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## A CONTENT ANALYSIS OF ADDRESS TERMS IN BUSINESS COMMUNICATION THROUGH GAME THEORY AND LINGUISTIC ADAPTABILITY MODEL

**Huma Hafeez**

Lecturer at the Science & Humanities department of FAST-NUCES

Email: [huma.kamran110@gmail.com](mailto:huma.kamran110@gmail.com)

### Abstract

*This qualitative study explores the various types and functions behind the use of address terms in business communication, within regular customer-shopkeeper interactions. Qualitative Content Analysis, along with Adaptation theory and GTS (Game Theory Semantics), is used to analyse socio-cultural aspects and to elucidate the purpose of using Address Terms in Business Communication. The sample comprises 60 different shopkeepers and customers at different busy business places in Lahore, i.e. Shah Alam Market, Anarkali and Ichra Bazaar (Market). Data are collected in the form of recordings and images of naturally occurring conversations between sampled shopkeepers and customers. The corpus of recordings comprised address terms, which were coded under the following variables: Gender, Age, Status, Appearance, Cultural Background, cast, and religion. A semi-structured interview with shopkeepers and a questionnaire for customers are also used to obtain more objective results. This is a less-researched area in Pakistan, and this study will serve as a gateway for other researchers pursuing upcoming projects and research on gender dynamics, conflict resolution, evolution, and cross-cultural communication. This research offers insights into the implicit strategies that influence customer relationships.*

**Keywords:** Address Terms, Business Communication, Content Analysis, Adaptation Theory, GTS, JEL Classification: D 42, Z13, Z33

### Introduction

This present study investigates the purpose behind the use of address terms in business communication. Business communication is the branch of English for a specific purpose known as ESP (Fitria, 2019). Business communication has different modes; it can be written or spoken. This study focuses on the oral communication between shopkeepers and customers. However, different communication strategies such as politeness, persuasive techniques and linguistic stylistic features are studied and identified in business linguistics (Han et al, 2015). However, the use of address terms in business communication has not been addressed substantially.



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Culturally, the address terms remain relatively different. These are the titles used to convey respect or esteem for rank or position while addressing a person. They are also used to show the signals of politeness and social differences (Aslam et al, 2011). The system of Address Terms also shows the relationship between individuals which is based on social status, cast, class, age, formality and familiarity (Suroño, 2018). This study explores various types of address terms used by the shopkeepers while communicating with their customers. The aim of this study is to investigate the purpose behind the use of Pakistani address terms used by the shopkeepers. This research offers insights into the implicit strategies that influence customer relationships.

In different cultures like Japanese, Chinese, etc., it was noticed that the context also plays a very important role in selecting a specific address term (Han et al, 2015). In some cultures and languages, the forms of address terms are different and complex. The setting, circumstances, and discursive realities play a key role in choosing an address term for a specific person. Address terms pragmatically affect the speaker, recipient, referent and the crowd by and large. This study contributes to the field of psycho and sociolinguistics by shedding light on the under-explored use of address terms in Pakistan.

This is an exploratory study. The data has been collected through multiple tools. A questionnaire has been used to collect the related data from the customers, and a semi-structured interview has been conducted with the shopkeepers. Direct recording has been done at marketplaces to derive an authentic and valid corpus for the data analysis. The corpus of the study has been recorded at different shopping localities at *Shah Alam Market*, *Anarkali* and *Ichra Bazaar (Market)*. Images are also taken as a complementary feature to enhance the impact of the interpretation of the recorded data. These are the places which have comparatively similar demographic features, and the shopkeepers of garment stores are the focus of data collection.

Address terms are a less-studied area in Pakistan. Therefore, by identifying the different address terms in a business context, this research will be helpful for future researchers in the field of business linguistics. This research will help future researchers to know the purpose behind using the Address terms. The results and findings will help to gain more knowledge about the strategies and ideologies for an effective conversation.

### **Research Questions**

1. What are the various types and functions of address terms used by the shopkeepers for their customers?
2. What kind of marketing technique is formulated by using the address terms?



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### **Objectives of the study:**

The objectives of this study are:

1. To examine the specific instances of the address terms.
2. To classify the address terms used with reference to socio-cultural and religious concepts.
3. To investigate the purpose for which address terms are used, contextualized and revised in different contexts.

### **Literature Review**

The use of address terms is best comprehended within the ethnography of communication, i.e., who utilises them, and why and how they are utilised, and what their capacity is in information sharing and cooperation. In Korean, Japanese, Chinese, and Akan communities, address terms are the key aspect of conversation. Han et al (2015) have mentioned the extensive system of address terms in Korean advertisements. They explored the basic address terms in different fields of life. In Pakistan, it is the least studied area. Only two studies were found in the Urdu language context; both are preliminary studies focusing on the address terms in the Urdu language. The first one by Aslam et al. (2011) explores the basic Urdu language corpus to highlight different address terms, and the other one, conducted in the Indian context by Nazish (2018), uses a similar pattern of research as the first one. Hence, there is much to be explored in this area in the Pakistani context. However, because of the limited scope of this research, the researcher had to rely on a few areas of Lahore.

Address terms are the codes used by a speaker to address someone (Brinton, 2023). These address terms are of various kinds. They are mostly used to show respect to someone and to stay polite. Address terms usually highlight the social status and identity (Kating, 1997). According to Agha (1998, p. 167) lexical register is reflected through the choice and use of appropriate terms to address someone to achieve the purpose of successful communication. A large lexical repertoire is of no use if one cannot choose and use the right word in the right situation, as address terms are also situation-oriented. This research focused on the situation where the shopkeeper and the customers are in direct contact.

The manipulation of address terms in Business communication for persuasive purposes is the key concern of this research. Different forms of address are the outcomes of distinct socio-cultural realities of a particular society (Larina et al, 2019). Many researchers have defined address terms in different ways. Oyetade (1995) has described address terms as words or expressions, which are commonly used in interactive, dyadic and face-to-face settings to designate the person being talked to. In this research, the focus is on the face-to-face setting in



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regular customer-shopkeeper interaction. Holmes (1992) mentions that social context plays a vital role in using the language appropriately. It also reflects the social relationships of the people interacting with each other via language. Some researchers, like Keshavarz (2001), consider that terms of address are linguistic forms that are used in addressing others to attract their attention or for referring to them in the course of a conversation. In customer-shopkeeper conversation, attention seeking is the main feature to build a trust relationship for successful business communication. The use of proper address terms according to the situation and the context helps the shopkeepers to attain the attention of their customers.

Yule (2006) describes the address terms as the words or phrases used to address a person orally or in a written form. Address terms are used to address each other in almost all occasions.

In the past decades, many definitions of address terms have been provided by researchers. As a classic study in sociolinguistics, Brown and Gilman's (1960) pronominal address system highlighted the semantic power and solidarity in relation to address terms. Since then, a good number of studies, with much broader scope and depth, have emerged. Brown and Ford (1964) focused on intimacy and status. Intimacy is an important factor while addressing someone, and the same goes for status. Intimacy is an important feature to highlight the social distance between the addressee and the addresser. Status is also reflected through the use of specific address terms for someone. The present study investigates these specific socio-cultural aspects affecting the communication of the shopkeeper and the customers. Hymes (1967) studied social distance, which determines the choices made for certain social relationships, such as how to address the other person in an appropriate and suitable way. This study focuses on the distance relationship of the shopkeepers and customers, where apparently their relationship is a distant one, yet they are dealing with their customers face to face. Pride (1971) approached formality and informality and Moles (1974) explored confidence and respect. All these concepts of formality and informality, confidence and respect are studied before, but not in relevance to the shopkeeper-customer relationship. This study specifically focuses on the use of address terms in business communication to explore more about the concepts studied before leading towards a new direction in business linguistics.

Business Discourse comprises its own lexical, communicative and pragmatic interpretation. Keeping in view the socio-economic aspect of life, Business linguistics is introduced as a separate discipline within the field of Applied Linguistics (Yulia, 2010). Yulia (2010) has identified some key areas of Business Linguistics. Business discourse deals with organizational and managerial communication. It could be oral as well as based on documentation linguistics that deals with business correspondence. Another key area is lingua-pragmatics in a business context; it deals with argumentative and persuasive communication strategies used in business communication. Business lexicography is another area of research and study in business



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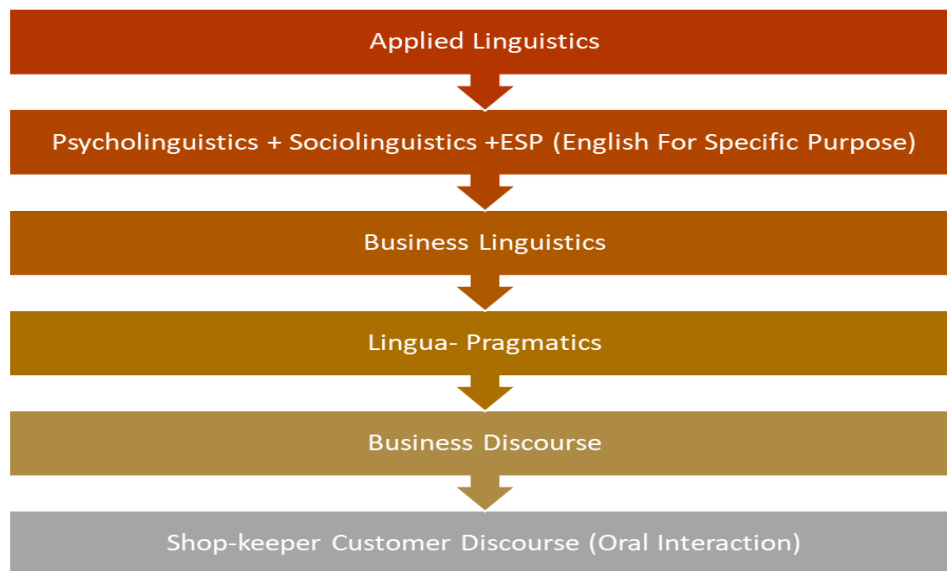
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communication. Language of the business media itself is a sub-discipline in Media linguistics. The media plays a vital role in the promotion and success of business projects. It is mainly identified as the area of Business Linguistics, Yulia (2010). The present study is based on business discourse that comes under the umbrella of linguo-pragmatics. This hierarchy of the sub-disciplines is further listed as a graphical representation below to help the reader to interconnect this research to the key areas of linguistic studies.

### Graphic Display of the Area of Research:



*Figure 1 (Designed by the researcher)*

## Methodology

### Theoretical Underpinning

Content analysis is a method to analyse any oral, written or recorded text to find out the underlying meaning and the purpose of any conversation. As Weber (1990, p. 117) puts it “content analysis is a research method that uses a set of procedures to make valid inferences from text”, and it has several advantages in comparison with other research methods. This research has used qualitative content analysis to find out the purpose of the Address terms used in the shopkeeper-customer relationship.

The corpus of this research has been codified and categorized under certain themes. After categorization it has been interpreted under certain emerging themes from the data. After allotting the emerging themes a critical step is to analyze the data. For data analysis Neuendorf’s (2002, pp. 50-51) nine stages have been used;



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1. The rationale of the study has been focused with reference to the research questions.
2. Conceptualization of the phenomenon under study
3. “Operationalization”; focusing on the units of data collection
4. Coding Schemes
5. Sampling; sub sets of samples
6. Conducting a Pilot study to find the reliability
7. Coding and recoding
8. Final reliability
9. Reporting (In-depth Interpretation)

Thematic analysis is the most important aspect of the qualitative content analysis that provides a systematic codification key to codify the data in to relevant categories according to the emerging themes. This research has followed Neuendorf’s (2002, pp. 50-51) all steps for thematic analysis of the gathered data.

The Linguistic Adaptability Model has been used to find out the instances where the Address terms have been adapted according to the situation and the context. Adaptation is the most crucial aspect to be catered to professionally for the shopkeeper. It is mostly done by choosing the appropriate address terms for the customers. This adaptation becomes the main compelling feature to step into the Game Theory. An important methodological triangulation has been made by applying the Game Theory model.

### **Game Theory:**

Marketing is the most demanding branch of the business. The whole business deal is dependent upon strong marketing strategies. A shopkeeper, as the basic unit of sales, holds the most important role to play in the game of words. This game is played to make the other party believe the truth of the shopkeeper. The game of word manipulation was proposed as a theory of truth validation by Hintikka and Sandu in 1996, termed “Game Theoretical Semantics”. This present research is an additional task to investigate how game theory is at work in shopkeeper-customer interaction. Game theory is the theory of strategic interaction. It is rooted in economics. Its main potential is the situational analysis of human behaviour. Game theory offers a perspective of analysis and modeling of interactions during conversation (Carmichael 2005). It is a discipline that studies decision making of interactive entities (Dixit & Skeath 1999). We can say that strategic thinking is perhaps the most recognized essence of game theory.

The unique aspect of this research is the combination of both adaptation model and game theory and both are confined to Address terms used by the shopkeepers for their customers. The Linguistic Adaptability is related to the vocabulary and these Address terms



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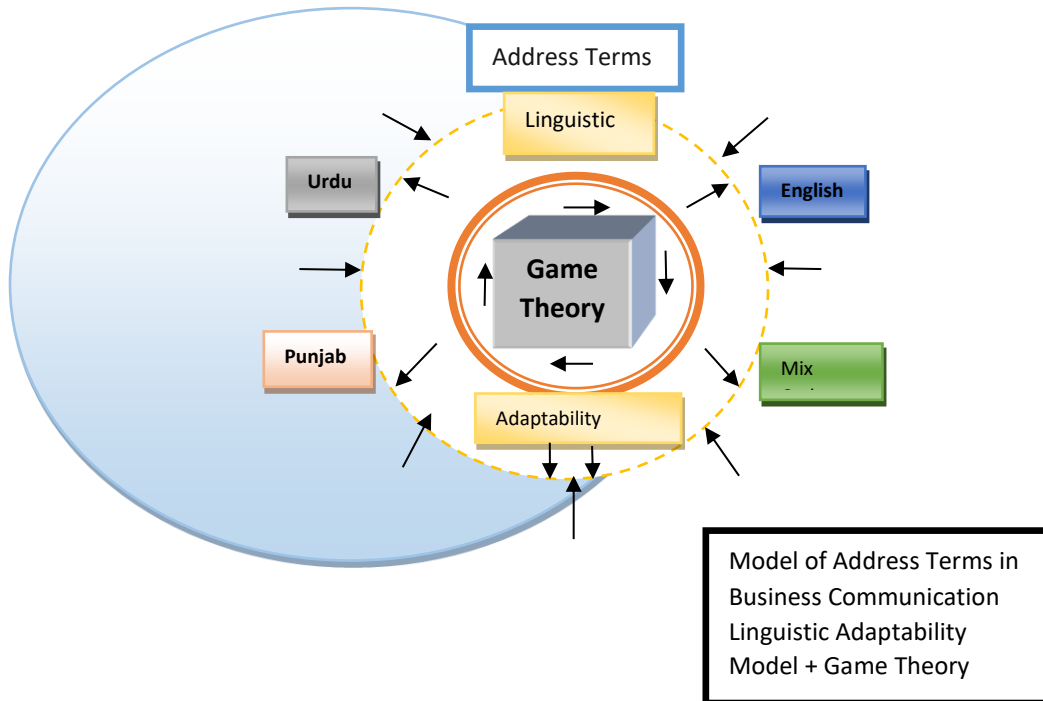
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are used to play a game as the economists do. This research investigates how address terms help the users play this game to manipulate the customers through ingenious adaptability of address terms. A graphic model is generated by the researcher to illustrate the combination of Linguistic Adaptability and Game theory.



The model generated above is the graphical representation of the techniques and methods at work, while all the conversation takes place in the shopkeeper-customer relationship. The outer circle is the linguistic representation of the Address terms along with the linguistic demography outlined through the pilot study. This elaborates that the languages in use are: Urdu, Punjabi, English and the Mix codes.

After this linguistic demographic circle, the inner circle is marked with the dotted boundary that reflects the open choice of addition, deletion, use, re-use and adaptation according to the contextual or the situational needs. The arrows pointing two-way processing are also used to refer to the freedom of choice at any point of the conversation. The inner circle is the sole purpose of the whole contact and its hidden complicated structure is represented through a mystery box where the whole game is played and won. It is a circular ongoing process where the shopkeeper uses his all energies to win this one-to-one game.



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## Data Collection

The corpus has been assigned a title, 'Address terms used by the shopkeepers. Data collection is based on primary data, which has been collected in the form of recordings and images captured from the marketplace. Images played an important role in highlighting the direct contact between shopkeepers and customers and to authenticate the physical appearance attributes: dressing, way of dressing, gender and age. A questionnaire has been developed to gather authentic data from the customers to provide an objective conclusion based on results gathered by using multiple data collection techniques. To gather the valid and reliable data a semi-structured interview has been conducted for the shopkeepers. Data has been collected from 60 shopkeepers; 20 shopkeepers from each locality have been selected through a convenient sampling technique. This corpus consisted of several prolonged recordings. Targeted data has been extracted after listening to the recordings and focusing on the utterances where address terms have been found. This data is transcribed using the Roman Urdu transcription model.

Three main markets, Shah Alam Market, Anarkali and Ichra Bazaar (Market), are chosen for data collection because these markets have comparatively similar geographical demographic features. Data has been collected from 60 shopkeepers; 20 shopkeepers from each locality have been selected through a convenience sampling technique. This corpus consisted of several prolonged recordings. Targeted data has been extracted after listening to the recordings and focusing on the utterances where address terms have been found. This is qualitative research in which the direct relationship between shopkeepers and customers has been studied. The data has been collected in the natural setting. A convenient sampling technique has been used for the sampling process. 60 shopkeepers have been selected to gather the data. 20 shopkeepers have been selected at each locality (*Shah Alam Market, Ichra Bazar (Market) and Anarkali*). Primary data is collected through recordings and images captured on spot. Targeted data has been extracted from the several prolonged recordings. According to Spicker (2007) and Grundy (2000), informed consent in a public place is not necessary. Nothing is found unethical when the conversation is public to everyone, so the recordings have been done without informed consent. However, the research ethics of the Social Research Association are considered. Anonymity of shops and shopkeepers' names has been ensured in this study. For images the faces have been kept hidden through blurred image technique to avoid any unethical instance of recognition.

Data is categorised and codified according to the emerging themes such as: Age Specific Address Terms, Gender Bound Address Terms, Status Based Address Terms, Physical Appearance Bound Address Terms, Cultural Specific Address Terms, Religion Based Address Terms, and Honour Based Address Terms. Themes which emerged from the multiple tools are



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categorized and codified in a systematic way. These assigned categories are presented in the Table 1 given below.

Table 1 *Data Codification Key*

Sr. no.	Themes	Categories	Codes
1.	Age Specific	Age Specific Address Terms	ASAT
2.	Gender Bound	Gender Based Address Terms	GBAT
3.	Status Base	Status Specific Address Terms	SSAT
4.	Physical Appearance Bound	Appearance Bound Address Terms	ABAT
5.	Cultural Specific	Cultural Specific Address Terms	CSAT
6.	Religion Base	Religion Specific Address Terms	RSAT
7.	Honor Base	Honor Specific Address Terms	HSAT



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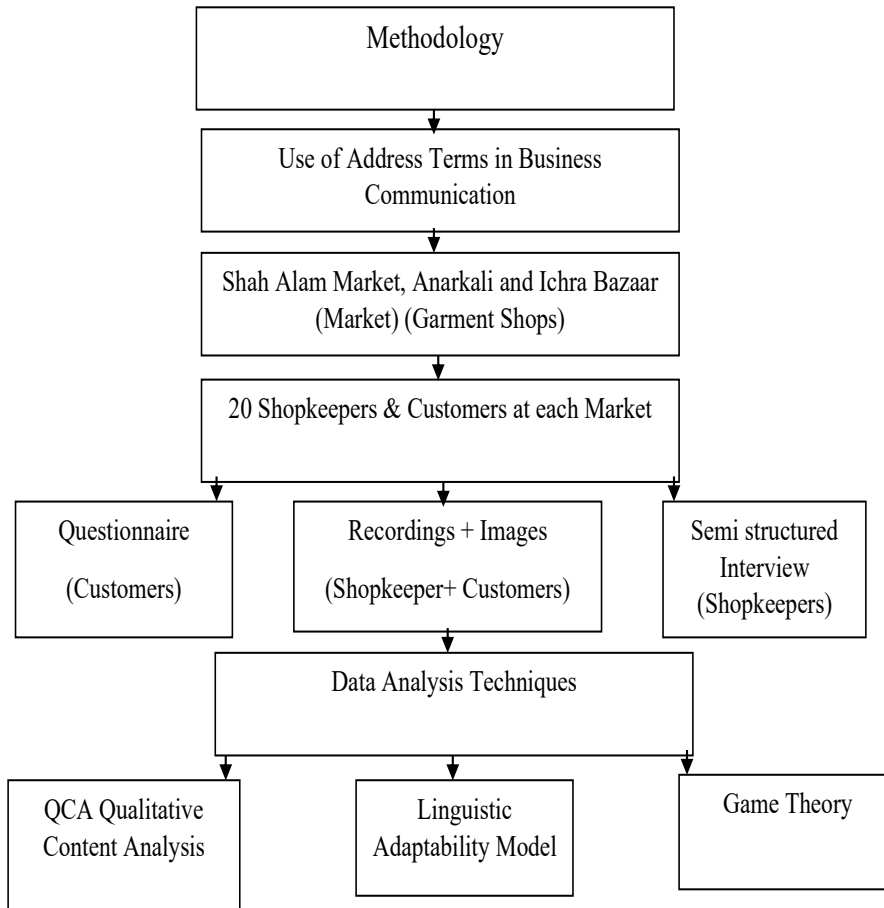
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### Graphical Representation of Methodology



## Results & Discussion

Data gathered from the questionnaires is interpreted according to the categories based on the research questions for this study. These categories are separately mentioned below:

### Address Terms:

Data gathered from the questionnaires revealed limited choices of the customers. 30 respondents highlighted the frequently used address terms. In the case of females, the young ladies mentioned *bhena* (Younger Sister), *baji* (Elder Sister), *Madam*, *Miss*, *Sister*. The old ladies listed *Aunty* (Aunt), *Ma Gee* (Dear Mother), *Amma gee* (Dear Mother), *Aunty Jaan* (Dear Aunt) and *Madam*. Male respondents responded *Beta* (Son), *Bhai* (Brother), *Uncle*, and *brother* 60% respondents were female, so the questionnaire provided more female address terms.



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### Preferred Choices

The second question targeted the preferred choices of the customers. This question also suggested a new dimension for the new researchers to carry out this research from the customer's end. Mostly young female customers aged 15-25 preferred to be called Madam or Behna (Sister). (26-45) The age group prioritised *Madam* or *Baji* (Elder Sister). (66 & above) Age females preferred *Aunty* (Aunt). This data highlights the changing trend where *Aunty* (Aunt) is now preferred than *Ma gee* (Dear Mother) or *Bebey gee* (Dear Mother, Punjabi Flavour).

For the male respondents, only two choices are preferred: for the 15-45 age group, Bhai (Brother), and for the 45 & above age group, inclined towards *Uncle* instead of more culturally oriented *Chacha gee* (Urdu equivalent to Uncle) or religion-oriented *Haji Saab* (A religious connotative term / A pilgrim).

### Linguistic Adaptability

The targeted tool of linguistic adaptability is also assessed by asking for the changing choices of address terms used by the shopkeepers during the conversation. 26 out of 30 respondents answered this question, acknowledging the interchange of address terms by the same shopkeeper. These shopkeepers used Linguistic Adaptability as a tool to play a game with their customers.

### Game Theory / Purpose / Techniques

The purpose of addressing terms used by the shopkeeper is another important aspect highlighted through the questionnaire. The responses gathered were quite predictable and referred back to the literature review. They include the basic techniques such as to persuade, manipulate and to get business profits. It made them start with respect, confidence and trust. Mainly, these are the stairs they climb to meet their business-oriented goals. This data set provided the answer to the research question.

### Language Choice

This data set is gathered through targeted Questions 5-8. All these questions provided by the linguistics demography are an important feature to carry out this research. These questions also helped to explore how the language use of a customer influences the shopkeeper as well as triggers the shopkeeper to start his game of words to make the right linguistic choices to persuade his customers psychologically. It is found that mostly shopkeepers and customers talk in a mixed code, yet they prefer the situational choice.



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### Semi-structured Interview (Shopkeepers)

Multiple tools always enhance the validity and reliability of any research. For this very purpose, a semi-structured interview was conducted focusing on different age groups of the shopkeepers. Interviews were conducted in the same localities, including *Ichra*, *Anarkali* and *Shah Alam Market*. Twelve different shopkeepers were interviewed. Four shopkeepers from each locality were interviewed under convenience sampling. The questions of the interview targeted the research questions of the study. The shopkeepers were asked *a) How do you address your customers?* In response to this question, many address terms were listed by the shopkeepers. This question suggested new dimensions for further studies related to age and area-specific choices made by the shopkeepers. It was not the targeted goal for this research so the researcher confined herself to the focused objectives.

*b) What makes you to choose these specific terms?* This question added to the reliability of the codification key for this research. These shopkeepers replied with the same categories used in this research, i.e. Age Specific Address Terms, Gender Bound Address Terms, Status Based Address Terms, Physical Appearance Bound Address Terms, Cultural Specific Address Terms, Religion Based Address Terms, and Honour Based Address Terms. Yet, it is found that mostly they focus on the physical appearance to choose the specific term for their customer.

The third question was asked to find the purpose and techniques used by the shopkeepers. *c) Why do you choose specific words?* In response to this question, the shopkeepers provided important data. Most of them chose the terms to build a relationship of trust and confidence with their customers. Their choices of words reflect respect and honor for their customers. Few old shopkeepers replied that the customers are the main source of their income. The customers are the stakeholders of the shopkeepers' economic well-being. Words play an important role in seeking their attention and in building a relationship of trust for a successful bargain.

*d) What type of responses did you get from your customers?* This question verifies the nature of the business game played by the shopkeepers through these address terms. Mostly shopkeepers admitted and claimed that the way they talk to their customers make the customer agree with them and shop at their place with trust and confidence in their product. The choice of words works as a spell that persuades their customers and even influences their choices.

That data is codified and processed manually to find out the highlighted themes. After the assigned codes the detailed information found is as under:



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Table 2

<i>Used By</i>	<i>Categories</i>	<i>Codes</i>
30 Respondents	Age Specific Address Terms	ASAT
30 Respondents	Gender Based Address Terms	GBAT
15 Respondents	Status Specific Address Terms	SSAT
12 Respondents	Appearance Bound Address Terms	ABAT
2 Male Respondents	Cultural Specific Address Terms	CSAT
4 Respondents	Religious Specific Address Terms	RSAT
10 Respondents	Honor Specific Address Terms	HSAT

Data analyzed using multiple tools and theories are listed under the codified categories. It is presented in the tabular form and textual interpretation is provided following each table as a separate theme.

Table. 3

*Age Specific Address Terms ASAT*

Sr no.	Address Term	Age	Gender	Language	English Subtitles
1.	Beta	15-25	Male/ Female	Urdu	Son/ Daughter
2.	Bhai	26-45	Male	Urdu	Brother
3.	Buzurgo	66 & Above	Male	Punjabi	Uncle
4.	Uncle	45-65	Male	English	Uncle
5.	Puttar	15-25	Male/ Female	Punjabi	Son/ Daughter
6.	Mera bacha	15-25	Male/ Female	Urdu	My Son/ My Daughter
7.	Dear Brother	26-45	Male	English	Dear Brother
8.	Aunty	45-65	Female	Mix Code	Aunt
9.	Bhena	26-45	Female	Urdu	Sister
10.	Bebey Gee	66& Above	Female	Punjabi	Mother/ Grandmother
11.	Madam	26-45	Female	English	Madam
12.	Dhi	15-45	Female	Punjabi	Daughter
13.	Dear Anti	45-65	Female	Mix Code	Dear Aunt



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14.	Ma ji	66 & Above	Female	Urdu	Dear Mother
15.	Meri Beti	15-25	Female	Urdu	My Daughter
16.	Guriya	1-10	Female	Urdu	Doll
17.	Doll	1-10	Female	English	Doll
18.	Meri Maa	66& Above	Female	Urdu	My Mother
19.	Haji Saab	45 & Above	Male	Urdu	A religious Title/ A person who has performed Pilgrimage
20.	Bhai Jaan	26-45	Male	Urdu	Beloved Brother
21.	Jutt Saab	15-45	Male	Urdu	A Cast oriented Title
22.	O Bibi Bhena	45-65	Female	Mix Code	O innocent sister
23.	Chooti Bhena	15-25	Female	Urdu	Younger Sister
24.	Sir	26-45	Male	English	Sir
25.	Miss	15-25	Female	English	Miss
26.	Khala Gee	45 & Above	Female	Urdu	Dear Aunt
27.	Apney Munney	1-10	Male	Urdu	My Son

Table 3 comprises rich data gathered from the recordings, images, questionnaires for the customers and the semi-structured interviews from the shopkeeper. For the 25-year age group, the address terms used are: **Beta** (Son/ Daughter), **Puttar** (Son/ Daughter), **Mera Bacha** (My Son/ My Daughter) and **Jutt Saab** (Naming a Cast). For the 26-45 year age group males, the shopkeepers used **Sir**, **Bhai Jaan** (Dear Brother), **Dear Brother** and **Bhai** (Brother). **Uncle** and **Haji Saab** (A pilgrim) is used for 45 & above age group. 1-10-year age group **Apney Munney** (Our Child) is used by a shopkeeper.

For female customers in the 1-10 year age group, two terms are mostly used: **Doll** and **Guriya** (Daughter Doll). **Beta** (Son/ Daughter), **Puttar** (Son/ Daughter; Punjabi Flavour), **Mera Bacha** (My Son/ My Daughter), **Dhii** (Daughter; Punjabi flavour), **Meri Beti** (My Daughter), **Chooti Bhena** (Younger Sister) and **Miss** are the terms used frequently for young ladies who belonged



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to 15-25 year age bracket. 26-45 age group is addressed as *Madam, Bhena* (Younger Sister), *Baji* (Elder Sister) and *Meri Behan* (My Sister). Female customers of 45-66 age bracket are called *Khala Gee* (Dear Aunt), *O bibi Bhena* (O innocent sister), *Aunty* (Aunt), *Dear Aunty* (Dear Aunt) and *Madam. Ma Gee* (Dear Mother), *Meri Maa* (My Mother) and *Bebey Gee* (Dear Mother/ grandmother) are used for ladies aged 66 & above.

These choices are made carefully by the shopkeepers for their male and female customers in relevance to other important features i.e. dressing, status, gender and physical appearance.

Table 4

*Gender Based Address Terms GBAT*

Sr. no.	Address Terms	Gender	Language	English Subtitle
1.	Bhai	Male	Urdu	Brother
2.	Buzurgo	Male	Punjabi	Uncle
3.	Uncle	Male	English	Uncle
4.	Dear Brother	Male	English	Dear Brother
5.	Haji Saab	Male	Urdu	A religious Title/ A person who has performed Pilgrimage
6.	Bhai Jaan	Male	Urdu	Beloved Brother
7.	Jutt Saab	Male	Urdu	A Cast oriented Title
8.	Sir	Male	English	Sir
9.	Apney Munne	Male	Urdu	My Son
11.	Aunty	Female	Mix Code	Aunt
12.	Bhena	Female	Urdu	Sister
13.	Bebe gee	Female	Punjabi	Mother/ Grandmother
14.	Madam	Female	English	Madam
15.	Dhi	Female	Punjabi	Daughter
16.	Dear Anti	Female	Mix Code	Dear Aunt



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17.	Ma gee	Female	Urdu	Dear Mother
18.	Meri Beti	Female	Urdu	My Daughter
19.	Guriya	Female	Urdu	Doll
20.	Doll	Female	English	Doll
21.	Meri Maa	Female	Urdu	My Mother
22.	O Bibi Bhena	Female	Mix Code	O innocent sister
23.	Chooti Bhena	Female	Urdu	Younger Sister
24.	Miss	Female	English	Miss
25.	Khala Gee	Female	Urdu	Dear Aunt
26.	Puttar	Male/ Female	Punjabi	Son/ Daughter
27.	Mera bacha	Male/ Female	Urdu	My Son/ My Daughter

Gender based Address Terms are listed above in Table 4. For male customers, the shopkeepers used **Bhai** (Brother), **Buzurgo** (A congenial connotation for an elderly person), **Uncle**, **Dear Brother**, **Haji Saab** (A Pilgrim), **Bhai Jaan** (Dear Brother), **Jutt Saab** (Naming a Cast), **Sir** and **Apney Munney** (Our Kid).

Female customers were addressed as **Aunty** (Aunt), **Bhena** (A younger Sister), **Bebey gee** (Mother/ Grandmother; A Punjabi flavour), **Madam**, **Dhi** (Daughter; Punjabi flavour), **Dear Aunty** (Aunt), **Ma gee** (Dear Mother), **Meri Beti** (My Daughter), **Guriya** (A baby girl; Doll), **Doll**, **Meri Maa** (My Mother), **O Bibi Bhena** (O innocent sister), **Chooti Bhena** (Younger Sister), **Miss** and **Khala Gee** (Dear Aunt).

There are two address terms used for both male and female customers, **Puttar** (Son/ Daughter) and **Mera bacha** (My Son/ Daughter). In this study 60 % customers were female. So the most explored address terms are for female customers of different age group.

Table 5

Status Specific Address Terms SSAT

Sr. no.	Address Term	Class	Gender	Language	English Subtitles
1.	Beta	Middle Class	Male/ Female	Urdu	Son/ Daughter



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2.	Bhai	Middle Class	Male	Urdu	Brother
3.	Buzurgo	Lower Middle Class	Male	Punjabi	Uncle
4.	Uncle	Upper Middle Class	Male	English	Uncle
5.	Puttar	Lower Middle Class	Male/ Female	Punjabi	Son/ Daughter
6.	Mera bacha	Middle Class	Male/ Female	Urdu	My Son/ My Daughter
7.	Dear Brother	Upper Middle Class	Male	English	Dear Brother
8.	Aunty	Middle Class	Female	Mix Code	Aunt
9.	Bhena	Middle Class	Female	Urdu	Sister
10.	Bebe gee	Lower Middle Class	Female	Punjabi	Mother/ Grandmother
11.	Madam	Upper Middle Class	Female	English	Madam
12.	Dhi	Lower Middle Class	Female	Punjabi	Daughter
13.	Dear Anti	Upper Middle Class	Female	Mix Code	Dear Aunt
14.	Ma gee	Lower Middle Class	Female	Urdu	Dear Mother
15.	Meri Beti	Middle Class	Female	Urdu	My Daughter
16.	Guriya	Middle Class	Female	Urdu	Doll
17.	Doll	Upper Middle Class	Female	English	Doll
18.	Meri Maa	Lower Middle Class	Female	Urdu	My Mother
19.	Haji Saab	Middle Class	Male	Urdu	A religious Title/ A person who has performed Pilgrimage
20.	Bhai Jaan	Middle Class	Male	Urdu	Beloved Brother



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21.	Jutt Saab	Middle Class	Male	Urdu	A Cast oriented Title
22.	O Bibi Bhena	Lower Middle Class	Female	Mix Code	O innocent sister
23.	Chooti Bhena	Middle Class	Female	Urdu	Younger Sister
24.	Sir	Upper Middle Class	Male	English	Sir
25.	Miss	Upper/ Middle Class	Female	English	Miss
26.	Khala Gee	Lower Middle Class	Female	Urdu	Dear Aunt
27.	Apney Munne	Lower Middle Class	Male	Urdu	My Son

Table 5 lists Status-Specific Address Terms. The whole data set is divided into three status categories according to the surroundings of the research locality: Upper Middle Class, Middle Class and Lower Middle Class. Address Terms used for the Lower middle class are **Buzurgo** (*A congenial connotation for an elderly person*), **Puttar** (*Son / Daughter*), **Dhii** (*Daughter*), **Ma gee** (*Dear Mother*), **Meri Maa** (*My Mother*), **O bibi Bhena** (*O innocent sister*), **Khala Gee** (*Dear Aunt*) and Apney **Munney** (*Our Kid*).

Middle-class address terms are: **beta** (*Son/ Daughter*), **bhai** (*Brother*), **mera bacha** (*My Son*), **Aunty** (*Aunt*), **Bhena** (*younger Sister*), **meri beti** (*My Daughter*), **guriya** (*Baby Girl; Doll*), **bhai jaan** (*Dear Brother*), **Jutt Saab** (*Naming a cast*) and **Chooti bhena** (*Younger Sister*).

Other address terms for the Upper Middle Class are **Uncle**, **dear Brother**, **Madam**, **Miss**, **Doll** and **Sir**. Status-oriented address terms are mainly appearance-based. These both categories are interlinked and overlapping.

**Sir**, **Madam** and **Miss** are the terms used for both the Middle and Upper middle classes. These terms reflect the linguistic adaptation by the shopkeepers to persuade their customers by bridging the gap in terms of trust and confidence and developing a direct relationship.



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Table 6

*Appearance Bound Address Terms ABAT*

Sr. no.	Address Term	Status Indicator	Appearance	Language	English Subtitles
1.	Beta	Middle Class	Young	Urdu	Son/ Daughter
2.	Bhai	Middle Class	Same Age Group	Urdu	Brother
3.	Buzurgo	Lower Middle Class	Old/ Dressing	Punjabi	Uncle
4.	Uncle	Upper Middle Class	Dressing/ Physical Appearance	English	Uncle
5.	Puttar	Lower Middle Class	Dressing/ Young	Punjabi	Son/ Daughter
6.	Mera bacha	Middle Class	Young	Urdu	My Son/ My Daughter
7.	Dear Brother	Upper Middle Class	Dressing	English	Dear Brother
8.	Aunty	Middle Class	Age / Dressing	Mix Code	Aunt
9.	Bhena	Middle Class	Same Age Group	Urdu	Sister
10.	Bebey gee	Lower Middle Class	Physical Appearance	Punjabi	Mother/ Grandmother
11.	Madam	Upper Middle Class	Dressing	English	Madam
12.	Dhii	Lower Middle Class	Physical Appearance	Punjabi	Daughter
13.	Dear Anti	Upper Middle Class	Dressing	Mix Code	Dear Aunt
14.	Ma gee	Lower Middle Class	Physical Appearance	Urdu	Dear Mother
15.	Meri Beti	Middle Class	Young	Urdu	My Daughter
16.	Guriya	Middle Class	Teenage/ Infant	Urdu	Doll
17.	Doll	Upper Middle Class	Infant / Teenage / Dressing	English	Doll
18.	Meri Maa	Lower Middle Class	Physical Appearance	Urdu	My Mother



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19.	Haji Saab	Middle Class	Dressing/ Beard	Urdu	A religious Title/ A person who has performed Pilgrimage
20.	Bhai Jaan	Middle Class	Same Age Group	Urdu	Beloved Brother
21.	Jutt Saab	Middle Class	Physical Appearance/ Dressing / Mustache	Urdu	A Cast oriented Title
22.	O Bibi Bhena	Lower Middle Class	Physical Appearance/ Dressing	Mix Code	O innocent sister
23.	Chooti Bhena	Middle Class	Teenage/Young	Urdu	Younger Sister
24.	Sir	Upper Middle Class	Dressing	English	Sir
25.	Miss	Upper/ Middle Class	Dressing/ Young	English	Miss
26.	Khala Gee	Lower Middle Class	Physical Appearance	Urdu	Dear Aunt
27.	Apney Munne	Lower Middle Class	Infant/ Teenage	Urdu	My Son

Appearance based Address terms are mostly age, gender and dressing oriented. These are the same classified terms as mentioned above in Age, Gender and Status based address terms. Appearance is the main feature highlighted through the images captured at research localities.

The way someone is dressed reflects one's status, class, culture and other religious associations. In this regard the most important category to adapt the right address terms is the appearance of the customer. It triggers the suitable choice to initiate the appropriate strategies for the successful business game between the shopkeeper and the customer. This process is mainly two ways but the current study is confined to the shopkeepers only.



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Table 7

Cultural Specific Address Terms CSAT

Sr. no.	Address Term	Culture Indicator	Language	English Subtitle
1.	Bebey gee	Strong Punjabi Culture	Punjabi	Mother
2.	Behna	Respectful Kinship Term	Urdu	Sister
3.	Sister	Adaptation	English	Sister
4.	Brother	Adaptation	English	Sister
5.	Chacha gee	Family System	Punjabi	Paternal Uncle
6.	Ma gee	Kinship Term	Urdu	Mother
7.	Aunty	Respectful Relational Term	Mix Code	Aunt
8.	Puttar	Punjabi Kinship Term	Punjabi	Son
9.	Dhii	Punjabi Culture	Punjabi	Daughter
10.	Jutt Saab	Cast Oriented Term	Punjabi	A specific Cast name
11.	Haji Saab	Religious Orientation	Urdu	A religious Person

Cultural address terms are listed above further mentioning the sub categories: Punjabi Culture, Kinship Terms, Cast orientation, Religious aspect, Family System. **Bebey Gee** (Dear mother/ grandmother), **Puttar** (Son/ Daughter) and **Dhii** (Daughter) reflect the Punjabi culture of our country. **Bhena** (Younger sister), **Aunty** (Aunt) and **Ma gee** (Dear Mother) are kinship terms. Cast orientation is referred to by **Jutt Saab** (Naming a Cast). **Haji Saab** (A Pilgrim) is a religion-based address term. **Sister** and **Brother** reflect the adaptability in Pakistani culture such as its non-static nature. Strong family association is sparked by **Chacha Gee** (Equivalent to Uncle; Typical Punjabi flavor for Paternal Uncle).

Table.8

Religion Specific Address Terms RSAT

Sr. no.	Address Term	Religious Indicator	Language	English Subtitle
1.	Haji Sab	One who has performed a pilgrimage	Urdu	A Pilgrimage
2.	Molana	A religious person	Urdu	Mawlana



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3.	Hafiz Saab	One who has learnt the Urdu religious book	Urdu	Guardian
4.	Hazrat	A pious man	Urdu	Misters
5.	Mohtarma	A pious lady	Urdu	Madam
6.	Ma Gee	An elderly pious lady	Urdu/ Punjabi	Mother

Table 8 highlighted the religious address terms used by the shopkeepers for their customers who seemed much inclined towards the religious values. The indicators were veil, beard, head wear (Men, Women) and Abaya. For male customers with beard and cap the shopkeepers used **Haji Saab** (A Pilgrim), **Molana** (A Mawlana), **Hafiz Saab** (A religious scholar) and **Hazarat** (Misters). **Mohtarma** (Madam) and **Ma Gee** (Dear Mother) are used for the female customers wearing veil or hijab.

Table 9

*Honor Specific Address Terms*      *HSAT*

Sr. no.	Honorific	Language	English Subtitle
1.	Mohtarma	Urdu	Madam
2.	Sir	English	Sir
3.	Madam	English	Madam
4.	Chauhdary Sab	Urdu	A Specific cast
5.	Buzurgo	Punjabi	Grandfather
6.	Haji Saab	Urdu	A Pilgrim
7.	Puttar	Punjabi	Son
8.	Dhi	Punjabi	Daughter

Table 9 finally focused on the address terms used as honorifics for the customers by the shopkeepers. **Dhi** (Daughter), **Madam** and **Mohtarma** (Madam) are the honorifics used by the shopkeepers for their female customers to give honor and respect. For male customers **Puttar** (Son), **Sir**, **Chahdary Saab** (Naming a cast), **Buzurgo** (A congenial connotation for elderly person) and **Haji Saab** (A Pilgrim) are used as respect giving titles.

. Though Field work is a laborious and expensive task that becomes tough when the customers refuse to cooperate, yet it provided with an opportunity to learn and explore more. There is still room and capacity in this research project to be carried forward in multiple dimensions. This study is confined to a small and limited locality of just three markets of the



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Walled City of Lahore. Address terms are not merely semantic representations but unique pragmatic entities, which, when adapted wisely, play a successful game for profitable business.

## **Conclusion & Recommendations**

This study has examined the special instances of the address term used by the shopkeepers for their customers. It is found that most of the time, address terms are used to attract the attention of the customers, as highlighted in a study by Keshavarz (2001). This notion of seeking attention is highlighted in the context of a shopkeeper-customer conversation. Another study mentioned in the literature review focused on the professional status or the relationship between the speaker and the hearer (Yang, 2010). It provided a base to examine the relationship of the hearer and the speaker in the present study. It is found that this relationship is based on many important categories such as: age, gender, status, appearance, culture, religion and honor. These categories are the same as those proposed for the codification and classification of the data.

It further classified the used address terms with reference to socio-cultural and religious concepts. These were the emerging themes such as: Age Specific Address Terms, Gender Bound Address Terms, Status Based Address Terms, Physical Appearance Bound Address Terms, Cultural Specific Address Terms, Religion Based Address Terms, and Honour Based Address Terms. Address terms found through multiple tools are categorised and listed separately in tabular form in Chapter 4 according to the emerging themes. This categorization helped to find the most dominant theme and the overlapping categories. Appearance Bound Address terms are the most dominant category, and other themes are the subcategorisation of the appearance. Age, gender, status and religion all are reflected through ones' appearance. The way someone is dressed up and carries oneself is the reflection of all other associated features. Sometimes culture could also be reflected through appearance, yet in some cases the tone and style of the person's communication style revealed the cast and the cultural background of the person.

In case of face-to-face interaction of the shopkeeper and customers, the dominant category is Physical appearance. The shopkeepers chose the right word at the right situation after observing their customers' physical appearance. It triggers the suitable choice to initiate the appropriate strategies for the successful business game. The way someone is dressed reflects one's class, status, culture and religious associations.

Moreover, the purpose for which address terms are used, contextualised and revised in different contexts is investigated by applying QCA, Qualitative Content Analysis, GTS and Linguistic Adaptation theory. Qualitative Content Analysis made it possible to interpret the data through a pragmatic lens to investigate the marketing techniques underlying. Manipulative techniques



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were successfully worked with persuasive choices of Address terms made wisely by the shopkeepers through game theory in practice. Game theory semantics outlined the marketing victory of the shopkeepers in a careful play of semantic choices for their customers. Linguistic adaptability helped to explore the context and situational choices made by the shopkeepers for their customers.

The results of the study have shown that mostly young female customers aged 15-25 preferred to be called *Madam* or *Behna* (Younger Sister).

It is also observed during the research that cultural and religious Address terms are obsoleting. A decade ago, it was a matter of pride to address someone as *Chahdary Saab* (Naming a cast), *Haji Saab* (A Pilgrim), *Molvi Saab* (A religious person), *Molana* (A religious Scholar), *Mohtram* (Respected religious person), *Mohtarma* (A religious / Pious lady). These cultural terms were found only in one recording. The same is for *Haji Saab* (A Pilgrim), used by an elderly person for his age fellow and a well-known old customer. Other than these two terms no cultural or religious Address term was found. This finding indicates the omission of our cultural Address terms from our markets. Especially the new generation is much inclined towards the borrowed choices of *Sir*, *Madam* and *Miss*. (26-45) age group prioritised *Madam* or *Baji* (Elder Sister). *Aunty* (Aunt) is preferred by females aged 66 & above. This highlights the changing trend where *Aunty* is preferred than cultural terms *Ma gee* (Dear Mother) or *Meri Ma* (My mother). The same is for 45 & above age male customers; they preferred to be addressed as *Uncle* instead of culture-oriented *Chacha gee* (equivalent to uncle; Punjabi kin term for paternal uncle) or *Hafiz Saab* (A pilgrim), the religion-oriented address term.

The result of the study indicated overusage of *Sir*, *Madam* and *Miss* during shopkeeper-customers interaction. Though in all cases it is not used as the first choice yet most of the times the final choice made is of one of these address terms. *Madam* and *Miss* are used interchangeably for young and elderly lady customers. *Sir* is the overgeneralized term used for all male customers without any age specification. The majority of shopkeepers use kinship terms to address their customers to build a relationship of trust. Another important associative feature of using kinship terms for the female customers is the pragmatic religious connotation. This specific use of a pragmatic religious connotative way of addressing their lady customers is to bridge the gap in terms of intimacy, trust and confidence.

The results of the investigation initiate another notion with reference to Urdu proper nouns (Siddiqui 1971), as mentioned in the literature review, that most of the address terms found in this study are from two categories: *Urff* (Alias) and *Kunniat* (Kinship terms). These two categories are the dominant categories. This is the one side of the coin; on the other side, young customers and shopkeepers mostly favour *Khitaab* (Title) such as *Madam*, *Miss* and *Sir*.



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It is recommended that future research could be carried out at Customers' end. Further the age and area specific address terms could be explored in reference to the shopkeepers. The results of this research cannot be generalized to all shopkeeper- customers' interaction. It is confined to the three markets inside the walled city Lahore so it could not be applicable to whole Lahore. The sample size is limited to the garment's shops; it could not be applied to other shopkeepers selling different items. Another limitation of the study is the respondents of the study. Mostly female customers are found in the market. Next research could be carried out with purposive sampling to find out the large data set for male customers to explore the address terms used for the male customers. Linguistic Adaptability model and Game theory model could be applied to the choices made by the customers. This research only focused on one player of the game; in future the role of both players could be investigated.

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