CPEC ACCEPTANCE: A PUBLIC OPINION SURVEY OF DISTRICT DERA ISMAIL KHAN OF KPK, PAKISTAN.

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ABSTRACT: *The focal point of the study was to explore the critical factors of public acceptance under the context of CPEC. In the global economic environment, this billionaire project unfolded developmental and social utilities for the stakeholders that gave rise to investigate public acceptance in the in-progress areas under the umbrella of CPEC in District Dera Ismail Khan, KPK Pakistan. Specifically, the Western Route of China-Pakistan Economic Corridor is critical and the geographical positioning of District Dera Ismail Khan, KPK as the conjunction between all the provinces compels authorities to emphasized this district. A detailed literature review in the context of project awareness was primary grounded having public opinion survey based self-administered questionnaire. This study combined descriptive statistics to validate the scale and correlation and regression analysis to test the study hypotheses. Correlation analysis revealed a positive association of energy supply, infrastructure development, employment opportunities and economic development with CPEC public acceptance. On the other hand, regression analysis verified the significant impact of the three aspects of awareness on public acceptance, while employment opportunities had an insignificant impact on public acceptance in the host area. Meaning that as long as the general public holds information, there would be a chance of best output formed by these developmental projects. The proposed model and study results clarified that maximum understanding and the mutual consensus is the key to a win-win situation for all the stakeholders of CPEC.*

Keywords: China-Pakistan Economic Corridor, Energy supply, Infrastructure development, Employment opportunities, Economic development, Awareness, Public acceptance

INTRODUCTION

Social acceptability is the underpinning factor to position plans into reality in every phase of social development. Public acceptance worked as a device, shaping willingness to social and developmental actions [1]. Public acceptability is a demanding subject at the global level outstanding to economical boom and mega project developments. The majority of the world's leading countries capture projects of socio-economic development around their territories to sustain global position and long term economic stability. Chin's Belt and Road initiative is a leading example of that vision to secure future generations and hold regional position. This vision gave birth to a number of structural projects that have social and developmental impacts on the global economy. Moreover, public willingness is a parameter to implement policies of social welfare and economic development [2]. Multifaceted factors, like age, belief, attitude integrally combines public acceptance of something beneficial of public interest. The best soil for social acceptability linked with, public awareness, local culture, leaders, local regulations. Currently, China and Pakistan have joint ventures like collaborating research centers, exchange of students, teachers, journalists, academics, and research staff. The aim of close communication between both countries is more important to cover the social gap and extend social mobility. Studies highlighted the impact of CPEC on the social dimension like health, education, and housing at all the districts of Pakistan. Clamming CPEC is the ultimate initiative to ensure better life of the masses [3]. Literature reported significant evidence around, the lake transparency on the terms of CPEC project giving rise to number of questions like payments, labor issues, inter-provincial disparities and structural imbalance. Meaning that project plans have deviations from ground reality and public expectations and also reported by the study of .According to [4]. these issues outline uncertainty in the business and civic circle of Pakistan. In the context of CPEC existing literature shed light on the impacts of the multifaceted project for the beneficiaries. So far, studies are missing in unfolding the contributing factors of public acceptance linked with CPEC because academic literature of different scholars was theoretical, highlighted project challenges and impact in the context of this [5].This study empirically investigated CPEC awareness regarding public acceptance. Based on the study objectives the underline study question was drawn "To what extant CPEC awareness influences acceptance behavior regarding this project" in District Dera Ismail Khan. The findings of the study will provide a road map for the concerns to bring stakeholders together and outline the best map in the successful implementation of this project. This study is compiled with the following sections literature, methodology, findings, discussion, and conclusion.

LITERATURE REVIEW

China-Pakistan Economic Corridor (CPEC)

CPEC is a critical and commonly useful endeavor that satisfies the destinations and interests of both the countries and is additionally anticipated to upgrade budgetary and economic cooperation between different territorial entertainers for regular development [6]. This project came into existence in 2013 in the shape of the written agreement between the two countries, Chinese President Jinping said in the Parliament about this project. The China-Pakistan Economic Corridor is a focal point of our joint efforts to achieve common development, and we should use this economic corridor to drive our practical cooperation with a focus on Gwadar Port, energy, infrastructure development, and industrial cooperation." Pakistan strategist Research Analyst reported financing up to 80% Chinese, 5% local and 15% equity will the part of this project. An estimated price tag of this project is US$ 55 billion that will divide $33.79 billion $11.9 billion in the energy sector and infrastructure respectively and remaining investment will be allocated to

Gwadar and other projects [7]. Based on the demands for western rout via District Dera Ismail Khan, reflects the people's preferences as a chance for socio-economic utility. In this regard, the findings of the study validated how much awareness played a role in people's acceptance of CPEC in this District, identical to the main study theme.

Public Acceptance of CPEC

Public acceptance is being described as a "positive attitude towards a matter at a point of time, which is stated in a specific idea or a particular behavior, including encouragement, confirmation, and approbation" [8, 9]. The study of [10] elaborated citizen acceptance is an outcome of behavioral reactions to the situation of public positioning to innovation or technological substance. The interlinked dimension of public acceptance reported in the literature as socio-political acceptance, market acceptance, and community acceptance. Moreover, these three dimensions work differently for multidimensional stakeholders [11]. The ground reality mapped down the addition of consistent attitude of political setup, community, organizations, investors and other key actors. [12] also supported agreed path, reaching public acceptance in different kinds of environment. Every project is meant to have an economic connection with the social utility to gain roots at ground level.

CPEC will be a tool for regional prosperity for Pakistan in the coming era. This project is a cooperative link and a rival scheme between the two countries. In the context of CPEC, being an integral part of Pakistan's position in South Asia to gain a benchmark position. The people of Pakistan believe that with the help of this project the future of Pakistan will be immensely changed and also develop by leaps and bounds. CPEC's accomplishment came, Pakistan a leading country in South East Asia and a favorite for the investors. There are some of the key roles and points that Pakistanis have in their mind because of this billionaire project, and why not. CEPC will structure Pakistan a targeted country for nations all over the World [5]. Appropriate systems of feasibility studies assess domestic and global social requirements to control or eliminate the negative part of CPEC investment. The social assessment continuing to investigate social impacts during every phase of CPEC to be assured of social mobility. However, social and economic unit surveys as a road map for the lowest investment risk, poverty, gender discrimination that stabilized CPEC. The associated title of the social and economic stability of Pakistan changed the entire completion of the project. Moreover, the people of Pakistan realize the fact that China is the second homeland for the Pakistanis in the world.

Trade liberalization indicated regional economic integration (REI) and infrastructure index. Empirical results revealed infrastructure significantly and positively contributes of REI [13]. Moreover, economic facts generates public awareness about the whole project picture i.e infrastructural developments endow CPEC a socio-economic hub for all regional actors, specifically the targeted areas of the Pakistan. Various studies confirmed opportunities and challenges for CPEC to be a game-changing project in Pakistan. Therefore, a strong policy will is required to marshal a new era of socio-economic development in the region [14]. In CPEC literature found studies, reported potential social and economic impacts of this project. On other hand, not even a single study investigated public acceptance of CPEC in host areas. The study of [15] also reported less focus in literature surrounding the determinants of culture or public acceptability. This study covered this gap by incorporating awareness and conflict resolution with cultural values in the context of CPEC public acceptance.

H_1. CPEC awareness has a significant relationship with public acceptance of CPEC in the District Dera Ismail Khan KP, Pakistan.

CPEC Awareness and Public Acceptance

Awareness accompanying normative knowledge setting up group behaviors predicted by goals, objectives, opportunities, service, favor, prior commitments, etc. Normative knowledge focusing on the group's norms rather than individuals [16]. The theory of Planned Behavior (TPB) predicted behavioral intention or behavioral control that is a combination of attitudes and norms. Under the shed of TPB, public awareness activities promote positive behavioral changes acceptable by others in social settings. Perceived behavioral control considered a closer element to [17]. self-efficacy belief concept. TPB holds that attitudes, subjective norms, and perceived behavioral control are direct determinants of intentions, which in turn influence behavior [18].

Energy Supply: In the context of energy supply, the concept refers to a wide range of secure and long term energy sources and carriers that provide energy services. These resources contain, wind, hydro, coal, oil, bio-gas, solar, geo-thermal are expected to be affordable and environment-friendly [19]. There are sufficient reserves of most types of energy resources to last at least several decades at current rates of use when using efficient technologies with high energy-conversion designs. The combination of technology for exploration and its effective use extends the life of energy resources even up to several decades [20]. Population growth of developing economies tolerates challenges like optimum use of energy resources. The accomplishment of energy supply relies on global, national and society to have a joint venture on a large scale. The method used to achieve optimum integration of heating, cooling, electricity, and transport fuel provision with more efficient energy systems will vary with the region, a local growth rate of energy demand, existing infrastructure and identifying all the co-benefits [21]. Moreover, developing countries are incompetent in poverty reduction and improved living standards employing affordable, adequate and reliable energy services. Investments in infrastructure, energy-supply chain, and conversion technologies achieve high public agreements. A project like CPEC helped countries to run their economic machinery with mega-investment in this sector. The estimated of energy consumptions will raise by 2030. This requires strategic plans to keep in touch with energy potentials

Infrastructure Development: The concept of Infrastructure indicates a driver to economic development and a tool of globalization [22]. Infrastructure developments contribute to means of quality life by worthwhile facilities like transport, communication services, and energy mapping

macroeconomic stability. Studies reported that infrastructure development is a production function and such spending capture beyond high levels. These infrastructure developments work as gross national income from communication industries and transportation in the host areas. As per the guideline of Easterly and [23], infrastructure investments are economically indispensable and lead up to a 0.4% to 0.7% growth rate resulting from 1% growth of neighboring countries [22] elaborated on these effects as infrastructure investments' spillover effects. The studies of academician added infrastructure investments came up with transport systems; hospitals and access to schools have social utility [24, 25]. Therefore, In this regard projects like CPEC are a directional project for social moments for the community.

Employment opportunities: While employment rate is defined as the proportion of the population that is employed and is measured as the percentage of the working-age population that is employed. Employment is crucial to poverty reduction, for growth to benefit the poor, it is necessary to generate. According to Islam [26], employment opportunities refer to "adequate employment to simultaneously absorb increases in the labor force and to raise total labor productivity". While employment rate is "the proportion of the population that is employed and is measured as the percentage of the working-age population that is employed". Real wage, income level, and ultimate living standards rise with the help of increased employment rate [27]. Block and Webb [28] reported the negativity of the relationship between employment and poverty. Therefore the abundance of outcomes connects poverty reduction with increased employment opportunities leads to economic growth. This reveals that the employment opportunities can escort to poverty decline, social connectivity through increases in economic growth.

Economic Development: initially the concept was interchangeably used for output growth and per capita output. The study of [29] explained economic development as a process that generates economic and social, qualitative and cumulative changes that increase national products for longer durations. [30] explained, "Economic development includes improvements in material welfare, eradication of mass poverty with its correlates of illiteracy, disease, and early death, changes in composition of inputs and output shifts in structure of production from agricultural to industrialization, maximization of productive employment for the masses, broader participation towards welfare". Moreover, economic development emphasized on longer terms and social elements. The problems of developing countries are the main area of concern in economic development theories. Therefore, mega investments from different sources are required to fulfill economic needs that help countries to cope with social problems. In this regard projects like CPEC accumulate FDI and domestic investments to raise standards of live and move towards economic transition of the country.

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The study findings of Resource Unit in NWFP Pakistan reported The NCS awareness strategy is not an end in itself but generates behavioral change communities and all other social actors. A special guarantee by the government of Pakistan for the payments to the Chinese companies through a special mechanism under the jurisdiction of Ministry of Finance [31]. CPEC is a new addition to China-Pakistan diplomatic, social, military and economic bonding under the Chin's Belt and Road Initiative. This initiative will secure $40 billion of investment from China in the different sectors of the Pak economy. CPEC is long-run economic support to Pakistan coupled with the renewal of social circle, international status and emerging economic power in Asia. CPEC gained a game-changing prospect in South-East Asia [5]. CEPC is sag with bunch of development opportunities; the project contains economic incentives, social improvements, business scope, commercial gains for China, Pakistan and even the foreign investors also willing to join this joint venture between the two emerging countries of Asia. The basic plan of this project is to create industrial zone in Pakistan that will strengthen industrial sector to be self-sustained and integral distribution of fiscal burdens. Initiatives like infrastructural development, energy projects, security plans and manufacturing investments, drive long term stability for the masses [32]. Therefore, CPEC is a special grant to up-lift the society and start potential activities to get rid of poverty circle. Especially, the areas like Balochistan to be the active contributor in economy and community integration. Moreover the planned implemention will secure long term domestic and international outcomes with peace and stability [6]. Literature evidence the core of an empirical investigation grouping masses under one shed of prosperity having project awareness.

H_2. Awareness significantly influence on public acceptance of CPEC in the District Dera Ismail Khan KPK, Pakistan

H_{2a}. *Awareness of energy supply projects significantly influence public acceptance of CPEC in the District Dera Ismail Khan KPK, Pakistan.*

H_{2b}. *Awareness of infrastructure development projects significantly influences on public acceptance of CPEC in the District Dera Ismail Khan KPK, Pakistan.*

H_{2c}. *Awareness of employment projects significantly has a significant influence on public acceptance of CPEC in the District Dera Ismail Khan KPK, Pakistan.*

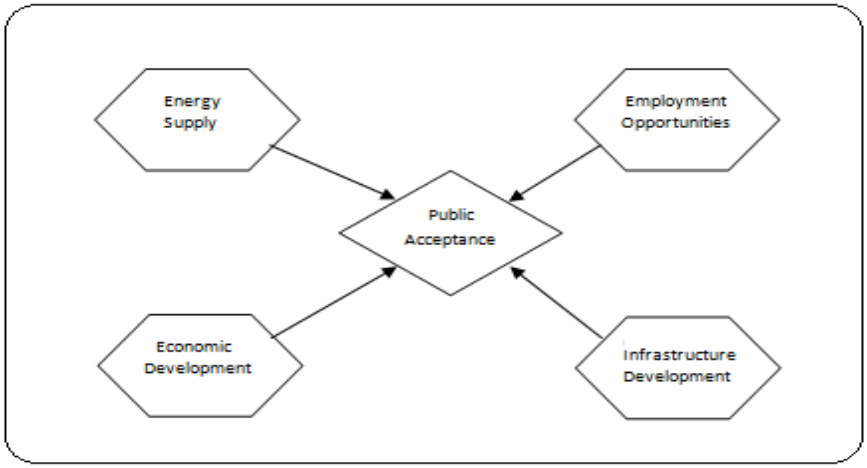

Fig. 1: **Theoretical model demonstrating the relationship of CPEC awareness and public acceptance.**

H_{2d}*. Awareness of economic development significantly influences on public acceptance of CPEC in the District Dera Ismail Khan KPK, Pakistan.*

METHODS

Population, Sample & Data Collection

The general public as per census (1,627,132) in the Districts of Dera Ismail Khan KP, Pakistan was the targeted population for this study. Yamane, [33] provided sample selection formula based 95% confidence level that is an approved confidence level by the scholars of social science. The study sample size was determined by non-probability sampling using his formula. Researchers Ajay and Micha [34] explained sampling techniques with reference [35], who reported the validity of sample about thirty to two hundred elements having distribution approaching normality. The normality of data verified selected sample to generalize study results with the District population.

Yamane formula;

$$n = \frac{N}{1+N\,(e^2)}$$

n= 1,627,132/1+1,627,132 $(0.05)^2$
=399

This research was based on a survey method to obtain the responses in absence of a standers scale measuring CPEC acceptance led towards self-administer questionnaire including 21-items extracted from the literature survey, expert discussion, Pre-testing, Cronbach Alpha calculation, EFA, for reliability and validity of the scale.

Group discussion with field experts at the Kunming University of Science Technology, China and Gomal & Qutruba University DIKhan, Pakistan was done. Expert recommendations items of the scale were revised, rearranged and removed. Item-19 and 21 were revised by ASEAN research expert's opinion. Pretesting of the items was done, a final questionnaire with 16-items of CPEC awareness with four dimensions and 5-items acceptance. The questionnaire included demographics and the research variables along with a five-point Likert scale to record the response. In this study, 399 questionnaires were distributed out of 319 received with a response rate of 79%. At the time of data collection, few of the questions were inversely reported to avoid respondent bias but reversed at the time data entry to SPSS.

DATA ANALYSIS

This study was based on descriptive and multiple inferential analyses using SPSS.20 to display the descriptive profile of the respondents and the testing of study hypotheses.

Factor analysis (*exploratory factor analysis*) is concerned with whether the covariance or correlations between a set of observed variables can be explained in terms of a smaller number of unobservable constructs known either as *latent variables* or *common factor*s [36]. This study mainly emphasized on correlation and regression analysis. Field [37] reported that Correlation research, variables are measured simultaneously and so no cause-and-effect relationship can be established. Bivariate correlation analysis investigates two variables about the extent and direction of the relationship. Regression analysis is a way of predicting an outcome variable from one or several predictor variables.

Descriptive Statistics

Descriptive results represented the demographic aspects of the general public. The results indicated that 75% male, 25% female participants with 57% had age category below 21 years 30% of 21-30 years, 11% of 31-40 years and 2% had 41-50 years in the study. The academic profile contained 8% with primary level education, 36% high school, and higher school 32% and 24% having university-level education. The respondents' of rural area 58% and urban 42% pointed out cultural understanding 53% positive, 25% negative and 22% no idea showed critical thinking. As for as the objectives of CPEC is concern 55% answered "Yes" believed, these have been clear at the current position of this project. While on the other side 45% answered "No" out of which have some concerns about the different aspect tactics & work packages 9%, time schedule 4%, activity schedule 3.4%, role and responsibilities 11.6%, short term objectives 0.3% and long-term objectives 16.6%.

Items' Reliability

Reliability is a measure of the consistency of items to represent a construct, usually denoted by Cronbach's alpha coefficient ranging from 0 to 1. In this study, a self-developed scale was used to measure study variables. Measuring independent variable awareness regarding *energy supply* 5-item scale with α=.80, *infrastructure development* 3-item with α=.77, *employment opportunities* 4-item with α=.60 and *economic development* 4-items with α=.84. Dependent variable *public acceptance* was measured by 5 items with α=.81. All of the Cronbach's alpha values are within the "acceptability" range of >.8 is good and >.7 is acceptable [38].

Exploratory Factor Analysis

EFA is an instrument; explores the hidden factors in a survey questionnaire measuring a variable. Kaiser-Meyer-Olkin is a measuring tool indicating the adequacy of sample size [41]. The study results confirmed that both independent and dependent variables had sample adequacy. Awareness: energy supply (KMO=.78 & BS=538.87) infrastructure development (KMO=.70 & BS=259.79) employment opportunities (KMO=.62 & BS=151.16) and economic development (KMO= .76 & BS=608.96). Dependent variable public acceptance (KMO=.82 & BS=477.70). All of the results meet the rule of thumb to be "good" [37].

Table. 1
Un-rotated Component Matrixa

Var	Component 1	Var	Component 1	Var	Component 1	**Var**	Component 1	**Var**	Component 1
eng1	.68	Inf1	.84	emp1	.63	eco1	.75	accp1	.76
eng2	.70	Inf2	.83	emp2	.64	eco2	.90	accp2	.76
eng3	.74	Inf3	.82	emp3	.71	eco3	.86	accp3	.74
eng4	.84			emp4	.71	eco4	.79	accp4	.72
eng5	.80							accp5	.77

energy supply eng: infrastructure development: inf,
employment opportunities: emp, economic development: eco,
public acceptance: accp

he uses of Kaiser's method to retain the factors having an initial eigenvalue greater than "1" [39, 40]. The results revealed that the scale of both independent and dependent variables contain a single component of each with over 1.

Principal component analysis (PCA) was conducted and the items with a factor loading of greater than +0.4 retained. The results in table#1 indicated that independent variable awareness retained 16-items having factor loadings > 0.4 for respective items, while dependent variable: public acceptance 5-items based factor loadings >0.4 retained.

Testing of Hypotheses

Table. 2

Correlation

		1	2	3	4	5
1.Energy	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	319				
2.Infrastructure	Pearson Correlation	.092	1			
	Sig. (2-tailed)	.100				
	N	319	319			
3.Employment	Pearson Correlation	.064	.618**	1		
	Sig. (2-tailed)	.257	.000			
	N	319	319	319		
4. Economic	Pearson Correlation	.097	.499**	.593**	1	
	Sig. (2-tailed)	.082	.000	.000		
	N	319	319	319		
5.Acceptance	Pearson Correlation	.143*	.883**	.616**	.546**	1
	Sig. (2-tailed)	.011	.000	.000	.000	
	N	319	319	319	319	319

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis was run to investigate the relationship of independent variable awareness and building public acceptance of CPEC in district Dera Ismail Khan. The table#2 indicated significant relation of energy supply(r=.143, p<.05), infrastructure development (r=.883**, p<.05), employment opportunities(r=.616**, p<.05) and economic development (r=.546**, p<.05) with public acceptance of CPEC. The results also showed that conflict resolution is also a significant player of public acceptance of CPEC with a positive correlation. Meaning that as the role of awareness progresses community acceptability of CPEC reaches maximum gain. These will the best path to reach the total success of this billionaire project with social acceptance and utility. Here H_1 accepted based empirical results.

Table .3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
1	.894[a]	.800	.797	.28207	313.876	.000

a. Predictors: (Constant), employment, energy, economic, infrastructure

In table#3, the results explained variance in public acceptance by the project awareness. The value R^2=0.80 explained 80% of the variance in public acceptance due to CPEC project awareness. The results also portrayed significant prediction of the study model with overall F(4, 314)=313.876, p<.05. Table#4 explained significant beta scores by the facets of awareness. These results revealed significant influence of each facet: energy supply (β=0.05, p<0.05), infrastructure development (β=0.78, p<0.05), economic development (β=0.11, p<0.05). Here, results confirmed the percentage influence of energy supply 5%, infrastructure development 78%, economic development 11% on public acceptance of CPEC, while there found an insignificant influence of employment opportunities (β=0.06, p>0.05). The tolerance value below .10 or .20 and variance inflation factor 5 or 10 and above represents multicollinearity problem [42]. Here all the values of tolerance (.98, .61, .58 & .50) are well above .10 or .20 and VIR (1.96, 1.69, 1.62 & 1.01) are below 5 or 10. Here multiple regressions don't show multicollineari-ty problem. Here the majority of the results revealed the predictive power of awareness concerning CPEC acceptance. H_2 accepted based on results.

Table. 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.379	.122		3.099	.002		
	Energy	.041	.019	.055	2.185	.030	.988	1.013
	Infrastructure	.722	.030	.784	23.841	.000	.589	1.698
	Economic	.099	.028	.114	3.550	.000	.617	1.620
	Employment	.058	.034	.060	1.702	.090	.509	1.963

a. Dependent Variable: public acceptance

DISCUSSION

CPEC is the basic need of the time for China and Pakistan to take a leading role in the global economy because the future generations oblige a secure environment in terms of resources, collaborations and strong economic bonding based on geographical positioning and open up gates to the neighboring countries. This project gain attention almost all the countries in the world because of its geographical pose and economic competition. Belt and road intuitive have the vision to join Central Asian countries, especially Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, Turkmenistan and also boundaries with Afghanistan to an economic hub and more especially neighboring countries [6, 43]. While some of the countries especially India and the United States of America are in term objectives of the project [44]. There is multifactor creating opposition of this project based on economic war as well geopolitical situation of the region. CPEC is helping hand for Pakistan's economy to uplift different sectors and utilize natural resources with maximum conversion and export potential at the global circle. This study was based on public survey in District Dera Ismail Khan to interpret public acceptance about China's role under the implementation of CPEC as a game-changing project in Pakistan. Based on the quantitative approach, the results of correlation analysis revealed a positive correlation of energy supply, infrastructu-ure development, employment opportunities and economic development with CPEC public acceptance in the study area. The results were found in line with the findings of structural developments [45]. The study findings proved that CPEC will come up with an increase in Pakistan's GDP, triumph over energy shortfall, infrastructural development that will open up a new gate toward prosperity. Meaning that more and more awareness is the foundation towards public acceptance, better implementation and fruitful results for associated parties. Knowing these facts, the people of Pakistan will acknowledge Chain's enduring role in handling economic crises. The results portray the real picture of project awareness about the economic aspects on the perception of the general public in line with the finding [31]. The findings elaborated significant influence of awareness to be a healthy player over all the phases of CPEC supported [2], but they're found insignificant influence of employment opportunities resulted from this project. This reflects the basic understanding that came to the minds of respondents that this project is not limited to just job creation. This project has broader objectives and different priorities at the moment to deal with the economic crises of the country.

CONCLUSION

The study findings came up with broader results to understand prevailing parameters of CPEC public acceptance in District Dera Ismail Khan, KPK Pakistan. The study added to the literature of CPEC acceptance by synthesizing concepts from the theory of planned behavior. This study also provided a scale along with the empirical investigation of social and economic aspects. This study was based on hypotheses to meet the objectives. An empirical analysis of survey data clearly supported study objectives relating to the relationship of awareness and developing public acceptance of CPEC. It was clear from the findings that awareness of potential benefits associated with this billionaire project is critical to

have a win-win situation during all phases of the project. Findings revealed that personnel understanding and the consensus is a base for public behavior toward the implementation of megaproject with social impact. All of the study objectives achieved based on empirical analysis, expressing the role of awareness in developing public behavior to accept a project like CPEC for economic development and social utility of the masses. The study at hand came-up with important points of interest of the masses, wholeheartedly accepting CPEC, largely to the extent of infr-astructure and economic development, while expecting smoo-th ground of belief and expectations. Based on study findings it has been recommended for the concern authorities to come with a strategy of maximum information transmissi- on with strong authoritative actions. On the other side, acad- emic practitioners unfold other factors of interest to extend the proposed model and also investigate, the moderating role cultural values concerning awareness and other variables of project acceptance. Future studies can extend the sample size to have more depth analysis of the different aspects of the topic.

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