

ABSTRACT

This study examined “Constituent factors of the schema of Punjabi identity”. The research explores the phenomena of Punjabi identity in reference to Pakistani social context. The qualitative approaches are used to analyze the phenomenon of Punjabi identity in-depth. Four studies have been done in present research. In study I, an open- ended questionnaire is used to collect data from 50 subjects, 25 male and 25 females. Analysis has been done by using frequencies. Result revealed that Punjabi identity is the third most important identity among subjects. A focus group is conducted in study II on the topic “Importance of Punjabi identity”. Grounded theory method is used for the analysis. In-depth analysis indicated that participants do not give importance to Punjabi identity. Study III is conducted on 50 subjects, 25 males and 25 females. Rating scale of identity which is based on the result of study I is used to collect data. Mean scores, multi dimensional scaling and hierarchical cluster structure are conducted for analysis. Results validate the findings of study II, suggested that Punjabi identity is not valued for subjects ($M= 12.74$). In study IV semi-structured interviews are conducted on 8 subjects. The subjects are nationalist, professor, sociologist, columnist, poetess, Islamic scholar, house wife and student. Interpretive phenomenological analysis (IPA) is done. Analysis divided these subjects into two groups, Atypical Punjabis (who have strong affiliation to Punjabi identity) and Typical Punjabis (who do not have strong affiliation). The schematic model of Punjabi identity is developed. The results of these four studies give an overall schema of Punjabi identity which indicated that Punjabis are not very conscious to ethnic (Punjabi) identity.