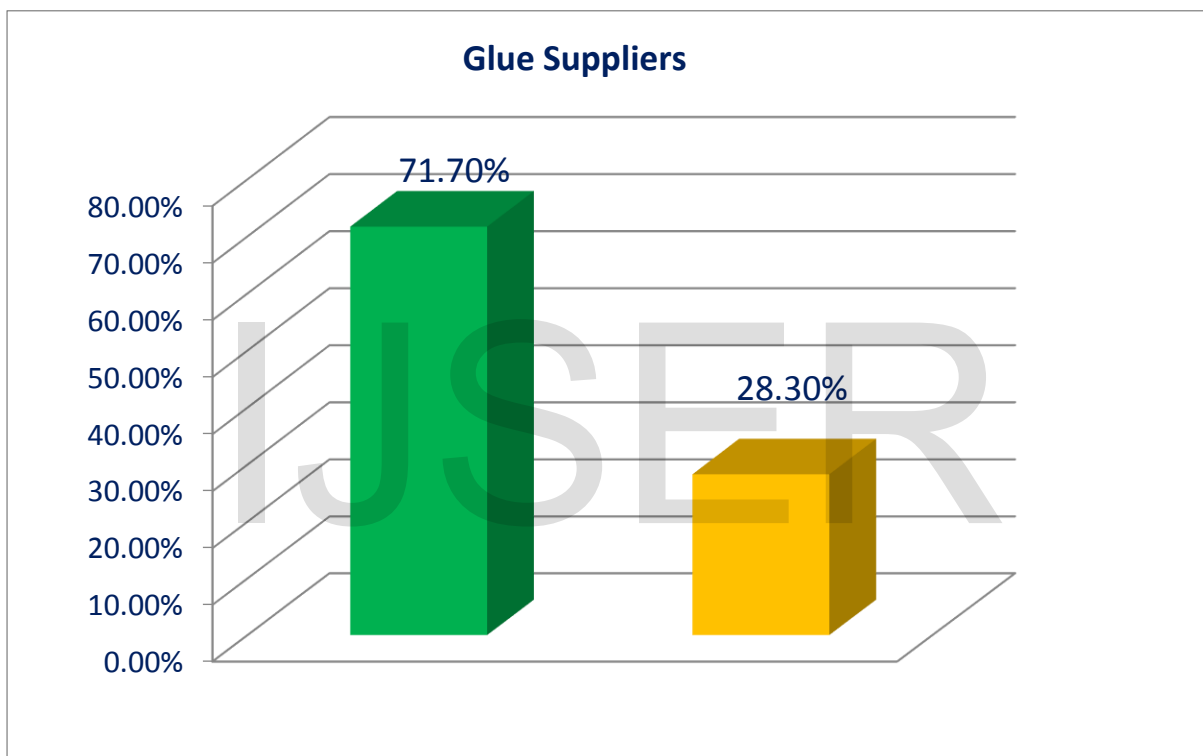


This bar diagram shows that 60% of suppliers deal in heroine.

Frequency Table 4: -

Glue				
	Frequency	Percent	Valid Percent	Cumulative Percent
Non-Supp.	43	71.70	71.7	71.7
Supplier	17	28.30	28.3	100.0
Total	60	100.0	100.0	

Bar Chart:

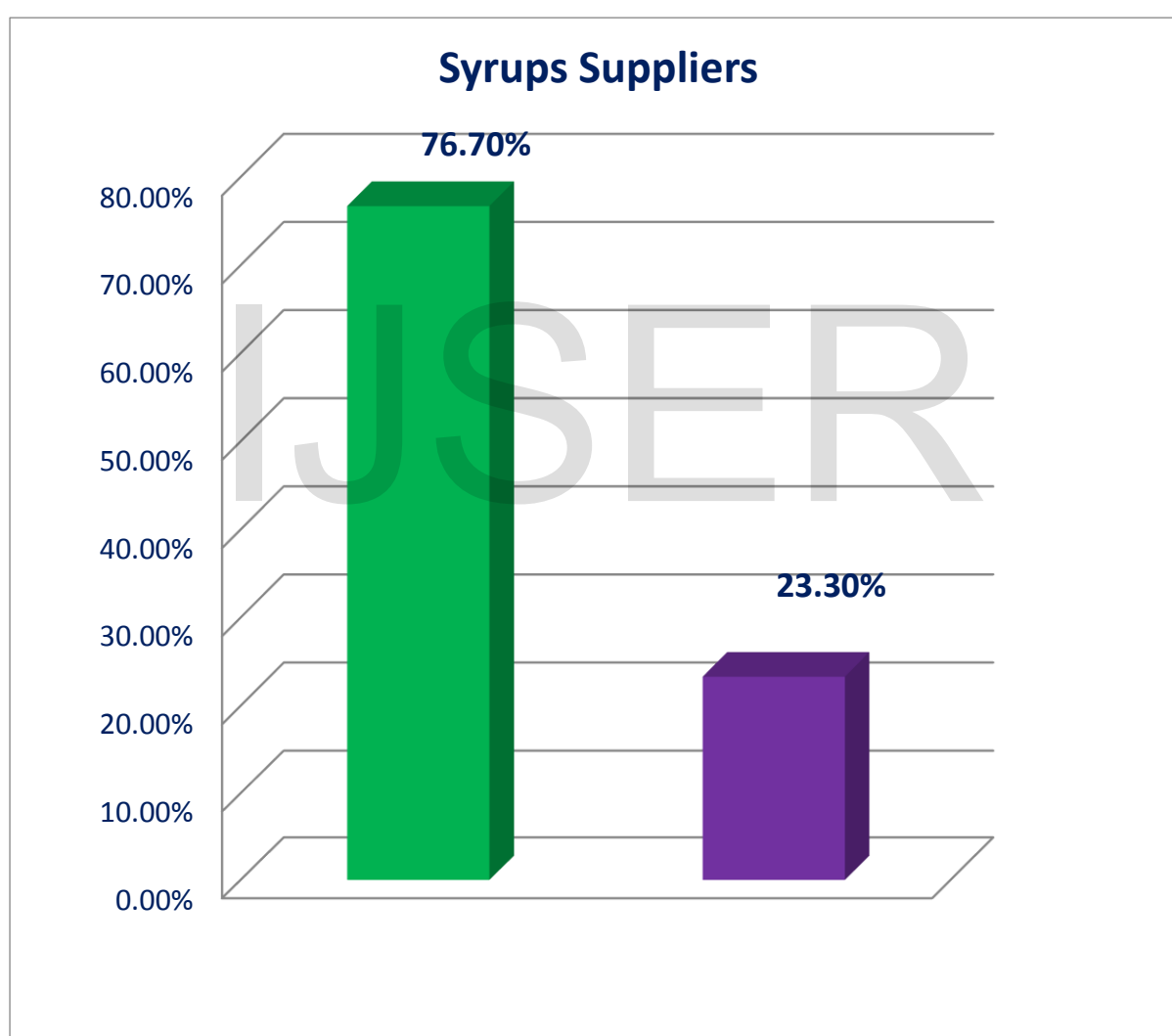


The bar chart shows that 28.3% of drug dealers supply different types of glue which are used as inhalants.


Frequency Table 5: -

Syrups				
	Frequency	Percent	Valid Percent	Cumulative Percent
Non-Supp.	46	76.7	76.7	76.7
Supplier	14	23.3	23.3	100.0
Total	60	100.0	100.0	

Bar Chart:



Bar chart shows that 23.3% of drug dealers supply cough syrups including hydrelene, falcodine and different compositions of cough syrups. Cough syrups are legal drugs easily available on shops and medical stores.

Key	Non-Suppliers	
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Chi-Square Test

Test Statistics		
	Cannabis	Alcohol
Chi-Square	56.067	21.600
Df	1	1
Asymp. Sig.	.000	.000

Chi-Square test was used for association of hypothesis. By using this test, we estimated the relationship between cannabis and alcohol. Chi square test shows that Cannabis and Alcohol are highly associated.

DISCUSSIONS

The main goal of this study was to understand and highlight the strategies used by drug mafia to expand their business successfully in AJ&K, and to know their favorite targets in general population. Some other motives of present study were to collect information regarding the types of drugs being abused in AJ&K (both legal and illegal drugs), routes of drug trafficking and ways of drug supply to customers.

Drug abuse among youth due to spread of mafia is a biggest social issue in AJ&K. It was important to conduct this study because unfortunately, no comprehensive research study has been done in this region to explore the root causes of this issue and the reasons behind this situation that is why this study was planned and conducted.

Present study identifies the business strategies used by drug mafia in AJ&K, types of drugs they deal in, their drug trafficking regions, modes of supplying their products and highlights their favorite targets. It also provides logical information on the extent and impact of drug mafia in AJ&K and communicates the seriousness of situation to the higher authorities about the increasing risk.

The study was conducted using qualitative research design on relatively a small sample comprising mafia members. Interviews were conducted for data collection from three districts of Azad Jammu & Kashmir (AJ&K). The objectives and hypotheses of the study were put to test by using both qualitative and quantitative analysis techniques. The data was analyzed in two phases; in phase I data were thematically analyzed and in phase II adequate analyses in SPSS were applied. When we involve in qualitative study our aim is to proceed through logic and reasoning instead of intuition, as well as numerical data to understand the meanings of findings (Thorpe & Holt, 2008).

To meet the objectives of this study a predetermined set of questions was developed by researchers to collect relevant information. The interview schedule was developed by keeping in mind the objectives and hypothesis of study. Detailed qualitative information provided by participants was twisted into categories and thematically analyzed (Creswell, 1994; Patton, 1990). The analysis extracted six main themes by using general inductive approach key themes were spotted which were relevant to the objectives of study (Thomas, 2006).

It was hypothesized that 4Ps model of marketing is being used by mafia in AJ&K. The first theme of analysis “drug mafia’s business strategies in AJ&K” confirmed the hypothesis according to which interview data has revealed much about marketing efficiency of drug business. Mafia is running drug business like any other legal business and using 4Ps model of product, price, place and promotion by promoting their products (drugs) and then providing a quality products on affordable prices at safe places. This 4Ps model defines marketing tools which are used by different businesses to achieve their targets (Kotler, 2000). This theme also identified two key business strategies of mafia first is offering active partnership and second is offering sleeping partnership to their reliable regular customers. A pie-chart distribution reflected that 70% of mafia’s regular customers are also their active partners and 30% are sleeping partners in their business.

“Techniques used to promote drug culture” was the second theme drawn from the analysis of interview data. According to which mafia is promoting drug culture to enhance their business through different techniques e.g. offering affordable prices with additional packages, using social media tactics, spreading rumors about making money, rumors about enhancing sexual pleasure, rumors about forgetting depression and worries etc. It was found that 40% of mafia’s regular customers are those who are influenced by rumor of forgetting worries, 30% are abusing drugs for enhancing sexual pleasure, 20% are enjoying multiple packages and cheap deals, and 10% are investing to make money from drug business.

Third themes was “types of drugs used in AJ&K”, it was found that cannabis (chars), alcohol (sharab) and heroine (afyun) injections were the most frequently abused illegal drugs. Zulu et al., (2004) the accessibility of alcohol near the school is linked with higher incidences of drug abuse. On the other hand, anti-depressants, anxiolytics, glue (samad bond) and cough syrups were also being abused. A Pie chart indicated that 34% of suppliers deal in cannabis (chars), almost 27% of suppliers deal in alcohol (sharab), 21% in heroine (afyun) and 18% supply glue and syrups.

It was hypothesized that cannabis and alcohol are highly abused drugs among AJ&K youth then anxiolytics and cough syrups. The result of descriptive statistics (table 1) confirmed the hypothesis by indicating that cannabis with highest average (98.3) is first preference of customers and (table 2) alcohol with the average (80) is the second most commonly abused drug among youth. The bar-chart distribution also presented the cannabis and alcohol as the top most abused illicit drugs. The results on chi-square test also reflect an association between cocaine and alcohol. Van der Vorst, Vermulst, Meeus, Deković, & Engels, (2009) have shown that community incompetence, poverty and high levels of unemployment are risk factors for illegal substances abuse.

It was hypothesized that there is a significant relationship between illegal drugs like cannabis, alcohol, heroine, and legal drugs like anxiolytics, cough syrups and glue. The results on bar diagrams (table 1-5) confirmed the hypothesis by showing a relationship between legal and illegal drugs. These bar charts confirmed the previous hypothesis once again that cannabis and alcohol are more abused than other drugs. The youth use drugs because they are exhausted by the challenges in their lives or families, and society (Mohasoa, 2010).

It was assumed that drugs of any kind are not being produced in AJ&K. The fourth theme of analysis "Routes of drug trafficking in AJ&K" confirmed this hypothesis by providing information that all kinds of drugs are being smuggled from neighboring countries and nothing is being produced in AJ&K. This theme also identified the two drug trafficking routes first is Pakistan border and second is Indian border. Moreover, it was found that 55% of the drug consignments entered in AJ&K through Pakistan border and almost 45% from Indian border.

Keeping in mind the possible results of analysis it was hypothesized that "mafia is organized and well planned to achieve their goals in AJ&K". The fifth theme of analysis modes of drug delivery confirmed this hypothesis according to which mafia is organized and very well planned in top down steps of their business. Moreover, this theme also identified three modes of drug supply including mobile services, different spots and rural areas. It was found that 30% of suppliers use mobile services for delivery processes, 20% deliver on certain spots and around 50% prefer rural areas.

The sixth and last theme of analysis was "favorite targets of mafia". It was found that 30% school/college/university students, 10% unemployed youngsters, 5% low income/poor individuals, 10% single/younger child, 15% depressed and aggressive people, 5% political workers, 10% financially strong individuals, 4% people with failures in life, 4% people with broken hearts, 7% social media users are the favorite targets of drug mafia. A pie chart reflected

all these percentages in an organized form. Wegner et al. (2008) boredom is linked with school dropout that cause joblessness, which further places youth at risk of drug abuse.

CONCLUSION AND RECOMMENDATIONS

A formative qualitative study was conducted to explore and describe business strategies used by drug mafia in AJ&K. It was a first step to explore this serious social issue of society which provides very useful information regarding mafia's strategies and procedures. It was found that mafia is practically applying 4Ps business model to enhance their business. They offer different cheap deals and packages to attract customers. Many of their reliable customers are also their business partners Cannabis and alcohols along with other drugs were found to be the top most selling drugs of mafia. All drug consignments are being smuggled through two border areas of neighboring countries linked with AJ&K (Pakistan border and Indian border). Some of the favorite targets of mafia in population are students of all kinds, unemployed, poor and people, single or younger sensitive child of family, broken hearts, depressed and aggressive individual and social media users etc. The present study meets its objectives and findings of this study have supported all hypotheses no discrepancies were found between predictions and findings of study.

This study clearly identified the existence and prevalence of drug mafia and its network and also indicated a drug abuse issue in society. This situation requires an immediate action with effective strategies from law enforcing authorities to deal with it. It is recommended to initiate anti-drug movements, develop awareness programs for parents and youngsters, design counseling sessions for students in educational institutions, develop social skill learning programs and create job opportunities for youth.

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