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Individual Personality Factors as Drivers for Electronic and Mobile-Shopping Acceptance in United Arab Emirates

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Abstract

Purpose: The purpose of this paper is to examine how individual personality factors including functionality factors interactivity, psychological factors, usability and technology factors, and product/service characteristics can influence Dubai Emiratis to adopt and use online shopping.

Methodology: Thirty six questionnaire items were administered to 180 adult Emiratis living in Dubai to examine the influence of personality factors on online shopping acceptance. The sample of 180 Emiratis was chosen through random sampling technique.

Results: The findings significantly improved the understanding of users in Dubai in terms of their E&M-Shopping acceptance. The factors could assist in achieving successful E&M-Shopping acceptance. Along a similar line of importance, the findings highlighted the low awareness of users concerning government regulations and product return policy.

Practical implications: The result of this study showed that usability and technology factors affected the consumers' acceptance of Electronic and Mobile shopping. Therefore, future technology in E&M-Shopping should be enhanced through government initiatives and such enhancements will be evidenced in the country's -GDP. This is also expected to achieve the target of the UAE vision 2021 to be among the top 20 countries that are in readiness to capture opportunities provided by information and communication technology to increase competitiveness.

Originality or Value: The findings of this study are expected to add knowledge to the behaviour of Dubai Emirati consumers with regard to electronic commerce. Emirati consumers who dwell in Dubai have been compared to international consumers.

Keywords: m-shopping, e-shopping, consumer behaviour, Dubai

1. Introduction

E-commerce has evolved into a popular and acknowledged way of conducting business (Anckar & D'Incau, 2002; Bhattacharjee, 2000) in the past two decades. Such rapid expansion produces extraordinary results for both businesses and consumers in online or in offline environments (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009). Furthermore, it was revealed that e-commerce has several interrelated dimensions related to both business and government and it comprises a database of laws, regulations and government laws for industry sectors. Aside from the above, on-line application and submission of official forms (such as company and value added tax) and on-line payment facilities are also included. At a business level, e-commerce involves B2C and B2B e-commerce. B2C e-commerce enables consumers to empower, develop and create new products, and explains how products are customised and services delivered (Gefen & Straub, 2004). In contrast, B2B facilitates the form of organisation where companies rely on suppliers and product distribution to respond more effectively to the changing market and consumer demands and to achieve more efficient operation (Albrecht, Dean, & Hansen, 2005). E-commerce offers convenient shopping methods for products, information and services, electronic banking and personal finance management. It makes it easier for consumers to find the desired products and services that match with their requirements (Vulkan, Nir, 2003; O'Farrell, Levine, Algroy, Pearce, & Appelquist, 2008). This way of commerce or shopping helps in reducing the costs significantly by removing 'middlemen'

from the supply chain. Good examples of companies that employ this business model are Dell and Cisco (Guttman, 2003; Laudon & Traver, 2002). Dell and Cisco are more successful in strengthening business relationships, eliminating inventory, operational and distributional costs as well as offering products directly to their customers at lower prices. Moreover, it has been found that the affordable tablets, smart-phones and portable computers are changing the way that consumers shop and pay, whether online or on the go. In this sense, the m-commerce (M-Shopping) is another emerging concept in e-commerce, which makes shopping more comprehensive, convenient, cost-effective and easily accessible to consumers and it allows them to fulfil their needs and requirements in very less time. The term m-commerce was initially originated by Duffey (1997) and defined as: “The delivery of electronic commerce capabilities directly into the consumer’s hand, anywhere, via wireless technology” (Duffey, 1997). The hand-device technology, especially for the shopping purpose, has been increasing day by day due to their affordability. Secured technology developments are driving the mobile commerce. Companies are making increasing use of consumer data to inform and guide their operations and added to this, electronic and mobile payments have been increasing (Fidelity Worldwide Investment, 2013).

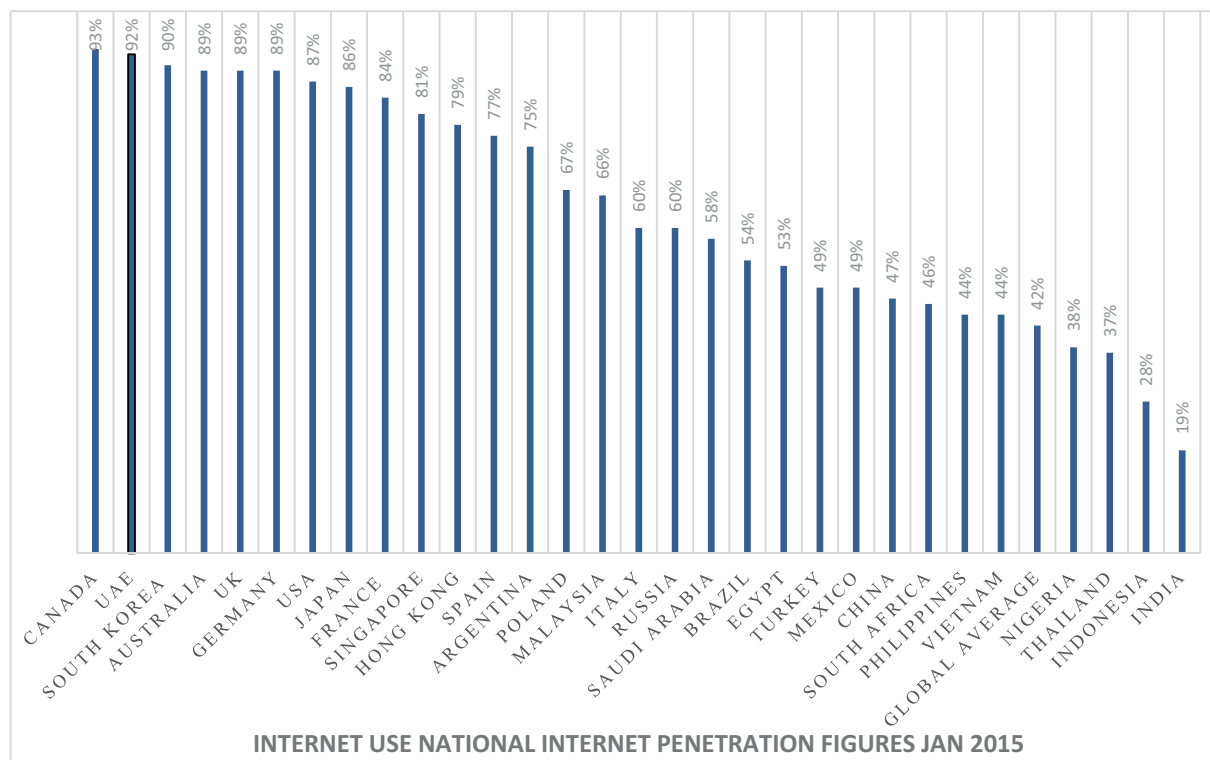


Figure 1. Internet users throughout the world (Kemp, 2015)

In Figure 1, it is illustrated that the Internet users has been increasing throughout the world and nations such as Canada, UK and USA lead nations in terms of the greatest the Internet penetration. Similarly, the UAE has been found to be the second largest nation in terms of using the Internet at a percentage of 92%.

In Figure 2, it is illustrated that the users access the Internet by using different devices like laptops, desktop PCs, and mobile phones. In this regard, the UAE has been found to be the sixth largest nation in terms of using the Internet via laptops, desktop PCs, and mobile phones. Since, in the UAE, 5.1% of users access the Internet through laptops or desktop PCs while 38% of users access the Internet through mobile phone devices. Moreover, the use of mobile phones to access the Internet is high in the UAE.

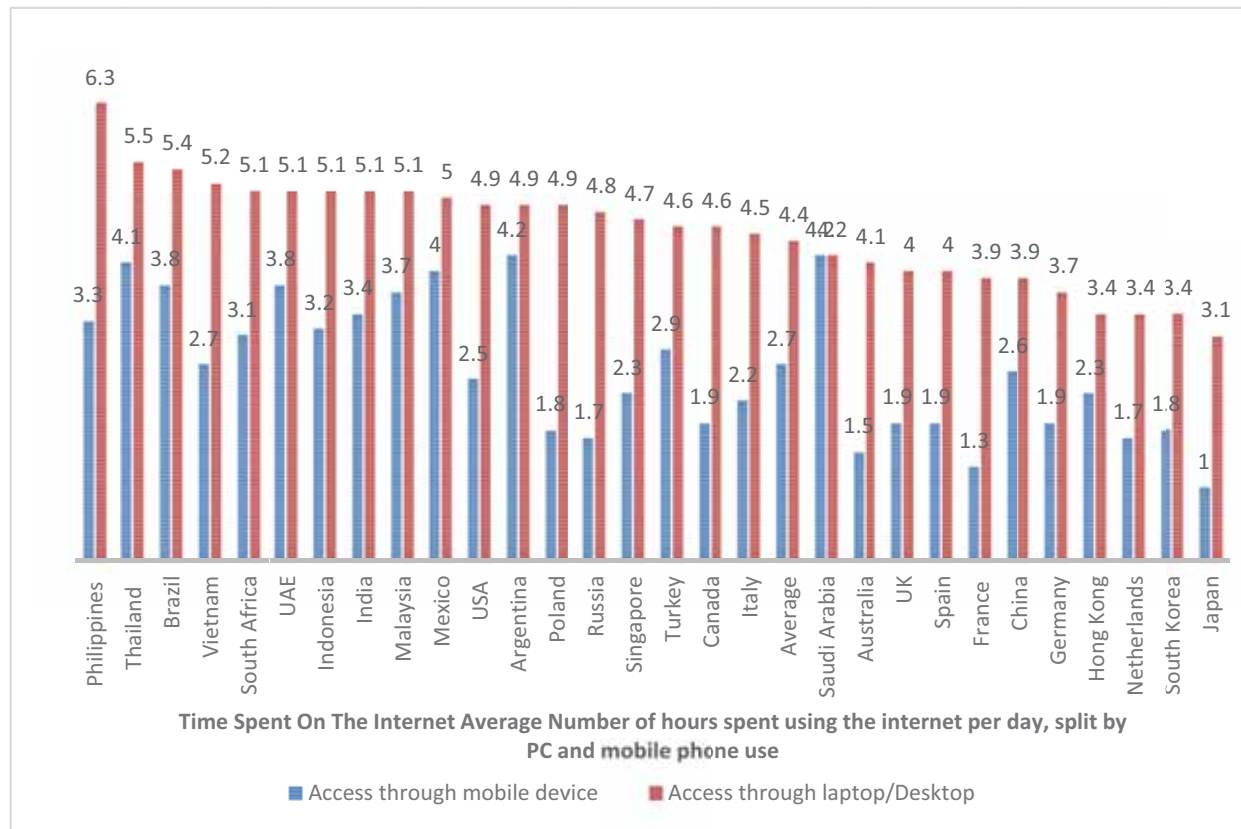


Figure 2. Time Spent on the Internet throughout the World (Kemp, 2015)

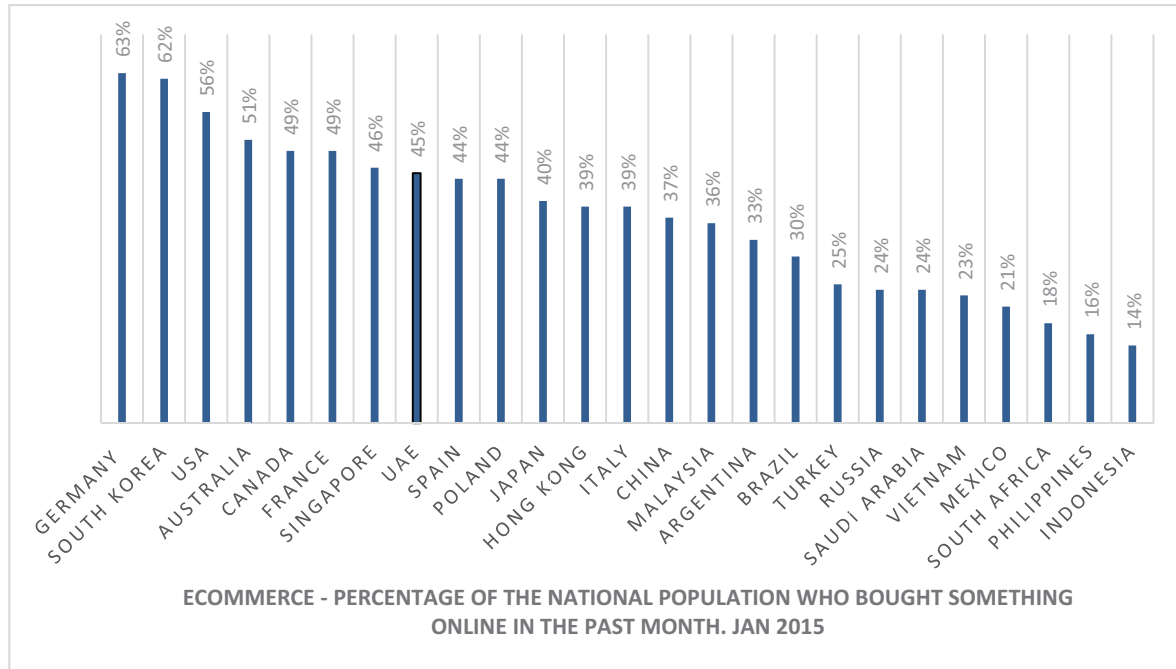


Figure 3. Ratio of e-commerce throughout the world (Kemp, 2015)

Figure 3 illustrates the ratio of e-commerce throughout the world. In this regard, UK, Germany, South Korea, and USA are the four largest nations. In contrast, the use of e-commerce in the UAE is relatively low. Since, in the UAE the ratio of e-commerce is only 45% indicating that the notion of e-commerce in the UAE is relatively low as compared to the other nations of the world.

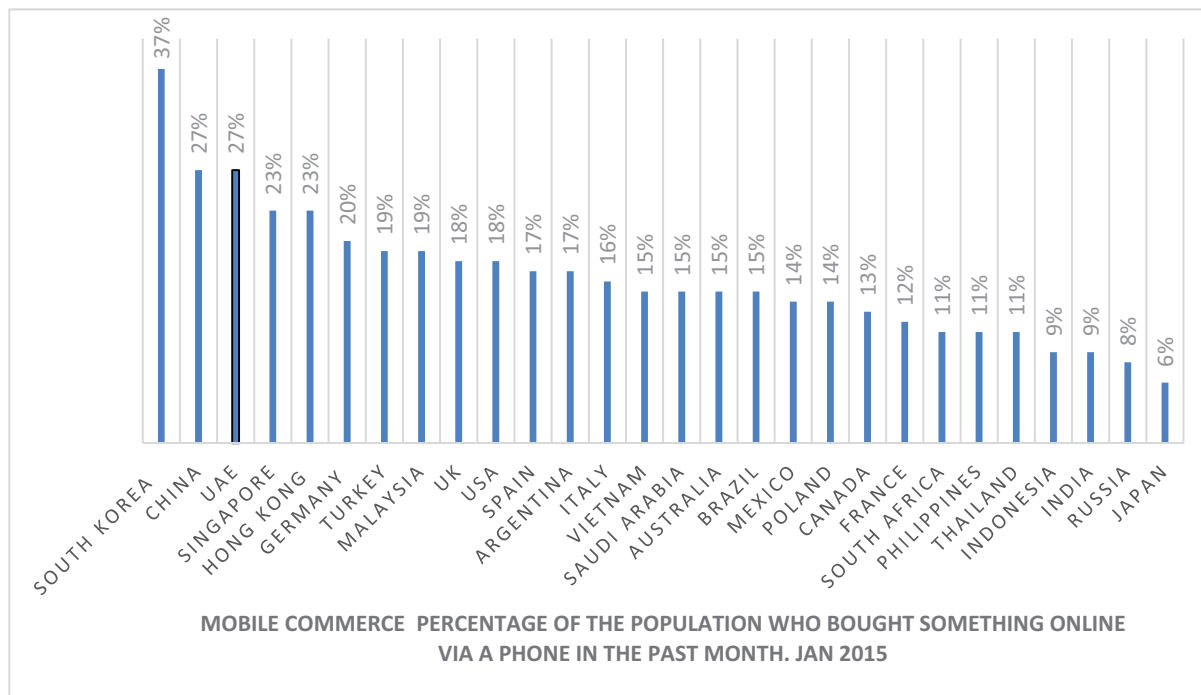


Figure 4. The ratio of M-commerce throughout the world (Kemp, 2015)

Figure 4 illustrates the ratio of m-commerce throughout the world. In this regard, South Korea and China are the two largest nations. In contrast, the use of m-commerce in the UAE is 27%. However, it is indicated that the notion of m-commerce in the UAE is relatively low as compared to the other nations of the world (Kemp, 2015).

The research was motivated by the low use of online shopping by the Emiratis in Dubai compared to other countries that have accepted and adopted online shopping. The UAE was recently ranked 23 among 143 countries in the Global Information Technology Report (GITRP) 2015 according to a study conducted by World Economic Forum (WEF) and (INSEAD). As per the UAE vision 2021, the target is to become one of the top 20 countries in this regard. This paper desires to establish personality factors, which modify the behaviour of Emiratis in Dubai towards the acceptance of online shopping, which is part of the main factors affecting the increase of competitiveness based the indicator defined in the National Key performance indicators “Use of ICT by individuals, businesses, and government” (The economic and social impact of information and communication technology).

2. Theoretical Background

This research focuses on the current E&M-shopping market situation in the UAE. The study framework investigates the research question constructed by a number of researchers in their studies to study the different aspects of the issue under consideration (Venkatesh; Davis, 2000).

2.1 Technology Acceptance Model (TAM)

TAM was first introduced by Davis (1986) and was developed by the use of TRA in psychology research, which worked as a well-developed and tested behavioural prediction model (Davis, 1989). The TRA model has been successfully utilized by the researchers of mid 1970s to predict consumers’ behaviour towards technologies (Shih & Fang, 2004). On the other hand, TAM suggests how and when the different factors influence consumer’s decision whenever new technology is introduced (Davis, 1989). Notably, these factors are divided into two categories, i.e. Perceived Usefulness (PU) and Perceived Ease-of-Use (PEOU) (Davis, 1989). Perceived usefulness (PU) shows the level to which an individual or user believes that the use of specific technology would improve his/her performance, while Perceived ease-of-use (PEOU) shows the level to which an individual or a user believes that the use of specific technology would be free from effort (Davis, 1989). The illustration of TAM is shown below:

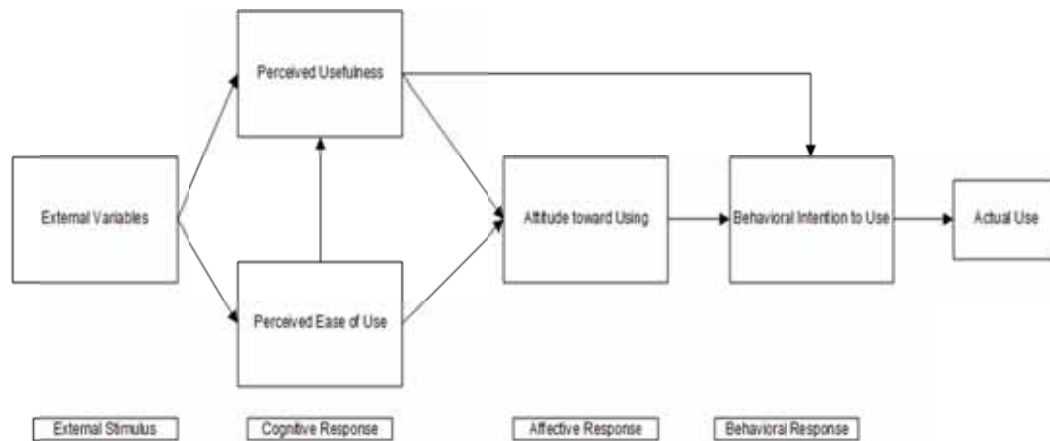


Figure 5. Technology Acceptance Model (Davis, 1989)

According to Bagozzi, Davis and Warshaw (1992), understanding the emerging technology is important because; *“New technologies such as personal computers are complex and an element of uncertainty exists in the minds of decision makers with respect to the successful adoption of them, people form attitudes and intentions towards trying to learn to use the new technology prior to initiating efforts directed at using. Attitudes towards usage and intentions to use may be ill-formed or lacking in conviction or else may occur only after preliminary strivings to learn to use the technology evolve. Thus, actual usage may not be a direct or immediate consequence of such attitudes and intentions.”* (Bagozzi, Davis, & Warshaw, 1992, p. 667).

It has been found that the TAM is the most famous and essential approach in the area of E&M-Shopping adoption and acceptance of new technology (Kini, 2009; Yaseen & Zayed, 2010; Tarasewich, Nickersonl, & Warkentin, 2002; Wixom & Todd, 2005; Wu & Wang, 2005) and a number of benefits have been associated with the model in the literature. The model has been found to be effective enough to increase the acceptance of technology among the users and is able to assess the individual’s opinion and intention about future use of certain technology (Yaseen & Zayed, 2010). Furthermore, the use of TRA in TAM has been identified to be effective in terms of understanding the different behaviours of technology users (Yang, 2005).

Nevertheless, there are several criticisms brought forward about TAM in the literature which highlight some of its limitations while motivating people towards the acceptance of new technology. According to Chuttur (2009), TAM has a limited explanatory and predictive power as well as it has a lack of practical value therefore it can be implemented in any practical setting (Chuttur, 2009). Similarly, Benbasat and Barki (2007) argued that the TAM diverts the attention of a researcher from the important research issue and creates an illusion of progression in building knowledge and awareness (Benbasat & Barki, 2007). Bagozzi (2007), on the other hand, they stated that TAM is a very general approach, which focuses on the individual users of a technology by covering only perceived usefulness and ease of use while the social processes of technological development and implementation have been ignored completely in the model (Bagozzi, 2007). Thus, it can be said that while adopting TAM as an approach to identify the behaviours of E&M-Shopping users, all limitations and lacking areas must be considered and addressed in this study so that authentic results can be acquired.

3. Hypothesis Framework

3.1 Factors Affecting the Acceptance of E&M-Shopping

3.1.1 Functionality Factors Interactivity/Convenient Shopping Environment

The interactive nature of the Internet or E&M-Shopping environment allows online vendors to enhance the web experience of visitors by presenting more personalized services and by doing so, it facilitates the willingness to share experiences and suggestions that can be enhanced among online users.

Interactivity can be enhanced by underpinning two key elements namely personalization and networking. Thus, interactive elements contribute in increasing positive behaviour of consumers towards online shopping by reducing uncertainty associated with online transactions (Saariluoma & Isomäki, 2009). The interactive facility also allows consumers to interact with vendors to ask questions or share opinions while using the website. For this purpose, online vendors use online helpdesks or support services. Networking, on the other hand, helps in establishing contact between consumers and vendors by means of active interface like users’ forums, chat rooms

or bulletin boards. Moreover, these two interactivity components are of two types; i.e. interactivity with the online vendor and interactivity with other web users (Okonkwo, 2007). Online consumers want convenient shopping and support so that they can communicate with the vendors in case of any problem with purchased products or services. This can be achieved only through interactive website design and associated components. In contrast, interactivity becomes a greater challenge for web designers as they need to organize online or offline helpdesks, efficient reverse logistics, rapid way to respond to e-mail complaints and inquiries. Thus, in this case, good knowledge of consumer profile and needs is important for designer and online vendors. In the literature, a study found that the users' forums, bulletin boards, chat rooms, guest books are the most essential web experience components (Constantinides, 2004). The new way of peer-to-peer interaction i.e. music files exchange and web-logging are the key interactive elements which are gaining popularity in the field of online commercial activities (Cravatts, 2014).

Additionally, Keisidou and Sarigiannidis (2011) argued that the interactivity aspects of an online vendor appear to have a significant effect on the online shoppers, where most of the consumers consider interactivity factors such as quick response, online representative availability, wide collection of products, promotional offers, and fastest ordering and delivering process, more important when it comes to choosing an online vendor. Therefore, the following hypothesis is proposed:

H1. Interactivity has a positive influence on attitudes towards E&M-Shopping.

H2. Convenient shopping environment has a positive influence on attitude towards E&M-Shopping.

3.2 Psychological Factors

3.2.1 Brand Reputation

Brand reputation also influences the online shopping behaviour of consumers. It is found that the firms with well-established reputation, brands and products quality usually have considerable benefit as compared to online novices and start-ups vendors or sellers. According to Lee and Park (2001), high levels of awareness about brands and brands' good reputation provides flexibility to consumers to trust the companies whether they are operating online or offline as well as to diminish the needs of online consumers' demands for credibility or integrity credentials (Lee & Park, 2001). Moreover, in psychological factors, particularly in brand reputation, online trust related to transaction security and consumer data safety are the two key elements, which could affect the online sales of the business and could prevent consumers to purchase products or services from a certain vendor.

In contrast, it is found that online sellers with lack of strong brand recognition and physical presence underestimate the importance of consumers' trusts and consumers' online experience (Constantinides, 2004). From the above discussion, the following hypothesis is postulated;

H3. The consumers' attitude towards E&M-Shopping acceptance has positive significant relationship with brand reputation.

3.2.2 Government Laws and Regulations

Government laws and regulations can be defined as the assessment of an organization regarding the preparation of the nation state and its assistance to support, facilitate and standardize e-commerce and its several needs (Molla & Licker, 2005). Moreover, it is found that the role of government is considerable in promoting and distributing the advantages of e-commerce (Ajzen, 1991). The findings of the study conducted by Kamel (2006) showed that the activities of government played significant role in accelerating e-commerce (Kamel, 2006). Argued that the government can provide a facilitating environment in which e-commerce can be executed to its full potential. Moreover, government can support online businesses by addressing all the problems and challenges related to awareness, infrastructure development, local content creation and culture concerns associated with the online environment by the integration of effective policies and regulations (Kamel, 2006). For this purpose, the following hypothesis is proposed to be tested;

H4. Government laws and regulations have a positive effect on consumers' attitude towards E&M-Shopping acceptance.

3.2.3 Subjective Norms

To become a successful retailer in online environment, it is necessary to understand the purchasing behaviour of consumers. To this end, retailers must have sufficient understanding regarding the website's design and support so that they can efficiently meet with the consumers' data gathering and online shopping behaviours. Thus, it can be said that the visual stimuli and communication with the help of text and sound can positively or negatively

affect the online needs and actions of consumers (Vijayasarathy & Jones, 2000). This statement is widely supported by the TRA as the theory posits that human behaviour is preceded by intentions based on consumers' attitude towards shopping behaviour and perceived subjective norms (Ajzen; Fishbein, 1980). Moreover, it is studied that the consumers' attitudes show their favourable or unfavourable feeling towards performing online shopping. In the same way, subjective norms confine the perception of consumers regarding the influence of significant elements such as family, peers, authority figures, and media.

In this area, consumers often act based on the thinking of what others perceive if they do so. Furthermore, Taylor and Todd (1995) stated that subjective norms tend to be more significant at the early stages of implementation of innovative technologies when consumers have inadequate direct experience from which to develop behaviours (Taylor & Todd, 1995). Thus, at the early stage of behavioural development, online retailers have to keep this thing in their mind that subjective norms can influence the shoppers' tendency towards online shopping behaviour (Yu & Wu, 2007). To achieve this purpose, the following hypothesis is proposed:

H5. Subjective norms have an impact on the perceived outcome of E&M-Shopping acceptance by consumers such that consumers with higher collectivism perceive better outcomes in Dubai.

3.2.4 Guarantees and Return Policies

Like in traditional businesses or markets, product guarantees offered by online vendors or businesses are potential tools for acquiring competitive advantages, increasing the level of consumer trust and diminishing the concerns associated with online transaction. Thus, clear policies implementation associated with product returning procedures and compensation have been found to have an optimistic influence on the credibility and integrity of online vendors (Grazioli, 2001). Therefore, the following hypothesis is proposed;

H6: Convenient product return policy and guarantees have positive effect on consumers' attitude towards E&M-Shopping acceptance.

3.3 Product /Service Characteristics

3.3.1 Marketing Mix

In literature, several researchers have argued that the impact of marketing mix elements (product, price, promotion, and place) on the behaviour of online shoppers is considerable when they come to buy products or services online. Authors are of the consensus that the 4P's of marketing mix including fulfilment are the significant components that contribute in either enhancing or lowering web experience of online shoppers. This ongoing debate on the significance of marketing mix, as an approach of conventional marketing, underlines the fact that more research needs to be conducted in this area in order to exactly define the role of these elements in online shopping environment (Goldsmith, 1999; Gummesson, 1997). Therefore; the following hypothesis can be proposed:

H7. The consumers' attitude towards E&M-Shopping acceptance has positive significant relationship with marketing mix.

3.3.2 Frequency of Purchase

In the literature, frequency of purchase is one of the measures that have been widely used to identify purchasing likelihood for products within specified times (Whitlar, Geurts, & Swenson, 1993). At the start, the good behaviour of consumers towards online shopping positively decides their purchasing intention. Furthermore, it has been revealed that a buying intention affects the consumers' final buying decision and their actual purchasing intention. This fact is also proved by literature (Goldsmith, 2002) where it was stated that online purchasing intention and consumer satisfaction are positively correlated with each other. According to Kim and Kim (2004), consumers' intention can be explained in terms of purchasing behaviour, intention to spend more time at online stores, and intent to suggest the online store to other people (Kim & Kim, 2004). Therefore, the following hypothesis is proposed;

H8. Increase of frequency of purchase has a positive effect on consumers' attitude towards E&M-Shopping acceptance in Dubai.

3.4 Usability & Technology Characteristics

3.4.1 Security

In TAM theory, perceived security (PS) is the only element which has not been extensively examined. However, in the literature, this element has been considered by several authors and its significant impact on the purchasing behaviour of online consumers have been evidenced by authors (Nysveen, Pedersen, & Thorbjørnsen, 2005).

These authors consider this aspect because at the time of using mobile phones as a platform of shopping, most of the consumers are unsure about the security aspects. Thus, this leads them to feel little satisfaction and pushes them to think whether or not they are safe. Hence, it would have a negative impact on their intention to use online shopping mode. Therefore, the following hypothesis is proposed;

H9. There is a positive relationship between the perceived security concerns of E&M-Shopping services and consumers' attitude towards E&M-Shopping acceptance in Dubai.

3.4.2 The Telecommunication Infrastructure

The supporting industry to E&M-Shopping such as telecommunications could affect the e-businesses because of their IT based activities and services (Molla & Licker, 2005). Therefore, e-businesses must have adequate infrastructure to take off and continue the development of e-commerce (Nysveen, Pedersen, & Thorbjørnsen, 2005). While e-businesses have to concentrate on the core competencies, it is equally important for them to be aware about the other organizational activities mainly associated with the provision of IT infrastructure and services. Therefore, the following hypothesis is proposed;

H10. The existence of telecommunication infrastructure for E&M-Shopping would positively impact towards E&M-Shopping acceptance of consumers in Dubai.

3.4.3 Web & App Design

The key aim of e-commerce businesses is to target the other countries by expanding their business activities as well as to acquire international users. To achieve this aim, online vendors need to obtain appropriate support of web design features to make it into an attractive shopping platform (Nguyen, Torlina, Peszynski, & Corbitt, 2006).

In addition, online vendors have to use appropriate language to target international consumers because the facility of translating web page is not solely adequate to deliver information in a proper manner (Chau, Au, & Tam, 2000). In this area, cultural boundaries may come into view, which could influence the purchasing behaviour of consumers belonging to different regions of the world (Constantinides, 2004). Therefore, online vendors must have adequate understanding about cultural differences and this should be reflected through their website design, web interface, and nature of payment method. Hence, based on the findings, it can be said that the web applications and interface is one of the key aspects of e-commerce (Corbitt & Al-Qirim, 2004) and as such, the following hypothesis is proposed;

H11. The consumers' attitude towards E&M-Shopping acceptance has positive significant relationship with web and app design.

3.4.4 Ease of Use

Davis (1986) stated that perceived ease of use has a significant influence on perceived usefulness. Perceived ease of use can be explained as the level to which an individual believes that using a specific system would require less or no effort. However, in this sense, the use of innovative technology comes into view. Since, innovative technology systems are considered to be easier to use and less complex, they have a higher likelihood of being accepted and used by potential consumers (Davis et al., 1989). Because innovative technology construct focuses on the perception of the individual regarding the level of efforts required using a particular system, perceived ease of use can be considered as a procedure of anticipation (Davis, 1989).

Personal innovativeness refers to the degree to which an individual relatively earlier adopts new ideas than other members in a society. However, the notion of personal innovativeness was first used by (Rogers, 1995) who defined the concept as a quality of individual towards being an early adopter of innovation. Moreover, Agarwal and Prasad (1998) defined personal innovativeness in the context of information technology as the willingness of an individual to experience any information technology advancement (Agarwal & Prasad, 1998). However, based on the notion of personal innovativeness, it can be said that there is significant relationship between innovativeness and adoption of E-shopping advancement. It is because the people interested in innovativeness are more likely to accept the risk and are more willing to become risk adventurous (Lee & Woonghee, 2003; Al-Gahtani & King, 1999). Therefore, the following hypothesis is proposed;

H12. Ease of use has positive significant effect on E&M-Shopping acceptance among consumers in Dubai.

3.4.5 Usefulness

A new product or service that does not support individuals in terms of performing their jobs and making their life easier, is considered as too abstract and easily eliminated (Liao & Cheung, 2001). However, the review of literature shows several numbers of ways and aspects through which a usefulness of a system can be evaluated.

According to Venkateshand Davis (2000), perceived usefulness is one of the elements, which have a strong relationship with the usage intentions (Venkatesh.; Davis, 2000). Perceived usefulness is also widely recognized as performance expectancy.

It comes when an individual thinks that certain innovation will bring advantage for him/her and help in improving productivity and work performance (Davis, 1989). Moreover, in the wider context of E&M-shopping, the real meaning of perceived usefulness is associated with the system, which assists consumers at any time and at any place. Thus, it can be said that perceived usefulness can be taken as the inclusive capability of online consumers in integrating E&M-shopping into their daily life routines. In a different aspect, it can be considered as the awareness of views of key online shoppers regarding the system innovation when offering alternative options with the similar performing capabilities (Agarwal & Prasad, 1998). In other words, an innovative system must have high usefulness to meet the necessities of online consumers and connect closely the use, productivity, performance, effectiveness and satisfaction (Al-Gahtani & King, 1999). Although there are many conceptions of perceived usefulness, the notion of Davis et al. (1989) seems to be the most appropriate, where he stated that perceived usefulness is a level to which an individual believes that using a system would improve his/her performance (Davis, Bagozzi, & Warshaw, 1989). Hence, in the literature, the idea of Davis et al. (1989) has been applied by a number of research projects in the literature. Therefore, the following hypothesis can be proposed;

H13. Usefulness has a positive significant effect on E&M-Shopping acceptance by consumers in Dubai.

4. Methodology

4.1 Research Framework

The research framework developed for the present study is illustrated below, which contains five sections i.e. functionality factors of interactivity, consumer factors, psychological factors, usability and technology factors, and product/service characteristics. Each section further represents the factors that are expected to have an influence on the adoption of E&M-Shopping in the UAE. Each of these factors helped in developing the hypothesis for the study. For instance, from functionality factors of interactivity hypothesis 1 and 2 were developed; from psychological factors, hypothesis 3 to 6 were developed; from product/service characteristics, hypothesis 7 and 8 were developed; and finally from usability and technology factors, hypothesis 9 to 13 were developed.

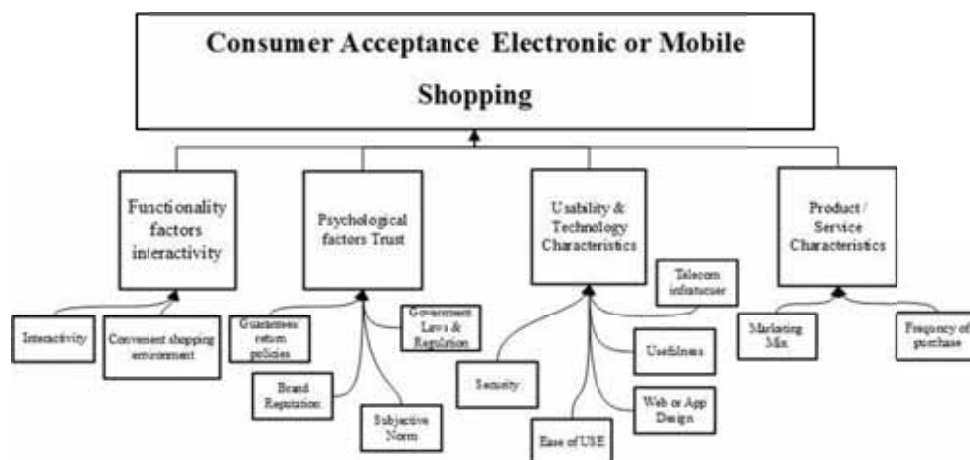


Figure 6. Research framework

The above framework is developed from the literature to obtain the answers to the following research questions;

- Q1.** What is the current scope of E&M-Shopping in the UAE?
- Q2.** Which factors affect the Emiratis attitudes towards the acceptance of E&M-Shopping in terms of TAM?
- Q3.** Are the consumers in the UAE motivated towards the acceptance of E&M-Shopping?

Aside from answering the above questions, the developed research framework is expected to help in testing the research hypotheses.

4.2 Research Method

The present study used the quantitative research study, using survey methods to test the factors, which influence

the adoption of E&M-Shopping in Dubai. A correlational/cross-sectional design were employed of this study, this is a quantitative research method based on findings for hypotheses testing. This research was selected to explore the phenomenon under investigation. Hence, this way of conducting research helps in providing the detailed examination of the study (Morse, 2003; Alise & Teddlie, 2010; Feilzer, 2010).

4.3 Data Collection

Relevant data was collected by using survey approach since authors suggested that survey is the best approach of collecting statistical or numerical data (Flick et al., 2007). Therefore, by using the survey approach, the researcher gathered the numerical data relevant for this research. For the survey, the researcher selected Emirati consumers residing in Dubai respectively. Furthermore, for the survey, the researcher selected 180 users or E & M-shoppers living in Dubai. There were 180 distributed surveys and the minimum number required as a sample is five times the number of the survey questions according to (Hair, Anderson, Tatham, & Black, 2010) 36 number of questions * 5= 180 samples. However, it is sufficient if it is more than 202 in Dubai.

This sample was selected randomly through convenience sampling. The sample size is appropriate for the exact identification of the factors that affect the E&M-Shopping behaviour of consumers in the UAE. The questionnaire helped in answering the research questions and in testing the research hypothesis. In questionnaire, the responses are measured by using five points Likert Scale comprising (a) strongly agree, (b) agree (c) neither agree nor disagree (d) disagree and (e) strongly disagree (Kumar, 2008; Flick et al., 2007). The targeted respondents of the study’s questionnaire were the internet users in the UAE, therefore questionnaire survey were distributed through emails and other social media, for whom are using online services.

The variables’ measurements were adapted and adopted from different resources. Items in the questionnaire of Functionality and interactivity factors were employed from (Joines, Scherer, & Scheufele, 2003), Psychological factors were employed from Limayem, Khalifa, and Frini (2000), the product/service characteristics employed from (Vijayarathy & Jones, 2000) and usability and technology factors employed from (Chau, Au, & Tam, 2000; Nysveen, Pedersen, & Thorbjørnsen, 2005; Molla & Licker, 2005).

5. Data Analysis

The gathered data is analysed via statistical analysis approach using SPSS software version 20. With the help of SPSS, several statistical measures are obtained such as descriptive statistics, factor analysis, reliability testing, and hypothesis testing. The developed hypotheses were tested at a significant rate, which is less than 5 percent (P = 0.05). Moreover, Cronbach’s Alpha was calculated to check the reliability of the questionnaire, where reliability is considered acceptable when Cronbach’s alpha is 0.60. Furthermore, factor analysis was conducted to examine the relevancy and dependency of the research variables on each other. Finally, the numerical results are presented in the form of appropriate tables.

5.1 The Reliability and the Factor Analysis

According to Table 1, Cronbach alpha range from 0.724 to 0.833 which confirmed the reliability of the construct in addition the result of Table 2 shows high loading of items that range from 0.607 to 0.899. According to Hair et al. (2010), the acceptable value for an item is more than (0.5). Therefore, the factor loads of the constructs were tested and found that the value is above the target.

Table 1. Reliability analysis

| Construct | Cronbach Alpha | No of Items | Cronbach If item deleted |
|-------------------------------------|----------------|-------------|--------------------------|
| Technology Acceptance | 0.820 | 4 | 0.820 |
| Usability & Technology Factors | 0.833 | 5 | 0.833 |
| Psychological Factors | 0.724 | 4 | 0.724 |
| Product /Service Characteristics | 0.728 | 2 | 0.728 |
| Functionality factors Interactivity | 0.748 | 2 | 0.748 |

Table 2. Factor analysis

| Construct | Cronbach Alpha | No of Items | Loading | KMO | % of Variance | Eigenvalues |
|-----------------------|----------------|-------------|-------------------------|-------|---------------|-------------|
| Technology acceptance | 0.820 | 4 | 0.825 0.881 0.822 0.734 | 0.710 | 66.792 | 2.672 |
| Usability & | 0.833 | 5 | 0.812 0.762 0.809 0.891 | 0.767 | 61.133 | 3.057 |

| | | | | | | | | | |
|-------------------------------------|-------|---|-------|-------|-------|-------|-------|--------|-------|
| Technology Factors | | | 0.607 | | | | | | |
| Psychological Factors | 0.724 | 4 | 0.834 | 0.438 | 0.848 | 0.841 | 0.641 | 58.865 | 2.355 |
| Product /Service Characteristics | 0.728 | 2 | 0.891 | 0.891 | | | 0.500 | 79.346 | 1.587 |
| Functionality Factors Interactivity | 0.748 | 2 | 0.899 | 0.899 | | | 0.500 | 80.828 | 1.617 |

Table 3. KMO and Bartlett's Test

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.829 |
| | Approx. Chi-Square | 2966.100 |
| Bartlett's Test of Sphericity | Df | 253 |
| | Sig. | .000 |

5.2 Data Analysis Results

Data is collected through questionnaires distributed to respondents. The demographic variables included at the end of the questionnaire include: gender, age, education, income, and experience-variables that are also considered to be relevant to motivating the consumers towards Electronic & Mobile Shopping.

The summary of demographic statistics was obtained of the respondents in terms of frequency and percentage through descriptive analysis. The total respondents is 202, with majority of respondents being male (136 or 67%) and aged between 31-35 (59 or 29%), and where a vast majority are Bachelor degree holders or holders of higher degrees (74 or 36%). Most of respondents have good experience in online shopping (168 or 83%) and majority of them spend surfing the Internet 1 to 5 hours daily (140 or 69%). The number of respondents who believe that the kind of an online shopper they are: price oriented are significant (49 or 24.3%), and the result shows that (20% or 41) of respondents believe themselves to be brand-oriented and (44 or 21.8%), respondents believed that the wide selection is the top factor that motivates them to avail of the online shopping environment. Furthermore, majority of Emirati respondents' incomes range from 20,000 to 35,000 AED (77 or 38%).

The results of the descriptive statistics, which evaluated and presented the questionnaire variables of the respondents, are shown in Table 4. The table presents the perception of the respondents in terms of the consumer aspects. The mean score of this variable is 3.930 with the standard deviation of 0.873. There are 14 items (questions), and the "security" item has the highest mean score of 4.430 and standard deviation of 0.857. The minimum score for this question is 1 i.e. "Strongly disagree" and maximum score is 5 "strongly agree". The question "Subjective Norm" has the lowest mean score of 3.450 and the standard deviation of 0.997.

In Table 4, the mean score of the overall perception aspects is close to 4 (3.931). So, it can conclude that consumer aspects generally lie on the level of "agree". In terms of standard deviation (S.D.), majority of the S.D values are accepted. The results indicate very good scores as the difference among results are not considerable.

Table 4. Descriptive statistics of Dubai respondents

| Description | Dubai | |
|-------------------------------------|---------------|----------------|
| | Min=1; Max =5 | |
| | Mean | Std. Deviation |
| H1. Interactivity | 3.701 | 0.739 |
| H2. Convenient shopping environment | 4.141 | 1.017 |
| H3. Service Brand | 4.000 | 0.837 |
| H4. Government, Laws, Regulations | 3.970 | 0.967 |
| H5. Subject Norm | 3.470 | 1.003 |
| H6. Guarantee Policy | 4.056 | 0.837 |
| H7. Marketing Mix | 4.000 | 0.713 |
| H8. Frequency To Purchase | 3.610 | 1.041 |
| H9. Security | 4.450 | 0.892 |

| | | |
|---------------------------------------|--------------|--------------|
| H10. Telecommunication infrastructure | 3.600 | 1.033 |
| H11. Web or App Design | 3.789 | 0.747 |
| H12. Ease of Use | 4.220 | 0.889 |
| H13. Usefulness | 4.060 | 0.832 |
| DV. Acceptable shopping | 3.955 | 0.686 |
| Total | 3.930 | 0.873 |

To test the structural relationships in the model, it employed the path analysis using TAM and examined other factors' effect towards E & M-shopping acceptance where all the paths and values of the modification indices were carefully examined with the help of t-test. Only one hypothesis was rejected due to significant = 0.111 above 0.05, whereas the rest of hypotheses were all acceptable (P-value lower than 0.05) with the t-values higher than 1.980 Regression analysis results of E&M-Shopping acceptance are presented below.

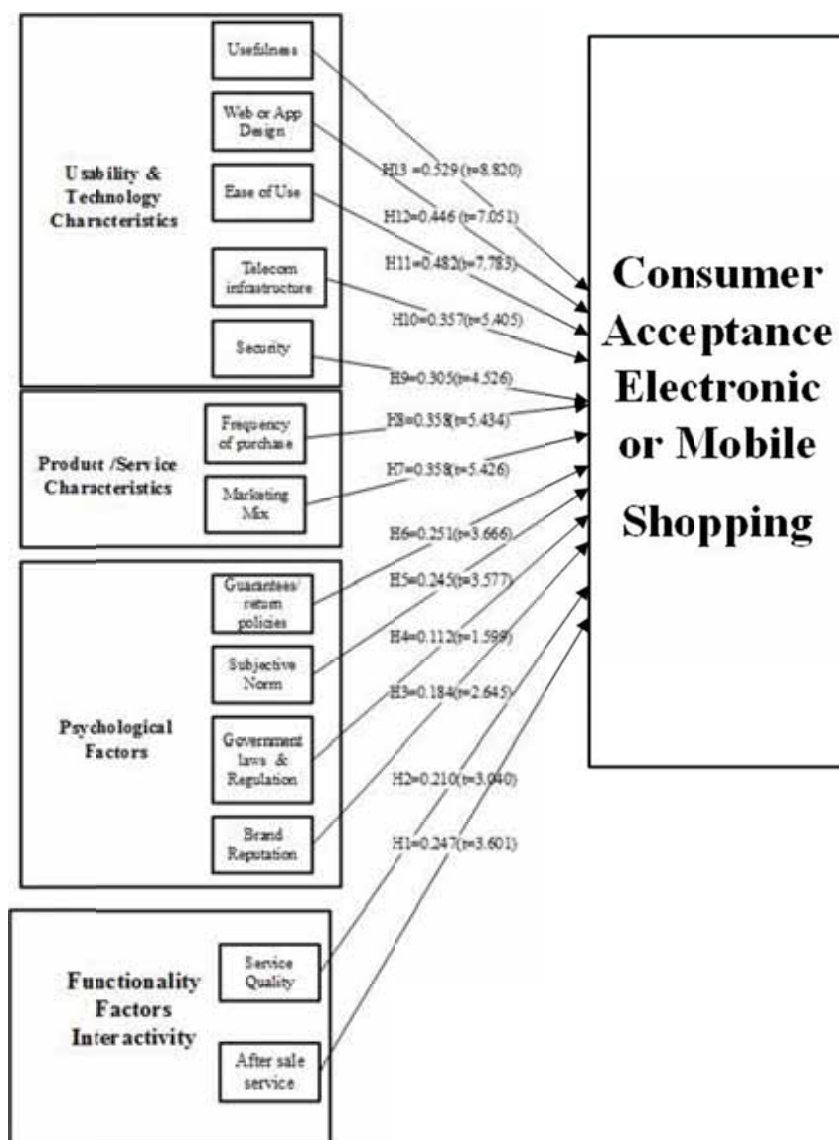


Figure 7. Conceptual model (Dubai)

5.3 Results

H1. Interactivity accounts only for 6.1% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Interactivity has positive significant relationship with attitude towards

E&M-Shopping acceptance [$t = 3.601, p < 0.000$].

H2. Convenient shopping environment accounts only for 4% of the variance in the E&M-Shopping acceptance the rest is explained by other factors. Convenient shopping environment has a positive significant relationship with attitude towards E&M-Shopping acceptance. [$t = 3.040, p < 0.003$].

H3. Brand of the services accounts only for 3% of the variance in the E&M-Shopping acceptance the rest explained by other factors. Service Brand has a positive relationship towards E&M-Shopping acceptance in Dubai [$t = 2.645, p < 0.009$],

H4. Government laws and regulations account only for 1% of the variance of the E&M-Shopping acceptance the rest explained by other factors. The p value shows that no linear relationship exists between government laws & regulations and consumer attitude towards E&M-Shopping acceptance [$t = 1.599, p > 0.111$]; the hypothesis is rejected.

H5. Subjective norm accounts only for 6% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Subjective Norm has a positive significant relationship with perceived outcome of E&M-Shopping acceptance [$t = 3.577, p < 0.000$].

H6. Product return policy and guarantees account only for 6% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Convenient product return policy and guarantee has a positive significant relationship with consumer's attitude towards E&M-Shopping acceptance [$t = 3.666, p < 0.000$].

H7. Marketing Mix factors account only for 13% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Marketing Mix has a positive significant relationship with consumers attitude towards E&M-Shopping acceptance [$t = 5.426, p < 0.000$].

H8. Frequency to purchase accounts only for 13% of the variance of the E&M-Shopping acceptance while the rest explained by other factors. Increase of Frequency to purchase has a positive significant relationship with consumers attitude towards E&M-Shopping acceptance in Dubai [$t = 5.434, p < 0.000$].

H9. Security accounts only for 9% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Perceived security of E&M-Shopping service has a positive significant relationship with consumers attitude towards E&M-Shopping acceptance in Dubai [$t = 4.526, p < 0.000$].

H10. Telecommunication infrastructure accounts only for 13% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Telecommunication infrastructure has a positive significant relationship with E&M-Shopping acceptance of consumers in Dubai [$t = 5.405, p < 0.000$].

H11. Web or application design accounts only for 23% of the variance of the E&M-Shopping acceptance while the rest explained by other factors. Web or application design has a positive significant relationship with consumers attitude towards E&M-Shopping acceptance [$t = 7.783, p < 0.000$].

H12. Ease of use accounts only for 20% of the variance of the E&M-Shopping acceptance whereas the rest is explained by other factors. Ease of use has a positive significant relationship towards E&M-Shopping acceptance [$t = 7.051, p < 0.000$].

H13. Usefulness accounts only for 28% of the variance of the E&M-Shopping acceptance while the rest is explained by other factors. Usefulness has a positive significant relationship with E&M-Shopping acceptance [$t = 8.820, p < 0.000$],

Table 5. Summary of the tested hypotheses (Dubai)

| Summary of the Tested Hypotheses Dubai | | | | | |
|--|------------|-------|-------|-------|---------|
| Factors category | Hypothesis | Mean | Sig. | R | Results |
| Functionality Factors Interactivity | H1 | 3.701 | 0.000 | 0.247 | Accept |
| | H2 | 4.141 | 0.003 | 0.210 | Accept |
| Psychological Factors | H3 | 4.000 | 0.009 | 0.184 | Accept |
| | H4 | 3.970 | 0.111 | 0.112 | Reject |
| | H5 | 3.470 | 0.000 | 0.245 | Accept |
| | H6 | 4.056 | 0.000 | 0.251 | Accept |
| Product /Service Characteristics | H7 | 4.000 | 0.000 | 0.358 | Accept |
| | H8 | 3.610 | 0.000 | 0.359 | Accept |

| | | | | | |
|--------------------------------|-----|-------|-------|-------|--------|
| Usability & Technology Factors | H9 | 4.450 | 0.000 | 0.305 | Accept |
| | H10 | 3.600 | 0.000 | 0.357 | Accept |
| | H11 | 3.789 | 0.000 | 0.482 | Accept |
| | H12 | 4.220 | 0.000 | 0.446 | Accept |
| | H13 | 4.060 | 0.000 | 0.529 | Accept |

Table 6. The research results compared with other references (Dubai)

| Factor | R | Similar factor | R based on other references | |
|---------------------------------------|-------|--|-----------------------------|---|
| H1. Interactivity | 0.247 | Concerns over delivery & return | 0.180 | (Cho, 2004) |
| | | Communication | 0.341 | (Jun, 2003) |
| | | Interactivity (consumer support & personal choice of helper, suffer posting) | 0.189 | (Dubinsky Heejin, 2004) |
| H2. Convenient shopping environment | 0.210 | Control in the information search | 0.240 | (Cho, 2004) |
| | | Prompt/reliable service | 0.346 | (Jun, 2003) |
| | | Merchandise (product info, brand selection, price) | 0.254 | (Dubinsky Heejin, 2004) |
| H3. Service-Brand | 0.184 | Trust | 0.470 | (Jun, 2003) |
| | | Reliability (good reputation) | 0.004 | (Dubinsky Heejin, 2004) |
| H4. Gov-laws –Regulations | 0.112 | Contributors to trust in government (Government Regulation) | 0.510 | (Welch, 2002) |
| | | Government e-readiness | - | |
| | | Market forces e-readiness | 0.068 | (Molla & Licker, 2005) |
| | | Social escapism | 0.274 | (Molla & Licker, 2005) |
| H5. Subject-Norm | 0.245 | Subjective Norms | 0.070 | (Scheufele, 2003) |
| | | Social influence | 0.174 | (Limayem, M.; Khalifa, M., 2000) |
| | | Effect of the Assurance Mechanisms and Deception on Perceived Risk | 0.134 | (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009) |
| H6. Guarantee-Policy | 0.251 | | 0.728 | (Grazioli, 2001) |
| H7. Marketing-Mix | 0.358 | Product offering | 0.200 | (Cho, 2004) |
| | | Frequency of purchasing from catalogues to likelihood to abort an intended transaction | -0.14 | (Cho, 2004) |
| H8. Frequency To Purchase | 0.359 | Desired consequences directly influence consumer | 0 | |
| | | Purchase frequency. | 0.379 | (Soonhong, 2012) |
| H9. Security | 0.305 | Trust | 0.279 | (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009) |
| | | Perceived security | 0.240 | (Vega Juan, 2009) |
| H10. Telecommunication-infrastructure | 0.357 | Trust | 0.350 | (Pavloii, 2003) |
| | | Compatibility | 0.174 | (Sanz-Blas, 2009) |
| | | Technology Resources | 0.267 | (Molla & Licker, 2005) |
| | | support industries e-readiness | 0.034 | (Molla & Licker, 2005) |
| H11. Web-or-App-Design | 0.482 | Web site design/CONTENT | 0.406 | (Jun, 2003) |
| | | Behavioural control (site, design) | 0.351 | (Limayem, M.; Khalifa, M., 2000) |
| | | Navigation (web & Design) | 0.078 | (Dubinsky Heejin, 2004) |
| H12. Ease-Of-Use | 0.446 | Perceived ease of use | 0.007 | (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009) |

| Factor | R | Similar factor | R based on other references | |
|-----------------|-------|-----------------------|-----------------------------|---|
| H13. Usefulness | 0.529 | Perceived ease of use | 0.280 | (Vega Juan, 2009) |
| | | Perceived ease of use | 0.120 | (Pavlou, 2001) |
| | | Ease of use | 0.223 | (Sanz-Blas, 2009) |
| | | Usefulness | 0.540 | (Tong, 2010) |
| | | Perceived usefulness | 0.441 | (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009) |
| | | Perceived usefulness | 0.190 | (Vega Juan, 2009) |
| | | Perceived usefulness | 0.330 | (Pavloii, 2003) |
| | | Usefulness | 0.510 | (Sanz-Blas, 2009) |

6. Discussion

Service characteristics, usability & technology factors influence the technology acceptance behaviour of E & M-shoppers when it comes to making a decision about online shopping (Saariluoma & Isomäki, 2009). Therefore some results confirm the findings in the literature while some are against them. Similarly, some factors are positively correlated with the E&M-Shopping acceptance while others are negatively correlated. It was revealed that in functionality factors interactivity, H1 & H2, are accepted indicating that interactivity, convenient shopping environment, and consumers' attitude have positive impacts on the E&M-Shopping acceptance behaviour of the people, supporting the findings of prior studies (Saariluoma & Isomäki, 2009; Keisidou & Sarigiannidis, 2011; Constantinides, 2004).

Moreover, in psychological factors, H4 is rejected, while H3, H5 and H6 are accepted. It means that government laws and regulations have negative impacts on the E&M-Shopping acceptance behaviour of the people a finding that goes against the findings of (Kamel, 2006). In contrast, subjective norm and convenient product return policy and guarantees have positive impacts on the E&M-Shopping acceptance behaviour of the people, which confirms the findings of (Taylor & Todd, 1995; Yu & Wu, 2007; Grazioli, 2001).

In addition to this, in terms of product/service characteristics, H7 and H8 are accepted, which means that marketing mix and increase of frequency of purchase have positive impacts on the E&M-Shopping acceptance behaviour of the people this finding confirms the findings of (Goldsmith, 1999; Kim & Kim, 2004; Gummesson, 1997; Goldsmith, 2002). Moreover, in terms of usability and technology characteristics, H9, H10, H11, H12 and H13 are accepted. Which means that security of E&M-Shopping services, telecommunication infrastructure, web & app design, ease of use and usefulness have positive impacts on the E&M-Shopping acceptance behaviour of the people. Which confirms the findings of earlier studies (Schaupp & Bélanger, 2005; Corbitt & Al-Qirim, 2004; Davis, 1989; Lee & Woonghee, 2003; Venkatesh.; Davis, 2000; Nysveen, Pedersen, & Thorbjørnsen, 2005).

7. Conclusion and Recommendations

This paper examined the relationship between selected functionality factors interactivity, psychological factors, product/service characteristics and usability & technology factors and M-Shopping acceptance. The results showed that usability & technology Factors (ease of use, usefulness, security and telecommunication infrastructure) significantly affected the consumers' acceptance of E&M-Shopping acceptance. Majority of things considered, the current findings significantly enhanced the understanding of users in Dubai in terms of acceptance of E&M-Shopping. Consideration of the factors identified should lead to more successful adoption of E&M-Shopping. Furthermore, the results highlighted the low awareness of the Government regulations and product return policy. Future research can further evaluate and analyse the technology infrastructure (platform of the devices) and their effect on the consumers' perception towards online shopping from a larger perspective of technology experts' viewpoint.

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Persuading the Public: Ranking of Bidayuh's Home-stays Websites

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Abstract

In this age of the new media, everyone with access to the Internet and knowledge can build their own website to market their services or products to the general public. One group of people who are harnessing the powers of the Internet is individual home-stays operators. Home-stays operators can advertise their services to the general public, either locally or internationally through the Internet. This paper explores the types of contents created by the Bidayuh people who are home-stays entrepreneurs at the Annah Rais longhouse located in the Padawan District, Sarawak. A search on the Internet indicates that three operators have their own websites to advertise their home-stays. To obtain information about the services and packages offered by these Bidayuh operators, the three home-stay websites were content analyzed. The analysis involves ranking these websites with a purposely created ranking instrument. Analysis of the data show that these home-stays operators obtained an above average score on all indicators. In other words, potential visitors will have sufficient knowledge about each home-stay if they were to surf the respective websites. Knowledge about the location, accommodation, types of packages and modes of reservation are offered to entice would be visitors to the Annah Rais longhouses.

Keywords: new media, ranking, home-stays, advertise, Bidayuh

1. Introduction

The advent of Internet has allowed both private and public organisations to advertise their products and services to the world. The opportunities made possible by the Internet are not only harnessed by these organisations but also small scale home-stays operators. This paper studies of websites created by home-stays owners that are operated by the Bidayuh tribe in Annah Rais, Sarawak. The Bidayuh is one of more than 34 indigenous people living in the state of Sarawak (Jeniri, 2015).

Annah Rais longhouses are situated in Padawan district located about 65 km from Kuching, the state capital of Sarawak, Malaysia. The journey by car to the village from the city is approximately one hour and 45 minutes. The village is situated on both banks of the Simadang River and has existed for 286 years. The number of village population is 1,218 people based on the village profile which is last updated in August, 2008 (Samat, 2012). Out of the populations, Bidayuh community represents the largest population with 1,149 people, followed by the Chinese ethnic group with 50 people, 15 people from Iban ethnic group and the remaining four people whose ethnic background are unrecorded. Majorly, the Bidayuh people are the Biannah sub-group who speak Bidayuh Biatah dialect (Samat, 2012).

The village settlement at Annah Rais is in a form of cluster. There are two types of houses in the village; the longhouses with 64 "bilik" (apartments) and about 85 individual separate houses scattered along the banks of the river and on the higher ground of the settlement. The longhouses are as old as eight generations and are divided into three sections: Kupo Sebak, Kupo Terakan and Kupo Sijok (Samat, 2012).

Annah Rais was opened for tourism in 1990 but the home-stay industry only started to operate in 2006. As of today, there are 14 families running the home-stay businesses in the village but not all of these proprietors are using the Internet to advertise their services. Currently there are only three home-stays operators that have

created their own websites to advertise their services. The home-stays websites are:

- Annah Rais Bidayuh Homestay <<http://www.longhouseinborneo.com/>>
- Annah Rais Longhouse Adventure <<http://www.longhouseadventure.com/>>
- Bidayuh Annah Rais Longhouse Homestay <<http://bidayuhlonghouse.blogspot.com/>>

The websites of two of the home-stays operators are being hosted on two different registered domains. The owners of these websites have registered their domains with the respective website hosting providers. Registering with website hosting providers will incur an annual fee for as long as the site remains active. The distinct advantage of registered domains is it will be displayed more prominently by Internet search engines. These websites will usually appear on the first page for each search result if an Internet user was to search using selected words that appear on the website domain.

The third home-stays operator took a different route by hosting its website on blogspot.com. This is cheaper and does not incur any recurring financial cost. The setback is that the administrator of blogspot.com can insert adverts without any notice to the owner of the blog. Whichever route they take to host their respective websites, these home-stays operators share similar intent that is to advertise their services to potential clients locally or internationally.

Researches on the Internet have mostly focused on the content developed by large commercial entities. The current study looks at the information provided by small scale business operators using the new media. Internet as a marketing medium has been widely studied (Lin & Huang, 2006). This study looks at the content provided by small-scale home-stays operators who are limited by capital but not necessarily lacking in knowledge about the business potential of using the Internet.

These small scale business operators usually start off as Internet users before embarking on creating their own content to exhibit their goods and services. With the Internet, they no longer need the services of big mass media companies to advertise their services. They are going direct to their potential clients and thus circumventing the need for mass media operators. By doing so, these operators do not incur extra cost and they have total control on the information provided on their websites. Websites offer another distinct advantage that is updating of the information instantaneously and continuously (Huang & Ho, 2015). To the website operators, they hold the amount and type of information that they are willing to share with their potential clients. To the users, they will have to rely on their own individual judgment to rate the usefulness and suitability of the information offered. Expert users of Internet are well aware that some information providers offer inaccurate, bias and misleading information. These content providers are either doing it intentionally or unintentionally. They are able to do this because publishing on the Internet is different from the traditional media (Mus Chairil, 2012).

With traditional news media, several people are involved in the publishing process (Mus Chairil et al., 2011). Anything publishable on the traditional news media will go through several layers of editing. This is to determine the accuracy and objectivity of the information provided. The person with the information is not related to the person who is creating, editing and publishing the information. With the Internet, the same person will be multi-tasking several tasks. In other words, the same person acts as the content provider, creator and publisher. The laymen are not tied to specific code of conduct such as journalists who are working for a mass media. Thus, their value judgment is not morally tied to any particular profession.

These content providers are fully cognizant that the information they provide can reach potential clients that transcend physical boundaries. Thus, they can seek out foreign and local clients with little or no effort. Samat et al. (2014) in their studies on the tourists who are frequenting these home-stays found that they are both local and abroad. The people who had visited Annah Rais confirmed that the Internet was their first choice for seeking information about these home-stays.

Visitors to a foreign place usually rely on several options to determine whether the place for a proposed visit is suitable to their needs. The best form of recommendation usually comes from a person who had visited the place. They will always be asked to give a subjective rather than an objective opinion on that particular place. People tend to place higher value to endorsement given by close friends or relatives.

If these types of recommendations are not available, people will often scan the mass media for materials and information about a prospective site (Flanagin & Metzger, 2000). The mass media such as newspapers and tourism related magazine offer an “objective” evaluation of a particular site. The people who use these printed mass media rely on the objective rating offered by the journalists who usually write based on their first-hand experiences visiting a particular tourism site (Mus Chairil et al., 2013).

Research on home-stays is nothing new. One such studies measure the experiential aspect of staying at home-stays run by Malay in the rural areas (Ghazali et al., 2009). The method involved keeping a diary on their day-to-day experience. Baty and Dold (1977) were interested to study the effects of staying at home-stays on a group of college students. Hokanson (2000) was interested in studying the potential of acquiring a foreign language while staying at a home-stays program.

Another study in Singapore looks at the potential of home-stays as an alternative mode of accommodation to the city state (Loke et al., 2004). Yahaya (2004) discusses the prospect of home-stays in the Malaysian tourism industry. Amran (2008) in his study looks at how home-stays programs in Malaysia have evolved into a mainstream tourism product. The product is also aimed at revitalizing the rural Malaysian economy. A similar study was done by Wall et al. (1996). Their study looks at the prospect of residents of Bali to become entrepreneur in a tourism related industry.

Based on previous studies, the purpose of this paper seeks to analyze the richness of the content of home-stays websites that were created by operators of home-stays at longhouses at Annah Rais, Padawan District in Sarawak, Malaysia. The analysis requires the researchers to develop a purposely created instrument to ascertain the richness of information provided on these websites. The amount and quality of information provided on websites are measured to ascertain its usefulness to potential visitors.

The analysis will ascertain the richness and breadth of the information from the users' perspective. Nielsen (2000: 11) states that the ultimate goal of most websites is "to make it easy for customers to perform useful tasks." In the case of home-stays websites, the purpose should be to make sure that the necessary information can be found with a click of a button. This will allow potential customer to make an informed decision quickly. It would be futile to create a website if all the necessary information is not laid out appropriately. Web users have always insisted on instant gratification (Mus Chairil et al., 2011). Anything less will mean that they will surf to another site (ALsarayreh et al., 2011).

2. Ranking and Websites

Ranking of website is nothing new. There are many tools available to rank a website. The most common method of ranking a website is used by search engine such as Google, AltaVista, Yahoo, Excite, Infoseek and etc. Search engines will display and rank websites that it perceived to be directly related to the search query. Developers of websites are well aware of this, thus they will make sure that they are the first to register using a particular domain or name.

Most of the times, researchers will use several types of search engines to determine which website has the highest ranking. In the case of a search engine, it is normal to note that the website which is listed on the top will be ranked as the most popular. Search engines employ special software robots called spiders to catalogue the hundreds of millions of web pages available. These spiders will catalogue recurring words found in the title, subtitles and metatags. The lists of websites displayed by search engines should be read with caution. As a commercial entity, owners of websites can asked that their site be displayed predominantly for a fee.

Numerous researches have been conducted on ranking of website. Meric et al. (2002) in a study to rank website relating to breast cancer use both Google and AltaVista to generate the top 200 websites. In determining the top 200 websites, Meric et al. use the term "breast cancer" to search for sites on both search engines. To measure popularity, the researchers use two measures which are Google ranking and the number of links. They defined the first 100 websites as the "most popular" and the next 100 as "less popular". Since Google and other search engines ranked a website according to popularity, the researchers found that this should not be confused with quality of content. Quality of content is directly related to the accuracy of the information provided in the website.

Research on ranking of websites is done mostly by researchers who are in the field of computer science and information technology. Thus, they use indicators that are related to their field in ranking of websites. An example would be the study done by Tsai et al. (2010). In a study to evaluate national park websites in Taiwan, they concluded that there are 11 criteria for assessing national park websites based on previous research. The 11 criteria are navigability, speed, links, relevancy, richness, currency, attractiveness, security, personalization, and responsiveness. Although there are merits for these 11 criteria, we can argue that relevancy and richness are two overlapping criteria. Both criteria deal with depth and scope of information provided. To further compound the issue, currency adds up-to-date information to the depth and scope of information.

3. Method for Ranking of Websites

To study about the services and packages offered by these Bidayuh operators, the three home-stays websites

were analyzed. Content analyzing these websites will yield information about the types of services and content that these home-stays operators are offering. The collected information will not tell us which website provides for the richest information. An alternative mode was needed to rank these websites.

The normal method of ranking a website is to measure the amount of visitors to a particular website. Ranking of websites by determining the number of visitors will yield information about the popularity of the created site. The higher the traffic, the more popular it is. Ranking like this could be useful if the purpose is to entice companies to advertise their goods or services on the website. There are many companies that offer tracking devices to monitor the flow of traffic on a website. These devices are sometimes embedded in a website that allows real-time data about traffic to a site to be collected. Using traffic data is useful but it does not give us a sense of the usefulness of the information provided to a prospective tourist who wishes to know more about potential tourism sites that he or she will be visiting.

Due to limitation of existing measures and the uniqueness of the indigenous home-stays websites, we decided to develop our own instrument to measure the richness of information for tourism related website to potential customers. The instrument was developed based on the type and amount of information available at the three websites which were the subject of this research. On analyzing the content of these websites, we found several recurring categories that are useful from the perspective of the users of the information. Thus, we decided to create a specialized instrument to analysis the content for the various websites. The instrument should yield information about the richness of the content. The websites that obtained the highest score will be ranked as the top-most website in terms of usability. In other words, it has the richest content. A higher ranking website will offer the best and most useful information to the user.

The steps taken to create the instrument are as follows. Firstly, we took notes of the types of information available on all the websites and create distinctive categorizes for each of them. Secondly, we create a rubric to rate the usefulness of the information for each category from poor, average, good and excellent. The rubric for the instrument is available in the appendix A of this paper.

These categories were created to rank the websites are as follows:

- About us – information relating to the owner or owners of a home-stay.
- Accommodation – information about the various types of accommodation available for rental
- Meals – information about the various types of meal provided to visitors of the home-stays
- Amenities – information about the type of toilet and bathing facilities provided by the home-stays.
- Packages – information about the types of tour/room and board packages provided by the home-stays.
- Popular destinations – information about tourist or nature sites within walking distance from the home-stays.
- Picture gallery – pictures about the place, people, past visitors and places of interest with or without captions.
- Contact – information on how to make a reservation or any queries to the operators of the home-stays.
- Guestbook – a place where previous visitors can offer their opinion and review about the home-stays. Guest will note down when they visited the place and offer unedited reviews about the home-stays.
- Trip Advisor – an international tourism website that offers a place for anyone to review a tourist site, place or lodging that they have stayed previously. Anybody can give a review and offer a subjective ranking about a previously visited site. The website allows reviewer five options from terrible to excellent to rank a particular tourism site.

4. Results: The Most Usable Websites

The types of information offered by the three websites are not similar, although all of them were providing the same kind of service: home-stays. The usefulness of these websites depends solely on the creativity of the owners or third party operators who are being paid to operate and continuously monitor them. Owners who are IT savvy will understand the benefit of registering a specific name as their domain. A search on Google using the search “longhouse homestay” or “Annah Rais” offers a glimpse into the expertise of the website owners. Using both keywords on Google, we found that Annah Rais Longhouse Adventure beat the other two home-stays operators to emerge top.

Updating of information is serious business for any websites. The currency of the information will indicate the seriousness of the owners about maintaining and sustaining their websites. The analysis of the various websites

for this paper was carried out again on January 1, 2016. Two similar analyses were done with a time frame of six months apart. The repeated testing was done to see whether the websites were updated continuously. The latest analyses on the three longhouse home-stays operators yield the following information on the last updating of information:

- Bidayuh Annah Rais Longhouse Homestay, last updated January 12, 2012
- Borneo Sarawak: Annah Rais Bidayuh Homestay, last updated 2013
- Annah Rais Longhouse Adventure, last updated 2015

Judging by the latest year of updates, we can determine that only one website operators have made serious attempt to ensure that their website remains up-to-date. The most current is Annah Rais Longhouse Adventure. An updated website means that every visitor will be able to obtain the latest information about the home-stays provider. An outdated website will cast an unfavorable light on the home-stays operators. The least updated home-stays website belongs to Bidayuh Annah Rais Longhouse Homestay. Minimal updating of information has been done to the website that is hosted on blogspot.com. The last update was done in 2012. This does not augur well for the home-stays operators because people depend on the quality and currency of information to ascertain the suitability of a site to visit, especially if they intend to stay there overnight.

With our specially created instrument, we did the analysis based on what is available on these websites. In our computation, we found that two of the websites obtained an above average score and one website below the range of good. The scores for Annah Rais Longhouse Adventure, Annah Rais Bidayuh Homestay and Bidayuh Annah Rais Longhouse Homestay are 27, 25 and 17 respectively.

Annah Rais Longhouse Adventure's website obtained the highest score because of several factors. The Annah Rais Longhouse Adventure website is also linked to several other websites which are related to the tourism industry. Links with other websites are very important in exposing websites to a wider and specialized audience. Links allow the uninitiated web surfers to gain access to the website from a secondary site.

The findings indicate that potential visitors will obtain sufficient knowledge about each home-stays' packages and services if they were to surf the respective websites. Giving sufficient information does not necessarily be enough for a home-stays operator who wants to aggressively promote their services. The findings from this study indicate that they are still rooms for improvement.

One area of improvement will be to get more satisfied customers to share their opinion about their experience staying at the respective home-stays. Potential clients tend to believe what other customers who stayed there have to say. We have always valued word-of-mouth from other happy and satisfied people. Thus, it is necessary for these home-stays operators to publish as many positive comments as possible. These comments should be regularly updated. This is a form of free advertising that will give the most desirable impact for the home-stays operators.

Picture gallery should be made a prominent component of home-stays websites. Operators should make an effort to collect and publish pictures of guests as they go through the various activities at the home-stays. These pictures will tell the prospective client what to expect. Pictures of guests who are smiling are another method to give an impression of satisfied customers.

Amenities are another area of concern that all the home-stays operators have neglected to highlight in their websites. Home-stays providers are not operating like any conventional hoteliers where every hotel room will have their own attached bathroom. A home-stay operator should inform prospective clients that they have ample piped-water and electrical supplies. The existence of other facilities like fan, kitchen, refrigerator, televisions and other items should also be made known to customers. Information such as these will allow the customers to make an informed judgment about what to expect.

Another area is getting guests to comment on their experiences staying at these home-stays. A guest at Annah Rais Longhouse Adventure had this to say:

The longhouse if (sic) of the Bidayuh tribe. At the beginning they'll offer you *Tuak* (a local rice wine) as much as you can drink. Then there is a room with skulls from the old head hunting days.

A few of the houses are still in their old, traditional state but due to modernization some of the house have been renovated and made with modern materials (Aloysies 2015).

A good review on *Tripadvisor* which is a dedicated website that promotes all kinds of tourist spots and accommodation is like having a full-page write-up in the local daily or tourism magazine. *Tripadvisor* website

has a distinct advantage because it is accessible 24-hours daily. Another visitor to Annah Rais Longhouse Adventure offered the following comments:

Was hesitant to do this trip but after reading the trip advisor reviews I am so glad we did. The host is very informant with great stories to tell. He let us drink as much of his home brew (moonshine) as we liked which was delicious. The hike to the hot springs was hot and a little long if you are not fit, but we loved it. The swim when you get there is so worth it. Our tracker that took us to the springs was so adorable and humble and he cooked us a traditional bamboo chicken in a piece of bamboo on an open fire. Night time dress ups was fun and so was the entertainment and local dancing. The host's wife cooked that evening and I can honestly say (from a fussy eater) that it was one of the BEST meals I have ever had. It was all organic and locally grown, including ingredients from the bush. The room was hot and damp smelling so had a restless night and we had cold showers, but for the overall experience and to get out of your comfort zone I would highly recommend doing this trip (Nadean, 2015)

The unedited review is worth more than the edited comments appearing on Annah Rais Longhouse Adventure website. An example is given here:

"I have three children, 10, 8 and 3 (almost 4) and they hiked, climbed, crossed the bridges, waded in the rivers, rafted, and bathed in the waterfalls. Not unreasonably difficult. The tour of the longhouses was educational and informative. Great for outdoors lovers and adventure seekers." - Yow & families, Singapore (Longhouse Adventure, 2015)

The edited version does not state when the Yow's family spent their time at the longhouse. While it is good from the perspective of the home-stays operator, it leaves the impression that the information provided could have been doctored. A better alternative is to get the satisfied customers to write their comments on specially created feedback cards. A snapshot of the card with the comments written in the original handwritings of the pleased customers can be published on the website.

5. Discussion and Conclusion

Information about the location, accommodation, types of packages and the various methods of making and confirming a reservation are offered to surfers of websites. The richness of the provided information will entice would be visitors to the Annah Rais longhouses. The information provided by home-stays operators will have to be tailored to the needs of the prospective clients. Operators should not provide information need from their perspective. People from overseas will rely on the information provided on these websites to help them in the decision-making process. The analyses tell us which website has the most useful information. This should be translated as the best home-stays provider.

Prospective visitors will normally surf websites that display all the information necessary for them to help their decision-making process. Thus, website creators must use carefully chosen categories that are easily understood and related to the services provided. This information should be classified under standard heading menu on the homepage of the website. A website that uses a standard menu will allow surfer to check and compare all the information across the various websites. Surfers who are knowledgeable and IT savvy will normally check several similar websites at once. Thus, it will be an advantage to the home-stays operators that they use standardized menu header for their websites. The important menu headers are home, about us, accommodation, packages, booking or reservation, reviews and links.

"Home" is the standard header on any website. This is the first page or the homepage for a site. This allows any user to go back to the front page of the website with one click of the mouse. Without this header, the surfer will have to click backspace of the browser to go back to the homepage. Surfers will easily be frustrated and tend to move to another site if they find themselves lost in the maze of web pages.

The homepage should display content relating to the home-stays and activities that visitors can do during their stay. Pictures are the most important elements of informing prospective visitors of the place and surrounding area. Homepages should also highlight the cultural significance of visiting the home-stays. Home-stays visitors are usually those who would like to get a taste of the local culture and cuisine. They are not interested in fancy city-tours; they prefer to go back to nature. They want to immerse themselves into the local culture.

Another good header to have on the menu is the "about us". This will allow the home-stays operators to tell their prospective audience about who is managing the "home". It is important that the operators are able to touch base with their clients on this page. They are looking for sincerity and trustworthiness. They will have to decide whether you are who you said you are. A home-stay is not a hotel and they are never run by professional

inn-keepers. These homes are run by local people with or without knowledge of the hospitality industry. A picture of the owner is a definite must. People tend to rely on pictures, especially pictures of people. This will give the user instant gratification in terms of the authenticity of the proprietor.

The accommodation header is a definite must. Prospective visitors will like to know how the sleeping quarters will be like. A representative picture of the various rooms available is a must. Home-stays visitors understand they will be sleeping in “someone” home. Thus it is best the home-stays operators give the information immediately. Putting this information on some other menu will be a disservice.

“Packages” is a definite must have as a header menu. This will inform your prospective clients about the various packages on offer. The more precise and detailed the various packages available will allow the visitors to make an informed decision. They will definitely compare the various packages available across different home-stays operators within the same locality.

After deciding on which home-stay, the last important menu on the website should be “booking” or “reservation”. Only one of the home-stays operators uses this header. These are the words that people are accustomed to when planning a stay at a hotel or any rented accommodation. To use any other header, such as “contact us” will not be useful to the home-stays operators. It will be a disservice to an operator if they decide not to have such a menu.

The “reviews” header menu is something that private homes operators should seriously think of having on their website. This is where people who had stayed at a home-stay can share their experience with other people. Having a place where these people can load their pictures of their stay will help other people to decide. People tend to believe what other people have to say about the place. Operators should attract more people to upload information and pictures and interact on this page. Reviews should be free from any forms of editing, especially from the website admin. Any forms of editing will take away the authenticity of the comments. Some websites are reluctant to allow guest to comments friendly. Admin should accept this as fair comment and take action to improve on any shortcoming. They could post their reply to any unfavorable comments. This is what interactivity with our clients is all about.

“Links” is also an important header menu. A good website will always be linked to other websites that have the same objectives. Home-stays operators know the value of linking their website to a designated government agency for the promotion of tourism. The most useful link will be international organization that promotes tourism activities, such as *Tripadvisor*.

Future studies need to be done to confirm whether information provided by user-creator providers of tourism related website is reflective of what is actually offered on-site. Content providers who are also users of the Internet determine what can, will, and shall be provided. Their action will affect the trustworthiness, integrity and verity of the information. To determine elements of trustworthiness, integrity and verity, it will involve researcher visiting the actual tourism site to determine the accuracy of information provided on these websites. Alternatively, a survey can be carried with those who have stayed at the home-stays to determine whether they are satisfied with the provided information gathered from the websites, before and after staying at these home-stays.

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Appendix A

Instrument to rank the richness of information on tourism related website

Name of website: _____

| Categories | Quality of information | | | | Score |
|------------|-----------------------------|---|---|---|-------|
| | Poor (1) | Average (2) | Good (3) | Excellent (4) | |
| About us | No description, one picture | One sentence description of the operator. One | Three sentences description of the operator that includes | Four or more sentences of the operator that includes location, history of the | |

| | | | | | |
|-----------------------------|--|--|--|--|--|
| | | picture | location. Two to three pictures | place. Four of more pictures | |
| Accommodation | Not stated | Single mattress and pillows place on the floor | Mattress, pillows, cover sheets and blankets | Single and double beds, mattress, pillows, cover sheets and blankets | |
| Meals | Not provided | Breakfast only | Breakfast and dinner | Breakfast, lunch and dinner | |
| Amenities | No toilet facility/no mention of any toilet facilities | Shared toilet outside of facility | Shared toilet within the facility | Separate toilet facilities in each room | |
| Packages | One type of tour package | Two to three tour package | Four to five tour package | More than six tour package | |
| Popular destinations | Not clearly stated | One to two places of interest located nearby | Three places of interest located nearby | Four places of interest located nearby | |
| Picture gallery | None/no specific picture gallery | One to five pictures | Six to ten pictures with captions | Eleven or more pictures with captions | |
| Contact | Third party contact | Owners' telephone | Owners' telephone and email | Owners' telephone, mobile phones, email, fax, postal address | |
| Guestbook | Comments made by a visitors three or more years ago | Comments made by a visitor two-years ago | Comments made by a visitor last year | Comments made by a visitor this year | |
| TripAdvisors | One | Two to five reviews | Six to ten reviews | Eleven or more reviews | |
| Total Score | | | | | |

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Non-Governmental Health Organizations in Palestine from Israeli Occupation to Palestinian Authority

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Abstract

The paper examined the Palestinian Non-Governmental Organisations (PNGOs) from a historical perspective with focus on their roles, the challenges they faced, and their current status after the establishment of the Palestinian National Authority (PNA) in 1994.

It also examined their driving motives, their contributions to the advancement and development of the Palestinian society, and the challenges they faced. The role of health in development is highlighted and an introduction to NGOs in general is offered, with emphasis on their characteristics in comparison to the public and private sectors after the establishment of the PNA in parts of the West Bank and Gaza Strip (WBG).

It is clear that PNGOs in general and health NGOs in particular played an instrumental role in providing much needed health services, but also in paving the road for the establishment of a Palestinian state.

The paper showed that there are three main challenges that faced NGOs, namely, political challenges, financial challenges and the unclear role of the PNA. The first two challenges faced NGOs during the Israeli occupation and continue to do so after the establishment of the PNA. The third challenge became relevant only after the establishment of the PNA in parts of the WBG.

Keywords: development, Gaza Strip, Palestinian authority, Israel, Palestinian non-governmental organisations, west bank

1. Introduction

Palestinian non-governmental organisations (PNGOs) have traditionally played a critical role in affecting most aspects of Palestinians' lives. Not only did PNGOs provide desperately needed services to the marginalised and disadvantaged during the Israeli occupation of the West Bank and Gaza Strip (WBG) after 1967, but they also provided an invaluable forum for mobilising and organising the national liberation movement that led to the establishment of the Palestinian National Authority (PNA) in 1994. In the absence of a Palestinian government in charge of the WBG, PNGOs provided almost 60 percent of the primary health care services, 100 percent of kindergartens, as well as a substantial portion of services in agriculture, informal and university education, welfare, and housing in WBG (Clark & Balaj, 1996; Claudet, 1996).

When the Palestinian Authority took over a weak, underdeveloped and fragmented public health sector from the Israeli authorities in 1994, it faced the task of health sector reform. In its effort to reform the health sector, the PA sought to impose its own vision of health care. The PA initially seemed successful in establishing its vision of health care. However, its attempt to marginalise and control health organisations in this effort has been challenged.

The Palestinian NGOs, their driving motives, their contributions to the advancement and development of the Palestinian society, and the challenges they faced will be addressed, the role of health in development will be highlighted and an introduction to NGOs in general will be offered, with emphasis on their characteristics in comparison to the public and private sectors. The Palestinian NGOs from a historical perspective will be examined, with focus on their roles, the challenges they faced, and their current status after the establishment of the PNA.

2. Health and Development

It has long been recognised that the health of individuals and groups is influenced by interaction with their environment (Bracht et al., 1990). It is increasingly recognised that behaviour and condition of life are important determinants of health and illness (Bracht et al., 1990). Accumulated evidence suggests that there is a mutually influencing relationship between health and development. The health status of the labour force is an important determinant of the economic potential of a country (Cornia et al., 1987). Several studies have suggested that poor levels of health are associated with poor worker productivity (Cornia et al., 1987). Life expectancy is relatively shorter in underdeveloped communities, and morbidity and mortality are higher compared to more affluent communities.

Global solidarity and concern grew during the twentieth century, as well as the belief that every world citizen has the right to a minimal, basic level of health and well-being. Over the years this has been expressed in several international agreements such as the Alma Ata Declaration “Health for All by the Year 2000” (World Health Organisation & UNICEF, 1978) and the Declaration of Rights of the Child (United Nations, 1959). An increasing amount of international action is allocated to health enhancement in developing countries. Parties involved in this area include local governments, international agencies like the World Health Organisation (WHO), and increasingly, national and local NGOs. In recent years, national and local NGOs have grown significantly in number and influence (Ball and Dunn, 1996). Prominent reasons for the expanding role of national and local NGOs are the failing collaboration between international agencies and local governments, and the increased emphasis on community organisation and empowerment as strategies for health promotion and social development. The NGO explosion of recent years can in part also be seen as a response to regionalisation and globalisation. According to Ball and Dunn, “Between the global trends towards powerful institutions and individualism, NGOs thus represent a third force, for collectivism...NGOs are an expression of the people’s belief that through their own initiative they can better fulfil their potential by working together, and in so doing reduce the opportunity gap which exists between the advantaged and disadvantaged in society” (Ball & Dunn, 1996, p. 9).

3. Non-governmental Organisations (NGOs): An Overview

NGOs, in general terms, are defined as private, voluntary agencies which fund, implement or actively support development assistance programmes (Frantz, 1987). NGOs emerge when a group of people organise themselves into a social unit that is established with the explicit objective of achieving certain ends, and formulate rules to govern the relations among the members of organisation and the duties of such members (Ball & Dunn, 1996).

It is becoming more widely recognised that NGOs constitute a large and growing sector, not only in developing countries, but also in more industrialised and developed ones (Sheldon, 1987). Needless to say, although the specific focus of NGOs differs among countries, their fundamental role of championing the disadvantaged and marginalised segments of the population is common to all NGOs.

It is the ubiquitous, complex, and multi-faced nature of NGOs that makes it difficult to give them a precise or unified definition. This is particularly true in the light of the instrumental role that NGOs have played at the grass-roots, local, regional, national, and international levels. The World Bank, for example, defines an NGO as “any group or institution that is independent from government, and that has humanitarian or co-operative rather than commercial objectives” (World Bank, 1996, p. 4). Accordingly, there are two main criteria for classifying an organisation as an NGO. The first is independence from government; otherwise it is no longer an NGO but a public organisation. Second, the entity must not be commercially based and, hence, it cannot operate for the sole purpose of making profit.

NGOs are also different in terms of objectives, which differ according to each group’s conception of development. Some NGOs direct their action towards clearly defined problems of society, while others act with much broader agendas. Some have objectives which are more charitable, while others shape their efforts in a more political fashion, working with other groups in the pursuit of a common goal (Clark, 1995).

The international structure of NGOs also varies; some NGOs are complex and hierarchical and others are simple and informal. Some have salaried staff while others only exist because of their members’ militant devotion to a cause (World Bank, 1996).

In seeking a definition of these NGOs, Uphoff (1993) classified NGOs as elements of the “third sector” as distinct from the first or “public” sector which is governed by bureaucratic regulations and binding policies, and from the second or “private” sector, which is regulated by market mechanisms and the desire to maximise profit. The “grassroots” or third sector, in comparison, typically relies on volunteer services and community efforts

associated with the desire to make social changes.

4. History of the Non-Governmental Organisation Sector in Palestine

Throughout the years of the Mandate, Jordanian rule over the West Bank and the Israeli Occupation, Palestinians were governed by others. These regimes and occupying powers had their own agenda, and served interests other than those of Palestinians. (Palestinian Human Rights Information Centre, 1997).

In this period the only representative system for Palestinians was through the NGOs. It was the sole outlet for Palestinians to express themselves and serve their own needs. This was a matter of preservation of national identity, especially during the Israeli occupation. NGOs provided services for the most marginalised groups and provided essential services that the Israelis failed to make available to the Palestinians (PASSIA, 1998).

Starting early in the twentieth century, a number of charitable and relief organisations were established on a family, tribal, or religious basis to provide services to marginalised groups in the various locations within Palestinian society (Claudet, 1996). Successive rulers over Palestine, including the Ottomans, British, Jordanians, Egyptians and Israelis, played a limited and often destructive role in the provision of social services and investment in human capital in Palestine. It is under these regimes that the civil society organisations, including NGOs, the private sector, the media, professional and labour unions, were mobilised to fill parts of the gap resulting from such systematic destructive practices of civil society (Nakhleh, 1990; Sullivan, 1996). These organisations were particularly active during the 1948 Israeli-Arab war and the post-war era to provide assistance to oppressed and displaced Palestinians (Nakhleh, 1990).

In essence, the absence of an official Palestinian government in the WBG that necessitated, and in many cases facilitated, the establishment of NGOs to fill the void and provide basic community services to rural and needy urban areas and refugee camps (Samara, 1990; Abdulhadi, 1996). Retrospectively, one can identify at least two major roles that Palestinian NGOs (PNGOs) played during the Israeli occupation period. They contributed to resisting Israeli occupation, and also provided support to Palestinian society to alleviate the impact of occupation (Abdulhadi, 1996).

The Israeli policy towards the Palestinian Territories was to limit its social and political development and to maintain dependence on the Israeli economy. Part of that policy was the limitation, restriction and control of the Palestinian NGOs. The Israeli authority followed several procedures that allowed it to control the activities of the NGOs; the approval of elected boards, the control of registration of new NGOs; and control of the funding for these NGOs (Palestinian Network for NGOs, Newsletter, 1996). In the case of international bodies who offer funds to the local NGOs, such as UNDP, the Israelis controlled the projects to be funded (Palestinian NGOs Network, 1995c).

The Israeli authorities approved no more than half of the economic development projects submitted by these agencies. As a result, co-ordinating committees were established by international third sector organisations working in the Occupied Territories such as the Association of International Development Agencies (AIDA) and the Network of European Non-Governmental Organisations in the Occupied Territories (NENGOOT). The main role of these networks was to co-ordinate development efforts, which increased during the uprising, *Intifada*, (Palestinian NGOs Network, 1995c).

Despite these limitations, during the long years of the occupation, it was the NGO sector that provided services to the Palestinian communities, mainly in health, education, and agriculture. The NGOs were the only institutions that were able to function successfully during a time where a national authority did not exist. They accumulated long and valuable detailed experience during those years (PASSIA, 1997).

Palestinian NGOs' experience is recognised as one of the richest world-wide with regards to the ability of these organisations to preserve the Palestinian social system and to provide services that government did not provide (Sullivan, 1996; Brynen, 1996). This was particularly true during the Israeli occupation period. It is worth nothing that the richness of NGOs' experiences is closely related to the types of challenges and adverse conditions that these NGOs had to endure during the Israeli occupation period, especially during the *Intifada*, with all the uncertainties arising during that period. That the instability that Palestinian NGOs faced during the *Intifada* included a whole set of political, financial, legal, and internal factors. Their activities were distinguished by a high level of community involvement due to the political nature of these programmes. Palestinian local initiatives led to the formation of organised structures in the form of charitable societies, co-operatives, professional associations, youth clubs, women's groups, unions, syndicates and popular movements and committees, which played a vital role in the resistance during the *Intifada*.

To assist them in their role as the *de facto* body responsible for all development-related activities, PNGOs

received substantial financial support from local charities, the Palestinian Liberation Organisation (PLO), Arab governments and NGOs, as well as foreign donor states and NGOs (Nakhleh, 1990). This financial and moral support was political in nature. But the local NGOs were alone working on the ground, and they were directly involved in allocating resources and delivering the services (Bird & Lister, 1997).

The NGOs in the WBG were among the most affected by externally-oriented planning process, due to their great dependence on external sources of funding, which limited the NGOs' role in this process very significantly (Hamami, 1998; Samara, 1998).

5. Palestinian NGOs under the Palestinian Authority

Since the Oslo accord in 1993, the Palestinian arena has witnessed major changes that have left their mark on all aspects of Palestinian society. The NGO sector is not an exception in this sense (Hamami, 1998).

Before the Oslo agreement and the emergence of the Palestinian Authority, the NGO sector was tied with the PLO political factions, particularly in the case of the grassroots organisations which represented an extension of the communist party. Funding was mainly secured from the Palestinian National Fund which used to get donations from Arab governments and levies of 5% of the Palestinian wages in the Gulf countries (Jarbawi, 1995).

Due to the several Israeli restrictions on community and development activities and censorship of NGOs and the public, the personal and political agendas of NGOs were frequently masked by the need for security. The need for transparency was ignored on the pretext of security (Abu Sitta, 1998).

The transfer of some power to authority institutions has been followed by attempts to control and regulate the NGOs through registration procedures and by delegating discretionary authority to government employees to control and even close down NGOs (Al-Barghouthi & Lennock, 1997). This was in the absence of a clear distribution of responsibilities between NGOs and the PNA. PNA ministries' relationship with NGOs depended on the people in charge rather than clear policies (Al-Barghouthi & Lennock, 1997).

NGOs have taken two initiatives to work towards a coordinated strategy. The first was an NGO coordinating committee for the annual UN conferences on the question of Palestine in 1995. This was a purely political body, to which the political parties appointed their representatives. The second initiative was a network started by a group of NGOs dominated mainly by the political left and by non-*Fateh* NGOs (Palestinian NGOs Network, 1996).

6. Classification of the Non-Governmental Organisations in Palestine

As discussed earlier, the term NGOs is broad and encompasses a whole set of institutions, associations and organisations that constitute the so-called third sector (Uphoff, 1993). The Palestinian definition, however, is slightly different from the typical international one. During the Israeli occupation, the term NGO was given to every organisation or institution that was not controlled by the Israeli occupation and did not seek to make profit while fulfilling one or more of its roles. Many of these organisations were not officially registered, due to the "secretive" nature of many of these NGOs during the Israeli occupation, which meant that the real number of existing organisations was higher than the official number (Hamami, 1998).

With the establishment of the PNA, however, this definition started to be changed. From its earliest days, the nascent PNA tried to contain or at least regulate the NGO sector operating under its authority. Thus, while *Fatah*-affiliated NGOs were completely absorbed by the PNA structure, the leftist secular and religious-oriented NGOs, which are mainly affiliated with the opposition, have taken an opposite path. Many of these "opposition" NGOs tried to remain independent from the potential domination of the PNA. Consequently, tension between the PNA and many of these NGOs has escalated to the extent that both sides have exchanged accusations of misuse of public funds and abuse of power (Al-Barghouthi & Lennock, 1997).

Palestinian NGOs may be divided into three main types of organisations, based on Korten's typology namely (1) welfare NGOs, which represent the oldest and simplest type of organisations and are typically apolitical in nature; (2) development NGOs, which represent the second generation of Palestinian NGOs that started to appear in the late 1970s with the intention of building the nucleus of the Palestinian institutions while reversing the "de-development" efforts of the Israeli authority in the WBG and lastly ; (3) empowerment organisations, which emerged after the establishment of the PNA in 1994 in order to build the foundation for a democratic government in PNA-controlled areas (Korten, 1987b). In the following subsections, more details will be given to define these types of NGOs.

6.1 Welfare Organisations

Welfare organisations are the oldest and most established type of NGOs in Palestine. Historically, welfare and charitable organisations were established in response to unmet basic needs at the community level. Traditionally, such organisations were largely supported by wealthy families, as well as by internationally based religious organisations, to further their own interests (Korten, 1987b). In the Palestinian context, welfare organisations can be defined as those NGOs for which the ultimate purpose is to help poor and marginalised individuals at the grassroots level. Welfare organisations do not interfere, in or aim at alleviating any of the causes of poverty. Instead, their efforts are focused on providing basic food items and services to meet the needs of poor people. Another distinguishing feature of welfare NGOs is that their scale of operation is typically small and often does not exceed the municipal or village council level (Hilal, 1995).

Welfare organisations continued their work during the Jordanian and Egyptian rule over the West Bank and the Gaza Strip, respectively, between 1948 and 1967. During that time, no significant changes in the size or importance of these organisations took place. The turning point for Palestinian welfare organisations was the Israeli occupation of the West Bank and Gaza Strip in 1967. During the early years of the occupation, the Israeli authorities focused on tightening their control over the newly occupied areas and setting the stage for containing the territories politically, economically, and even socially, whenever possible. Thus, they did not put much effort into countering charitable and politically non-threatening initiatives by welfare NGOs (Hilal & Al-Malki, 1998).

Furthermore, because of the perceived apolitical nature of the welfare organisations, especially in comparison with the more nationalist groups under the patronage of the PLO, the Israeli authorities felt less threatened by welfare organisations. The Israeli authorities wanted to give the impression that they were targeting only radical and “terrorist” organisations and that if an organisation did not interfere in politics and focused on delivery of basic services, it would not be touched. In addition, with the establishment of the PNA in 1994, charitable organisations, unlike other types of NGOs, continued to operate as normal with no noticeable problems, due to their perceived welfare-orientation and apolitical, non-threatening nature (Hilal, 1995).

The Community Rehabilitation Centre for Children (CRCDC) is an example of a welfare organisation. CRCDC was established in 1991 by a group of community activists in Jabalia refugee camp in the Gaza Strip. It is dedicated to providing specialised services and enhancing the acceptance of disabled children in the society through a rehabilitation and community education and awareness programme (PHC, 1995).

6.2 Development Organisations

Development organisations in Palestine are relatively new with the majority established in the last twenty years (Claudet, 1996; Abdulhadi, 1996). The establishment of these organisations was a response to systematic Israeli policies and practices aimed at “de-developing” Palestine and eventually making it an integral part of the Israeli economic structure (Roy, 1995)

The Union of Health Work Committees (UHWC) is a good example of a Palestinian development organisation in the health sector. UHWC was established in 1984 by a team of medical paramedical volunteers who started working in outreach clinics, camps and villages under the slogan “the health service is a right for whoever needs it”. UHWC focused its work on helping the marginalized groups in the society, not only by providing them with needed services, but also by working with their constituency to develop their skills to become more active citizens (Al-Barghouthi, 1993b).

To understand the nature of the functions of these organisations, we should first briefly examine the “de-development” process that sparked their establishment. Israeli plans for de-developing the West Bank and Gaza were based on three interrelated strategies- (1) expropriation and dispossession, (2) integration and externalisation, and (3) de- institutionalisation (Roy, 1994).

Expropriation and dispossession aimed at destroying the potential comparative advantage of the West Bank and Gaza through the expropriation of large areas of strategically located parcels of land throughout the WBG under various excuses and pretexts. For a traditionally rural society that relied heavily on agriculture, the negative impacts of these Israeli policies were severe. These conditions deteriorated with Israeli blocking of direct export of Palestinian agricultural products to outside markets, as well as obstacles placed in the way of Palestinian efforts to dig water wells on their lands (Ma’an Development Centre, 2003).

The second approach that Israel utilised to de-develop the Palestinian economy focused on increasing Palestinian dependency on Israel through integration and externalisation. Furthermore, Israeli policies supported the integration of the Palestinian economy and its large, youthful, unskilled labour force into the Israeli economy by opening Israel’s doors and paying high daily wages to unskilled and semi-skilled Palestinian workers in Israeli

factories, farms and the then booming construction industry (Feiler, 1993).

Moreover, integration and externalisation were eased by de-linking the Palestinian areas from each other and creating three separate Palestinian entities in Jerusalem, the West Bank and the Gaza Strip after outbreak of the *Intifada* in 1987. Consequently, it became extremely difficult for people, goods and services to move between these areas without prior permission from the Israeli authority (Latendresse, 1995). The forced physical separation between these three areas encouraged duplication of efforts, lack of co-ordination, and economic inefficiency (Coon, 1992).

As for the third part of the Israeli plans to de-develop the WBG, it was focused on de-institutionalisation of the Palestinian organisations. That is, Israel tried to destroy and prevent the establishment of institutions that could threaten or even challenge the legitimacy of Israeli occupations and control over the WBG. Israel restricted the establishment of new associations, as well as professional, labour and student unions, and certainly, professional and development-oriented NGOs, which were politically affiliated for most part (Birzeit University, 1997).

6.3 Empowerment Organisations

Empowerment, power sharing, lobbying, and advocacy were not well -developed concepts during the Israeli occupation. Understandably, the Israeli authorities that occupied the West Bank and Gaza were never considered by Palestinians in the WBG as their representative organisation or as a legitimate authority that they could lobby. On the contrary, the public's perception was that dealing with Israelis was national and moral treason. This was true for individuals and organisations alike. For most Palestinians, this was justifiable, given the great injustice and inequalities inflicted against the Palestinian people by the Israelis (Al-Barghouthi & Daibes, 1993).

The Israeli government never permitted the formation of democratic structures for Palestinians in West Bank and Gaza. On the contrary, the Israeli government and its occupation army tried to suppress and crush Palestinian attempts to exercise any democratic principles such as freedom of speech and assembly (Palestinian Human Rights Information Centre, 1994).

For these and other reasons, empowerment NGOs, as part of the democratic evolution of civil society, did not develop until the peace negotiations between Israel and the PLO started in Madrid in late 1991, and the Palestinian state started to materialise.

With the establishment of the PNA in 1994 and the subsequent elections for the President and the Legislative Council in 1996, a transitional form of national government was formed. To ensure transparency, good governance and pluralism, empowerment and advocacy NGOs were established (Bishara, 1999). The Women's Affairs Technical Committee (WATC) is an example of the empowerment NGOs. WATC was founded by a group of women activists to ensure greater participation of women in the decision-making process at the local and national levels of government within the PNA (Holt, 1996).

As a result, PNA has waged a crusade against these NGOs and has placed them under tight control. Two main reasons may have caused this; the first is that these NGOs are playing the role of marginalised political opposition, which is making the PNA's position weaker than it would have been otherwise. The second cause of tension between the PNA and the PNGOs is financial, as the NGOs are receiving foreign funding for their activities.

7. Health Organisations: Actors and Contributors

Planning in Palestine has traditionally been a complex process, typically undertaken by outsiders, and health planning is no exception (Bird & Lister, 1997). To illustrate this complexity, after the Israeli occupation of the WBG in 1967, four main actors started to provide health services, with little if any co-ordination between them. In addition to Israeli government run hospitals and health centres, the United Nations Relief and Workers Agency (UNRWA), the private sector, and NGOs operated their own clinics and health centres (Al-Barghouthi & Giacaman, 1990).

Because each of the four health providers had its own agenda, competition and hostility among them were keen. Health planning was not co-ordinated for the benefits of the Palestinians. Instead, as in most other sectors, health services were used to promote the provider's own agenda and not the recipients' interests. Consequently, despite the apparent improvement in health condition since 1967, the level of improvement was not as high as it could have been if planning efforts were co-ordinated. This was one reason why a World Bank report emphasised that "the root causes of these problems are to be found in a lack of coherent policy and an absence of sector planning" (World Bank, 1993, p. 32).

Unfortunately, due to the existing political circumstances, lack of co-ordination, and unproductive competition,

duplication of resources and activities continued even after the establishment of the Ministry of Health of the PNA, which was tasked with providing these services (Al-Barghouthi & Lennox, 1997). Given the obstacles faced by the NGO health sector, however, one should be impressed with the overall primary level health conditions in WBG, which compare favourably with other countries in the region, perhaps with the exception of Israel, which enjoys remarkable health care (UNDP, 1997; World Bank, 1998). In the following sections, a brief introduction to the main four health providers will be presented, with emphasis on the overall contribution of each provider.

7.1 Public Health Sector Care

7.1.1 Public Health Sector under Israeli Occupation

Before the Israeli occupation in 1967, health care in the West Bank and the Gaza Strip was provided by the UN Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), the private sector, charitable organisations and the government health sector, i.e. the Egyptian government in the Gaza Strip and the Jordanian one in the West Bank (Al-Barghouthi & Giacaman, 1990).

When Israel took control over the Palestinian public health sector in 1967, the Israeli authorities placed health care under the Israeli's Civil Administration. Health care was run by a coordinator at the Israeli Ministry of Health and by the Ministry of Defence. Prior to the Israeli occupation of the West Bank and the Gaza Strip in 1967, the share in health provision by the public health sector constituted 75 percent. The decline of the public sector is the result of Israeli's policy of 'de-institutionalisation'. Israeli authorities spared no effort to exploit their military power to enforce their control over the Palestinians, their resources, and their development, as discussed in the previous sections (Al-Barghouthi & Giacaman, 1990).

All public offices and institutions were run by Israeli officials, either from the military or from the civil administration departments, which were in charge of the day-to-day operation of the West Bank and Gaza (Coon, 1992; Roy, 1994).

The Israeli administration neither expanded the public health sector under its control nor did it encourage the development of a Palestinian health sector. Thus the number of hospitals was not increased in accordance to the natural population growth. While new clinics were established by the Israeli government, the number of hospital beds remained unchanged, although the population had more than doubled since the beginning of the occupation (Al-Barghouthi & Lennox, 1997). At the same time the development of the Palestinian health sector was discouraged. The main mechanism employed by the Israeli authorities was denying licenses for the establishment of health institutions or imposing high taxes on them (Al-Barghouthi & Giacaman, 1990).

The Israeli authorities also restricted access of Palestinians to public health care by introducing a government health insurance scheme. As a result only insured Palestinians could benefit free of charge from government health services (Al-Barghouthi & Lennox, 1997).

Health policy in the Occupied Territories remained Israel's responsibility. Although the majority of the employees in the public health sector in the Occupied Territories were Palestinians decision-making was confined to a small number of Israeli army officers responsible for public health (USAID, 1993).

The result of Israel's attempt to keep the health sector underdeveloped is reflected in the health indicators. These indicators are especially reflected in the high infant mortality rate (Heiberg & Ovensen, 1994). The high levels of expenditure on health compared to the low outcomes point to a distortion or imbalance in the health sector. These are predominantly related to the effects of the Israeli occupation on the social, economic and political development in the Occupied Territories but also to the inefficiency in health care delivery (Lennox, 1998).

7.1.2 Public Health Sector under Palestinian Rule

When the PA took over the public health sector in May 1994, it inherited a health care system that suffered from weaknesses in both structural and infrastructural underdevelopment. Furthermore, the health care system was fragmented and health care was provided by four different health care providers, the UN Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), the private sector, the non-governmental sector and the government sector, previously controlled by Israel, without, however coordinating their services. Plans to reform the health care system were initiated in the early 1990s (World Development Report, 1993 quoted in Hecht & Musgrove, 1993).

The vision on reform of the health sector reform is reflected in the National Health Plan and the Internal Action Plan. Both were developed by the Palestinian Red Crescent Society (PRCS).

Criticism of the plans by health committees has centred around several issues. It has been claimed that the plans

fail to design an overall strategy for the rehabilitation of the health-care system (PHC, 1995). The plans have also been criticised for emphasising the rehabilitation of infrastructure without paying sufficient attention to structural problems such as the absence of protocols and standards and the coordination between different health providers (PHC, 1995). Furthermore, the plans' rationale that secondary and tertiary health care form the foundation for a comprehensive primary care system has been challenged (Palestinian Health Council, 1995; Schnitzer & Roy, 1994; Daibes & Al-Barghouthi, 1996). Moreover, studies on the rehabilitation of health care systems in post-conflict situations have indicated the risk associated with strategies focusing on infrastructural development without considering long-term development objectives (Macrae et al., 1996).

The establishment of the PNA in 1994 brought about some, albeit modest, improvement as far as the government contribution to health is concerned. The main increase in the government's health contribution came through additional donor support for building new hospitals and clinics on the one hand, and transferring the ownership of the many clinics and hospitals from NGOs to the Ministry of Health due to the complete integration of these NGOs in the PNA system (Al-Barghouthi & Lennock, 1997).

But because of the lack of co-ordination and competition among the various PNA ministries and institutions, together with increasing reluctance of donors to pay for the operating expenses of these activities, many of the ministries, and especially the MOH began to face crises (Al-Barghouthi & Lennock, 1997). In addition, many of the NGOs recognised that donors were slowly starting to shift their funds to the PNA and realised the importance of forging strong relations with the increasingly powerful PNA (World Bank, 1996).

7.2 United Nations Relief and Work Agency (UNRWA)

UNRWA was established in 1949 to provide relief and social services, basic education and health care to Palestinians who were displaced as a result of the 1948 war. Its ultimate purpose was to improve living conditions of Palestinian refugees in and outside the West Bank and Gaza, particularly in Jordan, Lebanon and Syria, until a permanent solution is achieved to the Palestinian refugee problem. UNRWA provides basic health services without charge to almost one million refugees in the West Bank and Gaza through a single hospital and through contracts with governmental, and privately-owned and run hospitals (Al-Barghouthi & Lennock, 1997).

Unlike other health providers in the private-and NGO-sectors, however, UNRWA has established a formal working relationship with all health providers, including these in the public sector, which was run by the Israeli until 1994 (State of Israel, 1994). Moreover, UNRWA has co-ordinated its efforts with other donors, not only in the health sector, but also in the education and welfare sectors. UNRWA's network of offices and its large staff in the West Bank and Gaza have given it a comparative advantage over other health providers. Based on this, UNRWA has become a natural co-ordinating body for many donors with no offices on the ground, as well as for other donors who did not want to be identified due to the sensitive nature of assistance.

7.3 Private-, For-Profit-Sector

Private health care providers in the WBG remain under-developed compared to their counterparts in the region. By and large, Al-Barghouthi (1993a) argued that Israeli policies were the main causes of such under-development in the private health sector. Other reasons for the under-development of this sector were the availability of cheaper primary health-care alternatives offered by NGOs and by UNRWA for registered refugees. Furthermore, as the economic conditions in the WBG started to worsen in real terms during the Israeli occupation period, fewer people were able to afford private health services. Consequently, demand for more expensive health-care decreased, which made it even more difficult for private health providers to continue operation without major financial losses (Clark & Balaj, 1996; Claudet, 1996).

In addition, because private health providers were, for the most part, small clinics, they could not benefit from the economy-of-scale, or agglomeration, which a larger and planned system would enjoy (Al-Barghouthi & Daibes, 1993).

This situation started to change gradually in 1994, however, as more specialised health centres started to open, and as existing ones expanded into various areas of the WBG. At least two interrelated factors contributed to the sudden expansion of private health-care providers in Palestine after 1994. The first factor is the sizeable need for high quality specialised, secondary, and tertiary medical treatment in certain areas of Palestine, which was not adequately met by the public, UNRWA or NGO sectors. The second factor is the PNA's efforts to reduce dependency on Israeli and other foreign health centres (Al-Barghouthi & Lennock, 1997).

Many health professionals left their jobs in the public and NGO sectors and joined private companies to obtain the highly competitive financial packages offered by the private sectors. Consequently, governmental and NGO sectors faced a real "brain drain" to the private sector, which left the public sector professionally weaker than

before. Ultimately, the poor and marginalised segments and regions were the biggest losers, because their access to high quality health care, which is increasingly monopolised by the private sector, is declining, especially in the light of deteriorating economic conditions in the area (Clark & Balaj, 1996).

7.4 Non-Governmental, Not-for-Profit Health Sector

In the past, the Israeli occupation and the fluctuation in donors' agendas were the main causes of instability facing the Palestinians and their institutions in the WBG. Until 1994, every person and every institution was forced to be on high alert and to be prepared for dealing with whatever action or policy might be taken by Israeli occupation forces to create new facts on the ground before final status negotiations began (Birzeit University, 1997). In addition, because foreign aid to Palestine has traditionally been politically rather than developmentally oriented, Palestinians had to pay close attention to donors' agenda and to remain able to deal with sudden and unpredictable changes in those agendas (Palestinian Authority, 1997).

Unlike health NGOs in the other parts of the world, PNGOs have had a busier and more complex agenda that could not be adequately realised solely by providing health services (Abdulahadi, 1996). In addition to providing desperately needed health services, PNGOs had to become involved in national struggles in their own ways. These factors contributed to the uniqueness of Palestinian NGOs (Claudet, 1996).

8. Major Challenges for Health Planning in Palestine

The challenges that face health NGOs include both external and internal forces. As explained below, these challenges are closely related to the unstable, uncertain and evolving political conditions in Palestine (Hamami, 1998). During full Israeli occupation of the WBG, many NGOs were not permitted to register due to alleged illegal political affiliations, thus forcing many to operate without a licence or registration (Mohana, 1996).

In dealing with the PNA, which has little government experience, Palestinian health NGOs were forced to face additional challenges. The following sub-sections will examine three of the main challenges that faced NGOs, namely, political challenges, financial challenges and the unclear role of the PNA. The first two challenges faced NGOs during the Israeli occupation and continue to do so after the establishment of the PNA. The third challenge, by definition, became relevant only after the establishment of the PNA in parts of the WBG (Clark & Balaj, 1996).

8.1 Political Factors

More than three decades after the fact, it is becoming widely agreed that the Israeli occupation of the WBG in 1967 and the annexation of Jerusalem in 1980 were the most important factors that prevented the Palestinians from living normal lives and establishing their own civil society and public institutions. Israeli policies and military orders were especially tailored to legitimise and normalise the restrictions imposed on the Palestinian people and their nascent institutions. Non-governmental organisations were put in an awkward position (Craissati, 1997). This dilemma forced NGOs to be creative enough to circumvent all obstacles they faced, and to continue their quest to achieve their missions. In response to this pressure, most of the PNGOs were forced to operate underground, all the while taking on the risk of closure, torture, or jail and were forced to 'plan' as a way to deal with the surrounding challenges and to meet the unexpected (Al-Barghouthi, 1993b).

Although these challenges were relevant during Israeli occupation, a similar trend continues even after the establishment of the PNA in 1994, albeit to a lesser extent. Because most successful PNGOs were affiliated with leftist political parties, such as the Palestinian Communist Party (now known as the Palestinian People's Party), or with religious parties such as the Islamic Resistance Movement (known as *Hamas*), tension between these NGOs and the PNA grew significantly (Abu-Amr, 1997).

Two main reasons may be identified for the escalation of the tension between the PNA and the NGOs. The first reason is that the NGOs continued to play a political role that was not in harmony with the PNA's agenda (Claudet, 1996). The second reason for the tension is the competition among the NGOs themselves on the one hand, and between the NGO and the PNA on the other, over donors' assistance. Competition became particularly keen in light of the strong relationship that leaders of various NGO have forged with donors and the stronger capacities of NGOs to attract donors' assistance. A second area where donors could weaken ties among NGOs was in giving funds only to established NGOs or strong NGOs which further widened the gap between established NGOs and disadvantaged one (Sourani, 1996; Silsby, 1996).

Despite the fact that the signing of the Oslo accords allowed the Palestinian leadership to impose its authority on certain aspects of people's lives, the nature of the accords prevented any improvement in the economic or social conditions of Palestinian residents of the WBG. On the contrary, statistics show that there was a general decline in most economic and social indicators after 1992 (UNSCOT, 1998, p. 19). With the establishment of the PNA,

most donors started to shift a large percentage of their funding from the traditional NGOs to PNA ministries and institutions. The changing situation forced many NGOs to close their operations or reduce their size to cope with the financial problems.

By mid-1997, the date of publication of the first report on PNA performance by the State Comptroller's Office, which made headlines worldwide, exposed substantial incompetence, mismanagement and misuse of funds by members of the PNA (Sayigh & Shikaki, 1999). As a result, many donors started to re-think their positions, and some began to re-channel funding to NGOs, at least for specific projects. Due to political pressure from the PNA and the donors' own interests in having a stable PNA, however, few such changes were made. Therefore, NGOs still suffer from these politically motivated factors, and more of them are closing operations. As an official of one donor agency said, "Only the strong, the slick and well-connected organisations will survive under such a competitive environment" (personal communication from a major grant donor, interview with author, Gaza).

8.2 Limitation of Funding and the Donors' Perspective

During the Israeli occupation of the West Bank and Gaza, assistance to Palestinians came from a variety of sources, including from local donations and fees, from the PLO, from Palestinian expatriates, from Arab governmental and non-governmental sources, from American and European sources mainly through foreign NGOs based in the respective countries, and, finally, multilateral agencies such as UNRWA and its subsidiary organisations. The peak years for PNGOs were during the years between 1990-1992, during which time they received from 170-240 million U.S. dollars per year. It has been estimated that 70-80 percent of the total funding was received by only 30-40 NGOs (Clark & Balaj, 1996). Although the *Intifada* did not directly influence the work of health NGOs, it had a positive impact on the environment surrounding the organisations and consequently on the organisation, as Arab funding sources were available even to smaller organisations.

The transfer of authority was accompanied by an increase in engagement of the international community and its support to the PNA since the peace process was possible only with the help of this community. The goal of large international donors both bilateral and multilateral, was to strengthen the PNA, so a large amounts of funding were pledged to support it. Some of these donors, such as the European Union, in the past channelled support to the Palestinians through NGOs because they had networks and links in their communities. The transfer of authority meant a shift in funding from NGOs to the PNA was thought to be the appropriate structure for carrying out the vital services for the Palestinian population (Abu-Sitta, 1998).

As discussed earlier, assistance to PNGOs suffered a sharp decline after 1994 because most assistance was channelled to the PNA and its institutions. It is for this reason that a World Bank report examined the 'financial crisis' faced by PNGOs and decided to establish an NGO trust fund to support PNGOs in overcoming the crisis (Claudet, 1996). Another way of dealing with this crisis came from the PNGOs themselves, as many of them started to establish profit making operations within their organisations to cover part of their costs and potentially to reduce dependency on external sources of funding over the long term (Al-Barghouthi & Lennox, 1997).

In spite of the important role played by these NGOs, it is worth noting that most assistance was political in nature, and it is only in the last decade that developmental thinking started to influence PNGOs' actions. For example, before the Iraqi invasion of Kuwait in 1991, Kuwait was one of the largest sources of assistance to Palestinians in the West Bank and Gaza. After the Iraqi invasion, Kuwait stopped its financial support of the Palestinians and immediately terminated work contracts with the vast majority of Palestinians working there (Al-Barghouthi & Gene, 1997).

As the Palestinian Ministry of Health becomes stronger and more structured, it is able to start new activities to cover most needs. In addition to, and perhaps because of, shifting financial resources from NGOs to the PNA, NGOs are increasingly forced to lay off workers and to close certain branches. This has created a high staff turnover at these NGOs, due to their inability to pay salaries for their staff and overall uncertainty of their future (Palestine, Ministry of Health, 1998). In addition, another requirement of NGOs by the PNA was to acknowledge the right of the PNA to monitor their income.

8.3 Ambiguity of the Palestinian Authority's Vision

Since its establishment in 1994, the nascent PNA has had to deal with a whole set of fundamental and challenging issues that have direct impacts on Palestinian's present and future. The PNA has undertaken a lengthy and pains taking negotiation process with the Israelis on issues ranging from withdrawal of Israeli soldiers from certain areas to determining the exact type of beans that Palestinians are permitted to export. In addition, the PNA, as the acting government in the WBG, has had to establish a police force to ensure the safety and security of its citizens and to address the PNA's security commitments with the Israelis. Furthermore, the

PNA has had to deal with a deteriorating services infrastructure and attempt to improve it in preparation for Palestinian statehood in the near future (Bird & Lister, 1997).

The experience of the PNA, combined with the politically motivated growth of work force in the PNA-created public sector, have all contributed to the lack of focus and to the narrowness of the PNA's vision. It has become hard, if not impossible, for anyone, including well-connected leaders, to anticipate the PNA's position in any matter of interest (Sayigh & Shikaki, 1999).

In addition, the absence of a legal framework to govern and regulate the NGO sector has made it more difficult for these NGOs to operate and plan. Under these ambiguous circumstances, many NGOs have had to work without licences, as they did during the Israeli occupation, and to reduce or even close down their operations completely (Al-Barghouthi & Lennock, 1997).

Several officials highlighted the importance of legal codes for the regulating the relationship between NGOs and the PNA. Given the current social and political circumstances, it is unknown, if and when these circumstances will change.

9. Summary

This paper has presented information on the role of health NGOs, in general and in Palestine in particular.

Health is widely recognised to be related to development and, for this reason, NGOs are increasingly stepping in to fill gaps in government provision, as well as to empower local communities. NGOs have varying affiliations and objectives, but they have in common an independence from government, and a non-profit orientation. With their advantages of practical, relevant grassroots experience and greater flexibility than governments, they play a valuable role which attracts a large proportion of international aid and, increasingly, they are seen by governments as cooperative partners in service provision.

In Palestine, NGOs are an important focus of local representation, in a context where most social service provision has been governed by the agendas and interests of successive occupying powers. Nevertheless, they are constrained by the political and legal environment. They receive financial and moral support from a variety of sources, local, regional and international, but this often has political strings attached. They also have a limited role in playing because of their political affiliations. This situation has extended into the recent period under the PNA, who first saw the NGOs as competitors and tried to regulate and control them, although policies have often been unclear or inconsistently applied. Empowerment-oriented NGOs, in particular, have had a difficult relationship with the authority.

Health care provision in Palestine has been seriously disrupted by the occupation, both by policies linking the NGOs scope of action, and by the destruction of infrastructure. The PNA, in the areas where it assumed control, inherited a weak public health system. Its response was to focus on infrastructure rehabilitation; however, primary health care was comparatively neglected, and serious distortions remain in service provision, for example, in the disparity between urban and rural areas. Moreover, the public health sector was left with the less successful and experienced doctors, when their more successful counterparts opened private clinics. In this context, a major role of the NGOs has been to fill unmet needs in the health sector, for example, providing services for marginalised population groups and regions. Other roles include implementing the political agenda of the PNA and the affiliated bodies, and establishing the foundation for Palestinian statehood by building basic health infrastructure and preparing a cadre of professionals.

Palestinian health NGOs have faced a variety of challenges: political pressure from Israel, the PNA, and donor countries and organisations; financial, due to heavy reliance on fluctuating outside aid; and organisational, related to the ambiguity of the PNA's vision and the changing priorities of influential bodies, making organisational objectives difficult to establish and sustain.

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Evaluation and Optimization of Models' Priorities in Redesigning of Urban Parks in Semi-Mountainous Areas

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Abstract

With the growing trend for semi-natural spaces in urban areas, urban parks and the related social behaviors have been faced with more interest. However, the flaw in the original design, changes in the park field and variation in living standards level of users, causes situation that lead to some inappropriate performance functions of the parks or parks unable to provide optimal quality of these functions. The main objective of this study was to address these failings and to advance the cause, using problem solving method proposed in this social-architectural research. In this context, semi-mountainous areas parks, review as case studies due to the nature of subject and locating in the particular region in the country for evaluation the priority of redesigning principles.

To achieve this goal, redesigning in urban parks is defined and after studying worldwide experience and situation analysis, by using a qualitative evaluation in an urban park in Khoram-Abad, Arak and Hamadan, redesigning principles is proposed. The research method was descriptive-analytical and information collecting method have been taken by theoretical studies through library method and field studies including survey of the physical condition of the park and picked up a case study and statistical distribution of questionnaires among 224 presented persons in the park. The statistical analysis was performed on the responses of consumers by analysis program R and the frequency response is obtained. To assess the principles' priority of redesigning in the city's parks, the covariance was used.

The results show that the three principles: consideration to the union, linkage and coordination between the initial layout and redesigning plan of parks, optimizing the ecological functions of Park and optimizing social functions of Park through the relevant mechanisms should be in interest and commitment in redesigning parks of semi-mountainous areas.

Keywords: preference survey, optimal model, redesigning urban parks, semi-mountainous areas

1. Introduction

Urban sprawl, changing people lifestyle and apartment dwelling causes urban green spaces change to the necessary and thinkable issue. Cities that are located in the semi-mountainous areas are no exception and by the changes in the shape and texture of the lifestyle of residents, everyday, the amount of urban green space reduced. (Woudstra, 2000, p. 191) In the complex environment due to the construction and manipulation of human-caused, Adverse effects of environmental factors such as vegetation, water, light, land and was undeniable and with that every day more and more pollutants in urban life and the problems faced by patients, Green space, are effective in creating a beautiful, comfortable, air and noise filtration and etc. and finally create peace and relaxation situation to residents in environment. So urban parks act as an air pollution systems and greatly reduced the pollution caused by oil and other contaminants and are a filter to prevent noise nuisance to nearby residents.

In general, the design process has a cyclic process and reversible. In other hand, this process began from the point of creation and definition of the problem and continued to implementation level and then reach to the stage of project evaluation that can define a new problem which can be terminated. The park design process is not exempted from this matter, in the event the procedure of this process after evaluation can finish by defining the issue or present failures and then lead to some sort of redesigning or elimination of defects and failures in future.

(Aganj, 1997, p. 39) In evaluating a park after the operation, lack of an issue, and plans are defined. These failings, sometimes was formed due to the shortcomings of the original design or sometimes generated during operation and sometimes was formed due to changes in external conditions, such as social and environmental conditions. So the failing's incidence is inevitable in park due to the dynamic and continuous changes in context, it is done all the time and also because of the possible deficiencies in the original design; Hence the need to address these failings has always existed and no park will be in no need of it. (Bell, 2002, p. 103)

Overcome the deficiency of an urban park, often call as "reform" or "regeneration" and this subject is due to the necessity and importance and also due to lack of research and studies conducted on this issue is the one issue that must be addressed more. (Adams, 1991, p. 40) Due to the growing trend of urban parks in Iran, the issue of reform is one of the most valuable requirements for proper parks maintenance so that it can overcome the shortcomings of the design and modifying according to the requirements and needs of users and having better adapted to the environmental conditions (Majnooniyan, 1995, p. 12). However, the issue of the parks redesigning in the country shows that in most cases, the balance between ecological and social functions of is ignored and fixing deficiencies isn't proper done. This redesign process is done just by adding some functions and superficiality changes. So whole system of parks and the quality of its functions have been damaged and it endangers the health system (Hultsman, 1987, p. 83).

So the main research question focuses on the fact that what criteria and conditions for the optimal reform urban parks according to the needs of people who visit the park is recommended?

According to the redesigning of urban parks, based on the comments of Barlow et al. expression of the philosophy and principles of the original design of the park, is like a starting level on the design. (Barlow et al, 1987, p. 178) and then you need to investigate and understand the history of the park management and various parts of the park. In this research, to analyze the global success case studies, Central Park as seen in a historical perspective landscape. Barlow considered to the factors such as natural resources and many uses of the park as causes to damage and make deficiencies in the Park and he wants to redesign of various components contribute in the Park.

Wudstra and Fieldhouse in valuable research, considered to maintaining and improve the quality of British parks, especially historical parks in the country. Wudstra and Fieldhouse (2000, p. 203) and believed that Urban parks in the second half of the twentieth century have largely lost their users due to the lack of modern beauty, destruction and insecurity among changes in lifestyle and recreational activities for people in the vehicle entry. Based on this research, redesign as a means to enhance beauty and restore quality loss of the Old Park and related measures in relation to buildings, roads, vegetation, etc., will be examined.

2. Redesigning of Urban Parks

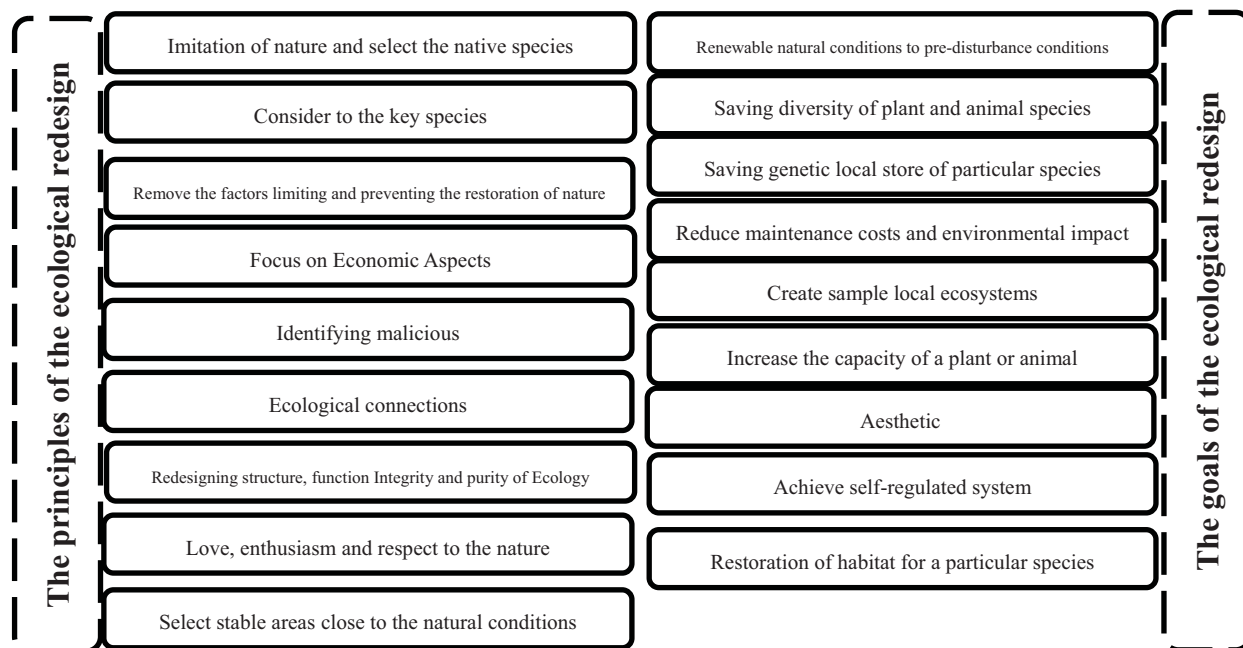


Figure 1. Correspondence of principles and objectives of ecological redesign

Filor believes that in the subject of urban areas, the redesign has a long history (Filor, 1991, p. 111) and noticed that it was a reaction to the policies after World War II for Clearance and redevelopment of slums. In various resources has not been any references to the history of urban parks redesigning directly; but due to the fact that New York City Central Park was the first urban park in the history of the park landscaping, by historical view it could be accounted as the first activities on the redesigning of urban parks (Bell, 2002, p. 50).

3. Semi-mountainous Areas

Semi-mountainous areas where the city has narrow streets and slim design for better heat and prevent the exchange of heat and cold. Usually in this type of climate, biological complexes are located in the middle of the mountains and to the south and in the field or on the find due to raise heat capacity of the Northern frame walls and increase the internal volume than the outer surface. Climatic design in this area is based on the amount of low precipitation in summer and high in winter, despite abundant rainfall, humidity is low in this region. So the form of the building is designed and performed to withstand the extreme cold. In this climatic region buildings have dense plan and texture. The form must be such that the lower surface in contact with the outer cold air to less heat transfer from the inside to outside. Other features of buildings in these areas include small openings, relatively thick walls, flat roofs and stone used in the construction of building. (Pourmohammadi, 2003, p. 77) The urban and rural textures of this climatic areas is formed in order to cope with the extreme cold and have some characteristic such as dense and compact texture, small and enclosed spaces, gaining the sun light and the earth and narrow passageways directions parallel to the ground line.

Table 1. Analysis of the experiences of the complexes in a relation to the case studies

| Parks | Central Park | Bryant Park | Potternewton Park | Hatfield Road Park | Fort Greene Park |
|-------------------------|---|---|---|---|--|
| Aspects of the redesign | | | | | |
| Social View | The consideration to the park furniture, park improvements accesses to attract more citizens | Improving accessibility and inviting fragrance park facilities such as restaurants, rest areas and seating to attract more people to the park | Development of modern sports facilities and several playgrounds to attract young people to the park, restore parks gathering spaces | Create new seating areas along wooded streets, the removal of existing metal fence to create a link between the park and surrounding area | Renovation of places to sit with a pergola creating, improving visitor center, and creating incentives to attract more people to the park |
| Cultural View | --- | Reconstruction of the cultural view of the Park, library, and other spaces for reinforcement of the cultural dimension of the Park | --- | --- | --- |
| Historical View | Investigation and reconstruction of historic buildings, address the historical significance of the bridge in park | Redesign primitive layout in accordance with the original design of the park in French style | --- | --- | Introduced this park as the one have the concept of a ship's as a memorial of the historic jail, re-landscaping plans to close the park landscape to the Olmsted and Vaux plans as the primary designers |
| Climatic & | Restore the | --- | The use of plants as a | Planting around 20 | --- |

| Parks Aspects of the redesign | Central Park | Bryant Park | Potternewton Park | Hatfield Road Park | Fort Greene Park |
|--------------------------------------|---|---|---|--|---|
| Ecological View | ecological health in non-native plant species in forest colonies in the park | | carminative, hardwood trees to create shade in areas with intense sun exposure faced, dealing with drainage problems in parts of the park | semi-mature tree new vertices to complete the planting of trees, planting of 2,000, shrubs and bushes of various species to create vegetation. | |
| Economic View | --- | --- | Effective use of recycled materials such as telegraph poles and railway wagons on hard surfaces playground design | --- | Making income and use of income from the visitors center at the park for reform process |
| Aesthetic View | Lakes Edge reconstruction in order to establish the park's natural attractions, the reconstructed old bridge that has aesthetic value | Improving the lighting in the park and create beautiful effects of light on plants | --- | Beautification of nearby parks' trails by wood timbers, complete the planting of new trees in the park using a variety of colors, eliminating the points that had been occupied by construction and demolition wastes. | Rebuild and reinstall the bronze statue that has aesthetic value, redesigns open platform and watch monomer include improved lighting system of the monomer |
| Recreational View | --- | --- | Replacing playground toys including tubs with a variety of modern and adding new toys such as swing and merry-go-round, the construction of a football field surrounded by walls. Renovation shelters were destroyed in the course of insecurity in the park, which was invaded by the wind, renovated playground with soft flooring to prevent possible damage to the playground | Applying modern toys (as the design view) and create an asphalt space to play and with the walls for playing with balls | --- |
| Immunization View | Flooring reconstruction and edge directions for secure park's spaces, creating greater safety shields around the lake | Create a visual relationship between the inside and outside of the park and removing the remote areas of the park that was a gathering place for the delinquents. | | Asphalt roads sloppy and unsafe park due to heavy use, the complete destruction seen in them, removes outliers, and outliers in the park | --- |

4. Analysis of Case Studies

In selecting the case studies the following points was considered:

- 1- Due to the aims of this research (redesigning in the semi-mountainous region) case studies was selected in three different cities that have semi-mountainous region of Khorramabad, Arak and Hamadan. (The case study in Hamadan selected because the park was in the semi-mountainous).
- 2- According to the principles of urban hierarchy, clear and synchronized case studies at cities in the semi-mountainous part of the country was selected.
- 3- Since the criteria to achieve the main objectives of this study was the redesigning of urban parks, it was tried to choose "designed parks "to as case studies.
- 4- In selecting case studies tried to select a park that is located in

the center of the social and cultural zone of the city and depicted most of the users in all age groups and different cultural segments.

4.1 Park-e-Moalem, Khorram Abad

This park is located in the city of Khorram Abad, Capital of Lorestan province and was established at 1987. The park covers an area of 31,630 hectares and has the basic Eastern-Western Axis and the length to width ratio is 3 to 1. The park is surrounded by residential complexes at west and Northern, southern and eastern streets and on the south of the park overlooking the river of Khorram Abad.



Figure 2. Master Plan and the internal view of the Park-e-Moalem, Khorram Abad

4.2 Park-e-Mardom, Hamadan

This park was established at 1973, covers an area of 139160 Sq.m and is located in the semi-mountainous climate in Hamadan. This park (Lona Park, the old name) is located at the western side of Hamadan and in front of the Bu-Ali Sina University, and is one of the oldest parks in the city. Because of the play area and play equipment and locating of the park near the University of Bu-Ali Sina, It can be said that children and young people and families are the largest users group of the park. The park is used during the three periods, morning and noon by students and youth, children and families in the afternoon and evening until late at night by family groups. In this part of the city, approximately was allocated 23,684 Sq.m to the flowering, 100,700 to the grassing with multiple species trees and 231 Sq.m was allocated to the rose farming and ornamental trees.

The area of passageways was 13956 Sq.m, Hedge area 580 Sq.m and the number of trees is 1985.



Figure 3. Master Plan and the internal view of the Park-e-Mardom, Hamadan

4.3 Park-e-Azadi, Arak

This park was established at three phases, 1st at 1993, 2nd at 1995 & 3rd at 1997 and covers an area of 12 hectares. According to the Park area, it can be said that although this park was surrounded by the sound pollution around the neighborhood streets but somehow play an effective role in reducing air pollution in that zone of the city. Access to the park, facilitate from the adjacent streets and squares. Although the park has no restriction and just separated by sidewalks and planting trees in regular and irregular mode from the adjacent streets but has the main entrance in southern side and secondary entrance in northern side. Per capita usage of the park is 40 percent by including of all groups of students as total weekdays except holidays for studying at park's library. Approximately park is used by children and teenagers in the early morning hours and families in the evening for

using sport equipment. Access to the park makes the park in all seasons, useful especially in spring and summer for the entire family from morning to night. Park irrigation is possible by wells and allocated 50 percent of area to the green spaces as 18130 Sq.m for trees, 1510 Sq.m to flowers, 44025 Sq.m to grass, 3910 Sq.m to playground and 1235 Sq.m to general and special libraries.



Figure 4. Master Plan and the internal view of the Park-e-Azadi, Arak

Table 2. Analysis of large urban areas of application definition of case studies

| Analytical topics | | Recreational | Ecological | Service | Social | Economical |
|--|--------|--|---|---|--|--|
| Field position in the park | Moalem | lack of recreational zone Except playground in the East | Whole of the park | Northern & Western edge | Outspread in park | Eastern edge |
| | Mardom | Eastern edge | Center of the park near main pool | Southern edge | Green space is widely used in the park | Eastern edge |
| | Azadi | In Eastern edge and western side | Northern Side | Almost center of the park | Green space is widely used in the park | Southern side near to the center and western side |
| The factors influencing the shape-making | Moalem | Meet the needs of children and adults | Creating a green space in the heart of the city | Restricted to the primitive requirements | Free background check | Urban Requirements |
| | Mardom | Providing the financial budget needs of a park | Need space for gathering and social interaction | Providing the service needs of a park | Essential elements of water and trees to create a park. | According to the recreational needs of park use among the general population |
| | Azadi | Providing part of the financial budget of a park | According to the needs of children, adolescents and young people as part of the users in the park | Providing the minimum service needs of a park | Trees and green spaces are the key elements to create the park | According to the recreational needs of park use among the general population |
| Sub Spaces | Moalem | Children Playground | Fountain near center of the park, trees and vegetation species | Restroom | Seating spaces and platforms | Store near the playground |
| | Mardom | Tiny stores and playground | Main Square Park in interaction with green spaces | Restroom & praying room | Fountain, trees and vegetation species | Playground |
| | Azadi | Tiny stores and playground | Public and special libraries | Restroom | Trees and plant species | Playgrounds for children and |

| Analytical topics | Recreational | Ecological | Service | Social | Economical | |
|---------------------------------|--------------|---|---|---|---|---|
| | | as well as the Institute for Intellectual Development of Children and Adolescents | | | adults | |
| Index of fields | Moalem | Failure to use the proper flooring in children's play field | No element of service | Limited seating areas and communities that have been scattered in the park | Playground | |
| | Mardom | Short stairs in recreational spaces | Pond and fountain in its center, in coordination with other components | Children's play equipment and park furniture and stone stairs and pathways circle | Limited booth in the park | |
| | Azadi | Recreation facilities at the park | Various forms of landscaping and vegetation | Restroom & praying room | Green space is widely seen in the park. | The use of child's play facilities and adult sports |
| Relation to the adjacent scopes | Moalem | Sporadically located outspread in the park. | Kio fairly large lake in the center, Fish lake in the south, the other artificial lake in the west | Restroom & praying room are located at the west and north of the park | Fish Lake is located in the north and west of park | Park edges |
| | Mardom | Buffet close to the playground | Main Square of the Park is located in the center of the park. | Praying room close to the restroom | A Fountain is located in the park's main entrance and the other in the middle of the main square, green spaces are located around all the spaces. | Playground close to the buffet, restrooms and approximately away from the entrance |
| | Azadi | Playground is located on the west side of the buffet and restrooms separate from other spaces and acts independently. | Libraries and the Center for Intellectual Development of Children and Adolescents, on the north side adjacent to locate a suitable and independent act. | The area near the center of the park and no direct relationship with any of the functional areas. | Green spaces are located all around. | Children and adults playground in the vicinity of each other and the police station is not far. |
| Restriction | Moalem | restricted | No fence | restricted | No fence | No fence |
| | Mardom | Playground is enclosed by a fence. | No fence and completely open to the surrounding environment | Restrooms have been enclosed with walls. | Restricted by stone edge | Use the Fence |
| | Azadi | Playground is enclosed by a fence. | Libraries and Intellectual Development Association are enclosed by walls. | Restrooms have been enclosed with walls. | No definition of a fence | No fence in child's play ground and adults sports field |

Table 3. Analysis of landscaping elements in the Park area for case studies

| Case Studies | Furniture | | Architecture Building | | Flooring | | Presence of Water | | Plant Species | | Index Element |
|---------------|-----------------------------|-----------------------------------|---|---|--|----------------------------------|---|--|---|---|---|
| | Function | Material | Material | Function | Function | Material | Function | Dominant Form | Planting Geometry | Form | |
| Park-e-Moalem | Benches, Waste Bins, Lights | Metal, Concrete | Metal, Wood, Concrete | Toilets and entry sporadic stands no identity | Definition of levels, uniformity and lack of variation | Concrete blocks | Boating, Decorating | Pool, Waterfront, rectangular | Scattered and fragmented | Flat and elongated | Merely the bird statue in the center of the stone |
| Park-e-Mardom | Lights, Benches | Metal | Brick, Metal, Wood, Stone | Toilets and play space for children | The hardness, strength and good eye appeal is limited | Precast concrete flooring, stone | The Visual charm of the original Square Park and at the beginning of the entrance | Rectangular and circular pools, Linear streams | Scattered and lacks the geometric order, Along the paths of pine plants | Flat, fitted and have been pruning the bushes, Cone and bangs | Statue in South of Park |
| Park-e-Azadi | Lights, Benches | Iron Leg by Aluminum & Metal Caps | Steel structure with a brick and glass facade | Toilets, Buffet, Library, Center for Intellectual Development of Children, park | Just function of unconforming transmission | Asphalt | ---- | ---- | In most such blocks scattered and no particular order | Flat and shrub pruning and fringe trees | Bower, Playgrounds |

5. Discussion and Research Findings

5.1 Research Methodology

In this Research Applied type was used and the methods of research was descriptive-analytical by utilizing the resources and historical works of the type of selecting case study as well as the correlation method to explore the relationship between two variables (Conceptual-functional dimensions of park and Redesigning and Optimizing strategies of Park). In this study, data were gathered through a theoretical studies including library techniques, Field studies including the study and picked up a physical condition, and landscaping the case studies and software analysis. The main objective of this study was to investigate and determine the optimal patterns of preference in an open urban park redesign for semi mountainous areas. Urban sprawl, changing people lifestyle and apartment dwelling causes urban green spaces change to the necessary and thinkable issue. Therefore, at the first the need to review, study and redesign of urban parks as the main issue of the presence of nature in urban spaces is important in promoting more their role in the lives of the citizens. The present statistical analysis of this article was done R statistical programming software. Qualitative data were collected with the survey by questionnaire (at the same time in all three parks) and view the behavioral patterns, and status of the. Perception and expectations of individuals achieved by surveys and at the same time outward characteristics and type of activity that has been recorded. Based on this, at first, conceptual dimensions reviewed by the interaction of analytical points of case studies and analysis of landscaping elements in case studies by using appropriate tables. To check the level of users' satisfaction of the landscaping elements in the Park and assess compliance, it is also the appropriate table and the average and variance of the rate of compliance of these factors by assessing the percentage frequency of responses were evaluated. To assess the principles' priority of redesigning in the city's parks, the covariance was used. Finally have been brought details of the principles of redesigning in the semi-mountainous areas in the conclusion section.

5.2 Statistical Society

The population characteristics assessed is based on individual characteristics, morphological characteristics, expected activities, frequency and duration before coming to the park. These properties have been registered on the basis of a questionnaire or observation of the researcher. The population characteristics including gender, age grouping and statistical analysis was performed for 224 people and the data shows that more than half of the assessed people was young and gender distribution relative to the normal extrusion. 59% of population have the college certification. In total, 53% of people were studying in different levels of education (university and high

school). 66.5% of people living with their parents and only 4.2% of people living alone.

Table 4. Characteristics of job, education, family and residential of statistical society

| Education | Under Diploma | High school graduation | Bachelor | Master | Ph.D |
|----------------------------------|---------------|------------------------|-------------------|------------|--------------|
| Percentage | 18.5 | 30.7 | 47.6 | 5.8 | 1.3 |
| Employment Status | Employed | On studying | Retired | Unemployed | Housewife |
| Percentage | 24.6 | 49.4 | 9.9 | 10.3 | 6.4 |
| Family Status | Alone | Spouse | Spouse & Children | By Parents | By Friends |
| Percentage | 4.2 | 15.4 | 19.3 | 66.5 | 2.6 |
| Duration of dwelling in the city | 5-15 | 15-20 | 20-25 | 25-30 | More than 30 |
| Percentage | 14 | 20 | 22 | 14 | 17 |

Evaluation findings to the desired activity, and frequency of attendance at the parks show that more than 50% of people have the specified planning to attend weekly or monthly or daily in parks and nearly 50% of people choose parks for activities that require peace and comfort. Conclusion activities expected of park users indicate that 43% of people engaged in a conversation with another person in the park and 16% was studying and 12% did sport activities. Assessment activity showed that overall 94% was going to use the space and park.

Table 5. Evaluation of user satisfaction of landscaping elements in the Parks and assessment of compliance through the measurement of percentage of frequency of responses

| Elements | Components | Evaluation of the satisfaction of parks' elements | | | | Satisfaction (%) | | | |
|---------------------|----------------------------------|---|--------|----------------------|-----------|------------------|--------|------|-----------|
| | | Undesirable | Medium | Relatively Desirable | Desirable | Bad | Medium | Good | Excellent |
| Park Furniture | Benches | | * | | | 17 | 40 | 27 | 16 |
| | Bins | | * | | | 19 | 36 | 24 | 21 |
| | Signs | | | | * | 28 | 22 | 36 | 14 |
| | Lights | | * | | | 20 | 43 | 25 | 12 |
| | Pavements | | * | | | 11 | 62 | 23 | 4 |
| | Innovation in design tools | | * | | | 19 | 28 | 39 | 14 |
| | Green space & Water | | | * | | 8 | 31 | 41 | 20 |
| | Design of Green space & Water | | * | | | 32 | 39 | 23 | 6 |
| | Library | * | | | | 25 | 30 | 28 | 16 |
| | Trade | * | | | | 41 | 21 | 29 | 9 |
| Cultural Facilities | Theater | * | | | | 39 | 21 | 31 | 9 |
| | Press desk sale | | * | | | 28 | 35 | 24 | 13 |
| | Holding the cultural competition | | * | | | 19 | 42 | 22 | 17 |
| Service Facilities | Toilets | | | * | | 20 | 23 | 36 | 21 |
| | Pray Room | | | | * | 17 | 20 | 41 | 22 |
| | Buffet & | | * | | | 34 | 44 | 19 | 3 |

| Elements | Components | Evaluation of the satisfaction of parks' elements | | | | Satisfaction (%) | | | |
|------------------|----------------------------------|---|--------|----------------------|-----------|------------------|--------|------|-----------|
| | | Undesirable | Medium | Relatively Desirable | Desirable | Bad | Medium | Good | Excellent |
| | Restaurant | | | | | | | | |
| | Information Office | | * | | | 19 | 40 | 22 | 19 |
| | The initial assistance office | * | | | | 97 | 3 | 0 | 0 |
| Playgrounds | Group of Playgrounds | | | * | | 8 | 16 | 37 | 39 |
| Play Instruments | Group of Play Instruments | | * | | | 11 | 47 | 24 | 18 |
| Visual symptoms | The pattern and characters | | * | | | 6 | 11 | 38 | 25 |
| Security | All pros | | * | | | 7 | 47 | 31 | 15 |
| | Social-Cultural | | | | * | 10 | 27 | 34 | 29 |
| | Play Instruments | | * | | | 17 | 37 | 30 | 16 |
| Safety | Safety of welfare facilities | | * | | | 25 | 38 | 22 | 15 |
| Park Locating | A total of conditions | | | * | | 19 | 25 | 43 | 13 |
| Park Accessing | Keeping a close and displacement | | | * | | 10 | 32 | 41 | 17 |

The above table shows that park furniture is evaluated in the two medium level (Benches, Bins, Lights, Pavement, and Green space design) or Relatively Desirable (Signs, Innovation in design tools, Green space & Water). Conclusions indicated that however green space and water, was adequately and relatively desirable in the three parks, but the majority of users are not satisfied with the design and organization of space so that 39% of people considered fells conditions medium and 32% average considered undesirable. As was mentioned before, there was no unique path in the park; totally the overall design of the park is irregular and in some sections there is a lack of coordination. In other words, the design of the park, far from being consistent with the criteria of Persian Garden, has used forms and principles of the West and the Far East schools. Studies table shows the park in terms of cultural facilities was not in optimal condition and given that most visitors to the parks were cultural students therefore, the cultural features of the park include the amphitheater, library, etc. should be improved. Park Service facilities, including rooms and bathrooms are relatively desirable. Buffet and Information Office of Park estimated medium while aid office was undesirable, basically, like many of our other parks, a place for first aid is not considered. Given the number of playgrounds in the park this index was desirable. Visual symptoms were assessed as medium, so this shows that there are multiple visual patterns and signs in the park, especially on the northern side which is the sculpture garden. Totally security estimated medium while socio-cultural security was desirable. This condition demonstrates the presence of social and cultural layer inside the park. Like many case study of parks safety, play tools and welfare facilities estimated medium and locating and access to park estimated relatively desirable that this condition shows that there is some need to park at this location and getting access to it has little problem. Only if you find a solution for the problem of traffic and noise pollution in the surrounding commuter routes considered, more citizens can attract into the park.

5.3 Covariance

In statistics, the covariance indicates the changes of two variables. In other words, the covariance is a measure for the change of one variable to another one. By considering to the covariance formula can be said that the covariance is effected by the data distribution for each variable. As two random variables are independent, their covariance is zero. Overall, we use the correlation coefficient for the distribution of the variable used to describe

the relationship between two variables. In the present study covariance parameters can be used to explore the relationship between the two variables (Functional-conceptual aspects of the park and strategies for redesign and optimization of the park)

Table 6. The correlation function of the park as dependent variables and strategies for redesign and optimization of the park as independent variables in semi-mountainous areas

| The correlation coefficient | Recreational | Ecology | Service | Social | Economic |
|--|--------------|---------|---------|--------|----------|
| Consideration to the unity, linking and coordinating with the first layout and redesign plan of Park | 0.889 | 0.949 | 0.844 | 0.953 | 0.906 |
| Optimizing the ecological functions of Park | 0.929 | 0.984 | 0.805 | 0.832 | 0.911 |
| Optimizing the social functions of Park | 0.966 | 0.847 | 0.912 | 0.976 | 0.890 |

As shown in the table above, average of the highest correlation in all three park is depend on the ecological dimension and optimize functions. So User typical in semi-mountainous areas recognize that natural things, plants, water, and topography have the main role in the success of the park than anything. The minimum one was service dimension but due to the correlation of 0.805 it was so important. Obviously, correlation coefficients close to 1 in all variables showed a relationship between dependent and independent variables are interconnected and dependent on each other.

6. Conclusion

Fundamental principles with regard to the reform of urban parks in mountainous areas of priority

The first principle: pay attention to unity, and coordination between the primary plans of the Parks with redesigning through:

- Given the layers of time in the park plan and Coordinating redesigning plan and preliminary plan in the context of semi-mountainous region
- The constituent elements of the Park according to the type, quality and location of their initial plan, In order to harmonize them with redesigning plans
- Given the connections between elements and Prevent interference in their redesigning plans according to climatic conditions, climatic and natural region and the necessity of a deep attention to cognitive elements fitted canvas

The second principle: Optimizing the ecological functions of Park through

- Use of native and adapted plant species and environmental conditions in semi-mountainous region
- Surface water circulation dropping water cycle in the Park and its reuse
- The selection and use of Canvas materials and due to their durability and non-thermic and also Permeability items such as the floor of the building in relation to surface water
- Pay attention to soil cover to prevent leaching, especially in land with slope in this region
- Due to the slope of the selection and establishment of plant species
- The use of plants to reduce pollution and dust

The third principle: Optimizing the social functions of Park through

- Quantitative and qualitative improvement of all functions of Park (recreational, cultural, academic, sporting and service) aims to meet the needs of different users.
- The appropriate distribution of functions at the level of the Park and to pay attention to the appropriateness of the relationship among them
- Due to the physical safety and social security of the park to attract users.
- Appropriate use of the park for ease of use by disabled and low-power groups such as the handicaps and elderly
- Readability of the park and increase of the invitation in entrances to attract more users

6.1 The Parameters and Conditions of Urban Park Redesigning

- The majority of the citizens don't have satisfaction of the quality of the parks' furniture such as benches, trashes and Lighting base. In fact, the same components are connected in series and produced in the factory and use in the parks, if special and unique elements use in redesigning of the parks, without a doubt, the effect will be better in the citizen satisfaction.
- The form and material of pavement, Observance of the variation due to different location and use of the Park, Optimal quality to cope with vandalism and due to the different segments in the Park of are from the cases that need more attention. For example, pay attention to the safety and welfare of the physically disabled, elderly, children and pregnant women, is directly related to the type and quality of pavements.
- Landscape design and water is basically all of the important characteristics and features that affect the park. Qualitative evaluation of case samples showed the Park which intended to a unique and specific axis in their design and avoids disorder and confusion, as much as possible or in the other word was fitted with the geometric design of the Iranian garden, are more welcomed by the users. Therefore, in redesigning of the parks, a unique axis which interferes with the sub axis and divides the park to 4 parts, is strongly recommended.
- Due to the size and proportion of trees in conjunction with dimensions of the places where they are planted, is from the other important notes. In order to prevent planting of large trees in small spaces or narrow pathways. Also it must be pay attention to the color of the trees and their variety at the time of planting.
- Parks qualitative evaluation showed that most of the parks are not suitable in terms of cultural facilities, such as library and amphitheater and usually located far from the public eye and in isolation. In addition, the majority of citizens are demanding improved conditions for holding libraries also cultural programs and competitions in the amphitheaters, Therefore, in the redesigning of the Parks, assign a part of the park to services and cultural facilities are proposed. So. Places like libraries and amphitheaters remove from the far situations and are more exposed; so the citizens are more attracted to use the cultural facilities.
- To attract more kids and teenagers to the park, Special regard to the establishment of cultural-artistic exhibitions so that has free access to the public and in all seasons should be enabled to continue its activity (In terms the climatic conditions like wind, rain and sunshine have no effect on the function of exhibition)
- If the design of buildings, including a pray room, a buffet restaurant and other service areas associated with innovation and build by various colors and materials, can play a basic role to attract citizens.
- Since the park is a set of parts and different spaces that require relationship and a reasonable balance between each other appropriate distribution and reasonable relationship between them is recommended in the redesign of the park. For example, amusement and recreation facilities gathered in one place, resulting in congestion and overcrowding in some other parts of the park will remain parked and abandoned.
- It is recommended to build up specific space in the park as a primitive aid office to provide essential services to the visitors of the park. Notably, in developed countries such spaces are one of the integral and important areas of urban parks while such a primarily situation is not considered in the country's designed parks.
- Qualitative evaluation shows that in the majority of parks, citizens are not satisfied with the performance of Parks' information office. Almost In all the parks the building guard space is integrated with information office so guard function is important than the information aspect. So designing one of this independent spaces as an information office in the parks is recommended for presenting comprehensive information about the history, features, pictures and etc. to the visitors.
- Qualitative evaluation shows that the majority of clients want to improve the quality and variety of play tools and playgrounds in the parks. So playgrounds should be built according to the needs of different age groups and in redesign of the parks attempt to improve the quality and quantity of play grounds and tools
- Visual symptoms, including frameworks, and statues of famous personalities can improve the richness of the park cultural aspect. So placing statues and sculptures in certain parts of the park is suggested like along the main pathways, plaza and points, near the park entrance, etc.
- Qualitative evaluation shows that from the view of citizens there is no security at the most parks and obviously women and children suffer more than men from a lack of security in the parks. In general, women use and visit parks by family whereas men are more likely to use parks for social encounters

outside the primary and family relationship. So the issue of the lack of security for women than it is to understand their personal safety related to the security of family and children. So in the redesign of parks always have to pay more attention to the security of vulnerable groups in society including women and children.

- To improve security, parks should be designed to avoid create cozy spaces, the defenseless and the remote control. Private space in the park can be built in a subset of the larger public spaces so that the spaces are not defenseless and totally deserted. The proportional distribution facilities in the park (as was mentioned earlier) can improve the safety of the park.
- Facilities should be given to the human dimension, and man-made standards of safety and comfort and have the high quality materials and strict enforcement. Safety, children's playground and children's toys should be improved according to architectural standards.
- Positioning is important in park, if the park is properly chosen, location of that will attract more people to the park and the social aspect will be improved. As previously mentioned, a suitable site for construction of a park, should have the main criteria of centrality, hierarchy and access to be considered.
- Another noteworthy principles in redesigning of urban parks in semi-mountainous areas, to address the following issues: Due to the expansion of the urban tissue around the park, Many problems such as air pollution and noise pollution, Access to park problems due to the expansion and construction of street and highway construction around it, The loss of the center of Park City due to uncontrolled growth, Noncompliance of the Park's hierarchy of functional structures with spatial mismatch of City. Some of these remedies in order to address the above problems as follows:
 - Conversion some roadway around the site to walkways
 - Planting trees with a dense canopy at the interface between the crowded streets and parks
 - Demolish Slums buildings in the vicinity of the site (buildings that were built without legal permits).
 - Remove unnecessary applications and move them to another location in the vicinity of the site.
 - Designing a green and water routes and minimum width of 3 meters in the area surrounding the park.
 - Parks Interaction with urban public space and attract people into the park.
 - The park should be designed as a limitless and changing some of the paths around the park site to the green path.

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Being Caught in the Middle of Inter-Parental Conflict: Relationship between Inter-Parental Conflict and Attitudes towards Marriage among Male and Female Adolescents from Divorced Families

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Abstract

Children of divorced family are at greater risk to divorce themselves in later years. In an attempt to understand the process of “transmission of divorce” across generations, the current study examined the potential moderation role of gender in the relationship between inter-parental conflict and attitudes towards marriage among adolescents from divorced Muslim family. A total of 341 secondary school students across three states in Malaysia were recruited to participate in the current study. Results of multivariate analysis revealed that being male and exposure to high inter-parental conflict predicted less positive attitudes towards marriage. Gender has no moderating effects in the relationship between inter-parental conflict and attitudes towards marriage. These findings underscore the deleterious effects of inter-parental conflict on adolescents.

Keywords: attitudes towards marriage, inter-parental conflict, gender, divorced Muslim family

1. Introduction

Adolescence is a stage which is often accompanied by various colourful fantasies and imaginations. One of the most luminous fantasies among adolescents is yearning for future married life. Adolescents often express high desirability towards marriage while being optimistic towards their future married life (Bachman, Johnston, & O'Malley, 2014; Wood, Avellar, & Goesling, 2008). In examining data from the Monitoring the Future study which spanning from 1976 through 1992, Schulenberg, Bachman, Johnston, and O'Malley (1994) noted that adolescents consistently displayed positive attitudes towards marriage across the study years. That is, most adolescents (90.8%) rated having a good marriage and family life as quite or extremely important for them (Schulenberg et al., 1994). Clearly, the beautiful fantasy of future married life signifies the positive attitudes towards marriage among adolescents.

On the other hand, analyses of gender differences revealed that female adolescents tend to express more positive attitudes towards marriage than male adolescents (Ganong, Coleman, & Brown, 1981; Goslin, 2014; Servaty & Weber, 2011). As an illustration, Shukla, Deodiya, and Singh (2013) developed Marriage Perception Scale (MPS) in order to measure attitudes towards marriage among 1,569 adolescents in Varanasi, India. Consequently, they found that 31.6% females and 17.4% males reported high marital attitudes. This implied that more females are optimistic towards their future marriage than males.

1.1 Attitudes towards Marriage Following Parental Divorce

Given the positive attitudes towards marriage among adolescents, the experience of parental divorce at this stage might completely ruin the lovely fantasy of future married life. Mounting evidences pointed a close relationship between parental marital status and attitudes towards marriage among adolescents (Martin, Specter, Martin, & Martin, 2003; Pan, 2014; Riggio & Weiser, 2008; Wood et al., 2008). Specifically, adolescents from divorced family are more likely to show negative attitudes towards marriage than those from intact family. For instance,

Sodermans, Vanassche, Bastaits, Matthijs, and Van Peer (2010) demonstrated that adolescents from divorced family tend to perceive higher chance of getting divorce in future than their intact counterparts.

As a matter of fact, divorce is similar to other infectious disease, where it can be transmitted to the next generation. Existing evidence indicated that individuals who experienced parental divorce are at greater risk to divorce themselves in later years (Cui, Fincham, & Durtschi, 2011; Teachman, 2002), signalling a need of research focusing on offspring of divorced families.

1.2 Divorce in Malaysia

Although the detrimental effect of divorce is well-documented in the literature, it is worrying that the total divorce case in Malaysia skyrocketed from 29373 cases in 2008 to 38273 cases in 2012 (Department of Statistics Malaysia, 2013). In addition, the divorce rate among Muslim families lies between 17.40% and 20.68% from 2008 to 2012, while the divorce rate among non-Muslim families lies between 10.14% and 15.11% within the same period. Conceivably, Muslim families in Malaysia are at greater risk to suffer from the detrimental effect of divorce than non-Muslim families. In light of this consideration, the current study put the main focus among divorced Muslim families in Malaysia.

1.3 Mechanism Affecting Attitudes towards Marriage among Adolescents from Divorced Families

In an attempt to understand the process of “transmission of divorce” across generations, various studies examined mechanisms that can change attitudes towards marriage among adolescents (Cavanagh & Sullivan, 2009; Hewitt, Skrbis, & Western, 2007). One possible mechanism which might greatly affect adolescents is the exposure to inter-parental conflict. Research consistently displayed that adolescents who are exposed to intense inter-parental conflict have greater tendency to perceive negative attitudes towards marriage (Cui et al., 2011; Jennings, Salts, & Smith, 1992; Tasker, 1993; Tasker & Richards, 1994; Valerian, 2001). For example, Dennison and Koerner (2006) found a significant negative relationship between inter-parental conflict and attitudes towards marriage among adolescents who aged from 11 to 17 years old. Indeed, exposure to overt inter-parental conflict will generate bad impression about marriage among adolescents.

However, there are counter arguments which opposed the mentioned relationship, and suggested no significant relationship between inter-parental conflict and attitudes towards marriage among adolescents (Stone & Hutchinson, 1993). Given the contradictory claims, Dennison and Koerner (2006) suggested that there may be moderators that influence the magnitude of the aforementioned relationship. That is, gender is suspected to be a potential moderator in the relationship (Tasker & Richards, 1994).

Of the many studies which examined the potential moderating role of gender, there is no single conclusion which can be drawn on the direction of gender differences. The current literature yielded mixed findings on the moderating role of gender in the relationship between inter-parental conflict and attitudes towards marriage. For example, there are evidences which suggested that females are more vulnerable to inter-parental conflict than males (Cummings & Davies, 2011; Gore, Aseltine, & Colten, 1993; Unger, Brown, Tressell, & McLeod, 2000). However, there are also counter arguments which claimed that males are at greater risk for maladjustment than females following parental divorce (Branje, Hale, Frijns, & Meeus, 2010; Brown & Portes, 2006). Nevertheless, some other studies found no moderation effect (Caples & Barrera, 2006; Eberhart, Shih, Hammen, & Brennan, 2006). One possible reason for the inconclusive findings is that parental divorce may affect males and females in different ways. As an illustration, Hetherington, Bridges, and Insabella (1998) found that male adolescents reported more conduct problems after parental divorce, while females reported more depression. Upon the inconsistent findings from the literatures, it seems worthwhile to further investigate the moderation effect of gender on the relationship between inter-parental conflict and attitudes towards marriage among adolescents from divorced family.

It is also noteworthy that several background variables be considered when examine adolescents' adjustment from parental divorce, which includes age (Usakli, 2013) and frequency of contact with father (de Wit, 2013; Flouri, 2008). In general, it is commonly agreed that adolescents at older age and maintain frequent contact with father tend to cope better from parental divorce than those who are younger and reported less frequent contact with father. Hence, in order to achieve more accurate findings, the adolescents' age and frequency of contact with father is controlled in the current study.

1.4 Research Objectives

The objectives of the current study are:

- (1) To compare differences in attitudes towards marriage between male and female adolescents,

- (2) To determine the relationship between inter-parental conflict and attitudes towards marriage among adolescents, and
- (3) To examine the moderating role of gender in the relationship between inter-parental conflict and attitudes towards marriage among adolescents.

2. Methodology

2.1 Participants and Procedure

A total of 341 adolescents from divorced Muslim family in Malaysia participated in the current study. The respondents were aged between 13 to 18 years old, with an average age of 14.84 years old (standard deviation = 1.369). The respondents were 152 males (44.6%) and 189 females (55.45) secondary school going adolescents.

Respondents for this study were drawn from a project on children and adults from divorced Muslim family which was funded by *Geran Putra - Inisiatif Putra Berkumpulan* (IPB) Universiti Putra Malaysia. Permissions for data collection in secondary schools were approved by Ministry of Education Malaysia, relevant state education departments, Ethics Committee for Research involving Human Subjects of Universiti Putra Malaysia (JKEUPM), and school principals. Secondary school students who fulfilled the criteria of the study identified by school counselors were invited to participate in the project.

2.2 Instrumentation

Data were collected through self-administered questionnaire. The participants were asked to provide some demographic background, such as gender, age, and frequency of contact with father. The frequency of contact with father was dummy coded into (0) "once in few months or no contact" and (1) "at least once in a month".

Attitudes towards marriage were measured using General Attitudes toward Marriage Scale (Park & Rosén, 2013). This 10-items measure instructed participants to rate their perception towards marriage by using a 7-point likert scale, ranging from (0) "strongly disagree" to (6) "strongly agree". All items score were summed up upon adjusting for inverse score, where the total score ranged between 0 and 70. Higher total score indicates more positive attitudes towards marriage. In the present study, the internal consistency of this measure was relatively good (Cronbach's alpha = .882).

Inter-parental conflict was measured by The Overt Marital Conflict (Porter & O'Leary, 1980). This measure was initially designed to measure overt marital conflict between spouses. This measure consists of 10 items which required the participants to rate the level of conflict between their parents after divorced. Participants were asked to rate the occurrence of several inter-parental conflict scenarios. Response options were designed in 5-point likert scale, ranging from (1) "very often" to (5) "never". The seventh item of this measure implement a different scale than other items, which ranged from (1) "More than 75%" to (5) "Less than 10%". The internal consistency of this measure in the present study was relatively high (Cronbach's alpha = .926).

3. Result

3.1 Independent t-Test

Independent t-test was conducted to compare the differences in attitudes towards marriage among male and female adolescents. The result of the independent t-test was presented in Table 1. In line with the past findings (Blakemore, Lawton, & Vartanian, 2005; Shukla et al., 2013), the current result unveiled significant gender differences in terms of attitudes towards marriage. Females of the current study adopted more positive attitudes towards marriage than males (t-value = -3.297, $p < .01$). In other words, females tend to view marriage as an important element in life and show more eagerness to marry than males. In contrast, males tend to report more fears and doubts on marriage while expecting future marriage to be unsuccessful.

Table 1. Attitudes towards marriage between male and female adolescents

| Variable | Mean Score | t-value | <i>p</i> |
|----------|------------|---------|----------|
| Gender | | -3.297 | .001 |
| Male | 33.71 | | |
| Female | 39.22 | | |

3.2 Pearson Correlation Analysis

Pearson correlation analysis was performed to determine the relationship between inter-parental conflict and attitudes towards marriage among the respondents. The result was presented in Table 2. The pattern of relationship between the variables is consistent with the previous findings (Dennison & Koerner, 2008), where significant negative relationship was found between the variables ($r = -.188$, $p < .01$). Adolescents who experienced higher inter-parental conflict tend to have more negative attitudes towards marriage than their counterparts.

Table 2. Correlation of inter-parental conflict and attitudes towards marriage

| Variable | Attitudes towards marriage | |
|-------------------------|----------------------------|----------|
| | <i>r</i> | <i>p</i> |
| Inter-parental conflict | -.188 | .001 |

3.3 Hierarchical Multiple Regression

Hierarchical multiple regression was performed to examine the moderating role of gender in the relationship between inter-parental conflict and attitudes towards marriage among the respondents. The result was presented in Table 3. In step 1, the respondents' age and frequency of contact with father were entered into the regression against attitudes towards marriage. The model was significant with F value of 9.783 (sig-F < .001). Both of the control variables explained around 5.5% of the variance in attitudes towards marriage ($R^2 = .055$).

In step 2, inter-parental conflict and gender was entered into the regression simultaneously. The model was significant with F value of 11.053 (sig-F < .001). Both inter-parental conflict ($\beta = -.182$, $p < .01$) and gender ($\beta = .152$, $p < .01$) were found to be significant predictors for attitudes towards marriage. All of the variables in step 2 explained for 11.7% of the variance in attitudes towards marriage ($R^2 = .117$). This implies that inter-parental conflict and gender explained for 6.2% of the variance in attitudes towards marriage (R^2 change = .062).

In step 3, the interaction between inter-parental conflict and gender was taken into account. Given the F value of 8.884 (sig-F < .001), the model is significant. Consistent with the past evidences (Dennison & Koerner, 2006; Sodermans et al., 2010), the current findings also indicate that inter-parental conflict is a significant predictor of attitudes towards marriage among adolescents from divorced Muslim family ($\beta = -.211$, $p < .01$). While adolescence is a stage which accompanied by dazzling imaginations of future married life, witness of fierce and intense inter-parental conflict will shatter this beautiful fantasy into pieces. This finding provides some clues on the process of "transmission of divorce" across generations. Essentially, the experience of inter-parental conflict will directly influence the perceptions about marriage among adolescents, such as making them to perceive marriage as disadvantageous or even nightmarish.

While many of the past studies demonstrated gender differences in attitudes towards marriage among young adults (Goslin, 2014; Servaty & Weber, 2011), the current study adds to the literature by linking the gender to attitudes towards marriage among adolescents. Particularly, gender was statistically proven to be a significant predictor for attitudes towards marriage among adolescents from divorced Muslim family ($\beta = .152$, $p < .01$). Female adolescents in the current study showed more positive attitudes towards marriage than male adolescents.

Last but not least, the potential moderation effect of gender in the relationship between inter-parental conflict and attitudes towards marriage was tested. Surprisingly, the interaction between inter-parental conflict and gender has no predictive power on attitudes towards marriage ($\beta = .041$, $p = .583$) and the R^2 remained almost unaffected (R^2 change = .001). This implies that gender has no moderating effect in the relationship between inter-parental conflict and attitudes towards marriage among adolescents from divorced Muslim family. Given that family is the central determinant of development among adolescents (Marshall & Henderson, 2014; Montemayor & Adams, 1985), being caught in the middle of inter-parental conflict is undoubtedly deleterious for adolescents regardless of their gender. Hence, it is reasonable that the magnitude of the relationship is similar for both male and female adolescents.

Table 3. Hierarchical multiple regression analysis for adolescents' attitudes towards marriage

| Variable | Step 1 | | | Step 2 | | | Step 3 | | |
|----------------------------------|--------|----------|---------|--------|-----------|---------|--------|----------|---------|
| | B | SEB | β | B | SEB | β | B | SEB | β |
| Age | -1.354 | .594 | -.121* | -1.211 | .577 | -.108* | -1.189 | .579 | -.106* |
| Frequency of contact with father | 6.271 | 1.687 | .197*** | 6.601 | 1.641 | .208*** | 6.661 | 1.647 | .209*** |
| Inter-parental conflict | | | | -.289 | .083 | -.182** | -.336 | .119 | -.211** |
| Gender (0 = Male, 1 = Female) | | | | 4.688 | 1.592 | .152** | 4.675 | 1.594 | .152** |
| Inter-parental conflict*gender | | | | | | | .875 | 1.593 | .041 |
| F | | 9.783*** | | | 11.053*** | | | 8.884*** | |
| R ² | | .055 | | | .117 | | | .118 | |
| R ² Change | | | | | .062 | | | .001 | |

Note. B = Unstandardized Coefficients B; SEB = Unstandardized Coefficients Standard Error; β = Standardized Coefficients Beta

* $p < .05$; ** $p < .01$; *** $p < .001$

4. Conclusion and Recommendation

To recap, significant gender difference in attitudes towards marriage was found among adolescents from divorced Muslim family, where males particularly displayed statistically more negative attitudes towards marriage than females. Hence, divorced parents and school counsellors should pay extra concerns for males from divorced Muslim family. Early signs of fear or hatred towards marriage should be handled with care before it exacerbate into more severe problems in later years.

It is completely normal for having some level of conflicts and disagreements between ex-spouses. Even so, being stuck in the middle of inter-parental conflict can be a painful experience for their adolescent-aged children. The result of the current study confirmed the deleterious effects of inter-parental conflict against attitudes towards marriage among adolescents from divorced Muslim family. More precisely, adolescent who perceived less hostility between parents are more likely to possess positive attitudes towards marriage. Conversely, adolescents who perceived serious conflict between parents tend to develop less positive attitudes towards marriage. They are more incline to express fear towards marriage.

Seeing that gender has no moderating effects in the aforementioned relationship, it is most probable that inter-parental conflict is equally deleterious for both male and female adolescents. Therefore, divorced parents are advised to avoid overt conflict right in front of their children. The outbreak of open hostility between parents will destroy the beautiful fantasy of marriage among their adolescent-aged children.

There are a few limitations of this study that should be acknowledged. First, the cross-sectional research design of the current study provides limited information on the direction of causality. Although the result demonstrated inter-parental conflict as a significant predictor for attitudes towards marriage among adolescents, the direction of causality can only be access through longitudinal study. Second, all participants of the present study were recruited from four states in Malaysia, namely *Selangor*, *Kedah*, *Johor*, and *Pahang*. Hence, implication of the current findings should not go beyond this scope. Third, all participants in the current study are from divorced Muslim families. We invite future study to examine this issue among non-Muslim families, which can further build on the literature. Last but not least, data of the current study was collected through self-administered questionnaire. Thus, some level of respondent bias is inevitable. Future research is recommended to examine the current issue using in-depth interview, which will provide a clearer picture on the inner world of the adolescents.

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Prosperity Highlights the Two Dimensions of the Essence of the *Chinese Dream*: Based on the Domestic and International Overall Situation

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Abstract

The *Chinese Dream* is consistent with the dreams of economic and social development in the other countries of the world. However, the *Chinese Dream*' going out of China and stepping towards the world is not as easy as we imagined. There is not only understanding, approving and supporting, but also excluding, suppressing and repelling. The international society sees the *Chinese Dream* based on the fragmentation view. In a word, today, it is very necessary to show the essence of the *Chinese Dream*: peaceful development, to the world. "Let the world see the true, open and confident China". It is high time that we let the world to scan and examine the *Chinese Dream* from a realistically brand-new perspective of overall situation. Then, this paper intends to analyse, by the main methods of logical thought (including analysis, synthesis and interrelation and so on), historical review (including the big events of the world and the promises of the successive Chinese leaders) and data examples (including GDP and per capital GDP, GDP contribution rate, the foreign direct investment amount, and the foreign aid amount) and so on, how *Prosperity*, the primary value and core goal of the *Socialist Core Values*, highlights the two dimensions of the essence the *Chinese Dream*: first rejuvenation and second cosmopolitanism, which are integrated organically in her general essence: peaceful development, based on the international and domestic overall situation. The ultimate goal or the significance of the paper is to show that the realization of the *Chinese Dream* is not only good for the Chinese people, but also benefiting the world, hoping that those who are for the *Chinese Dream* could as always understand, support her and realize their own dreams with her, and who are against the *Chinese Dream* could at least understand her.

Keywords: *Prosperity*, rejuvenation, cosmopolitanism, the domestic and international overall situation

1. Introduction

The *Chinese Dream* is consistent with the dreams of economic and social development in the other countries of the world. Such as *Mexican Dream* (Note 1), hoping to draw successful experience from the *Chinese Dream*, and putting forward the relatively stable long-term development strategy in accordance with the country; Such as *Asian Dream*, regarding her as the Asian people's common dream; Such as *African Dream*, believing that the *Chinese Dream* and *African Dream* have the same economic and social development vision and then produce magnet resonance; Such as *Congo Dream*, having the conviction that the *Chinese Dream* is promoting the win-win cooperation and people's mutual belief between the two countries; Such as *Latin American Dream*, arguing that the *Chinese Dream* runs parallel with the other countries' dream and meanwhile brings huge thrust to her country.

However, the *Chinese Dream*' going out of China and stepping towards the world is not as easy as we imagined. In the face of the economic development increasing and the comprehensive national strength rising, some inharmonious sounds have broken out in the international community, so in a word, the *Chinese Dream* is still faced with a certain degree of threats and challenges. In the other dreams, there are still some ulterior motive forces who are "Emptying" (Note 2) or "Downing" (Note 3) the *Chinese Dream*, with hokey adulation or willful scold, and whose strategic intention is to kill cruelly the new born *Chinese Dream* in the cradle. Such as the "China Threat Theory", "China Collapse Theory" and "China Responsibility Theory" (Note 4), which contain

the essence both of lure and pressure. Those strategic plots with sinister intentions are to encircle and contain the thriving *Chinese Dream*.

Therefore, to show off the essence of peaceful development of the *Chinese Dream* to the world, is very important and extremely necessary. Just like the core idea which is well marked and can shake the world - "Let the world see the true, open and confident China" (Ping et al., 2016) of the 3th edition piece of the *People's Daily* on March 16, 2016, it is high time that we let the world scan and examine the essence of peaceful development of the *Chinese Dream* from a realistically brand-new perspective of overall situation.

Then, the paper will do an in-depth discussion on how Prosperity highlights the two dimensions of the essence of peaceful development of the *Chinese Dream*, based on the overall international and domestic situation.

The first dimension of the essence the *Chinese Dream* is the great rejuvenation of the Chinese nation, namely rejuvenation, based on the domestic overall situation and based on the international overall situation, its second dimension is cosmopolitanism. Those two are organically integrated in its general essence: peaceful development.

As the primary value and core goal of the *Socialist Core Values*, *Prosperity* has dual connotation, first prosperity and second common prosperity. The basic and fundamental concept support of common prosperity is the *Socialist Essence Theory* of the primary stage of socialism in China which had been put forward by comrade Deng Xiaoping, that is "To liberate the productive forces, to develop the productive forces, to eliminate the exploitation, to remove the polarization, and ultimately achieve common prosperity" (*Selected works of Deng Xiaoping (Volume 3)*, 1993, p. 373), and what's more, *Prosperity* is endowed with the socialist basic characteristic of the *Socialist Core Values*, meaning that on the way for *Prosperity*, not one less, which relates to not the minority, but the all. Therefore, the first basic connotation of *Prosperity* is prosperity. *Prosperity* naturally and scientifically contains the second basic connotation: common prosperity.

So, based on the above thought, combined with international field of vision, the paper has made these corresponding definitions: prosperity means in China people becoming rich and country becoming powerful; common prosperity means common prosperity not only in china but also in the whole world. Prosperity and common prosperity are organically integrated in *Prosperity*. Actually, the concrete connotation of *Prosperity* will be made a little corresponding change when the vision varies from the domestic overall situation to the international overall situation.

What's more, from the perspective of Marxist materialism, the economic basis is of fundamental and decisive significance. And, in view of the basic national conditions of the primary stage of socialism in China, and "Development is the absolute principle" (*Selected works of Deng Xiaoping (Volume 3)*, 1993, p. 377), the economic development lays the most fundamental material foundation for the whole economic and social development. Therefore, if China will obtain *Prosperity* and realize the *Chinese Dream*, the economic development should be taken as the basic reference object, which means that the paper could utilize the macroeconomic datum of some aspects relating to the economic development to show that *Prosperity* highlights the two dimensions of the essence of the *Chinese Dream*.

2. Based on the Domestic Overall Situation

2.1 The Construction of Socialist Modernization with Chinese Characteristics Remains the Domestic Overall Situation

On March 5th of 1975, Comrade Deng Xiaoping said in the speech of "the party should bear in mind the overall situation, and improve the national economy": "Now there is the overall situation, which the party should put more emphasis on. What is the overall situation? ... We should build our country into a socialist power with modernised agriculture, modernised industry, modernised national defense and modernised science and technology. The whole party and the whole nation will strive to achieve the great goal. This is the overall situation" (*Selected works of Deng Xiaoping (Volume 2)*, 1994, p. 4). It follows that the *Construction of Socialist Modernization with Chinese Characteristics* was the domestic overall situation.

On July 8th of 2014, Comrade Xi Jinping pointed out in the *Economic Situation Expert Seminar*: "The 18th National Congress of the Communist Party of China (CPC) has established 'Two Centenary Goals'. The CPC central committee puts forward the realization of the great rejuvenation of the Chinese nation of the Chinese dream. This is the current goal the whole party and the Chinese people of all ethnic groups must strive for" (Anonymous, 2014). And he also emphasized: This goal is the grand goal of the Chinese nation, which also integrates the wishes and interests of each person, each family, and various aspects of the masses.

In the old days, the Chinese nation went through the hardships as grueling as "storming an iron-wall pass",

which is the historical calling of the rejuvenation;

In the present years, the Chinese nation is undergoing profound changes, like “seas becoming mulberry fields”, which reveals the reality demands of the great rejuvenation;

In the future life, the Chinese nation will “forge ahead like a gigantic ship breaking through strong winds and heavy waves”, which makes clear the future outlook of the great rejuvenation.

Therefore, the three-dimensional horizons (history, reality and future) have demonstrated the status of the domestic overall situation of the *Chinese Dream*. What’s more, as the latest theoretical achievements of socialism with Chinese characteristics, the thought quintessence of the creative practice of the *Reform and Opening*, the thought “which conforms to the laws of human social development, socialist construction and the communist party governance based on scientific theoretical guidance, scientific system guarantee and the exploration of the scientific method” (Shan, 2014), and also the contemporary appellation of the *Construction of Socialist Modernization with Chinese Characteristics*, the *Chinese Dream* is the domestic overall situation, which means that the *Construction of Socialist Modernization with Chinese Characteristics* remains the domestic overall situation.

2.2 What do the Chinese Dream and Prosperity Mean Based on the Domestic Overall Situation?

Based on the domestic overall situation - the *Construction of Socialist Modernization with Chinese Characteristics* (or the *Chinese Dream*), whose main goal is to make the rejuvenation of the nation, the first dimension of the essence of the *Chinese Dream* is rejuvenation.

In the speech of “The current situation and tasks”, on January 16, 1980, comrade Deng Xiaoping had pointed out: “The concentration of *Four Modernizations* (that relates to modernization of agriculture, industry, national defence, and science and technology, in a word, that is the *Construction of Socialist Modernization with Chinese Characteristics*) is economic construction” (*Selected works of Deng Xiaoping (Volume 2)*, 1994, p. 240). And there is no doubt that *Prosperity* is the core value goal of “economic construction” or economic development, and besides is endowed with the socialist basic characteristic of the *Socialist Core Values*. Therefore, based on that domestic overall situation, *Prosperity* means prosperity, which intrinsically contains common prosperity, that is, in particular, based on that domestic overall situation, *Prosperity* means in China people becoming rich and country becoming powerful not only from the perspective of collective, but also from the perspective of individual.

2.3 Prosperity Highlights the First Dimension of the Essence of the Chinese Dream: Rejuvenation

(1) What is rejuvenation? It means to return to prosperity. However, rejuvenation refuses ultranationalism, or historical nihilism.

Only the nation who has ever created glory can know the meaning of the rejuvenation;

Only the nation experienced suffering may have a deep desire for the rejuvenation.

It is hard to describe the deep, heavy and miserable pain of a nation who has gone through such enormous hardships after a long time of tremendous flourish. The *Opium War* in 1840 forced China into the dark history of humiliation, after which the Chinese nation with an unbroken history of 5,000 years of civilization embarked on the implementation of “to make China prosperous and strong, rejuvenate the nation, and bring happiness to the Chinese people”. Having not forgotten the national humiliation, the Chinese people will rejuvenate the nation. In more than 170-year long journey of realizing the *Chinese Dream*, there had been the dream of striving to prosperity by *Westernization Movement*, dream of being back to the former kingdom by the peasant class, dream of changing nation into a better one through improvement by reformists, and the republican dream by revolutionaries which let the Chinese people have a boiling passion and advance wave upon wave, but all of which have failed finally.

The great rejuvenation of the Chinese nation absolutely does not mean to return the former *Middle Kingdom*, who could let all the other countries acknowledge allegiance to it. The so-called *Han* glory, *Da Tang* prosperity, *Kang-Qian* refulgence, *Ming* resplendence (Note 5) and so on, all, have already passed just like the flowing clouds and drifting wind.

The historical mission of rejuvenation urged the wise and strong Chinese communist party to lead the Chinese people to struggle toughly, and finally they found the right way that not only conforms to the basic principles of scientific socialism, but also integrates China’s reality. That is to say, the Chinese people will be taking their own path of building socialism with Chinese characteristics, which not only points out the right direction of rejuvenation, but also follows the original rule of the domestic overall situation.

(2) Prosperity is the fundamental cornerstone of rejuvenation.

Rejuvenation means to return to prosperity. So, prosperity is the fundamental cornerstone of rejuvenation. That is to say, without turning the target value of people becoming rich and country becoming powerful in China from the perspective of not only the collective but also the individual into reality which ultimately means prosperity coming true, how could we cheer for the rejuvenation of the *Chinese Dream*?

Looking back, we Chinese must bear in mind: “Backwardness left us vulnerable to attack, whereas only development makes us strong” (Ping, 2013). So, “The path we take determines our destiny and we must resolutely keep it to the right direction that we have found through great difficulties”, we should reach prosperity and then make the rejuvenation, through the way of “step by step towards the established goals”.

Then, the paper will be based on the datum of GDP, the important quantitative indicator of economic development, and show how prosperity highlights rejuvenation from the perspective of collective and individual based on the domestic overall situation.

2.3.1 By Now, from the Perspective of Collective, Our Nation Is Getting Closer and Closer to Prosperity, and so Is Rejuvenation

Although GDP should not be the only quantitative indicator of economic development, it remains to be the most basic reference object. Prosperity is mainly aimed at the field of economic development, and gross domestic product GDP “can fully and accurately reflect the final results of the whole society economic activities, and is internationally comparable” (Hong, 2006, p. 261). Therefore, by the basic point of GDP (2005-2014) who is the international quantitative index of economic development, we may be given a brief and intuitive picture to know about the rough economic development trend of China (as shown in Figure 1). In an objective and simple comparison with the United States’ and Japan’s, our own economic development situation can be relatively clear under the premise of knowing that brief international economic development trend.

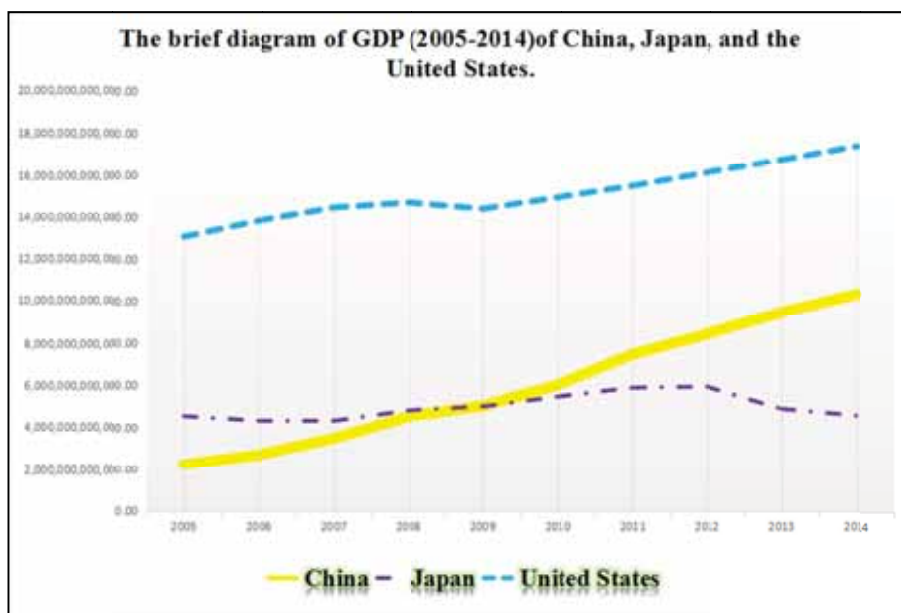


Figure 1. The brief diagram of GDP(2005-2014) of China, Japan, and the United States

Data sources: Those are provided by the World Bank database (Note 6) and are calculated and systemized by the author.

The Figure 1 shows that China’s gross domestic product (GDP) is more than twenty billion dollars than Japan’s in 2009, since which, China’s gross domestic product (GDP) shows a trend of steady rise on the whole, and at present China has already become the world’s second largest economy. But there is no denying that with comparison to the United States’, there is still quite a distance for that by the end of year 2014, China’s gross domestic product (GDP) is almost 7 trillion above less than the United States’.

Nowadays, China has entered into the phase of *Economic Development of the New Normal* (Note 7). That means

that the growth of China’s economy will change from high speed to high-middle one, which, to some degree, shows that China’s prosperity and rejuvenation do not signify that China must overcome Japan and the United States in terms of GDP, but imply that we Chinese, objectively, should own the open global vision in order to, in the first place, make more clear our own economic development overall situation, which can make us Chinese people be neither humble nor pushy and neither anxious nor afraid and be still sure that China’s economy will be stable and improved - “Firmly grasp the general trend of development, and adhere to the general work guideline of making progress while maintaining stability” (Note 8), and then, in the second place, we cannot be so supercilious or complacent when surrounded with such fiery and extreme opinions as “China Threat Theory”, “China Collapse Theory” and “China Responsibility Theory” and so on emerging from the world because of China’s GDP rising steadily that we forget the following significant and fundamental things:

Firstly, the reality is that although China has become the world’s second largest economy, but her per capita GDP is obviously not optimistic;

Secondly, the original purpose is “Development is the absolute principle” and the most important fact is that “China is still in the primary stage of socialism and will long remain so” (Tao, 2012);

Thirdly, the truth is that Construction of Socialist Modernization with Chinese Characteristics remains the domestic overall situation.

2.3.2 However, from the Perspective of Individual, Prosperity Has Not Come True, and So Rejuvenation Will Still Have a Long Way to Go

That can be shown through the basis point of GDP per capita, with the comparison analysis of China’s, Japan’s, the United States’ per capita GDP (2005-2014) (As shown in Figure 2) and together with Figure 1.

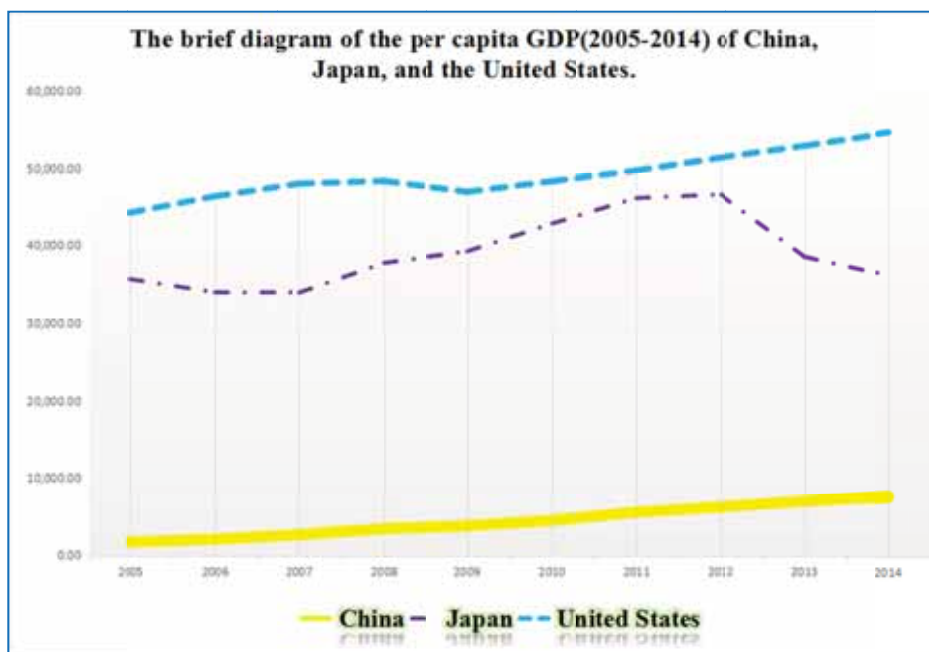


Figure 2. The brief diagram of China’s, Japan’s, and the United States’ per capital GDP (from the year of 2005 to 2014)

Data sources: Those are provided by the World Bank database (Note 9) and are calculated and systemized by the author.

From Figure 2, we can see, China’s per capita GDP has been gradually rising since 2005, with that of 2014: \$7590.0, increasing by nearly \$5849.9 based on that of 2005: \$1740.1. That of 2014 is more than three times as much as that of 2005. Performance is not bad. However, as shown in the Figure 2 and 1, even China’s per capita GDP in 2014 is the historical high in this decade, and China’s GDP is now the world’s second, having been the world’s second-largest economy, but Japan’s per capita GDP of 2014, which is four times more as much as China’s, is still \$28604.4 more than China’s. Besides, the United States per capita GDP in 2014 is \$54629.5,

which is seven times more as much as China's, with \$47039.5 more than China's. So, based on the economic development, by the basic point of the per capita GDP, from the individual perspective, *Prosperity* has not come true, and so rejuvenation will still have a long way to go.

In the short term, the goal of building China into a moderately prosperous society in all respects can be achieved by 2021, when the CPC celebrates its centenary; In the medium term, the goal of building China into a modern socialist country that is prosperous, strong, democratic, culturally advanced and harmonious can be achieved by 2049, when the PRC marks its centenary; In the long run, prosperity is the key link of the overall layout of China's economic and social development, and ultimately based upon the most solid foundation of *Prosperity*, the realization of rejuvenation will be a wonderful and splendid footnote who seeks truth from facts and advances with the times to the overall domestic situation of the *Construction of Socialist Modernization with Chinese Characteristics*.

Therefore, the most fundamental point of rejuvenation is prosperity. Since, based on the domestic overall situation, prosperity means in China people becoming rich and country becoming powerful not only from the perspective of collective, but also from the perspective of individual. Then prosperity means not only to benefit minority, a part or even the most of Chinese people, but also the entirety, even one of which cannot be left out. But, as we all know, for socialist China, it still needs a relatively long process.

From the perspective of economic development, by the basic points of GDP, in order to realize prosperity, China needs to try to make the per capita GDP growth process keep up with that of the overall GDP growth, who nowadays asks for making up the poor short board of the goal of *To build a well-off society in an all-round way* (Note 10) in 2020.

Since 2011, China has increased the rural poverty line to the per capita net income of 2300 yuan/year, which is consistent with the international poverty line of \$2 a day per person. "According to that new standard, from 2012 to 2014, China's poverty number dropped from 98.99 million to 70.17 million, equivalent to an annual reduction of 14.41 million people. If that number can be decreased in this ratio, China can basically make up the poor short board till 2020" (Note 11).

What does it mean by "If that number can be decreased in this ratio, China can basically make up the poor short board till 2020"? That means that by 2020 the goal in recent stage of *To build a well-off society in an all-round way* can be done, which, at the same time, can boost the process of the per capita GDP growth gradually catching up with the overall GDP growth and which, to some degree, is the first step of common prosperity of *Prosperity*. Then, we can have basically enough confidence to say that we really lay a basically solid foundation for the goal of building a "Prosperity, Democracy, Civility and Harmony" modern socialist country.

2.3.3 In a Word, We Can Reach Prosperity and Then Make the Rejuvenation, Through the Way of "Step by Step towards the Established Goals"

Therefore, we can draw a conclusion that prosperity is the most fundamental to rejuvenation, so we Chinese "should not only enhance the courage to assault fortified positions and overcome the difficulties, but also maintain strong strategic willpower; should have both awareness of unexpected development and historical patience. As long as we advance toward the established goals step by step, we may seize new opportunities, make a new difference, gain new development in the phase of *Economic Development of the New Normal*" (Wen, 2015).

When *prosperity* has been reached in China, then rejuvenation will be followed. Based on the domestic overall situation, from the perspective of economic development, *Prosperity* highlights rejuvenation by the basic point of GDP practically and realistically. From the perspective, we can see clearly that China remains to be the biggest developing country, which is true fact about China, there is no need to exclude, suppress and repel her just because of China's GDP rising steadily or so abnormally fast and beyond their imagination in some ulterior motive forces' eyes.

3. Based on the International Overall Situation

3.1 Peace and Development Remain the International Overall Situation

Comrade Deng Xiaoping, in the conversation of "the principle of peaceful coexistence has strong vitality", said: "There are two big outstanding international problems, of which one is the peace issue, and the other is the north-south problem (that is development). There are many other problems, which are not like those two issues, relating to the overall international situation, with global and strategic significance" (*Selected works of Deng Xiaoping (Volume 3)*, 1993, p. 96). Deng, hitting the nail on the head, gave us the clear and definite judgement about the international overall situation, namely peace and development.

Based on the present international situation, the era subject of peace and development, along with time vicissitude, will be interiorized more deeply.

3.1.1 The People of the World Have Always Been Opposed to War, and Asked for Peace

“To spend 30 to 50 years time, get close to the developed country level... so we need a peaceful international environment. If the war happens, the plan would be stopped... that is to say, we need at least 50 to 70 years of peace time”(Selected works of Deng Xiaoping (Volume 2), 1994, p. 417), at the same time, “The world is very big and complex. However, once it is to be analysed, the support for the war is really not so much, and the people are always for peace and against war” (Selected works of Deng Xiaoping (Volume 3), 1993, p. 127). Therefore, both the Chinese people and the people of the world long for peace. In 2003 the United States, whose most local citizens are opposed, launched the unjust war, which also gains widespread opposition of the people of the worldwide peace loving countries, with Iraq, whose localities bore the brunt of such war and were the most anxious for peace aflame with indignation. Although “Islamic countries” problem, in 2015, has risen to the big problem that affects the overall international situation after the 911 terrorist attacks, who makes us have to keep awake and vigilant against the following situation: Hegemonism, power politics and cold war mentality are still popular; International terrorism, ethnic separatism and religious extremism are on the rise; The proliferation of weapons of mass destruction situation is still grim; The irrationality and injustice of international economic order has not been improved at all, but, “in 2016, we will almost absolutely see a major international joint action centring on ‘Islamic countries’ ”(Yu, 2016), which means that countries all over the world will, more and more, tend to rely on joint cooperation way to solve the global issues. That is of great significance to promote the world peace.

3.1.2 These Will Help the World’s Economic and Social Development: the Economic Globalization, Political Multi-Polarization, Cultural Diversity, Social Informatization, Science and Technology Changing with Each Passing Day

Needless to say, the economic globalization, becoming more and more obvious under the impact of social informatization and science and technology changing with each passing day, has radically driven the world’s economic and social development, which contributes to dependence on each other, in the field of economy, through both the economic cooperation and competition, from countries all over the world. Sweeping through the global and having been 7 years apart, financial crisis in 2008 now remains to influence the world economy so deep that it is still in a deep adjustment and gradual recovery time. The International Monetary Fund (IMF), on January 19 of 2016, in the latest world economic outlook forecast said: “It is estimated currently that the global economic growth is 3.1% in 2015, and it is expected in 2016 and 2017, the growth rate will be 3.4% and 3.6% respectively.... Global economic activity picking up is expected to be more slowly” (Note 12). “The engine and motive force of the world economic growth is growing diverse... In addition to the traditional Europe, the United States and Japan, China and Asia economies are becoming the world’s important driver of economic growth”(Macroeconomic analysis group of the world economy studies institute of Shanghai social sciences academy [MAGWESISHSSA], 2015). Those indicate that the world economy development needs the world’s ethnic groups to form cooperation and win-win “community of destiny” consciousness, meet the challenge hand in hand, and then create a beautiful future of the world’s economic and social development.

3.2 What do the Chinese Dream and Prosperity Mean Based on the International Overall Situation?

The *Chinese Dream* is consistent with the dreams of economic and social development of the other countries in the world, which shows her cosmopolitanism, whose goal, without no doubt, is to follow and guard the international overall situation-peace and development, based on which, the second essence of the *Chinese Dream* is cosmopolitanism.

Based on the international overall situation-peace and development, endowed with socialist basic characteristic of the *Socialist Core Values*, *Prosperity* shows her second connotation: common prosperity, which means common prosperity not only in china but also in the whole world, in particular, *Prosperity* means the Chinese people, with the people of the world together, stepping towards common prosperity.

3.3 Common Prosperity Highlights the Second Dimension of the Essence of the Chinese Dream: Cosmopolitanism

China needs common prosperity, but not only in China; China wants rejuvenation, but beyond the rejuvenation of the Chinese nation. That is, to some degree, the highlight of cosmopolitanism.

Since the 18th National Congress of the Communist Party of China (CPC), the excellent bright appearance of China on the international stage is more and more frequent: From Eurasia with the absolute majestic, marvelous

and magnificent view to South Africa and California with scorching hot sunshine; From Caribbean islands with beautiful, fantastic and gorgeous scenery to North America with the free and glowing manor; From Central Asian Continent with the wonderful and miraculous tinkling sounds of small bell of camel of desert to Southeast Asia being the harmonious neighbours of China, Xi Jinping, the Chinese President, holding the *Chinese Dream* with value target of peace, development and win-win cooperation, firmly conveys to the world the spirit, mind and strength of such a responsible big country.

Xi Jinping, the general secretary of China, pointed out: “The *Chinese Dream* urges us to make China prosperous and strong, rejuvenate the nation, and bring happiness to the Chinese people, which is a dream of peace, development and win-win cooperation, and is integrated with the nice dreams of people all over the world, including the American Dream” (Shang, Yun, & Ming, 2013).

The *Chinese Dream* integrates mutually the other dreams of the world, which reveals cosmopolitanism, whose value target is China’s peace, development and win-win cooperation with the rest of the world. Common prosperity requires that, based on the international overall situation, the Chinese people, with the people of the world together, step towards common prosperity, which is consistent with, substantially, cosmopolitanism of the *Chinese Dream*.

Therefore, the foothold of *Prosperity* highlighting cosmopolitanism of the *Chinese Dream* is in common prosperity, which means the Chinese people, with the people of the world together, step towards common prosperity. Then, the paper will be based on the international overall situation of peace, by the historical review of the big events of the world and the promises of the successive Chinese leaders, will be based on the international overall situation of development, from the perspective of economic development, by the macroscopic datum of the three basic points of GDP contribution rate, the foreign direct investment amount, and the foreign aid amount, and the relevant Country or Region Guide, and will show how *Prosperity* highlights cosmopolitanism.

3.3.1 Based on the International Overall Situation–Peace, How Common Prosperity of *Prosperity* Highlights the Second Dimension of the Essence of the Chinese Dream: Cosmopolitanism?

Since common prosperity is endowed with the socialist basic characteristic, *Prosperity* achieves its development dream, not by the military aggression through the extortion of other countries’ wealth, going the way of rising powers of the world history who would bully, but by opening up a new way of power development-peaceful development, which highlights the second dimension of the essence of the *Chinese Dream*: cosmopolitanism, based on the international overall situation-peace.

Let’s have a look at the rising pattern of the great powers in the world history, which is, the road of their *Prosperity* (as shown in Figure 3):

| Time | Big Events |
|--|--|
| In the 16th and 17th century | Britain, Spain and the Netherlands competed for Marine hegemony; |
| In the 18th and 19th century | Britain, France, Russia and other European powers competed for hegemony in Europe; |
| In the early 20th century | The rise of Germany triggered the World War I; |
| In the 30s to 40 s of the 20th century | The rise of Germany and Japan resulted in the breakout of the World War II; |
| In the mid50 s to the early 90 s of the 20th century | The United States and the Soviet Union competed for hegemony, in the form of the cold war lasting nearly half a century. |

Figure 3. The brief diagram of the rising pattern of great powers in the world history

Data sources: Those are provided by “The international strategic studies on China’s peaceful development” (Bang, & Li, 2007, p. 22) and are systemized by the author.

As shown in Figure 3, since the modern international system forming, the rising pattern of great powers almost

were an unpeaceful way, which used violence form of war aggression and force expansion to change the old international order, and then cleared and defined new core of the world hegemony. Those rising powers were more *prosperous*, while other countries poorer.

Suddenly looking back, on the unpeaceful rising way of the great powers, there was gunfire licking the heavens and great blood-shed; there was huge sorrow and righteous indignation; there were wives or parents left and sons or daughters separated; there were countries disintegrated and families broken. It is no doubt that that pattern of rising way brought the world extremely cruel desolation and absolutely enormous catastrophe.

Therefore, the *Chinese Dream* will avoid such wars and go for the peaceful way, strive for the world peace, regard rejuvenation as her own duty, to give *Prosperity* the value target connotation of common prosperity--the Chinese people, with the people of the world together, stepping towards common prosperity.

And, Leaders in China have made, to the world, solemn commitment and grandeur announcement that China will never seek hegemony solemn, which has been handed down from generation to generation (as shown in Figure 3).

| Leaders | Their promises of never seeking hegemony to the world |
|---------------|---|
| Mao Zedong | Our country is a socialist country, not the capitalist countries. Therefore, we won't invade others in one hundred years, or even in ten thousand years. |
| Zhou Enlai | Mutual respect for sovereignty and territorial integrity; Non-aggression; Non-interference in each other's internal affairs; Equality and mutual benefit; Peaceful coexistence. |
| Deng Xiaoping | Socialist China should show the world through its actions: China is opposed to hegemonism and power politics and will never seek hegemony. China is the staunch force in maintaining world peace. |
| Jiang Zemin | China will never seek hegemony and never go in for expansion. |
| Hu Jintao | China opposes all forms of hegemonism and power politics, will not interfere in the internal affairs of other countries, will never seek hegemony, and will never go in for expansion. |
| Wen Jiabao | China will not seek hegemony when underdeveloped. Even when developed, China will not seek hegemony and never seek hegemony forever. |
| Xi Jinping | No matter what level China will develop into, China will never seek hegemony and never go in for expansion, and will never impose their own experienced misery on other nations. |
| Li Keqiang | The Chinese nation never has the tradition of expansion and hegemony. China will never follow the old way of "the strong will bully". |

Figure 4. The promises of China’s never seeking hegemony to the world from successive leaders of China
 Data sources: Those are provided by the Chinese leaders’ meetings recorded in relevant newspapers and journals (Note 13), which are systemized by the author.

Commitment is solemn, because it is by no means empty political consciousness or formalistic political promises;

Announcement is grandeur, because this is not hoarding and profiteering expedient and rhetoric diplomatic language.

That is absolutely true, for it is based on the practice base, which contains the practice of the successful new-democratic revolution and the difficult socialist construction under the leadership comrade Mao Zedong; which contains the practice of building socialism with Chinese characteristics under the leadership of comrade Deng Xiaoping; which contains the practice of inheriting construction of socialism with Chinese characteristic through carrying forward our cause and forging ahead into the future under the leadership of comrades Jiang Zemin, Hu Jintao and Xi Jinping.

That is scientifically right, for it is the macro vision choice, based on the domestic overall situation, the overall international situation, and the triple horizons of history, reality and future.

Therefore, the *Chinese Dream* will avoid such wars and go for the peaceful way;

Therefore, the Chinese people will step forwards common prosperity with the other people of the world, which exactly highlights cosmopolitanism.

Above all, there is also no need to exclude, suppress and repel the *Chinese Dream*.

3.3.2 Based on the International Overall Situation-Development, How Common Prosperity of *Prosperity* Highlights the Second Dimension of the Essence of the *Chinese Dream*: Cosmopolitanism?

Since common prosperity is endowed with the socialist basic characteristic, then the fundamental focus of common prosperity is win-win cooperation in the field of economy laying the most solid material foundation for the whole world's economic and social development, together with the rest of the world to step towards common prosperity, which highlights cosmopolitanism, based on the international overall situation-development.

As we all know, China's economic development, more than 30 years of reform and opening-up, brings the world economy the strong power, impetus and vitality, which will be illustrated through the following three aspects linking closely to economic development by the corresponding macroscopic datum. Then, the paper will start from the economic development in China and utilize the corresponding macroscopic datum to show that common prosperity, truly highlights cosmopolitanism, based on the international overall situation-development.

- (1) First of all, it can be shown by the datum of the contribution rate from China's economic growth to that of the world (as shown in Figure 4).

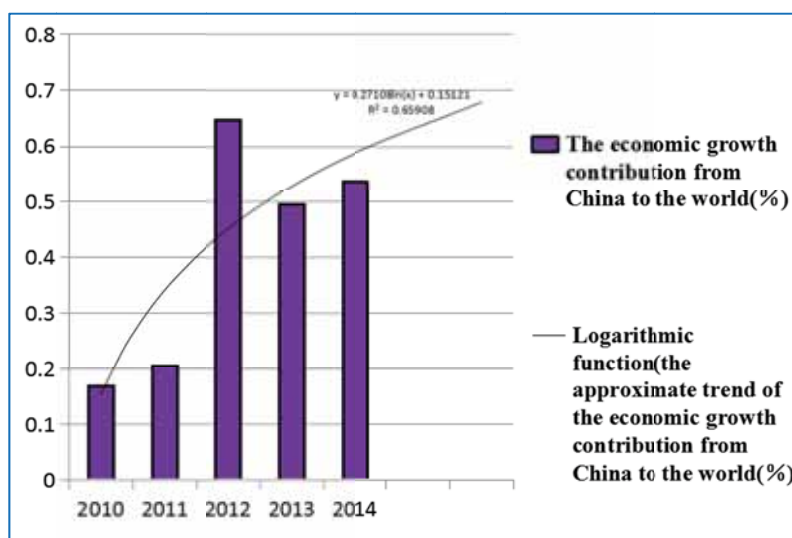


Figure 5. The brief trend diagram of China's contribution to world economic growth (2005-2014)

Data sources: Those are provided by the World Bank Database (Note 14), and are calculated and systemized by the author.

From Figure 5, the most obvious and distinct contribution rate is in 2012 year, and though that of 2013 has dropped compared to the previous year, however, from the perspective of the overall situation, the contribution rate is on the sustainable rise.

Besides, based on the analysis of the logarithmic function (Note 15), whose curve could give us an approximate trend of the economic growth contribution from China to the world (as shown in Figure 5), which shows that since 2014, the general trend remains a relatively rising situation even though China's economy has stepped into the phase of *Economic Development of the New Normal*, meaning that its growth is a little slower compared to those previous years. To some degree, that shows that China's economic development has not caused losses to the world, but helped push the world economic development, for China has been contributing to the world steadily increasingly based on the most fundamental field-economic development. Based on the international overall situation, to some degree, that shows that the Chinese people haven't left or even harmed the other people, but

step towards common prosperity with the people of the world together, which actually highlights cosmopolitanism.

(2) Second, it can also be shown by datum of the amount of China's outward foreign direct investment flows (as shown in Figure 6).

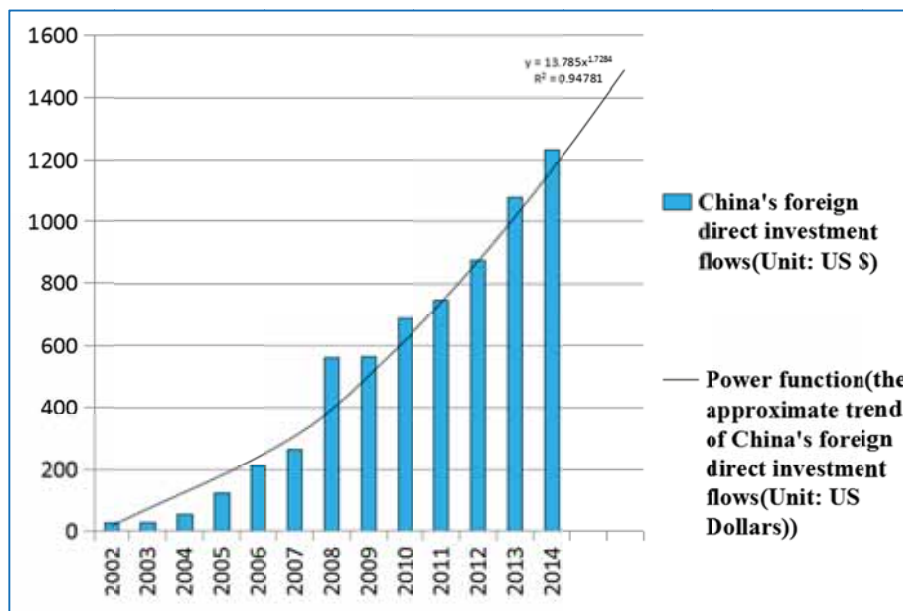


Figure 6. The brief diagram of China's foreign direct investment flow (2002-2014)

Data sources: Those are provided by “the statistics bulletin of the foreign direct investment of 2014 in China” (Note 16) jointly issued by the Ministry of Commerce, the National Bureau of Statistics, the State Administration of Foreign Exchange, and are systemized by the author.

As we all know, if China nowadays remains like the past feudal kingdoms, who secluded its economic development from the world, she will absolutely fall behind and it is conceivable that she cannot develop herself, let alone bring economic opportunities and fortune to the world. Therefore, China's foreign direct investment, compared to that old economic development idea, is the breakthrough and surpassing conception and practice - China is not only developing herself, but also benefiting the world in the process of win-win cooperation with the world. Then, based on the analysis of power function (Note 17), its curve (as shown in Figure 6) shows that from 2002 to 2014, China's foreign direct investment as a whole has been on the rise and to the future years, that rising situation will remain stable and smooth. In particular, in 2014, the flow, with \$123.12 billion, jumped to an historic high number, and increased by 14.2% compared with 2013 year. By the end of 2014, the cumulative net amount of China's foreign direct investment is \$882.64 billion, with global ranking rising from 27th to 8th. “18.5 thousand Chinese domestic investors established abroad a total of 29.7 thousand foreign direct investment enterprises, distributing in 186 countries around the world” (Note 18). All of those show that in the field of economy, the fundamental material field, China has been attaining cooperation and win-win situation together with the rest of the world, which suggests that China is gradually implementing common prosperity of *Prosperity*, furthermore highlighting actively cosmopolitanism of the *Chinese Dream*.

(3) Moreover, it can be shown by the datum of the amount of China's foreign aid.

As the world's largest developing country, China, in the process of its development, always insists to offer aid to the international community within its capabilities, and participate in international development cooperation with a positive attitude. Moreover, “China insists to provide foreign aid with no political conditions, without interfering in the internal affairs of the recipient countries, who have rights to choose its own development path and mode are fully respected” (Information Office of the State Council of the People's Republic of China [IOSCPRC], 2014). In 1950, China began to provide material assistance to North Korea and Vietnam, opening the prelude of China's foreign aid. “By the end of 2009, China's total foreign aid amount is 256.29 billion yuan, of which 106.2 billion yuan is grant aid, 76.54 billion yuan are interest-free loans, and 73.55 billion

yuan are preferential loans” (Anonymous, 2010). In recent years, China’s foreign aid scale remains continuous growth, and the foreign aid career gains steady development (as shown in Figure 7).

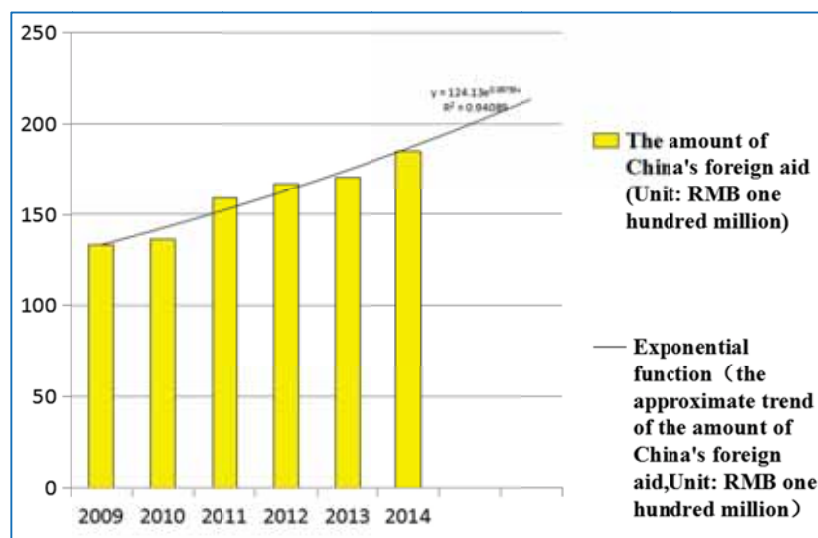


Figure 7. The brief trend diagram of China’s foreign aid (2009-2014)

Data sources: Those are provided by Bureau of Budget of the Ministry of Finance of the People’s Republic of China (Note 19), and are systemized by the author.

The Figure 7 shows that based on the analysis of the exponential function (Note 20), whose curve (as shown in Figure 6) shows, from 2009 to 2014, the amount of China’s foreign aid have been gradually rising, the general growth trend in the future years will increase stably. Furthermore, the foreign aid amount is 81.706 billion yuan of the sum of the five years from 2010 to 2014, which means that China’s foreign aid amount, by the end of 2014, has reached to 337.996 billion yuan. Those fully show that China’s foreign aid has not been stopped, and Chinese people together with the people of the world are stepping towards common prosperity gradually, which undoubtedly highlights cosmopolitanism.

3.3.3 In Conclusion, Common Prosperity, Seeking the Truth from the Facts, Highlights Cosmopolitanism, Based on the International Overall Situation-Peace and Development

Above all, the *Chinese Dream* will choose the rising way of peaceful development-avoiding the cruel war and being primarily based on the development of economy field, which follows the international overall situation-peace and development.

In other words, common prosperity of *Prosperity* means to taking the field of economy as the core, and then achieving peace, development and win-win cooperation, in wider areas, such as the field of political, cultural, military etc, which, based on the international overall situation-peace and development, seeking truth from the facts, highlights cosmopolitanism.

That is to say, the realization of the *Chinese Dream* will follow the new superpower’s peaceful development pattern, which can be briefly summarized as: win-win cooperation in the field of economy, which will lay the solid foundation of peaceful development; political equality and mutual trust in the field of politics, which will insure good conditions of peaceful development; tolerance and mutual learning in the field of culture, which will deepen the connotation of peaceful development. As we all know, win-win cooperation in the field of economy is the core and the most fundamental aspect of the peaceful development pattern. Therefore, that is why common prosperity of *Prosperity*, namely the Chinese people, with the people of the world together, stepping towards common prosperity, can highlight cosmopolitanism of the *Chinese Dream*, from the perspective of the economic development, based on the international overall situation.

That conception can be showed through the initiative of “the Silk Road Economic Belt and the 21st-Century Maritime Silk Road” (“the Belt and Road Initiative” or “B&R”) (Note 21).

“B&R” is not an entity or the mechanism, but the concept and initiative of cooperation and development. It relies on the existing bilateral and multilateral mechanism of China and the relevant countries, with the help of the

existing and effective regional cooperation platform, whose goal is to borrow the historical symbol of the ancient “Silk Road”, hold high the banner of peaceful development, actively establish the economic cooperation partnership with the countries along the road, and build together the interest community, fate community and responsibility community with mutual political trust, economic integration, culture tolerance.

On November 8th of 2014, Xi Jinping, the general secretary of China, announced that China will spend \$40 billion to set up the Silk Road Fund (Note 22), which will promote the economic cooperation of industry and financial circles and then contributing to the smooth mutual development of “B&R”.

On January 16th of 2016, at the opening ceremony of the Asian infrastructure Investment Bank, Xi Jinping pointed out that China will also offer \$50 million as special funds for the project that the bank is about to establish, to support the less developed member countries to develop infrastructure projects. Besides, he promised that China has the confidence and ability to maintain sustained and healthy economy development, to create more opportunities and bring more happiness to Asia and the world (Note 23).

What’s more, the Country or Region Guide (As shown in Figure 8) of “B&R” can show that China is about to build together with most of the other countries the interest community, fate community and responsibility community with mutual political trust, economic integration, culture tolerance. In Figure 7, we can see that in Asia, there are 24 countries. In West Asia and Africa, there are 62 countries. In America Oceania, there are 33 countries. In Europe, there are 35 countries. In Eurasian, there are 12 countries. Above all, China, concretely, is planning to make commercial cooperation with about 166 countries, including most of the other countries of the world, showing that, to some degree, China is devoting herself to stepping towards common prosperity with the people of the world together, which, seeking truth from the facts, highlights cosmopolitanism.

| Area | Countries |
|---|---|
| Asia and the regions of Taiwan, Hong Kong and Macao | The Association of Southeast Asian Nations (ASEAN), Pakistan, Malaysia, Japan, Thailand, The Democratic People's Republic of Korea (DPRK), the Republic of Korea, Laos, Myanmar, Mongolia, Brunei, Iran, Vietnam, Afghanistan, East Timor, the Philippines, Cambodia, Bangladesh, Nepal, Turkey, Singapore, Maldives, Sri Lanka, Indonesia, Hong Kong(China), India, Macau(China), Taiwan(China) |
| West Asia and Africa | Cameroon, Madagascar, Niger, Saudi Arabia, Zambia, Oman, Egypt, Bahrain, Benin, Togo, The Democratic Republic of Congo, Ghana, Gabon, Mali, South Africa, Sultan, Jordan, Yemen, Central Africa, Chad, the United Arab Emirates (UAE), Angola, Burundi, Cape Verde, Guinea, Djibouti, Kuwait, Qatar, Comoros, Kenya, Rwanda, Libya, Lebanon, Lesotho, Kenya, Morocco, Seychelles, Malawi, Tunisia, Uganda, Syria, Iraq, Israel, Botswana, Tanzania, Zimbabwe, Cote d'Ivoire, Liberia, Mauritius, Mozambique, Nigeria, Namibia, Sierra Leone, Senegal, Mauritania, Algeria, Ethiopia, Equatorial Guinea, Eritrea, the Republic of The Congo (cloth), Guinea Bissau, South Sultan, Burkina Faso |
| America Oceania | Guyana, Canada, Mexico, New Zealand, Chile, The United States, Brazil, Peru, Fiji, Cuba, Tonga, Argentina, Bahamas, Jamaica, Suriname, Samoa, Uruguay, Australia, Barbados, Bolivia, Dominica, Ecuador, Grenada, Vanuatu, Venezuela, Colombia, Costa Rica, Micronesia, Papua New Guinea, Trinidad and Tobago, Antigua and Barbuda, Honduras, Paraguay |
| Europe | European Union(EU), Poland, Germany, Iceland, Finland, Bosnia and Herzegovina, Denmark, France, Netherlands, The Czech Republic, Greece, The United Kingdom of Great Britain and Northern Ireland, Norway, Sweden, Switzerland, Hungary, Spain, Ireland, Austria, Belgium, Bulgaria, Slovakia, Cyprus, Italy, Estonia, Slovenia, Albania, Serbia, Latvia, Croatia, Romania |
| Europe and Asia | Azerbaijan, The Republic of Belarus, Russia, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Armenia |

Figure 8. The brief diagram of regional development distribution “the Belt and Road Initiative”

Figure source: It is provided by <http://fec.mofcom.gov.cn/article/gbdqzn/> and systemized by the author.

Without no doubt, for it is an initiative based on win-win cooperation in the most fundamental field of economy, then building mutual political trust and culture tolerance, it is absolutely not a war, and is just following the international overall situation of peace and development. Therefore, that actually shows that common prosperity, seeking the truth from the facts, highlights cosmopolitanism, based on the international overall situation.

4. Conclusion

Prosperity, having the connotation of prosperity and common prosperity, highlights the two dimensions of the essence of the *Chinese Dream*-rejuvenation and cosmopolitanism, which are integrated in its peaceful development. The paper has just done that study in the most fundamental field-economy. In the near future, the author will do further researches relating to the field of politics, culture or society etc, whose relevant studies are required to enrich that theme.

“As China goes, so goes the world”, a bestselling book, which is written by Karl Gerth, a professor at the university of Oxford in England, in which, he, from the vision of western scholars, clarifies that the world has gained fruitful benefits when cooperating with China.

What’s more, nowadays so closely linked and inseparable are China’s future and the destiny of the world, “In the world today, China cannot be better alone without thought of others. Only when the world goes well, can China go well” (Anonymous, 2015).

That is the logical rational reason of the realization of the *Chinese Dream*, and is also the practice orientation of *Prosperity*.

Ultimately, as a socialist country, “the interest of the people is the core of China’s domestic policy, which also is firmly rooted in its international strategy of peaceful coexistence and win-win cooperation with all countries” (Ying, 2014). “A flower’s blooming cannot mean the spring’s coming, as a lonely wild goose cannot form a row when flying” (Note 24). The realization of the *Chinese Dream* is not only good for the Chinese people, but also benefiting the world, hoping that those who are for the *Chinese Dream* could as always understand, support her and realize their own dreams with her, and who are against the *Chinese Dream* could at least understand her.

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Notes

Note 1. *Mexican Dream*, and the following *Asian Dream*, *African Dream*, *Congo Dream*, *Latin American Dream* are all relevant to their great dreams' economic and social development.

Note 2. "Empty", in Chinese "Peng Sha", appears to think highly of you, but actually the intention behind is to harm you.

Note 3. "Down" in Chinese "Bang Sha", means to slander, defame and damage you.

Note 4. So, the brief overview of those views can be like this: with more than 30 years' *The Reform and Opening Up*, China's economic development has attracted worldwide attention. Today, in terms of GDP, China has become the world's second largest economy. Therefore, "China Threat Theory" in western society came into being. However, as the western experts and scholars, based on China's economic datum for further practical research, found that the China economy is a false prosperity. Therefore, "China Collapse Theory" surfaced. Again, the China economy had shown an abnormal brilliant performance in the global financial crisis of 2008, at which the international community looked with new eyes this time. Instead, "China Responsibility Theory" was born, which aimed at asking China for bearing more but not reasonable responsibility. If "China Threat Theory" and "China Collapse Theory" are "Downing" the *Chinese Dream*, "China Responsibility Theory" is "Emptying" the *Chinese Dream*. However, the essence of those is the same: they just intended to demonize China's international image, damage China's international status, thus killing cruelly the new born *Chinese Dream* in the cradle. In a word, what they saw of China's economic development is unreal. So, it is of great importance to show the peaceful development of the *Chinese Dream* to the international world.

Note 5. Since Sui dynasty, China, because of the powerful and prosperous national power, established herself as the suzerain state and neighboring countries as subsidiary state. So, countries in ancient Chinese culture called officially China's orthodox dynasty as "Middle Kingdom", in Chinese "Tian Chao Shang Guo". *Han*, *Da Tang*, *Kang-Qian*, and *Ming* are the important and splendid feudal dynasties or China's orthodox dynasties in the history of China.

Note 6. The countries' GDP is from World Bank Database, whose url is: <http://data.worldbank.org.cn/indicator/NY.GDP.MKTP.CD/countries>

Note 7. *Economic Development of the New Normal*, its main representations are: economic structure becomes more reasonable, the division of labor more complicated, and form more advanced. That is to say, *Economic Development of the New Normal* means the speed of economy development slows down, switching from high speed to middle high speed. Extensive growth mode of economic development will be gradually replaced by quality efficiency intensive growth of economic development mode. What's more, in respect of the power of the economy development, the new growth points are superseding the traditional growth ones.

Note 8. The central economic work conference defines *Economic Development of the New Normal*, whose url is: http://www.ccdi.gov.cn/xwtt/201512/t20151203_69389.html, 2014-12-12.

Note 9. The countries' per capita GDP is from World Bank Database, whose url is: <http://data.worldbank.org/indicator/NY.GDP.PCAP.CD/countries/CN-4E-XT?page=2&display=default>.

Note 10. It is raised, in December of 2014, by Xi Jinping, the general secretary of China, through the process of investigation and survey in Su Zhou. Its main goal is to build China into a moderately prosperous society with gross domestic product (GDP) and the per capita income of urban and rural residents in 2020 doubled in

comparison with those in 2010.

Note 11. Those datum are from “make up the ‘short board’ and strive to prosperity”, whose url is: http://www.qstheory.cn/zhuanqu/qsdd/2015-04/01/c_1114841523.htm, 2015-04-01

Note 12. Those datum are from the latest world economic outlook forecast, released by the IMF on January 19, 2016, whose url is: <http://www.imf.org/external/pubs/ft/weo/2016/update/01/>

Note 13. Sources come from the following newspapers and journals (from comrade MAO Zedong to comrade Li Keqiang): “The speech in the expanding central working conference”, written by MAO Zedong in 1978, published on *Journal of Seeking Truth from Facts*, (2), 1-23;

“To explore the based international law of Powers’ road--the meaning of the five principles of peaceful coexistence”, written by He Zhipeng and Sun Lu, in 2014, and published on *Journal of Local Research*, (4), 22-32;

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“To answer to Chinese and foreign reporters’ questions on the press conference of three meetings of the 11th National People’s Congress, Wen Jiabao: Fairness and justice is brighter than the sun”, recorded by Reporters Li Bin, Zhang Xudong, and Tan Hao, in 2010, and published on *Xinhua Daily Telegraph*, March 15, (001);

“Let the peace of the sun always shine the earth—to study the important comrade Xi Jinping’s speech on the Chinese people’s 70 anniversary honor plenary session of the victory of the Anti-Japanese War and the world anti-fascist war”, recorded by the China party history research theory research center of central committee of the communist party in 2015, and published on *Journal of Research History of the Communist Party of China*, (9), 8-11;

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Note 14. Those datum are provided by the world bank database, whose url is: <http://data.worldbank.org.cn/indicator/NY.GDP.MKTP.CD/countries>.

Note 15. Logarithmic function is a common trend prediction model, which is chosen by this study for that is fit for characteristics of the relevant data of China’s economic contribution to world economic growth, whose aim is to make a more accurate and appropriate prediction for the future of the roughly development trend of the China’s economic contribution to world economic growth.

Note 16. Those are provided by “the statistics bulletin of the foreign direct investment of 2014 in China” jointly issued by the Ministry of Commerce, the National Bureau of Statistics, the State Administration of Foreign Exchange.

Note 17. Power function is a common trend prediction model, which is chosen by this study for that is fit for characteristics of the relevant data of China’s foreign direct investment flow (2002-2014), whose aim is to make a more accurate and appropriate prediction for the future of the roughly development trend of China’s foreign direct investment flow.

Note 18. The sources are provided by Bureau of Budget of the Ministry of Finance of the People’s Republic of China, whose url is: <http://hzs.mofcom.gov.cn/>.

Note 19. The sources are provided by Bureau of Budget of the Ministry of Finance of the People’s Republic of China, whose url is: <http://yss.mof.gov.cn/>.

Note 20. Exponential function is a common trend prediction model, which is chosen by this study for that is fit for characteristics of the relevant data of China’s foreign aid (2009-2014), whose aim is to make a more accurate and appropriate prediction for the future of the roughly development trend of China’s foreign aid.

Note 21. Xi Jinping, the general secretary of China, in September and October of 2013, respectively proposed “the Silk Road Economic Belt” and “the 21st-Century Maritime Silk Road” who are now “the Silk Road Economic Belt and the 21st-Century Maritime Silk Road” or “the Belt and Road” or “B&R”, initiated the relevant countries to build together the mutually beneficial and win-win interest community, and fate community with common development and prosperity.

Note 22. Those datum are from the official website of Silk Road Fund, whose url is: <http://www.silkroadfund.com.cn/>.

Note 23. Those datum are from the website of “Xi Jinping: the prepared \$50 million special fund will be for the investment project of the Asian infrastructure Investment Bank”, whose url is: http://news.youth.cn/sz/201601/t20160117_7533475.htm.

Note 24. That was mentioned by Xi Jinping, the general secretary of China, in the 2014 APEC Summit, who pointed out that the connectivity and interoperability is a path under foot, therefore, the more scope the path could reach, the more region we can work together, whether it is network, iron road, highway, air line or sea route.

Besides, he put forward some suggestions:

First, we should work together to plan our development vision;

Second, we should work together to cope with contemporary global challenges;

Third, we should work together to build cooperation platform of various fields;

Forth, we should work together to plan and contrive linkage development.

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Social Criticism in Hariri's Maqamat with a Focus on Al-Wasiti's Miniature Paintings

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Abstract

“Hariri's Maqamat” is one of the most prominent and sophisticated books of Arabic literature in the Middle Ages that has been influential in the formation of novel stories in world literature. Apart from the beauty of the style, literary tune and various educational aspects, it presents social life and human behavior in the Arab world of the Middle Age in terms of a visually narrative format. Hariri's Maqamat is a long illustrated story in Baghdad School which has been composed by Hariri and then illustrated by Mahmoud al-Wasiti. Al-Wasiti's miniature paintings provide a lot of visual information about people's behavior and their environment. This research aims at understanding social criticism scheme in that time by cooperation of text and image. Accordingly, several Maqamat and miniatures, which included more social information, were selected and considered using descriptive analysis technique. The results showed that al-Wasiti has clearly discovered Hariri's social critical viewpoint behind the complex language and emphasized that idea. He has also added some information which it would not be easily understandable by a reader of Maqamat book without applying pictures.

Keywords: Hariri's Maqamat, Al-Wasiti, literature illustration, social criticism, Arab society, middle age

1. Introduction

Painting is the visual expression of literary text and depicts literary concepts in the language of line and color. To express the literary texts more clearly in manuscripts, graphics and images were used. Illustrator receives text features and exhibits it in the format of images. How the painter converts text data into the image or makes it easy to understand are considerable topics for many researchers. Among the comic books in Arabic language related to the early centuries of Islam, Hariri's illustrated book is an exception (634 AH / 1237 AD). Hariri's Maqamat has been composed in eloquent Arabic prose and has an expression appropriate for educated stratum of society. The moral and educational contents are continually induced among stories and events with a hero called Abu Zeid. This book is provided in a way that should not only be read, but you should see and hear it at the same time (Roxburgh, 2013). Some experts on manuscripts believe that the text of Hariri's Maqamat is very rich and fruitful and does not require any image as complement and the images far away the reader from the narrative space of the book. This is a point that requires much contemplation because Mahmud Al-Wasiti's paintings in addition to providing the required fields to create Baghdad School and the future schools, introduce many visual information of his time and this is the issue which cannot be visualized through words without the presence of images (634 AH / 1237 AD) (Roxburgh, 2013). It is remarkable that the characteristics of the book orderer and the kings that have possessed it have not been mentioned in the book. The only visible mark on Maqamat is the Charles Scheffe's seal that has kept this book until 1800 AD and the National Library in Paris has purchased it from him in this year (Grabar, 2006). This study aims at investigating the visual information and the effect of literature and art cooperation in the embodiment of social realities with an Analytical-Descriptive method. Obviously, this is realized with analyzing several selected paintings that give us more sociological information that can be further discussed. In this regard, after reviewing the conducted studies and the knowledge of Maqamat-writing technique, Hariri and his book have been introduced. In the following, the available illustrated versions of Hariri's Maqamat were investigated and some paintings of the desired version (Al-Wasiti's version) and its properties are described and analyzed from the perspective of social criticism.

2. Research Literature

Western scholars have recently researched about Hariri's Maqamat and its multiple illustrated copies. One of

them is Oleg Grabar that has published comprehensive studies on Islamic Art and Architecture in 1984 and 2009 AD. He has reviewed and analyzed multiple-version paintings in terms of the ability to depict Maqamat. He has assigned two chapters of “Shahkar-haye Honar-e Islami book” (Islamic art masterpieces book) into Hariri’s Maqamat. He has explained illustrations of Maqama 3, 11, 12, 21, 31 and 32 from two different versions and believes that these paintings have acted very well in translating text to image (Grabar, 2006, p. 14). David Roxburgh has addressed debate and the relationship between text and image after analyzing some paintings from different versions (especially Wasiti’s version) and enumerates common features between Hariri’s Maqamat and Saye-bazi (shadow plays) (Roxburgh, 2013). Tharwat Okasha has devoted a chapter to Hariri’s Maqamat in *Negar-gari-ye Islami book* (Islamic painting book) and introduces six illustrated copies in it. He acknowledges that it is possible to acquire visions of imaginations and painters’ styles through miniatures of these versions (Okasha, 2001). Some scholars and investigators of Persian and Arabic literature have researched about Hariri’s Maqamat in Iran and in Persian language. One of these cases is an article published in 2008 by Leila Jamshidi and Dr. Hasan Dadkhah that deals with the element of scene in Hariri and Hamidi’s Maqamat. In this study, how to address the scenes and how to act successfully in applying each element to establish the relationship between the readers and the story text is interpreted. Finally it is concluded that Hariri has acted more successful than Hamidi in describing the scenes and application of tabloid style in addressing the scene elements (Jamshidi & Dadkhah, 2008). Another article was written by Dr. Fatemeh Mahvan in 2013 that investigates visual capabilities of Maqamat Genre with the aim of adapting elements of text and image structures of Hariri’s Maqamat. The result of this adaptation has been considered as consistency and limitations of the text imaging elements (Mahvan, 2013). Mahvan is specialized in the field of Persian Language and Literature and it seems that she has only observed similar cliches and patterns in the depth of Wasiti’s paintings. Numerous articles have been written in Persian in about Hariri’s Maqamat which is thoroughly in the field of Maqamat-writing skills and comparing it literally with Hamidi’s Maqamat or literary genre “Pikarsk” (inspired by Maqamat). Due to lack of investigation in Persian language in this field, we have tried to focus on researches in this area.

3. Maqamat-writing

Arabic term مقامة (translated in English as Maqama) with vowel point on the first letter is derived from the Arabic roots of “قام، يقوم و قوماً، قومة” (translated in English as qama, yaqum, quman, qumahu) with the literal meaning of the Uprising of Speaker Among Gathering of People. This is an Arabic term which became common for a particular kind of prose after the semantic mutations in 4th Century AH. Generally, Maqamat includes different types of ancient stories about championship with a prose interwoven with poetry that anonymously appears in the stories and creates events and disappears just when it is known at the end of story and appears in another form in the next Maqama (Shamisa, 2006). Thus, Maqamat can be considered as a collection of separate stories with a thematic unity. Ibn Duraid invented this writing technique for the first time in 4 AH (10 AD) and Jahez in 3 AH (9 AD). But later it found its final form by “Bediuzzaman Hamadani” and “Hariri”. Historians of literary sciences have attributed the initiative of Maqamat-writing to Hamadani and have neglected Ibn Duraid and Jahez and this is resulting from two factors:

- 1) Hamadani’s surprising element of imagination and other events of his time are much more important than the events of Jahez and Ibn Duraid’s time events. Because Hamadani lived in turbulent era and the stability and security had gone from the community, and people looked at Bediuzzaman Hamadani’s Maqamat like a mirror of events and stresses of the time.
- 2) After Bediuzzaman Hamadani, many authors began to imitate his style. But because these writers were mostly acting wordplay and used obsolete words in Arabic, their works are not leveled with Hamadani’s Maqamat. This decline in Maqamat-writing technique continued and some authors’ efforts to draw some people’s attention through imaginative applications did not avail and none of Maqamat-writers reached Bediuzzaman’s level except Hariri that not only reached to his level but could attract more fans (Okasha, 2001).

4. Hariri and His Maqamat

Abu Muhammad Qasim ibn Ali Hariri (Basri) born in 446 AH. / 1054 AD and died in 516 AH. / 1122 AD is one of the famous poets and scholars and the writer of Hariri’s Maqamat. He was born in Mishan village near Basra and went to Basra after reaching the age of maturity and settled in Bani Haram neighborhood and completed his studies in theology, Hadith (religious traditions) and especially Literature and Vocabulary and soon became a scholar of literature of his time. Hariri has a book on “syntax” called *Mulhat al-Irab* and a book called “*durrat al-Ghawas fi awham alkawas*” in criticizing the common errors among literary scholars which is unique in its field. Hariri’s Maqamat has been formed as stories in which two constant characters are synchronized with each other and convey a series of events and thereby book messages. One of the two characters is “Harith bin

Hamam” who tells the story. Harith’s character in Maqamat is the same as Hariri’s, and in fact is a nick name that Hariri has selected it for himself in Maqamat. His counterpart character is Abu-Zeid. The first Hariri's Maqama is called Haramieh written after encountering with someone with the name of Abu Zeid Surooji in Bani Haram Mosque of Basra. Abu Zaid is from Surooj located in Basra destructed by Crusaders in 494 AH/1100 AD. From among those people who came to Basra from Surooj, Hariri meets a poor person faced with the shortness of livelihood due to troubles of the time and is begging but is very eloquent and can easily transfer many different meanings to words and create beautiful speech formats. Influenced by this actual character, he composes his first Maqama under the title of Haramieh Maqama and creates adventures with ahero called Abu Zaid Surooji. Although Haramieh is his first Maqama but due to his special procedure for evolution of Abu Zayd’s character, has set it as his 48th Maqama, and terminates it with the repentance of sins by Abu Zaid. Many of the evils of the times represent in the sins that Abu Zaid is doing. Hariri recounts and depicts the deficiencies of his community by Abu Zaid with buffoonery and irreverence bitterly. Using bad image of the heroes, he transfers his intended concepts to readers. In fact, he reflects the evils of society in the face of a man that misery has brought him a tragic recklessness and debauchery. Abu Zaid is a victim of the wrong policies of the government and the false social traditions (Nazemian, 2006). Regardless of interesting narratives, literary tone, attractive fictions and educational aspects, Maqamat is a visual-fictional reflection from the mentality, society, life and humans’ activity during the Middle Age in the Arab world. In fact Maqamat is a long illustrated social story in the form of polite literature of Baghdad School composed by Hariri and illustrated by Mahmoud al-Wasiti. Oleg Grabar believes that that Hariri’s tone and style in Maqamat is much more valuable than the content of stories (Grabar, 2006).

5. Available Versions

As scholars and philologists found Hariri’s Maqamat a good source in the field of their knowledge, painters also found many aspects in it for their works and despite a lack of appeal to the story and recurring events, they were inspired by adventures of Maqamat stories and created delicate miniatures from them that now forms a part of the unique Islamic heritage of painting. The desirable goal of composing Maqamat is to choose words and acquire desolate and unfamiliar words because many people had forgotten entirely of words at that time and the illustrators of Maqamat had faced with a challenge in this regard. Consequently, they were forced to derive the details of each subject from among unfamiliar and obsolete words and various lexical complex structures and reach the depths of theology to understand its secrets and depict them on painting (Okasha, 2001). Eleven illustrated manuscripts of Maqamat book have ever been found in libraries and historical collections around the world among which four versions are considered as the most valid copies as listed in Table 1.

Table 1. The most prestigious versions of Hariri's Maqamat

| Row | Title | Date | Keeping Place | Considerations |
|-----|------------------|--------------------------|--|---|
| 1 | Hariri's Maqamat | 504 AH. / 1115 AD. | National Library in Cairo Ms.Cario Adab 105 | According to experts, this is the most basic version of Maqamat book |
| 2 | Hariri's Maqamat | About 633 AH. / 1225 AD. | East Studies Center of St. Petersburg | |
| 3 | Hariri's Maqamat | 634 AH. / 1237 AD. | National Library in Paris Ms.Arabe 5847 | With the most images and the most prestigious events (a total of 50 events) |
| 4 | Hariri's Maqamat | 733 AH. / 1332 AD. | National Library in Vienna | |

During various and continuous efforts carried out to illustrate Maqamat manuscripts in Baghdad, Arabic painting achieved new successes. However, Hariri’s Maqamat text did not pave the path for the painters, because the basic element in this text has been formed based on the skilled dialogues and rhetoric techniques of the story hero, Abu Zaid. As represented by Hariri, Abu Zaid is a repartee, scoffer and lying old man who is not afraid of interlacing truth and lies. He can easily influence others with his power of the words and attract them to himself with their satisfaction (Okasha, 2001). Arab readers were surprised through the centuries by tips and expressive metaphors and paradox techniques abundant in these charming adventures. It is clear that the painters couldn’t represent these verbal innovations in their works and focus their efforts only in areas that the author has used to

pose these talks.

6. Al-Wasiti's Version

Al-Wasiti's Version has been written and illustrated by "Yahya Bin Mahmoud" attributed to the Wasiti city in southern Iraq. This version which is kept in the National Library in Paris under No. 5847 is one of the most prominent examples of Baghdad School works among the most elite Islamic painting works (Okasha, 2001). A variety of topics and the innovations used in it, while maintaining the original characteristics and the impact of strength and liveliness manifested, has made it the best evidence on this point in history. This manuscript is the first Islamic miniature painting work whose artist is certainly known to us. It seems that Al-Wasiti is benefiting from his unique style and has used the power of his imagination instead of being surrendered to traditional forms or accepting Sassanid or Christian shapes examples without modification and changes and has represented familiar scenes of life in the Islamic period. He has created some works through Hariri's valuable book with the help of daily life elements that represent life realities and not just images for decorating the writings. The canvases of this manuscript are distinct from the perspective of the aspects depicted and the structure beauty and are more illustrated painting than miniature. They have an independent value regardless from the illustrated fiction because delicate colors and limited degrees of the applied colors are at most sensitivity and elegance (Okasha, 2001) and they are true expressive of life. In-depth observation of Maqamat and paintings of this version can offer a correct and complete understanding of the different aspects of Arab society of that era, such as social life, rituals, morals and manners of the people and the rulers, architecture, decorations, climate, women and men's clothing etc. This research aims at performing a social criticism from the perspective of Hariri's Maqamat with focusing on Al-Wasiti's Images based on describing and analyzing several Maqamat and paintings related to them.

7. Hariri's Era Social Criticism and Its Reflection in Wasiti's Paintings

Hariri reveals many of the evils of his time through his stories. He has given a real personality to his story heroes to introduce them as recalcitrant humans that use people's negligence in society and extort from them. They never settle in a city or village and they are always travelling. The story hero has tested all ways of making money in the society and is not interested in none of them and finally begins begging. He knows use of public offices worthless, because it needs the political and military establishment and such security is not usually available. He rejects experiencing trade because disasters and bandits' ambush and attack always threaten it. Likewise, he is not interested in crafts due to low profit and much difficulty. He believes that people lose their independence in all these occupations and suffer from adherence to others. With posing such a hero and way of thinking, Hariri mocks the values of his time and knows the character of his hero created by the nature of the society he is living in. One of the issues that Hariri sees in society and discusses on it is hypocrisy. Hariri was observing this common trait among government officials and religious figures and ordinary people and suffers from this issue. He expresses his social criticism in various Maqamat in the form of stories. With investigating numerous Maqamat and their paintings, the way of creating this social criticism is investigated.

8. Social Critique of the Governors and Preachers' Corruption

8.1 "Tenth and Twelfth Maqamat"

Hariri mocks the judges' way of thinking in the tenth Maqama called Rahba. In this Maqama, Hariri sends Abu Zaid to court judgment with a handsome young boy despite knowing that the judge is homosexual and has a growing passion in teenage boys, Abu Zaid claims that this young boy has killed his child and must be retaliated but there are no witness and evidence to prove this. Consequently, he asks the young boy to swear that he has not killed Abu Zaid's child. On the other hand, the judge is charmed by the young boy's beautiful face and asks Abu Zaid to accept ransom and release the boy. Considering that the boy does not have any money to pay ransom, the judge pays a part of ransom and commits to pay the rest tomorrow. Abu Zaid states that he will not release the boy before receiving the whole ransom. The judge accepts his request and Abu Zaid leaves court judgment while pressing in fist the part of ransom he has received. The judge thinks that has successfully deceived Abu Zaid and saved that handsome young boy but the fact is that he himself is the real loser because Abu Zaid escapes with that young boy who is his own child in the night. In the following, he writes some poems mocking the judge's thinking way on the paper and gives it to Harith bin Hammam to submit it to the judge (Roxburgh, 2013). Social satire is obvious on the theme of this Maqama just as his other Maqamat are also full of biting social criticisms. Al-Wasiti's art features are obvious in the painting associated with this Maqam. Figure 1 is representing a scene in which Abu Zeid has taken the boy's hand and is talking with the governor (judge) and the governor is charmed by the boy's charming beauty (Al-Wasiti has painted the painting background with a bright yellow color to help other colors manifest better and emphasize on the amazing brightness of scene). Al-Wasiti has paid a

considerable attention to states of faces and there are many differences between this painting and paintings used for other versions. The governor's lusty glances to the boy are apparent in the picture. He tries to hide his desire to the boy by moving the left hand and the spear put in front of his face. On the other hand, Abu Zaid's fraud and deceit is clearly observed through the painting with upward angle of spear, his evil eyes and white-bearded show. However, he has hidden these features behind his false wisdom words. The painter illustrates a teenager behind the governor's ruling seat who is looking at his new rival (and in fact is another victim of the homosexual governor). But the newcomer boy has been depicted with a feminine face, long lashes and hooded eyes. He has been represented with such a plump face and decorated with fresh clothing that guarantees the governor's sexual interest to him.



Figure 1. Hariri's Maqamat, in 1237 AD, Maqama 10, the French National Library, Version 5847, No. a6

In 12th Maqama (Dameshqieh), Abu Zeid is depicted in the clothes of religious preachers that traps a caravan in which Harith bin Hammam is present with his oratory. He fascinates the caravan members with religious sermons and recommends them not to seek for worldly interests but attempt for Provision of Hereafter. Finally he receives some money from all of them for his sermons and escapes from there. Harith bin Hammam becomes curious and follows him and finds him drunken in his home beside the wine jars involved in vinosity (Hariri, 1986). Al-Wasiti embodies this space with a transparent manner in the painting related to 12th Maqama as observed in Figure 2. He represents Abu Zeid sitting on a bench sometimes listening to singers and sometimes glancing to comely subjects and using fragrant aromas (for acts incompatible with chastity). Harith has been depicted while blaming him for his contradictory behavior (sermons for caravan members and vinosity and acts incompatible with chastity) Looking at Figure 3, which is related to Version 3929 of Paris (the French National Library), precise details of Al-Wasiti's painting can be analyzed thoroughly (Version 5847 of Paris) that includes a pub picture in thirteenth-century of the Islamic world and suggests numerous elements not depicted by the story, e.g., representing Abu Zeid's situation such as a prince and the significant details that offers. Whereas, the painting represented in Figure 3 depicts the only hero in companion and orgy with the comely subjects. With comparing these two illustrated paintings, it can be analyzed that what Al-Wasiti has added to text and suggested for better understanding and visualizing the space is obvious and can respond the question that what visualization has added to Maqamat.



Figure 2. Hariri's Maqamat, 1237 AD, Maqama 12, the French National Library, Version 5847, No. 33a



Figure 3. Maqama 12, the French National Library, Version 3929, No. 34 v

8.2 Social Ethics (Recognizing the Values and Non-values)

According to Maqama 43, Abu Zeid and Harith encounter a teenager near a village whose residents were known to avarice and a conversation takes place between them. In the meanwhile, Hariri begins to retell social ethics of his community at that time. This Maqama narrates this story as follows:

“...until we came to a village that goodness and good behavior had gone from it”. We, both devoid of provision and seeking for it, went into the village. Before the landing, we encountered a stripling boy that had placed a batch of forage on his shoulders. Abu Zeid said hello to him in Islamic way. The boy said: What do you want? Do the residents of the village sell some date in exchange for an oration? Abu Zeid answered. After listening to Abu Zeid’s words, the boy knew that he is an interlocutor who wants to be paid for his oration and responded as follows:

I swear to God, not unripe dates are sold in exchange for salty remarks, and not any poem is bought in exchange for a barley grain. They do not care a bit to this prose and tale. They never trade listening to an ode with a fraction of bread or Luqman’s wisdom to bite of food or martial story with a meat fraction. Then, Abu Zeid says to Harith that, as you see the market of literature is slack and its lovers are elusive! Know that the rhythmic speeches don’t fill an empty stomach (Okasha, 2001)” Al-Wasiti has selected the moment of Abu Zeid and Harith’s arrival to village for his painting (Figure 4) and has divided the painting to 3 scenes:

Abu Zeid and Harith are observed riding a camel in the lower scene with a young boy standing in front of them and speaking with them. Al-Wasiti has managed to manifest astonishment and despair in Abu Zayd and al-Harith’s faces in the implications of their hands and even heads and feet states of camels. Likewise decisiveness is obvious in the boy’s eyes. Interestingly, a bearded-man has been depicted in the painting instead of a young boy for better correspondence with the uttered remarks. In the middle scene, a water pond has been illustrated around which a plant design garland is also observed as well as four goats grazing freely beside the pond. The surface of the pond is colored in Blue Green and a plant garland has also been colored in dark green in addition to two brown goats and two black goats depicted without similarity. The painter has embodied rural life artistically, and illustrated them in the upper scene inside and outside the home at work and effort in a horizontal cut through houses and shops; and has shown internal and external space at the same time by adopting this procedure. But still, dome and minaret of a mosque in the left corner and part of a palm emerged from the back wall of the mosque are displayed (Figure 4). While trying to narrate the story through paintings parallel with the text, Al-Wasiti has clearly depicted architecture and geographic area of the region and there are some specific signs in the painting in this regard. For example, the hen which has found a safe corner for herself under the shelter of rooster and is picking seeds. They have sat above the highest roof of the village and the amaranth has

been visualized like a glorious and majestic crown as a metaphor pointing to the position of women and men in society. He also shows residents of the village while doing something in separate spaces of the painting. A woman who is spinning thread and a baker is putting bread dough in the oven in the side chamber. After him, a woman is looking outside her home and a woman is observed haggling with a salesman and two little daughters are seen waiting behind them. In an adjacent space, cow is observed while coming out of the barn and in the end, the man has finished his prayer and heading to leave the mosque. Thus, we see that Al-Wasiti has not neglected to provide the tiniest details even arched buildings style. In addition to the fiduciary to the story text, the painter has used from his rich imagination and has depicted deeper and more interesting designs.



Figure 4. Hariri's Maqamat, 1237 AD, Maqama 43, the French National Library, Version 5847, No. 134a.

In Maqama 31, Hariri addresses members of the Hajj caravan and states spiritual states and roars of them to heavy criticism and humor:

- Hajj is not marching all nights and days
- And not riding camels and carriers
- Hajj is heading to the house of God
- In hajj pilgrimage, you should not realize your private goals and must just think to spiritual affairs
- And ride on vehicle of equity
- And fight against the whims and head to God's way
- And help those have asked for your help as much as you can Such Hajj is perfect.

If lacking these features, Hajj is incomplete and flawed O' brother, seek for affairs leading to pleasure of God Where you step in and where you leave (Okasha, 2001). Al-Wasiti has depicted Hajj (pilgrimage to Mecca) miniature with a deep understanding of Hariri's intention and has used special colors to reflect humor satire. Movement in this scene is depicted as chaos among Hajj-pilgrims such as a boasting and zany population crowd and the camels' faces have more or less a ridiculous color. The head of the caravan has a feelingless face. In other words, the painter has illustrated these subjects free of signs of sanctity and dignity which is indispensable for Hajj-pilgrim members. If we compare this painting with that of Maqama 7 (Figure 3), we will find out that in a caravan headed for celebration, adorned discipline, integrity and decisive determination of the caravan members to reach the destination are observed. The strong will that not only is not observed in Hajj-pilgrims

caravan, but also it violates it.

9. Conclusion

With creating this work, Hariri has been able to fascinate everybody with his seductive words and preach Maqamat-writing with the best method. He offers sketching a character like Abu Zeid and his critical view to the people and the common traditions of that era behind a high wall of beautiful words and exquisite combinations and rhythmic prose. However, the readers cannot understand their concept and meaning easily and here the art of drawing is very important. Painter's working practices and the impact of cooperation between literature and art will be realized in the embodiment of truth. In these images, the painter reflects his perceptions of the Arab world, especially Iraq environment. Because these events of these 50 Maqamat have occurred in multiple places, the painter has also tried to show the same environmental conditions in the paintings so that a scene of an incident occurs in a mosque and another scene in a library, inn, market, cemetery or camps in the desert. In some images, a ruler's royal palace with heaps of slaves and servants, the scene of a classroom or a caravan of camels are viewed. These paintings unfold shots from different social classes, the rich and poor, sad and happy, generous and stingy people before our eyes and criticizes and reveals many social phenomena of life in the Middle Ages as a unique mirror. As mentioned before, Al-Wasiti's version is one of the most prominent illustrations of Hariri's Maqamat which is capable in providing various aspects of Arab life. Through the paintings of this illustrated version, we can have notions, emotions and imagination of social conditions of the time. Al-Wasiti illustrates the community space for the audience along with Hariri's work and offers information and many details of the society at that time with the help of his imagination power as it was investigated. He has managed to reflect all internal states of his painting characters and distinguish figures' faces so that for example Abu Zeid's face is known in all his canvases at first glance. He has depicted the social and ethical criticism of the people and the rulers, par with Hariri's text and always adds associated tangible and enlightening elements to it. Hariri's Maqamat and images of these versions in addition to the descriptive aspect, has a more critical attitude toward the society of his time.

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Voicing up in Debate Competition: Oral Development of Two Malaysian ESL Learners

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Abstract

This research used a qualitative approach to focus on the classroom debate between Malaysian English second language learners (ESL). Since debate has been often perceived as not a suitable activity for low proficiency students due to their limited linguistic resources, there has not been much emphasis on the impact of debate on incompetent ESL learners; however, this study was an attempt to concentrate on two students who were not competent in English to investigate their oral development via debate. The study observed the communicative strategies employed in this challenging task during the five debate rounds. Although the progress made was quite limited, the study showed that debate competition can be a relevant and meaningful practice for speaking activity among low proficiency students. Moreover, it showed that debate can be used to scaffold students' practice in speaking.

Keywords: debate, second language learners, speaking skills

1. Introduction

Communicative competence is the ability of an individual to use a language effectively in an actual communicative situation (Hymes, 1972). To interact successfully, the individuals need to know the structure of the language and how to use it effectively within a social context. For ESL learners, it is not enough to possess only the linguistic knowledge of the target language. They must also know the sociolinguistic rules and conversational norms in order to participate effectively in a discourse community (Canale & Swain, 1980). Studies have shown that exposure to the target language makes the learners more effective in language production and interaction (Freiermuth & Jarrel, 2006; Phillip, 1992). Thus, it is important that learners be exposed to formal and informal, dyad, group and classroom contextual settings and various discourses to facilitate the language learning process (MacIntyre, Baker, Clément, & Donovan, 2003).

Similarly, it is suitable to introduce debate to students as it involves multiple contextual settings: formal and informal as well as dyad and group. Debate can scaffold learners to express their opinion by incorporating comprehensible input and output (Othman, Mohamad, & Amiri, 2013). This is possible as debate is a structured discourse that allows learners to take up various roles and develop basic interactive skills. In the process, students will learn the ability to initiate and maintain a conversation and express an opinion, while speaking skills are often noted to be lacking among ESL learners (Brice, 1992).

Debate is often shunned by beginner and intermediate ESL learners as it is perceived as an activity suitable only for proficient learners. However, this study focused specifically on using debate in developing speaking skills of students with lower English proficiency level. Therefore, two Malaysian ESL learners in a boarding school were selected for the study; a boy with poor English proficiency level and a girl who was an intermediate proficiency learner. No doubt the research acknowledges the limitation with two samples, but it helped to gain understanding of the experience these students underwent as participants during debate competition phenomenon.

2. Literature Review

Speaking is an essential and important skill that an ESL learner needs to learn in order to communicate effectively in real-life situation. And yet this is often the skill neglected in ESL language classroom (Goh, 2014; Thornbury, 2005; Ur, 1996). Traditional classroom which is teacher-centered does not help learners to develop

their speaking competence (Brown & Yule, 1983; Henzl, 1979). Of all the four skills taught, ESL learners, particularly the intermediate and beginner students, find speaking the most challenging (Goh, 2014) since it involves spontaneous interaction; the learner has to comprehend what is said before coming with the right response. At the same time, the learner must not take a long time to reply or the listener would lose interest. Thus, herein lies the challenge with speaking which involves the interplay of social, cognitive, as well as affective factors (Goh, 2012). Therefore, it is imperative that the learning process involving speaking occurs in an active, strategic and constructive environment (Bruer, 1998).

To achieve the above, it is important that the speaking activities be student-centered and collaborative in nature (Goh, 2014; Weimer, 2013). Teachers must provide authentic, meaningful and relevant communicative activities (Harmer, 2001). Some of the scaffolding suggestions focus on promoting accuracy among learners. Thornbury (2005) suggested that learners need to notice the language usage before carrying the activities. This will create their awareness of the language structures (vocabulary, grammar and pronunciation) which facilitate language learning when learners use them in their practice. Learners also need to be provided with the spoken text to help them learn the structure involved in a particular discourse thus leading to development of a more effective discourse skill (Burns, Joyce, & Gollin, 1990). Skehan (1996) suggested that the activities must be specially planned (task-based learning) to ensure that the target language is used for a purpose and served a communication goal or outcome. Bygate (2001), on the other hand, suggested spontaneous speaking and repetitions to promote fluency over accuracy and to develop learners' confidence and motivations. Although the previous studies have shown that setting and relevant scaffolding are paramount in order to achieve learning goals, there is controversy whether to emphasize accuracy over fluency and vice versa.

Another suggestion is the need to inform ESL learners about communicative strategies (Færch & Kasper, 1983). Communicative strategies are those strategies that learners use to facilitate interaction by ensuring that there is no breakdown in communication. Oxford (1990) refers to strategies as "specific actions taken by the learner to make learning easier, faster, more enjoyable, more self-directed, more effective and more transferable to new situations" (p. 8). In addition, O'Malley and Chamot (1990) view learning strategies as "the thoughts and behaviours that learners use to help comprehend, learn, or retain information" (p. 43). Speaking involves accuracy and fluency (Harmer, 2001). It is challenging for a beginner to hold a conversation fluently without making any mistakes. Too often, when ESL learners communicate, they focus on the message and are not aware of the errors. In this aspect, many educators believe that it is not necessary to force students to communicate accurately since keeping a conversation alive is itself challenging (Nolasco, 1987). According to Færch and Kasper (ibid.), ESL learners often use "avoidance strategies" such as abandoning a conversation half way when it gets too difficult or pretending not to hear or understand. This is in contrast to "compensation strategy" (Oxford, ibid.) where the learners use their limited language resources for production. For example, they resort to their mother tongue, paraphrase, and appeal for help from others or use readymade phases, termed chunking. Though some have suggested that teaching of communicative strategies should be explicit, there are others who believe that communicative strategies are part of language development that learners will pick as they learn the language. The more successful their language learning and contact is, the more communicative strategies will be employed (Tarone, 1980). Therefore, the oral development of learners can be identified by studying the communicative strategies that they employ.

Thus, to facilitate the learning process in the speaking activity, it is important that the above suggestions be taken into account. In carrying this study, these considerations were incorporated throughout the debate activity to assist the learners. It was aimed to find the development of low and intermediate proficiency students' speaking skills through debate and to identify the communicative strategies employed using debate. Therefore, the study tried to answer the following questions:

1. How do Malaysian ESL learners with low and intermediate English Proficiency levels may improve their speaking skills through debate?
2. What are the communicative strategies used by Malaysian ESL learners using debate?

3. Method

In this research a case study approach was adopted. "Case study research involves the study of an issue explored through one or more cases within a bounded system such as a setting or context" (Creswell, 2007, p. 73). The research comprises qualitative data obtained through direct observation, video tape recordings, transcripts of students' debate presentation and interviews with students. These qualitative explorations provided rich input on how these two ESL learners approached debate and how they perceived it which allowed us to understand the uniqueness of their situation in that specific context and interaction (Patton, 1985).

3.1 Data Collection Procedure

There were four stages involved in this study, including (1) pre-debate; (2) debate workshop; (3) mock debate; and, (4) debate competition.

3.1.1 Pre-Debate

A test comprising 50 Multi Choice Question items was conducted two weeks before the debate session. The test aimed to determine the proficiency level of the students and the subjects were chosen based on the raw score obtained. Then two students with lower proficiency level were selected; one boy whose score fell within the weak band and one girl with average or intermediate proficiency level.

3.1.2 Debate Workshop

There were 120 students divided into groups of 12 and were subsequently sent into 10 classes. For each class, three trainee teachers were assigned to give explanations about debate, its structure and roles of each speaker. The students were provided with a debate script format for different speakers. This script was actually a spoken text of a debate but with gaps that students needed to complete. The students in each class were seated in a debate seating position as presented in Figure 1 below. This assisted in the explanation about debate as a discourse to the students.

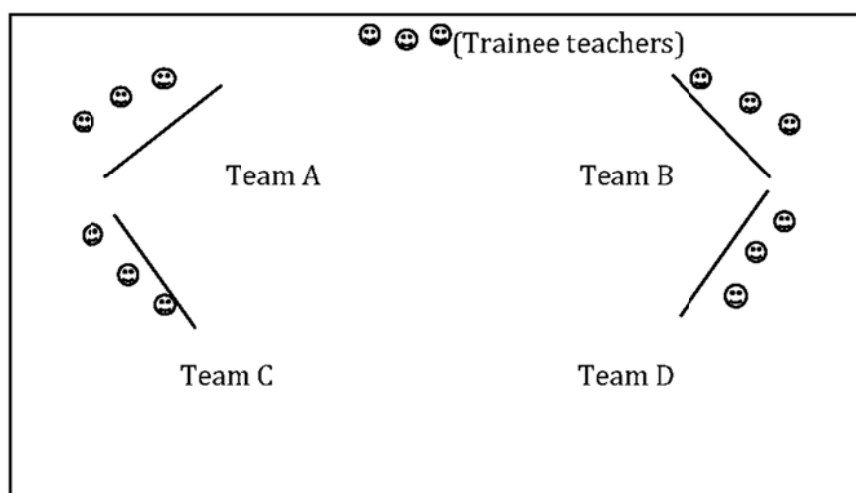


Figure 1. Debate seating position

The students were further divided into two groups: the opposition and the proposition group. Those on the right were the proposition while those on the left were the opposition. A summary of the role of each speaker is presented in Table 1 below:

Table 1. Speakers' roles in debate

| Proposition | Opposition |
|--|---|
| <p>1st speaker: Proposes the motion, states team's stand and claim, offers POI when opponents deliver the speech.</p> | <p>1st speaker: Opposes the motion, rebuts the claim by 1st proposition speaker, states the team's stand and claim, offers POI when other opponent delivers the speech</p> |
| <p>2nd speaker: Rebuts opponent's 1st claim, reaffirms the stand, states Proposition 2nd claim, accepting/ offering POIs</p> | <p>2nd speaker: Rebuts claims by proponent's 2nd and 1st speaker, reaffirms the stand again, states opposition 2nd claim, accepting/offering POIs</p> |
| <p>3rd speaker: Rebuts Opposition 2nd Speaker claim, reaffirms</p> | <p>3rd speaker: Rebuts Proposition 2nd Speaker claim, reaffirms the stand,</p> |

| | |
|---|---|
| the stand, states Proposition 3rd claim (it could be a new point or an extension of the point made by speaker one or two), accepting or offering POIs | state Opposition 3 rd claim (it could be a new point or an extension of the point made by speaker one or two), accepting or offering POIs |
| 4th speaker: Rebuts Opposition 3rd Speaker claim, reaffirms the stand, states Proposition 4th claim (it could be a new point or an extension of the point made by speaker one or two), accepting or offering POIs | 4 th speaker: Rebuts Proposition 4 th Speaker claim, reaffirms the stand, state Opposition 4 th claim (it could be a new point or an extension of the point made by speaker one or two), accepting or offering POIs |
| 5th speaker: Whip Rebuts all claims beginning with the most recent- 4th, 3rd, 2nd and 1st | 5 th speaker: Whip Rebuts all claims beginning with the most recent- 4 th , 3 rd , 2 nd and 1 st |
| 6th speaker: Closure Summarizes all opponents' claims, and explaining why it is unacceptable, stating the gist of the proposition claims, why the proposition argument is better. Reaffirms the proposition stand. | 6 th speaker: Closure Summarizes all proponents' claims, and explaining why it is unacceptable, stating the gist of the opposition claims, why the proposition argument is better. Reaffirms the opposition stand. |

Another feature of the debate is the use of point of information, POI, which is a request by any member of the rival team to the speaker who holds the floor to allow some of his or her time for a query made on any matters presented by the speaker (Edward, 2008). Demonstration on how to use POI was shown to the students i.e. by extending one's hand or rising and saying, "Point of information".

3.1.3 Mock Debate

Immediately after the workshop students debated on a topic entitled, "Spider Man is better than Iron Man". This was the mock debate. It was all hands-on experience aimed to familiarize the students with debate. When students were ready to start, the teacher trainees became judges. General comments and feedback were given at the end of the debate.

3.1.4 Debate Rounds

Students debated four times. As in the mock debate, students were given 15 minutes to brainstorm before each round and the teacher trainees would help the learners in the discussion. After each debate round, feedback on grammar and pronunciation and how to improve their delivery were provided and winners were announced. The debate took place during the weekend as part of a co-curricular activity. Round 1 and round 2 were held on Saturday while round 3 and round 4 were held on Sunday. The motions were:

Round 1: KFC is better than the McDonald's

Round 2: Girls talk more than boys

Round 3: Batman should remove his mask

Round 4: Western cartoons are better than Japanese cartoons

4. Results

The following section looks at the observation notes, video recordings and students' transcribed speeches at each stage of the debate competition. Speeches which were based on the prepared script are underlined while those parts not underlined are speeches composed by the students themselves.

4.1 Comparison of Low and Intermediate English Proficiency Learners during Four Debate Rounds

4.1.1 Mock Debate: Spider Man Is Better than the Iron Man

During this stage both subjects were seen as text dependent. Basically, they were reading from the text they had prepared. Both had difficulty in replying rebuttals. Description of what was observed is described accordingly.

I. Participant with Low English Proficiency Level in Mock Debate

The subject had the most difficult role as the whip. This role required him to rebut all points given by the three opponents. He started his reply speech by reading the introduction of the debate script. The reading of his prepared text was difficult. He was shy (sheepish) and very uncomfortable. His pronunciation was bad and his reading was not clear. When he was giving his rebuttals, he chose the avoidance strategy (Færch & Kasper, 1983); he could not come up with a reason to counter. He looked at the camera a few seconds, covered his mouth with his script and then abandoned his speech by concluding straight away. No rebuttal was delivered. During the entire session, there was no eye contact with the opponents. His speech lasted for one minute and twenty seconds. He lacked confidence. Overall, his reading was difficult and incomprehensible due to bad pronunciation and poor intonation. For his oral assessment, he obtained band E with a score 2/20.

II. Participant with Intermediate English Proficiency Level in Mock Debate

The subject was the fourth speaker. Her role was to rebut points raised by the earlier opponent followed by her introduction of a point and its elaborations. The subject delivered her speech by reading closely her prepared speech. Some words were mispronounced. She could not give a reason to rebut the opponent's argument:

You said (looking down) *Iron man depend on his suit but I disagree because* (Pause)

The student paused, looked down at her written text, bit her lip, and looked sideways for help from her friends. The teacher then urged her to continue with the next line. Student stood still. Again the teacher asked her to continue. Then, she read her text by stating her point and its elaborations. In delivering her speech, the student was observed reading closely her text. There was no eye contact except when the facilitator interrupted her speech to ask if she would accept the POI. This occurred twice and she responded with a short turn, "Deny". Overall, her reading was clearer and better than the other subject. Her speech lasted 2 minutes and 02 seconds. In comparison, this student was more confident. For her oral assessment she was given band D with a score 10/20.

4.1.2 Debate Round I: KFC Is Better than the McDonald's

During this stage two additional features observed in both subjects were (1) Replying Rebuttals and (2) Denying POI. Further descriptions of each subject's performance at this stage is as follows:

I. Participant with Low English Proficiency Level in Debate Round 1

During this stage, the low proficiency participant was delegated the fourth speaker who was less demanding than the previous role. For this role (fourth speaker), the subject was supposed to rebut the previous remarks mentioned by the opposition first speaker and make a firm response in defending his group's stand. He was able to do so this time. His speech was soft. His posture of not standing straight perhaps affected his speech. The facilitator interrupted him to speak louder. Despite this, he did not have clear pronunciation of some words. Some parts of his reply speech were incomprehensible. His hesitant speech and intonation interfered with the message. His speech had elaborations as he used words like "because" and "example", but since his overall delivery was still poor, it was difficult to decipher his argument:

You said KFC has ... (?)...but I disagree because ... (?)...I KFC. As mentioned by my teammates I agree with todays' motion because KFC has... (?)...but not ... (?) There are many ... (?)... Interesting ... (?)...for example ... (?)... And more...

As expected he did not demonstrate much confidence while delivering his speech. There was an interruption and he used his head gestures which meant "what". An opponent then stated, "POI". His response was not clear. Obviously, it meant, "Deny" for he then hastily continued with his speech:

With that I would like to say KFC ... (?)...

For the oral assessment he was given band E with a score 4/20. His speech lasted for two minutes and twenty six seconds. It was longer than the first attempt.

II. Participant with Intermediate English Proficiency Level in Debate Round 1

For this round, the subject did better in her role as the whip. She could reply the rebuttals and elaborate each argument. She read her prepared speech from the text which was placed on the table.

First, you said, KFC only sells chicken but MCD have beef and fish. I think KFC also have burger, coleslaw and rice sale. [Paused to look at judges].Next, you said, KFC is famous in Malaysia but not in other country. But this is Malaysia, we are in Malaysia now. Next, you said KFC have high cholesterol but MCD burger use the same... [Interruption from judges: accept POI?] Deny.

Despite this, she was dependent on the text; she had a brief eye contact when the judge interrupted her speech for the POI. She refused to accept the POI and continued reading her reply speech.

So in conclusion, I would like to say, we, the Government firmly agree with the motion that KFC is better than MCD.

Overall, her intonation was good and her reading was fluent. There was no hesitation in her speech. Despite the improvement in her language production, the oral assessment she obtained was in the band of D with a score of 12/20.

4.1.3 Debate Round 2: Girls Talk More than Boys

During this round, the subjects remained in the same role; the girl (average proficiency) was the whip – fifth speaker while the boy was the fourth speaker. A feature of this stage is Denying POIs. Details of observation of both subjects are described below:

I. Participant with Low English Proficiency Level in Debate Round 2

This time the subject seemed more confident when he repeated the introduction part of the debate script. Unlike the first two attempts, this time he seemed very composed and his delivery had good pacing when he repeated the lines. He had gestures, good eye contact and was standing erect. His speech was clearer and more persuasive compared to the previous ones:

A very good morning to the chairperson, honorable adjudicators, precise timekeeper, members of the opposition team, my fellow teammates and members of the floor. The motion of today's debate is girls talk more than boys.

Obviously, debating for two rounds and observing and listening to his peers' response had its benefits. He picked out some useful gestures (hand and eye contact), and during the introduction, his speech had better pacing and his pronunciation was clearer. However, after the introduction part, his speech was less clear - he swallowed some of the words used. This was the part where he tried to use his own words to present his arguments and rebuttals:

Girls talk more than boys? We the? government team agree with the motion. Before, before, before I give my point. You said, you said boy brave to talk but I disagree because the? girl is brave to talk ? too. As mentioned by my teammates, I agree with today's motion? Girls? Like a boy. Example at the assembly Sek Men..... girl talk more than boy because girl not shy to talk compared boy. O with that I would like to say again...

Again his intonation affected his message. He then stopped his speech when he received a POI from the opposition group but he was not willing to accept it. Instead of stating the usual short turn "Deny", he kept repeating: *Tak! Tak! Tak!* Then, he looked down at his prepared text, and concluded:

So, we the government would like to say again that we the government agree with the motion that Girl talk more than Boy! TQ.

An interesting observation here is that the subject did not articulate "Deny" when rejecting the POI, Instead, he articulated "Tak! Tak! Tak!" which is actually equivalent to "Not, Not, Not" in English language. This is an example of compensation strategy (Oxford, 1990) where the subject had resorted to his mother tongue to prevent breakdown of communication. Overall, the subject made progress in his speech, particularly at the delivery of his introductory speech and also he ended his speech exclaiming loudly, "Girl talk more than Boy!" For this round, the overall oral assessment he obtained was 7/20.

II. Participant with Intermediate English Proficiency Level in Debate Round 2

For this stage, the participant took the role as the fifth speaker, the whip of the opposition team. Her language command was fairly good as she could defend her rebuttals with elaborations. The production speech was comprehensible and fluent:

First you said, boys are more glamorous than girls but if you go to some universities you can see more girls there. Next, you say boys are leaders, but now girls are leaders too. Next you say boys are more brave than girl but now I think girls are more brave than boy, If you see girls at Sek. Men.... You see girls are more brave because they are not shy. Lastly, you say boys are friendly but girls are friendly too. So, in conclusion, I would like to say girls talk more than boys.

However, at times, she seemed cavalier and less enthusiastic in giving arguments. No POI was given during her time. For this round, the overall oral assessment was fair and the score given was 13/20.

4.1.4 Debate Round 3: Batman Should Remove His Mask

The third stage of debate was supposed to be a humor round. The facilitators often reminded participants that

they were allowed to include funny remarks and opinions as well. However, it was seen that it was not easy for them to inject humor in their speeches. For this round, both subjects were given different roles. The girl (average proficiency) was given the role as the 1st speaker of the opposition while the boy (poor proficiency) was the third speaker of the opposition.

I. Participant with Low English Proficiency Level in Debate Round 3

For this stage, he was given the role of the third speaker of the opposition. He was supposed to rebut the previous remarks made by the government and then present his argument. He delivered his speech by reading his prepared text. He repeated the usual introduction of the debate script. However, when he gave his rebuttal followed by his train of argument, some parts were incomprehensible and vague due to his intonation and pronunciation of certain words.

You said Batman should open his mask but I disagree because? his mask. As mentioned by my teammates, I think? motion Batman? face? he must wear the mask so with that we the opposition disagree with the motion

His delivery was also less effective because he seemed tired. Hence, no remarkable progress was found in his speech and unlike the second round he seemed more reserved in his presentation. For his oral assessment, he obtained a score of 6/20.

II. Participant with Intermediate English Proficiency Level in Debate Round 3

Being the first speaker, the subject (the average student) was supposed to start her speech by giving her rebuttal:

You said Batman should remove his mask but I disagree because maybe if he rescuing people, his friends come to disturbing him.

This is followed by the definition and presentation of arguments:

Before I make my case as to why we agree with the motion, let me define key points. Batman is a man who save people who in danger: First reason why we disagree with the motion is that Batman should not remove his mask to protect his identity because maybe he is handsome or ugly? rescuing people. So...

Before she concluded she was interrupted with a POI. Unlike the previous speech, she was bold as she accepted the POI of the opponent:

I accept [What if Batman's friends can give support to him? TQ.]

She remained uncertain about what was heard. So the opponent responded:

[Do you hear what I say? Do you understand?]

Giggle/laugh [the opponent responded again: What if his friends can give him support instead of disturbing him]

Maybe... the... [Looked down at paper. Long pause and stood quite uncertain how to answer]

After a while, her friend nudged her to continue and complete the text. She then abandoned her attempt to answer the POI and continued with her speech which she ended quickly:

With that, we the opposition do not agree with the motion, batman should remove the mask."

Unlike the previous role, she had ample time to write out her speech while listening to others. Hence, her speech was short. Despite this, after delivering her rebuttal she acknowledged acceptance with a gesture. However, she was lost for words after replying, "maybe... the..." until her friend (next to her) nudged her to proceed with her argument. This was the only time during the debate competition the subject dared to accept the POI and attempted to be spontaneous, and not be dependent reading her prepared speech verbatim. For her oral assessment she obtained the score 13/20.

4.1.5 Debate Round 4: Western Cartoons Are Better than Japanese Cartoons

During this stage, both subjects were observed to gain assertiveness in delivery by incorporating non-verbal strategies. This was the last debate and everyone seemed excited to finish the tournament. This was palpable in the performance of both subjects; they both gave their best. Debate round four ended with the subjects remaining in the same position; the student with poor proficiency was the 4th speaker of the opposition and the student with intermediate proficiency was the 5th speaker or the whip of the opposition team. Details of the observation of both subjects are described accordingly:

I. Participant with Low English Proficiency Level in Debate Round 4

During this stage, as the 4th speaker, the subject was more composed and relaxed. His posture was better (stood straight), he had hand gestures and eye contact in his delivery. He read his text, but sometimes he referred to it while looking up at the audience. Pacing of his speech was good. His voice was louder. He provided examples and further elaboration to support his argument, but some words were not clear. Overall, he was much confident in this round and this was his best performance. For his oral assessment, he obtained a score of 9/20.

You said that Western Cartoon (WC) are not interesting, but I disagree because WC are more? than Japanese Cartoon (JC). For example, tree Max and? You have a unique and interesting project during their holiday. So with that I would like to say again WC are better than Japanese cartoon.

II. Participant with Intermediate English Proficiency Level in Debate Round 4

The subject was also much confident in this round. Her delivery and speech was the best in this competition. She was very confident and delivered her speech with much spirit. She was loud and her voice projection was good. There was good usage of hand gestures for emphasis effect (she hit the table). She read and referred to her text often as she would constantly look up at the audience. Her arguments were better elaborated; for each rebuttal she provided two claims. She also used one rhetorical questioning in her argument. No POI was given during this time. For her oral assessment, she obtained a score of 15/20.

First you said JC are famous but WC are more famous around the world such as Tom and Jerry, for example. If you ask the kid about T & J, kids may be can answer it. Next, you said you can learn the Japanese language by watching the JC but if you watch the WC you can improve your English. People around the world use the English language as the international language. Next, you said Japanese C have more moral, but you did not give the example. How can you say that?

4.2 Participants' Feedback on Debate Activities

The subjects were interviewed twice; once immediately after the debate competition was over and the second time was six months after the competition. During the first interview, the subjects looked uncertain. The interview was brief; as it was obvious that both wanted to leave with the rest of the students. The girl did not say much. The boy kept referring to a piece of paper and repeated the same sentence, "debate is fun and interesting." He did not elaborate more. It was obvious that he was anxious and shy.

Six months after the debate competition, the second interview was conducted. Unlike the first time, both subjects were more composed and relaxed. The boy was still soft spoken, but less shy. Both replied that it was the first time they had debated and the most difficult part was initially the rebuttal. They said that group discussion was very important. They sought help from their peers by listening to their arguments. The discussion they had was in their mother tongue and not in English language. Both stated that they had no problem debating in English. The boy stated that he had difficulty to express the ideas or provide elaborations during the brainstorming session. The debate script provided was helpful. At the end of the interview they were asked if they would take part in debate again. The boy thought for a while and finally responded that he would; however, the girl gave a quick reply: she nodded no.

5. Discussion

This study showed that these two subjects underwent four stages before they finally gained some confidence. In the first two stages, they were uncertain in finding their way to familiarize themselves with the debate discourse. Hence, at these stages, initially both subjects lacked confidence and were reading from their verbatim written text. However, at stages three and four, they were referring to the text rather than reading it as they had internalized the repeated phases of the debate script. The verbatim text they had prepared ensured fluency in their delivery. Replying rebuttals and accepting POIs were two areas these two students found challenging. Collaborative learning and peers interaction were also important scaffolding elements; there was marked improvement in their nonverbal exchanges at later rounds. There were more gestures and eye contact with the opponent. There was also improvement in the content of their speech. They provided examples and some elaborations or explanations in their speeches at each round. Finally, they both were able to deliver their speeches with much confidence by incorporating the nonverbal aspect into their speeches. At the end of the activity, students realized the importance of nonverbal as well as verbal elements in sharing and conveying ideas (Chaney, 1998). As observed in their oral proficiency assessment, enormous improvements were made gradually from the initial mock debate till the final debate which can be seen in the following Figure:

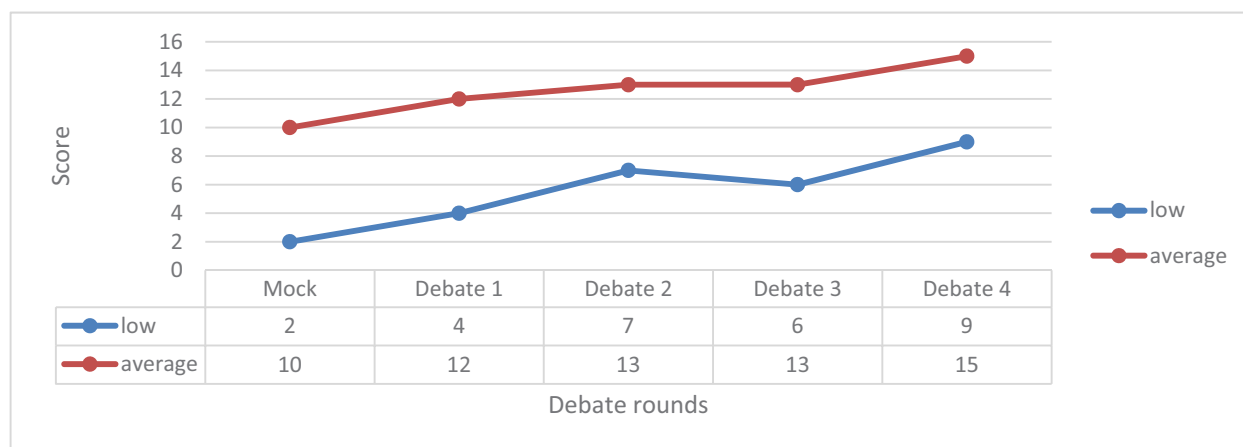


Figure 2. Oral assessment of low and intermediate english proficiency students during debate competition

The study also revealed that, there were two parts of debate which require different skills for these learners including (1) the prepared speech where debaters delivered their drafted written speech; and, (2) the instantaneous speech where debaters had to answer impromptu questions. As observed, the two subjects would only attempt part 1 and avoid part 2. In fact this was also observed with the others. Only the good students would dare to attempt part 2 and they would not take long to answer the questions.

Overall, when debating, the two subjects chose to avoid interaction. Never once was there any attempt to ask questions. That is they would only deliver their prepared speech without any verbal exchanges from the opponent except to give the respond “Deny”. This was probably due to lack of confidence (affective factor) and or limited linguistic resources (cognitive factor). As stated by Goh (2012), speaking involves social, cognitive as well as affective factors. To avoid embarrassing themselves, the participants chose not to get out of their comfort zone; they abstained interaction. During debate both subjects showed a tendency to use compensation (Oxford, 1990) and avoidance strategies (Færch & Kasper, 1983). Although more communicative strategies will be used as learners make more attempts to interact (Tarone, 1980), compensation strategy is one of the preferred strategies over others by the participants (Razi, 2012).

Despite the overall improvement made by both subjects, it was noted that the main challenge the boy faced in his delivery was his personality. He needed to overcome his shyness and improve his articulation (poor pronunciation) which affected his message. This was confirmed with his reaction at the first interview. Despite this, he gave a positive response to debate in six months later. This was the opposite with the girl who would not want to debate even though her debate performance was better. As stated by Goh (2012), speaking involves the interplay of cognitive and affective factors. With debate it is more challenging as it involves not only arguments but the participants need to think fast when replying questions posed during POIs. During the debate, unlike the boy, the girl chose to accept POI once during the competition. However, she could not think on the spot to answer the question posed. This could explain her reluctance to participate. Scaffolding should also be provided to prepare student in replying POIs.

During the interview both agreed that the debate script provided was helpful. The debate script is an example of a spoken text of a discourse which helps the leaners to pick the structure involved in a particular discourse, in this case debate (Burns et al., 1990). Through the debate script, students become aware of the language and this can assist them in greater accuracy (Goh, 2007). As they internalize the phases, they become independent of the script at later rounds. According to Cameron (2001), scaffolding should be given in relation to the needs of the learner and should be adjusted as the learner becomes more competent. The subjects also mentioned the advantages of the discussion or brainstorming session. These are actually communicative and collaborative activities that would help learner to be more engaged while listening to their peers (Goh, 2014; Weimer, 2013). As stated by the subjects even though they did not contribute much, they listened carefully to their friends’ ideas/contributions during the discussions. They believed the more they know about the subject matter the better they are in giving arguments. This was crucial as they had to prepare their script based on the discussion. Thus, students’ content knowledge affects their performance. Lastly, another factor that helped students in developing their oral presentation was the repeated debate activity they had carried out. This is an example of a task-based activity suggested by Skehan (1996).

6. Conclusion and Implication

Although this study was limited to two students, it does contribute to understanding of how students with lower English proficiency level react to debate. This study also showed that debate can be used as a teaching tool and is not limited only to the proficient ESL learners. If sufficient scaffoldings are provided, debate can be a teaching activity for low proficient ESL learners. It allows students to voice their opinion via the prepared speech and/or instantaneous speech when they are ready. To support students to overcome their fear of accepting POIs, teachers need to provide scaffoldings. It is suggested that more time should be allocated to learners during the brainstorming to anticipate opponents' arguments which can help them be mentally prepared. Teachers need to build rapport with students who are shy and encourage them to try to accept POIs. Teachers can do a lot to help students with their articulation. Students need to notice the language particularly the intonation and pronunciation and this is where teachers need to give coaching. Speaking is instantaneous and it is not possible to capture their learning process (Goh, 2014). Thus, the use of recorded videotape can allow learners to notice their speech and be aware of their learning process or weaknesses in their delivery and teachers can use this to help them improve.

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The Extradition, between Iran Rights and International Rights, According to Palermo Convention

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Abstract

Extradition is a process which requires international judicial cooperation and its successful implementation will be the guarantor of justice and prevent impunity and escape the Probable criminals and suspects to countries far away from the crime scene. In the last two centuries globally in many countries have enacted expanded domestic law in the area of extradition to many extradition treaties and international conventions in this field has joined. Palermo Convention, including the most recent documents that contain comprehensive provisions on extradition and numerous countries has come to join in. In Iran in 1960 Legislator comprehensive and modern law in the area of extradition imposed And many international laws in this area has been invoked and respected. So, we gathered to view the article Ferraro circuit analysis on the world of law and the Palermo Convention and international law in the field of extradition elaborated on. The present article deals with these issues on two separate levels.

Keywords: extradition, the regulation of extradition, international law, Palermo Convention

1. Introduction

Judicial Justice Discourse requires that the criminals and violators of the laws be convicted as soon as possible through the criminal proceedings and their criminal judgment will be executed immediately. Prevention from not sentencing the criminals and escape of the criminals from legal punishments will guarantee survival and continuity of the criminal law system and value of the social norms from the viewpoint of the social administrators. Therefore, since the old years, as a person escaped from the place where the crime has been committed, the states would start cooperating and try to cause to return and transfer them to the country which is competent for dealing with the crimes committed by them. As Shambayati H. believed “In fact, extradition of the criminals is a process which indicates international cooperation of the countries to between execute the judicial justice rules. Extradition of criminals is one of the main discussions of the international law and criminal law which has had direct relationship with broad scope of the international rights, duties and powers of the states in order to struggle with the criminals. Therefore, this institution and its successful execution require cooperation of the countries and these countries shall make necessary cooperation in extradition of the criminals without political excuses”.

1.1 Statement of Problem

Some issues such as protection of national power and sovereignty caused different countries to predict restrictions and rules in their laws relating to extradition and to design an instruction for paying attention to request of other countries for restitution. Therefore, these different conditions shall be considered in confrontation with today's international law discourse in attitude toward category of extradition. On this basis, clarification of domain and conditions for objectifying process of extradition of criminals in law of Iran and international regulations of Palermo Commission constitutes the main issue of this research and we will answer such questions based on it.

1.2 Definitions and History

1.2.1 Definition and Meaning of Extradition of Criminals

As Goldouzian (2012) defined “Extradition is the process through which the accused or criminal is extradited from the country to which he has escaped after committing crime and before conviction and punishments. The

state which requests for extradition is called requesting state”, and the state in which the accused resides and is requested for extradition is the called the extraditing state. In case there is special contract for extradition of criminals between the requesting state and requested state, it is compulsory to accept the extradition for the crimes predicted in the treaty and based on other conditions. Mirmohammad Sadeghi (2004) stated “But if there is no special contract between the requesting state and it is optional to accept or reject the request for the crimes beyond the treaty, it will be subject to tendency and will of the country which is requested to extradite or execute the criminal sentence. In latter case, extradition of criminal or execution of sentence will be subject to the presence of mutual relations”. In other words, Sheikhi (2011) declared in legal sense, it means a set of actions which is performed for returning criminal from place of residence to the place where the offence has been committed. “Extradition causes certain execution of the punishment for the offender. Without rule, tradition and conditions of extradition, there will be a gap in execution of punishments because some countries find them unbound to some crimes which are committed in another country and as a result, the guilty foreigners will be safe against punishment due to residence in such countries. On the other hand, extradition of criminals causes the escaped criminal to be judged in court of the country where the crime has been committed and is more competent than any other authority while if it is stipulated that the accused be convicted in place of residence. The courts of another country will not be able to detect the fact and identity of the offender”.

Undoubtedly, Ardebili (2006) believed “interest of the requesting state requires access to the offender who has violated justice of that country. Interest of the country which harbors the offender is that it will be freed of the person who may commit crime in that country. Considering the above cases, one of the goals of punishments is to inhibit and prevent the offender from escaping from punishment and judicial justice requires that the accused escapee in other countries not feel comfortable and safe and in case there is no international cooperation and the criminals can live in another country freely after committing crime and are not prosecuted, the justice will lead to chaos. Therefore, the issue of extradition is raised by feeling such necessity”. Each of the countries enacts some regulations and conditions relating to extradition of the criminals and jurisdiction of the crimes committed by the criminals who are found in their land and accept principle of the criminals by observing principles and rules and principle of national sovereignty. Therefore, extradition of the criminals will result from judicial actions and international cooperation to prevent crime.

1.2.2 Historical Records and Mental Basis of Extradition of Criminals in International Law

As Ziayee Bigdeli (2002) said “In the past, Extradition of criminals is due to political and military crimes and when one of the opponents and rulers escaped from their country to another country for some reasons, their country intended to extradite the escapee but surrendering of the escapee depends on tendency and will of the extraditing state. Extradition more included political and military crimes”. According to the historical precedent, extradition took global and international shape in Europe since century 18 later on by developing the mass media. The first country which prepared law about extradition is Belgium which started this action in 1833.

Goldouzian (2012) stated “The first contract which Iran has concluded regarding extradition is the contract which it has concluded with Afghanistan in 1928 has been invalidated due to expiry of term of the contract. Iran concluded a contract with Turkey in 1937 and then in 1959 and 1966, concluded extradition contracts with Pakistan and France. Finally in 1960, law for extradition of criminals was enacted in Iran as the first comprehensive law in this regard”.

Generally, basis of extradition is mostly on local and national laws or international contracts and treaties or the customary rules of the international law. As a customary rule, As Nourbaha (1997) stated, “the states shall respect for national sovereignty of each other and make cooperation with each other to gain access to violators of the laws and norm breakers. This rule has turned into mental method of extradition process and it has been reflected in local laws of many countries. The dominant explanatory basis which is followed in the said rules and contracts for necessity of extradition of criminals is to help administration of justice and prevention of injustice. In fact, there is belief that regulations for extradition of criminals help administer justice because it should be prosecuted and punished assuming that the accused or convict takes refuge in another country. Therefore, impunity will be prevented”. Since the states require establishment of order for establishment of sovereignty, struggling with crime inside borders of a country is regarded as one of the most important subjects and governments codify laws and regulations for achieving these goals and imposing punishments on criminals and according to principle of territoriality of crime. According to Mohseni (1996) “Although all inhibiting arrangements against criminals are applied for preventing from escaping to other countries and their criminal prosecution, the criminals escape from the country where they have committed crime in different ways after committing crime and before detecting it. The governing body shall prosecute these criminals according to principle of necessity of punishment of criminal based on governmental laws and systems and to protect society

against crime and criminal phenomena.

In this stage of criminal prosecution, application of laws and regulations for extradition of criminals and observance of the related formalities will be required to execute the binding punishments for them after extraditing the criminals by virtue of the judgments issued by the judicial authorities. Performance of this important fact will be subject to necessary means for prosecution and arrest of the criminals in another country and finally extradition of them to soil of the requesting country. On this basis, the first starting point of organizational establishment which can prevent the escapees from taking refuge in all parts of the world emerged in global thoughts and Interpol Commission emerged in 1923. This Commission changed its name into Interpol Organization. Central administrations of Interpol in the member states were also equipped with the recent police, prosecution and care technology and to carefully identify the criminal and criminal victim and control water, air and land borders of the countries under careful supervision of the police officers to prevent escape of the criminals to foreign countries. However, the professional criminals successfully exit from the country by achieving desirable conditions and utilizing their opportunities and hiding their identity. Therefore, it is necessary and undeniable to reinforce strategies of the legal systems in this regard and this clarifies necessity of reinforcing mental fundamentals and logic of the propositions of the extradition process”.

1.2.3 Research Questions

- What is the attitude of the legal system of Iran to the extradition body?
- What are the rules proposed by the Palermo Commission regarding extradition of the criminals?

1.2.4 Hypothesis

The general rules of extradition of the criminals in law of Iran conform to the prevailing regulations of the extradition of criminals in Palermo Commission.

1.2.5 Research Method and Data Collection

This research studies extradition of criminals in law of Iran and international law in analytical and descriptive manner and also its data has been collected through review of legal literature.

2. Review of Literature

2.1 Study of the Rules and Conditions of Extradition in Law of Iran

In the present condition, law of extradition of the criminals enacted in 1960 and the contracts concluded between Iran and other countries constitute legal documents of the extradition body in criminal law system of Iran. According to Article 1 of the criminals extradition law, in case extradition contract is concluded between Iran and foreign states, extradition will be done according to the conditions mentioned in the contract and in case the contract is not concluded or if it is concluded and it doesn't include all necessary points, extradition will be done according to regulations of this law on the condition of mutual transaction. Anyway, the extradition body has different conditions and rules based on type of crime, persons who shall be extradited and the state which requests extradition. Therefore, we analyze and study them separately and in detail.

2.2 Conditions for Extradition Based on Type of Crime

In order to perform extradition process, the committed crime has special descriptions and conditions. In fact, any crime shall not be necessarily extradited but some of the crimes have been excluded from the extradition rules for different reasons. Different conditions which relate to possibility of extradition based on type of crime and its related issues include:

2.2.1 The Committed Crime Is a Dangerous Act Which Deserves Severe Punishment

In fact, request for extradition is not accepted in less important crimes. Brayan (2009) stated “In the past, important crimes were reckoned and defined through the regional or international treaties but it was not possible to continue this trend due to expansion and increase of crimes and was forgotten gradually. Today, instead of these crimes, general rules have emerged for recognition of the instances of the important crimes. For example, it is said that the crimes which have custodial sentence for more than 2 years, the offender will be extradited. Law for extradition of Iranian criminals have followed this trend and they accept extradition regarding the crimes for which the legal punishments last more than 1 year of imprisonment or the criminals have more than 2 month conviction. Therefore, if a crime has punishment below 1 year or below 2 months of imprisonment, the offender will not be extradited”.

In this regard, Article 4 of the law for extradition of criminals has stipulated that request for acceptance or rejection of the extradition of criminals is also possible by observing regulations only in the following crimes:

1- Regarding any action which requires criminal punishment according to the requesting laws.

2- Regarding any action which requires misdemeanor punishment provided that the maximum punishment stipulated in the law is not less than 1 year. For those who have been sentenced, extradition will be possible when term of conviction is more than 2 months of imprisonment. Article 6 also stipulates that in case the requested person commits some crimes, if the maximum punishment which has been stipulated for the committed crimes is not less than 1 year, extradition will be possible though the punishments which have been stipulated for the next crime by virtue of law is less than 1 year of imprisonment and the conviction which is less than 2 months of imprisonment.

2.2.2 Rule of Double Criminality Shall Be Established for the Committed Crime

In this respect, it is said that the criminal act shall be regarded as crime in both countries. Therefore, if the committed crime is not crime in domain of the country where the criminal has taken refuge, the extradition will be cancelled. In this regard, Article 4 of law of extradition stipulates that: in all cases said in this article, extradition will be accepted by Iranian government when the committed act requires criminal or misdemeanor punishments.

2.2.3 Rule of Specificity Shall Be Established for the Committed Crime

It means that the extradited person shall be convicted for the accusation due to which he has been extradited. Therefore, it is impossible to change type and nature of claim and criminal title attributed to the persons to be extradited.

2.2.4 Committed Crime Shall Not Include Criminal and Military Crimes

As a general and customary rule in the field of international law, it is not possible to extradite the criminal for political and military crimes. For this reason, in law regarding extradition of the Iranian criminals, the legislator has cancelled acceptance of the request for extradition in these crimes. It has been stipulated in Article 8 of this law:

In the following cases, extradition will not be accepted.

1- In case the committed crime is one of the political crimes or it is evident from circumstances of the case that extradition has been done for political purposes.

2- In paragraph 4 of the said article, it has been stipulated that in case the committed crime is one of the military crimes, extradition will not be accepted.

3- For the local disputes and wars, extradition will not be accepted unless the actions which have been committed are cruel or contrary to regulations of war. In this case, extradition will be acceptable after end of the local wars.

3. Purpose of the Study

3.1 Investigation of Terms of Extradition

3.1.1 Conditions of Extradition Based on the State Which Requests Extradition

According to a general rule in the international law, as Brayan (2009) declare, the states have predicted special conditions in their local laws for acceptance of request for extradition which are satisfied based on permission and possibility of acceptance of request for extradition. In this regard, the Iranian legislator has referred to different conditions for acceptance of request for extradition in the law for extradition of criminals. The most important conditions are as follows:

1- By virtue of paragraph 1 of article 3 of the law for extradition of criminals, the crime shall be committed by nationals of that state or nationals of another state in domain of the requesting state. In fact, the principle of the territorial jurisdiction shall be applied by the requesting state.

2- By virtue of paragraph 2 of article 3 of the said law, in case the crime has been committed by the nationals of that state out of the domain of the requesting state. This alternative of the Iran extradition law refers to possibility of applying the positive personal jurisdiction through which the states acquire the jurisdiction over the crimes committed by the nationals out of their territorial domain.

3- Another condition, according to paragraph 3 of Article 3, is that the crime committed out of the domain of the requesting state and by a person not among nationals of that state provided that the committed crime damages public interests of the requesting state. This condition refers to the principle of real jurisdiction in the international criminal law through which a crime is committed against the high interests of a country out of the

territory of that country, the said country will; have jurisdiction over the committed crime by applying the principle of jurisdiction. In Article 12 of the law for extradition of criminals, it has been stipulated that in case some states request for rejection due to different crimes, the requested person will be surrendered to the state which has right of priority. Right of priority will be determined considering Article 10 based on importance of crime and place where it has been committed and date of rejection and the obligation of the requesting state to reject the criminal.

3.1.2 Conditions for Extradition Based on the Extradited Persons

According to the general rule, as Ahmadi (2005) said, the states will agree on request for extradition when firstly the criminal is not their national and secondly the committed crime is not included in their jurisdiction by any means. In fact, the first condition of the principle for prevention of extradition of the local nationals is applied and based on this condition; the states will not return the criminal as their national to another country to hear the committed crime. This rule that has been confirmed and emphasized in Articles 3 and 9 of the law for extradition of criminals has been also observed in all contracts of extradition concluded by Iranian government. In fact, the local nationals accused of crime will be subject to criminal regulations of Iran and they will not be extradited when they have committed crime in Iran or have committed crime out of Iran since the rule or principle for prevention of dual conviction will prevent extradition of the accused or convicts as the local nationals to other countries. It is worth noting that, in article 6 of the European Treaty on Extradition of criminals, principle for prevention of extradition of the local nationals has been accepted as a relative and optional rule. Therefore, based on this treaty, according to Robert (2010), “the states are free to extradite their nationals to the place where the crime has been committed if they deem it proper”. On the other hand, in case, the person who has committed crime shall be prosecuted and punished in Iran, request for extradition will not be accepted. Based on Article 8 of law for extradition of criminals, As Ahmadi (2005) stated, “if the criminal who has committed crime in Iran or committed crime against high interests of Iran out of Iran cannot be extradited and Iranian government will be able to hear the crime based on principles such as positive jurisdiction and real jurisdiction”. It is also worth noting that with reliance on Article 7 of Law for Extradition of Criminals, in case the requested person has been prosecuted or convicted for the crime which he has committed, his extradition will not be extradited.

This will be possible if the committed act is barred by limitation or leads to issuance of judgment of acquittal or order of non suit and nolle prosequi for legal reasons. In addition, starting to commit crime is regarded as the crime itself according to regulations of extradition. According to Article 13 of the law for extradition of criminals, if the Iranian government is the addressee of the extradition body, request for extradition will be sent through Ministry of Foreign Affairs to Ministry of Justice. In case Ministry of Justice recognizes extradition according to legal regulations of this law, it will refer the case to the prosecutor's office of the local county where the requested person resides or if the requested person has no known residence place, it will be referred to prosecutor's office of the county of Tehran to take action for arresting him.

4. Discussion

4.1 Study of the Rules and Regulations of the Extradition in Palermo Commission

4.1.1 Rules and Regulations of the Extradition in Palermo Commission

Brayan (2009) defined “**Palermo Commission** enacted in October 2000 is one of the most important documents in the international law for struggling with organized and transnational crimes and different forms of corruption which opened new door to the criminal law in the field of these crimes. In this document, some issues such as extradition of criminals have been dealt with in addition to substantive issues and detailed regulations have been elaborated in this field. In this document, there are spirit and logic of international treaty in which some rules such as international collaboration, obligation to perform international commitments etc. shall be followed. In this regard, treaties for extradition and documents and treaties which contain materials about extradition are of the most important legal basis of extradition in the international law. These treaties bind the parties to treaty to extradite the persons who have committed misdemeanor and crime and are prosecuted to their country in definite cases. Therefore, if one of the states to the treaty refuses to extradite the criminal who shall be extradited without any reason, it will be deemed to behave contrary to the treaty”.

According to Sedigh (2008) “The treaties in international law are regarded as international codified law and are regarded as the fastest and the most reliable sources of international law. Treaties may be concluded between two or more states and the subject is confirmed according to the rules and principles of the international law and sometimes, it creates a new rule in the field of international law. Some of the international treaties which have been directly concluded by the states in the field of extradition of the criminals or are related to the subject are regarded as fundamentals of extradition like the treaties by virtue of which direct surrendering of the criminals or

request for extradition has been predicted by the judicial authorities of the countries. One of the specifications of the treaties for extradition of criminals after being approved by the states is its compulsory nature. It means that the states are free to conclude or not conclude the treaties. However, conclusion of interstate treaties regarding extradition of criminals adds compulsory characteristic to it for the crimes which have been stipulated in the treaty and make extradition compulsory in cases which have been stipulated. Anyway, Palermo Commission is one of the instances of the treaties”, which contain comprehensive and detailed regulations relating to category of the extradition of criminals. Article 16 of this commission relates to extradition of criminals. Palermo Commission in this article has independently dealt with extradition of criminals. But the point here is that most insertions of this article reflect the international customary rules. In fact, this factor is an effective factor in more encouragement of states to join this convention because the customary and international rules which were executed among the states for the said subject since the past have emerged as Palermo Commission. In fact, consultative or compulsory nature of most articles and paragraphs of this convention encourage the states to join it. In Article 16 of Palermo Commission, different rules and regulations have been predicted for extradition of criminals, which are consistent with general spirit of rules of this international document and they can be summarized in the following paragraphs:

- I. Provisions of regulations will be applied for extradition for the crimes under this convention or in case an organized criminal group interferes in committing criminal act inserted in paragraphs A and B of Article 3 i.e. severe crimes and money laundering, corruption and prevention of good administration of justice and committing crime against judicial justice and the person whose extradition is requested is present in domain of the requested member state provided that the crime for which extradition has been requested is punishable.
- II. If request for extradition includes some severe independent crimes some of which are not subject to this article, the requested member state can apply regulations of this article for those crimes.
- III. Each of the crimes for which regulations of this article is applicable will be included in the extraditable crimes in each treaty of extradition among the member states.
- IV. In case a member state makes extradition dependent on a treaty and if it requests another member state with which it has not concluded treaty for extradition of criminals to extradite the criminal, it can regard this convention as a legal basis for extradition for each of the crimes under this article.
- V. The member states which make extradition of criminals dependent on availability of treaty:
 - a) When the document for approval, acceptance, confirmation or addition to the present convention is given, the Secretary General of United Nations is informed if this convention is considered for extradition or not.
 - b) If they don't regard the present convention as a legal basis of cooperation in extradition, they will conclude treaties regarding extradition with other states of the present convention to execute this article.
- VI. The member states who don't make extradition of criminals conditional on the availability of treaty will regard the crimes to which this article is applied as extraditable crimes among them.
- VII. Extradition of the criminals can be regarded by observing the conditions predicted in the local laws of the requested member state or provisions of the treaties for extradition such as minimum punishment condition for extradition and the reasons with which the requested member state can prevent extradition of criminals.
- VIII. The member states considering the local laws will try to accelerate formalities for extradition and simplify the evidence in substantiation of claims for each of the crimes to which this article is applicable.
- IX. A member state will be permitted to extradite its nationals or surrender them in any other way based on its local law if the said person is requested for extradition to pass the issued sentence as a result of trial. In this case, the states will agree on this request conditionally.
- X. Any person who is prosecuted for each of the crimes under this article shall be conducted with fair trial in all stages and can enjoy all rights and guarantees predicted in the local law of the member state in which he has committed crime.
- XI. None of the insertions of this convention shall be interpreted such that the requested state is obliged to extradite the criminal while the said state has justified reasons for no extradition or regard extradition as racial, gender, religious or nationality excuse or subject to tribal and political prejudices and thoughts.
- XII. The member states cannot prevent execution of request for extradition for financial reasons due to costly process of extradition.
- XIII. To provide enough opportunity for the requesting state to mention its views and give evidence and

information for extradition, the requested state will consult with the requesting state at its discretion and before rejection of the request for extradition.

Robert (2010) stated “The above information shows that general rules for extradition of criminals in law of Iran are consistent with most regulations of the extradition of criminals in Palermo Commission. Some cases such as obligation of states to consult before rejection of request for extradition, attention to political, religious, ideological and racial motives which prevents from acceptance of request for extradition and also the regulations regarding necessity of observing rules of fair trial to execute process of extradition of criminals in this convention are among the rules to which the Iranian law for extradition of criminals has not expressly referred and against which it has not taken special position”. Of course, it seems that these foundations emphasized by the Palermo Commission have been covered in other manuals and legal regulations in Iran and one may not mention their absolute termination in scope of the present legal system of Iran. Anyway, there are minimum cases in many regulations including the law for protection of citizenship rights and law for establishment of public and revolutionary courts in criminal cases and they imply attention of Iranian legislator to some issues such as fair trial and its parts and protection of legitimate rights of the accused and convicts in all processes of criminal trial. At the end, as explanatory introduction of the Palermo Commission refers, in case the treaty of extradition of criminals is not concluded among the states and in cases a state has not codified a law for extradition of criminals and the states extradite criminals to reject criminals from other societies who have taken refuge in their countries and also protect internal security considering the international custom and usage, the certain and binding condition in these extraditions is not the reciprocity of the states but the states extradite the refugees to their country. Trechel (2005) believed “Although the criminals or the accused who shall be extradited object to lack of treaty for extradition or failure to observe the regulations of the extradition or their committed crime doesn’t lead to extradition, it should be noted that rules and conditions for extradition for protecting the accused and criminals are not enacted but they are enacted based on international needs and need of human societies and protection of mutual relations of the states”. Therefore, according to Henry (2010) “the accused or criminal cannot object to legitimacy or non-legitimacy of the extradition and these states make decision about extradition of the criminals and accused who took refuge to their country considering international custom and usage because the international custom is a series of rules which have been concluded during centuries and different eras and is regarded as a fundamental documentary source in the international law. For example, international custom in courts of Nuremberg and Tokyo was one of the principles which the judges of these courts applied”.

5. Conclusion and References

5.1 Conclusion

Extradition of criminals is a process which indicates international collaboration of countries to execute rules of judicial justice more carefully. Extradition of the criminals is one of the main issues of international law and criminal law which has direct relationship with broad scope of international rights, duties and powers of the states to struggle against criminals. Therefore, this body and its successful execution requires cooperation of states and these countries shall make necessary cooperation in extradition of criminals without any political and security excuse. The dominant explanatory basis in regional and international rules and contracts which is followed for extradition of criminals is to help administer justice and prevent injustice. In fact, there is belief that regulations for extradition of criminals help administer justice because given that the accused or convict takes refuge to another country, he shall be prosecuted or punished. Therefore, injustice will be prevented. General rules for extradition of criminals in law of Iran are consistent with most of the regulations for extradition of criminals in Palermo Commission. Only some cases such as obligation of states to consult before rejection of request for extradition, attention to political, religious, ideological and racial motives in Palermo Commission which prevent acceptance of request for extradition and also the regulations for observance of the fair trial rules to execute extradition of criminals in this convention are among the rules to which expressly referred and against which it has not taken special position.

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Walking Aids for Older Adults: Review of End-User Needs

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Abstract

Aged population of senior citizens is growing noticeably at different regions in the world. Consequently, there are great numbers of demands for healthcare services. One of the services is assistive walking devices which have important role in mobility, stability, walking, and independency of older adults. Although various type of walking devices are available for older adults, yet fall incidents with severe injuries take place. Therefore, it is critical to analyze fall incidents, find out fall factors, and assess walking devices to minimize fall. This paper mainly focuses on risk factors of fall, considerable role of Information and Communication Technology (ICT) in walking devices, and also analyzes fall incidents with the purpose of understanding how fall incidents take place. This paper assists to have a clear understanding about fall incidents and its associated injuries.

Keywords: assistive walking device, elderly needs assessment, information and communication technology, fall incident, falling factors, analysis of fall incident, assessment of assistive walking device

1. Introduction

Today's world has undergone dramatic changes by advent of ICT. In the recent decades, there have been noticeable developments in technology. The development in technology has paved the ground for scientists and scholars to conduct further research studies with the purpose of ameliorating services in different industries. Medical industry having witnessed substantial improvements in service sectors such as assistive medical robots and assistive services specifically for older adults and disabled. In many regions in the world, population of senior citizen aged sixty years old and above is growing rapidly (Parker & Thorslund, 2007; Pignini et al., 2012); therefore, demand for high-end healthcare centers and medical services such as home-care and nursing service raises noticeably (Alaiad & Zhou, 2014). The increasing demand for healthcare services and centres requires remarkable amount of costs (Alaiad & Zhou, 2014). However, the development in medical sector shifted healthcare from hospitals to elderly's homes. This created a great number of advantages such as a reduction in transportation and admission costs, amelioration in patient autonomy, and a boost in healthcare quality (Bayer, 2010). Over years, healthcare robots have strengthen their positions in human lives especially older adults to fulfill their needs and expectation, ameliorate their life quality, and improve their health condition. Currently, there is great number of assistive medical robots such as remote presence robot, paro-robot, telerobot, skillegent robot, and RIBA utilized widely by elderly and disabled to fulfill specific needs of them (Alaiad & Zhou, 2014).

1.1 Overview and Contribution

Assistive walking devices noticeably ameliorate elderly's autonomy and also they have pivotal role in elderly's daily routine tasks including walking support, stairs climbing, propelling, mobility, and maneuvering. Therefore, it is significant to identify falling reasons and assess senior citizen's needs and expectations from walking devices with the purpose of fulfilling their needs and expectations. The authors of this paper present a review of fall incidents, fall factors, and the important role of ICT in walking devices. They reflect on fall factors and incidents for fall preventions.

1.2 Paper Organization

This paper is organized as follows: Section 2 reviews the remarkable role of assistive services in elderly life and also a series of walking devices. Section 3 primarily focuses on analysis of fall incidents and fall factors. Assessment of assistive walking devices and role of ICT in walking devices are discussed in Section 4. Section 5

concludes the paper and highlighting the importance of the role of consistent exercising programs and development of ICT walking devices for fall prevention purposes.

2. Walking Aids

Amongst assistive services to the elderly and disabled, assistive walking devices providing walking aid have an imperative role in elderly's life. Falling risk factors, functions of walking aid, falling reasons, and elderly's needs assessment are of significant concern to researchers and also designers of walking device. According to a focus group study by Aminzadeh, and Edwards (1998), the vast majority of older adults' participants (aged 65-86) were strongly concerned about falling and its associated consequences such as psychological shock, physical injuries, loss of independency, and death. Summary of walking support aids and the associated features are introduced in Table 1.

Table 1. Summary of walking aids

| Category | Features | Supportive Needs |
|----------------|---|--|
| Cane | <ul style="list-style-type: none"> ▪ Alleviate balance issues and weak legs ▪ Resurrect safety and security feelings to the users ▪ Comprises various designs in accordance with user's needs such as foldable, standard, and quad canes | <ul style="list-style-type: none"> ▪ Compensate disability ▪ Assist mobility, standing, and sitting ▪ Improve independency ▪ Ameliorate stability and confidence in walking |
| Crutch | <ul style="list-style-type: none"> ▪ Ameliorate transferring weight from legs to the body ▪ Includes different designs such as forearm, ergonomic, bariatric, lightweight, specialty, and standard crutch | <ul style="list-style-type: none"> ▪ Enhance supporting weight with legs ▪ Increase independency ▪ Enrich mobility, walking, stability, standing, and sitting |
| Knee Walker | <ul style="list-style-type: none"> ▪ Assists elderly and disabled to endure weight on disabled or injured leg whilst propelling ▪ Maintain different features such as adjustable seat and brake to facilitate propelling | <ul style="list-style-type: none"> ▪ Improve enduring weight on injured or disabled leg ▪ Enhance autonomy ▪ Ameliorate mobility, walking, stability, standing, and sitting |
| Rolling Walker | <ul style="list-style-type: none"> ▪ Provides free movement of user's legs and feet ▪ Includes numerous designs such as standard and foldable rolling walker with useful specifications such as crossbar, adjustable height, reversible brakes, and detachable seat | <ul style="list-style-type: none"> ▪ Maintain greater balance, stability and walking support ▪ Facilitate mobility, maneuvering, walking, standing, sitting, and independency ▪ Fall protection |

2.1 Canes

Canes are produced in various designs to assist not only elderly but also individuals suffering from injuries affecting lower leg namely broken foot or leg, surgeries such as hip or knee joint replacement, and obesity and weight issues. Different designs of cane are created primarily to fulfill and ameliorate certain needs of individuals such as independency, mobility, walking, standing, and sitting (Wilkinson, 1990).

2.2 Crutches

Crutches are created to target not only elderly but also individuals facing short time injuries or suffering from lifetime disabilities. Crutches are made in pairs with the purpose of supporting individuals facing difficulties to transfer their weight from legs to upper part of body. This kind of assistive walking device assists users to ameliorate stability, mobility, walking, sitting, standing, and autonomy (Joyce & Kirby, 1991).

2.3 Knee Walkers

Knee walker is also referred as platform walker or knee scooter providing walking aid to older adults and

disabled to propel themselves by one leg, whilst the other leg rests on provided platform. Knee assistive walkers are created with the purpose of assisting individuals facing difficulties to tolerate weight on an eternally disabled leg or a short-time hurt leg. Wheeled walking device is a substitute to crutches, canes, and standard walker. This type of walking aid is empowered with noticeable number of features such as adjustable seat and brake (Anderson, 2011). The following table represents a series of walking aids for disabled and older adults.

2.4 Rolling Walkers

Rolling walker is a common type of walking aid and also called wheeled walker, walkers with wheel, or rollator. This compact walking aid is empowered with useful specifications namely three (3) or four (4) large wheels for decreasing friction, high crossbar for easier walking comfort, reversible brakes, handle, attachable bag, and modifiable height for better stability to assists elderly and handicap to move conveniently (Van't Schip, 2004).

3. Fall in Older Adults

Fall refers to an event which an individual or a patient is observed or not observed on the floor or an inadvertently lowering of an individual or a patient on the floor by a third party (Kalisch et al., 2012; Johnson et al., 2011). Over the last twenty years, falls and its related injuries amongst senior citizens are identified as a significant and costly public health issue (Hill & Wee, 2012; Kalisch et al., 2012; Al-Aama, 2011). It is stated that one elderly amongst three of them with the age of sixty-five years old and above falls annually which results in severe injuries requiring treatment in hospitals (Ambrose et al., 2013; Callisaya et al., 2011; Hill & Wee, 2012; Coussement et al., 2008). Albeit there have been noticeable improvements in fall prevention, yet fall incidents causing mortality and morbidity consequences have not diminished. Escalation in number of falling cases not only results in injuries but also raises costs related to hospitalization (Cameron et al., 2010; Gillespie et al., 2010; Ambrose et al., 2013; Hill & Wee, 2012). Falling injury was ranked number fifth as a factor causing mortality especially in group range sixty-five (65) and above (Ambrose et al., 2013); therefore, numerous research studies are conducted by scholars to analyze fall incidents.

3.1 Analysis of Fall Incidents

Johnson et al. (2010) analyzed fall incidents in hospitals. They indicated that a vast majority of fall incidents (77%) were not observed and caused minor injuries namely soft tissue injuries, lacerations, and bruises. The result of their research work reveals that falling cases took place mostly during two periods 9am - 12am and 1pm - 5pm. Moreover, it was discovered that elderly underwent falling cases happened surrounding their bed areas especially when they are transferred to and from beds and also inside washrooms during standing up. In addition, it was learned from this study that although elderly are novice in use of assistive walking devices yet they refuse to seek help from care givers or nurses. The recommended solutions for fall prevention during use of walking devices are educating older adults and use of an early alerting system. Table 2 presents a summary of this conducted research.

Table 2. Summary of Johnson et al. (2010) research work

| Fall Incidents | |
|-----------------------|--|
| Fall common periods | 9 a.m. – 12a.m. and 1 p.m. – 5 p.m. |
| Fall common location | <ul style="list-style-type: none"> ▪ Beds surrounding area ▪ Inside bathrooms and toilets |
| Reasons | <ul style="list-style-type: none"> ▪ Dearth of knowledge in terms of use of walking devices ▪ Refusing to ask help from nurses and care givers |
| Recommendations | <ul style="list-style-type: none"> ▪ Provision of adequate education for use of walking device ▪ Utilization of alerting system |

3.2 Falling Risk Factors

There are critical consequences of fall incidents including: fatal and nonfatal injuries, growth in use of healthcare, functional disabilities, untimely institutionalization, loss of confidence, social withdrawal, rise in dependency, and self-imposed limitations (Centers for Disease Control and Prevention, 2016; Tinetti & Powell, 1993). Various studies have been conducted to identify falling risk factors with the purpose of diminishing fall incidents and severe injuries. Fall risk factors can be categorized mainly into five categories: demographic, illness,

physical impairment, living environment, and medication (Drootin et al., 2011; Sartini et al., 2010; Axer et al., 2010; Inattiniemi et al., 2009).

3.2.1 Demographic

This category consists of gender, age, and race of older adults. Increase in age results in changes in both pathologic and physiologic paving the ground for falling and injuries (Ambrose et al., 2013). It is stated that women suffer 58% more from falling nonfatal injuries as compared to men (Dunlop et al., 2002). In contrast, it is reported that death rate as a consequence of falling in men is 46% more than women. In terms of race, number of white elderly women passing away by virtue of falling is 2.5 times more than black women (Ambrose et al., 2013). Those studies support that demographic factors have significant role in falling and fatal and nonfatal varies in accordance with gender, age, and race.

3.2.2 Illness

In accordance with conducted previous studies elderly suffering from disease such as cardiovascular, hypertension, atrial fibrillation, and orthostatic are more in risk of falling and its injuries. These illnesses have noticeable effect on elderly balance; therefore, growing fall incidents (Hausdorff et al., 2003; Sanders et al., 2012; Gangavati et al., 2011; Freeman et al., 2011).

3.2.3 Physical Impairment

Visual and balance impairments are identified as one the effective factors in fall incidents. It is reported that poor balance management, impoverished eyesight, and obstacle prevention ability give way to misestimating of distance and misapprehension of spatial information resulting in misjudgment of depth (Klein et al., 2003). It is substantial to estimate spatial distances accurately in order to walk safely. In addition to depth misestimating, impoverished contrast sensitivity is another significant factor in fall incidents (Patino et al., 2010; Salonen & Kivelä, 2012). It is stated that actions such as bifocal and multi-focal spectacles replacement (Johnson et al., 2007; Lord et al., 2002) as well as cataract operation diminish fall incidents (Harwood et al., 2005; Hodge et al., 2007). Increase in senior citizens age weakens muscle strength and body flexibility as well as reduces height and step lengths which lead to difficulty in balance control (Deandrea et al., 2010; Jensen et al., 2001).

3.2.4 Living Environment

Living environment is known as one of the factor contributing in fall incidents. Take this as a prime example, environment with poor lighting and unnecessary items such as loos rug lead fall incidents for elderly with visual impairment (Menz et al., 2006). For this reason, it is substantial to assess home hazard with the purpose of reducing fall incidents (Gillespie et al., 2003). Moreover, another risky falling factor is walking footwear namely socks, slippers, and shoes with heels. It is found that footwear affects postural stability. In accordance with previous studies, walking with slippers, socks, or shoes with heels grows number of fall incidents (Menz et al., 2006; Koepsell et al., 2004; Menant et al., 2008).

3.2.5 Medication

It is found in a great number of conducted research studies that elderly who are under medication of specific illness such as diabetes, psychotropic, ant-epileptics, and cardiovascular are far more in danger of fall incidents in virtue of medicine effects (Woolcott et al., 2009; Hartikainen et al., 2007; Berlie & Garwood, 2010; Hegeman et al., 2009; Kelly et al., 2003; Ensrud et al., 2002).

3.3 Recommendations

It is obvious that there are a great number of risk factors associated to fall incidents. Albeit a noticeable number of assistive walking devices are designed for older adults to diminish falling and related injuries yet elderly witness fall incidents. For this reasons, in accordance with previous studies, it is recommended to embed frequent activities in elderly's routine life. For instance, hundred-fifty (150) minutes aerobic physical exercise weekly, twice a week muscle strengthening exercise, and balance training minimum three (3) day a week (Moyer, 2012). Moreover, it is reported that frequent physical therapy and supplementary medicine such as vitamin D and calcium alleviate fall incidents (Dite & Temple, 2002). In addition, there are effective intervention actions which can be taken to ameliorate older adults' situations. These actions are: considering footwear and foot issues, modification in home environment, reduction in psychoactive medication, management of postural hypotension, and surgeries such as cataract to ameliorate eyesight (Ambrose et al., 2013). It is learned from the other studies that falling awareness, precaution approaches, self-management approach consisting empowering elderly, improvement of problem solving skills, and action planning have pivotal role in fall prevention (Pohl, 2015). Besides, educating senior citizens in both fields of fall prevention and how to use assistive walking devices is

considerably effective in fall prevention (Drootin, 2011). We summarized the falling factors and recommended solutions in Table 3.

Table 3. Summary of falling factors and recommended solutions

| Falling Factors | Proposed solutions |
|---|--|
| <ul style="list-style-type: none"> ▪ Demographic ▪ Illness ▪ Physical impairment ▪ Living environment ▪ Medication | <ul style="list-style-type: none"> ▪ Weekly muscle strengthening and aerobic physical exercise ▪ Balance training ▪ Physical therapy ▪ Supplementary medicine; Vitamin D and Calcium ▪ Taking effective interventions such as considering footwear and foot issues, modification in home environment, reduction in psychoactive medication, management of postural hypotension, and cataract surgeries ▪ Increasing awareness of fall prevention factors <p>Educating older adults</p> |

4. Assessment of Assistive Walking Device

Wheeled walkers (WW) have appealed a noticeable number of senior citizens; therefore, they are utilized widely by them. Albeit wheeled walker have compensated older adults’ difficulties in moving yet in accordance with conducted research work, wheeled walkers can be ameliorated to facilitate moving and fulfill elderly’s needs (Lindemann et al., 2016). Wheeled walkers are utilized primarily to fulfill elderly’s needs of balance control and mobility (Bateni & Bateni, 2005; Salminen et al., 2009) and also decreasing fall incidents (Graafmans et al., 2003). It is stated that fall incidents whilst using wheeled walker lead acute injuries (Van Riel et al., 2014). Based on the previous studies, it is found that elderly suffering from disease namely Parkinson refuse to utilize wheeled walkers (Bryant et al., 2012).

According to a conduct research study by Lindemann and his team members (2016), there are a noticeable number of problems during use of wheeled walkers triggering fall incidents. These problems are walking on uneven surface, walking backward, uphill, and downhill, facing obstacle during walking namely stairs in public transportation, carrying an object when facing an obstacle. Based on their findings, vast majority of older adults responded that it is challenging to maintain balance and open a door which is in opposite direction of their wheeled walker. This situation impoverished when an elderly carries an object whilst walking through a door. Therefore, older adults found it easier to walk without a wheeled walker when passing or opening a door. In order to solve this problem, it is recommended to take steps backward with walking device whilst opening the door. On the other hand, this recommendation is rejected because solely the front wheels of wheeled walker are powered with 360 degree navigation, whilst the navigation of back wheels is limited. The other recommended solution is intelligent considering obstacle preventing, navigation equipment, and powered impulsion (Rentschler, 2013). Using intelligent walkers is recommended to overcome the limitation of wheeled-walking devices (see Table 4).

Table 4. Summary of falling factors and recommended solutions

| | |
|---|--|
| Problems associated with wheeled walking devices | <ul style="list-style-type: none"> ▪ Walking on uneven surface ▪ Walking backward, uphill, and downhill ▪ Facing obstacle during moving ▪ Carrying an object when facing an obstacle |
| Solution | <ul style="list-style-type: none"> ▪ Intelligent walkers |

4.1 Role of Information and Communication Technology in Walking Devices

Over the recent decades, Information and Communication Technology (ICT) has been embedded into assistive

walking devices with the purpose of fall detection and prevention as well as alarm system in case of fall incident (Hawley-Hague et al., 2014). Advent of ICT in the field of walking devices leads to greater fall monitoring and also alerting system for informing caretakers or medical professionals (Brownsell & Hawley, 2004). ICT plays imperative and effective role in diminishing waiting time for both lying down on the surface and receiving assistance when a fall incident takes place (Hawley-Hague et al., 2014). It is learned from a noticeable number of research studies that activity programs play substantial role in fall prevention ((Sherrington et al., 2011; Gillespie et al., 2012). Consequently, ICT is utilized widely in balance control and muscle strengthening training programs for senior citizens with aim of fall prevention. The prime examples of the mentioned training programs are kinect and wii-fit (Miller et al., 2012; Williams et al., 2010). The noticeable advantage of ICT utilization in training programs is cost and time saving since the training service can be expanded to older adults' homes. Despite of great advantages, the main problem of ICT is adoption and utilization of ICT walking devices by senior citizen (Demiris & Hensel, 2008). A noticeable number of research studies were conducted to assess older adults' needs and preferences from ICT walking devices for fall prevention purposes at home. In the following, two main types of ICT devices for fall prevention purposes are assessed based on older adults' perspectives.

4.2 Home Automation System

This wearable device is attached to the body through neoprene belt and transparent film. The device is featured with video monitoring function to detect fall incidents (Mihailidis et al., 2008; Mathie et al., 2004). It is learned that vast majority of older adults are concern about their privacy; therefore, they prefer to have blurred images when they at private places of the house namely bedroom. On the other hand, it is acceptable to have clear images when they are at places namely living room (Londei et al., 2009; Mihailidis et al., 2008). It is found that senior citizens decline to fancy visual surveillance or cameras (Steele et al., 2009). The older adults prefer to have full control over functions of the device (Londei et al., 2009; Heinbüchner et al., 2010; Blythe, 2005). For instance, elderly prefer to cancel false alarm by themselves. Surprisingly, it is obtained that one the primary reasons that elderly decline to use ICT device is disability to switch off the device alarm (Van Hoof et al., 2011; Londei et al., 2009; Chou et al., 2012; Horton, 2008). It is learned also that a great number of elderly are concern about the cost and maintenance fees of the device; therefore, this is one of the factors that they decline to utilize ICT devices (Mihailidis et al., 2008; Steele et al., 2009; Demiris et al., 2004; Dorsten et al., 2009). In accordance with Heinbüchner et al. (2010) research work, it is found that older adults faced difficulties to wear the device. In addition, it is discovered that elderly prefer small assistance button, better set of transmitter, considerable comfort, greater long-lasting, ease of technology utilization, and greater adaption (Heinbüchner et al., 2010). In another needs assessment study by Holzinger et al. (2010), it is discovered that senior citizens fancy unobtrusive and light devices designed in various colors. Moreover, findings of this study indicate that older adults faced difficulties to use the device button and to read the grey color text with same color background. In addition, wrist devices are more favorable as compared to the other devices in virtue of facing difficulties in wearing (Holzinger et al., 2010). Apart from older adults' needs and preferences from home automation system, research work of Brownsell et al., 2004 shows that older adults feel more secure and autonomy to take risk whilst using ICT devices.

4.3 Portable Computers and Communication System

As opposed to home automation system, both portable computers and communication devices are not wearable and can be easily move in the environment (Silveira et al., 2013; Wu & Hensel, 2008). Research work of both Silveira et al. (2013) and Wu & Hensel (2008) represent that older adults found portable devices such as ipad and teleconferencing greatly convenient for carrying out activities. Moreover, in virtue of high level of satisfaction, elderly noticeably recommended portable devices specifically iPad to their members of family and friends. The iPad application namely Active Lifestyle successfully appealed a great number of older adults to carry out exercise. Besides, older adults responded that it is easy to utilize the technology. It is reported that social motivation has a dramatic role in appealing elderly to carry out activities especially by comparing progress with each other. Social motivation paved the ground for older adults to feel supported, whilst sharing opinion, experience, and concern.

5. Conclusion

All in all, in accordance with various conducted research studies, it is obvious that fall incidents are of a substantial concern to older adults, caregivers, members of family, medical professionals, and even designers of assistive walking devices. It can be learned from the past studies that some of fall factors are inevitable. One of the inevitable factors is age resulting in reduction in mobility, stability, and muscle strengths. Therefore, it is pivotal for senior citizens to carry out consistent weekly exercise to compensate small portion of their weakness.

Moreover, although assistive walking device facilitate movement and diminish risk of fall, yet there is gap for improvement to fulfill elderly needs and preferences. In conclusion, it is evident that both development of walking devices and elderly's weekly base exercise are in line with each other. Therefore, both of them have imperative role in reducing fall incidents and associated injuries as well as improving life quality of older adults.

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Research on Social Security for Migrant Workers in China

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Abstract

The 1997 Asian Financial Crisis brought disaster to south-eastern Asian countries. It also shocked China's social security system. In order to build a consummate social security system, China has undergone continual reform and has achieved sound results. This article analyzes the social security for migrant workers in China, points out that there are concept reasons for the lack of labor rights and social security for the current migrant workers.

Keywords: migrant workers, social security, China

1. Introduction

China's comparative advantage in its labor force is one of the main factors contributing to the country's rapid economic development. This advantage, to a great extent, depends on the large-scale shift of rural labor to non-farming sectors (Jing, 2011). But the huge migration of migrant workers has new characteristics such as high degree of concentration, the bad order, low level of collective action, marginality in social status, unfair treatment, the new return trend of rural migrants, and difficult integration of the new generation, which causes 'urban diseases' in China.

Migrant workers are a large labor force springing up after the reform and opening up in China and have contributed a lot to China's economic development. However, compared with the contribution, they are still in a vulnerable position in many fields like education employment, government management, market access and social security.

Over six decades ago, when the People's Republic of China had just been founded, it followed the economic model of the Soviet Union, featuring public ownership with no space for private enterprise to develop. This meant that if you were employed, then you were employed in a state-owned or collectively owned enterprise that took responsibility for everything in the life of their employees from housing and medical care to pensions. However, this meant the rural residents, which made up the majority of the Chinese population, and unemployed urban residents were excluded from the social security system.

After reform and opening-up began, China's economy has made much headway, with a more and more vibrant private economy creating half the country's wealth. By the end of 2015, there were 9.98 million private entrepreneurs and over 243 million employees in the private sector. Under the old social security system, the number of people that couldn't enjoy the benefits provided only in state-owned enterprises was growing. That gave the impetus for reform.

In China, "social security fund" can be defined in a broad or a narrow manner. Broadly speaking, it consists of three parts: The first is the five contributory funds of the basic social insurance system, which we often call the first pillar, including the aged, health, unemployment, work injury and maternity insurance. The second is the voluntary contribution fund, which is referred to as the second pillar, including the funds of supplementary corporate pension plans and health insurance plans. The third is the National Social Security Fund (NSSF), which is controlled by the State Council, the asset value of which has now amounted to nearly RMB300bn. Because this fund is directly affiliated to the State Council, it has a set of specially designed funding rules and investment regime. It is a strategic reserve, in a closed operating way with no obligation of payment at present. It adopts a market investment mechanism, which only faces market risk and operational risk (Li, 1996).

2. Theoretical Researches

Zheng Gongcheng emphasizes the appeal and misunderstanding of recognition. Based on the traditional

management of planned economy and the interest of urban dwellers, the government regards migrant workers as destabilizing factors and the prescribed policies mainly focus on domination, restriction and prevention. This negative political orientation will not only do harm to the organic integration of migrant workers and the urbanization as well as industrialization in China but also lead to the marginalization of migrant workers. There are possibilities in the personal risks of migrant workers transforming into social risks. 5 kinds of ideological misunderstandings on recognition exist in acknowledging the authenticity, distinctiveness and social security appeal. Firstly, migrant workers are equated farmers simply and unrealistically. Secondly, land function of life guarantee is overestimated and the countryside is taken as the impounding reservoir of transferring the economic crisis. Thirdly, the corresponding social security system has been rejected on the pretext of no governmental promise to rural residents. Fourthly, financial shortage is overemphasized and the costs of establishing social security system of migrant workers are overestimated. Lastly, the increasing demand of social security of migrant workers and the diversification of security demand are ignored (Zheng, 2001).

Zhang Yuanyuan conducted the theoretical establishment based on utility maximization theory, operating theory of guaranteed enterprises and promoting production development. The first is utility maximization theory of social security under the constrained circumstance of fixed resources. Since the current supplier of social security resources is the government, social security resources are limited with low utility. Social security system is a kind of social system providing basic living guarantee through state legislation when citizens are difficult in surviving because of old age, permanent disability, unemployment and some other factors. The second is operating theory of the guaranteed enterprises. The funds of China's social security are mainly collected from national finance inclining to the town and neglecting the countryside, which leads to the low standard of social security of migrant workers. With social development and economic transformation, the original system must be reformed. And migrant workers' knowledge and skills should be improved through educational training so as to strengthen their competitive forces. The third is theory of promoting productivity. Social security is, in essence, a kind of redistribution, achieving rapid development of productivity force under the modern rule of law of equity and justice. Migrant workers' risks of going out can be reduced through establishing social security system of migrant workers. And employment opportunities can be increased and idle human resources reduced by improving the skills of migrant workers, promoting the development of social productivity (Zhang, 2009).

Ren Lixin made relatively systematic researches on the related policies of social security system of migrant workers. The coexistence and confusion of various models of rural worker social security system, implementing effect of unreasonable policies and the presentation of obviously impaired rights of rural worker social security are discussed. And the underlying causes of this kind of situation are the policy defects of establishing social security system of migrant workers. Discussion is conducted from the 3 aspects of policy vacancy, policy conflicts and policy orientation deviating from policy targets. The defects in social security system of migrant workers have caused intense conflicts of interest among all subjects which manifests in the interest conflict between the construction of social security system of migrant workers and the enterprises as well as local government. And this is the direct cause of great difficulties in establishing the social security system of migrant workers under the performance evaluation system. The policy defect of "low insurance coverage rate of migrant workers, low social security treatment and high surrender rate of migrant workers" is mainly because the national unified specific policies and regulations with operability have not been built and the projects as well as modes of social security are not pertinent and cannot meet various social security of migrant workers. Another reason of delayed policy outcomes of rural worker social security is that policy orientation deviates from the planned policy targets (Ren, 2009).

Quite a number of scholars summarized the obstacles to social security system of migrant workers as follows. Firstly, under the current administrative management, there is industry admission discrimination in migrant workers' employment, such as the industry permission restriction in Beijing. Secondly, migrant workers are treated with discrimination in daily life, such as the system of detention and repatriation. Thirdly, there are obvious systematic barriers in education after graduating from high school though compulsory education has been opened in the inflow place of migrant workers. The cause is the defects in social security system of migrant workers which is mainly reflected in relatively high security constraint, overlong duration, prevalent surrender of migrant workers, social security funds of migrant workers being the "cashier dispenser" of social security funds, inflexibility in the present migrant worker social security system, difficulties in meeting various insurance requirements at different levels of migrant workers, relatively low standards of social security and inadequate covering motivation of migrant workers caused by difficulties in transferring social insurance.

3. Migrant Workers

Migrant workers, meaning those who used to be farmers but have left rural areas and found jobs in cities as a

result of economic reform and rapid development in China. In the process of China's modernization, China today has a new class - the farmer workers. "Migrant workers" mainly refers to the people who have the identities of the farmers and have contracted land but mainly engage in non-agricultural industries with wages as the main source of income.

The issue of new generation migrant workers concerns the overall situation of China's economy and society, and influences social progress and harmony. Besides, it is strategic mission of building characteristic socialist society and plays a significant role in stabilizing overall situations of reform and development and promoting urbanization, industrialization and modernization. Nevertheless, due to limitation of regional, social and economic conditions, new generation migrant workers are still faced with many difficulties in integration into urban life and transformation of ideas.

With the accelerating of industrialization and urbanization, land has been expropriated. More and more land has become non-agricultural construction, so that many farmers lost most or all of the land, then the number of land-lost farmers has increased dramatically. Related survey data showing, the number of land-lost farmers has more than 50 million people in 2014, which is expected to be more than 100 million people in 2020 (Duan, 2011). The emergence of so many farmers, deviated from the purpose of industrialization and urbanization development. Social security problem of land-lost farmers has received extensive attention of the society. If the Chinese land-lost farmers' social security problem can get reasonable solution, which relations with China's social stability and economic development. Therefore, how to reasonably solve the land-lost farmers' social security problem properly not only become an urgent problem, but also become a topic of common concern to society. Land-lost farmers' social security problem has affected the normal operation of the economy in our country, and hindered the construction of well-off society and harmonious society. So, taking positive measures to deal with the land-lost farmers' social security problems has very important practical significance in China's social development.

States prove, transfer surplus rural labor to cities and towns was produced along with industrialization and urbanization, widespread, and is generated by groups of migrant workers based on binary household registration system in China under the system of social management of special groups. All along the edges of migrant workers living in cities to become second-class citizens of the city, not only in the employment and life wide discrimination and on social rights is also missing, the most important is the lack of the right to social security. Employed in the town for the city's prosperity and economic development for their hard work, added city jobs vacant and become indispensable to urban construction and development of labor force, however, with the urban workers enjoy the same social security, this is not only a manifestation of social injustice, this way will impede the development of the economy, even threatening social stability. Thus the farmer worker social security is a matter of should and must be heeded.

At this stage in China's rapid economic development at the same time, China began to focus on people on social security, on how to perfect China's social security system, how to let people share the fruits of economic development to become one of the major goals of China's future development. And a settlement of the problem of peasant workers' social security was indispensable to the construction of China's social security system and whole steps. But at this stage, the situation of rising labor costs in China, the deficiency of peasant workers' social security increased the cost of migrant farm laborers, working partly peasants' resistance, increasing shortages of migrant workers has become one of the important reasons.

4. Social Security

After three decades of reform and opening up, China made remarkable achievements. But, with the deepening of reform, China is also faced with unprecedented difficulties and challenges (Liang, 2005). The differences between incomes are increasing. The Gini coefficient remains high level. Owing to the international financial crisis, the trade friction and unemployment rate are growing, and the domestic demand is withering (Niu, 2007). These issues will hinder the further development of Chinese economy. The reform of China will be full of risk. The biggest problem of Chinese economy is insufficient domestic demand. The reason is inadequate development of Social Security system. The reform and Chinese people need social security, while the current Social Security system of China can't meet these needs. China should strengthen and improve its Social Security system. With 30 years rapid developing, China is able to develop her Social Security system. In fact, Social Security is a redistribution system of social wealth. Justice is its basic requirement. It's focusing on dealing with the social risks which are faced by low-income people.

With 100 years of developing, modern Social Security system has become an indispensable social system in the world. There is no difference in socialistic countries or in capitalistic countries. It is an important symbol of the

contemporary development of civilization and social progress.

Owing to long history of developing, modern social security system has a lot of experiences and lessons. These can help China to promote its Social Security system. Without sufficient treasure, China can't afford the high level Social Security system that like Nordic welfare state model. Because of the absence of mutual aid and prevalent, China also can't choose the model of Chile and Singapore. In addition, Chile and Singapore have smaller economy and population than that of China. It's not proper to compare the Social Security system between China and these two countries. Given the issues of land area, economy and population, only the United States is close to China. In addition, American social security has lower level than that of Europe developed countries. The model of social security system of USA is more suitable for China. In 1935 the U.S. promulgated "Social Security Act". Then the U.S. established Social Security system throughout the country. After more than 70 years of development, the Social Security system of the U.S. made remarkable achievements and acquired a lot successful experiences and frustrated lessons.

5. The Existing State of Social Security for Migrant Workers in China and Reason Analysis

5.1 The Existing State of Social Security for Migrant Workers

5.1.1 Lack of Labor Rights

The problem of migrant workers is a special phenomenon which is accompanied by China's economic development and social transformation. Due to the acceleration of modernization, urbanization and the changes in rural production mode, a large number of rural surplus labor surged into cities to participate in jobs such as construction and urban services, of course which are in non-agricultural works. But the changes of migrant workers' life and the nature of their work do not change their status as farmers.

At present, China's urbanization is in a low degree, and land urbanization surpasses population urbanization. This is the result of government's policy and responsibility delay as well as urbanization development deficiency and rural labor's quality limitation, among which urban-rural binary is the most obvious factor. Urban-rural segmentation and urban-oriented binary system not only violate economical laws and enlarge the differences in rural worker labors and city-countryside, but also intensify the binary economic and social system, hinder the process of urbanization and might finally result in the failure of industrialization. Thus social security system brought by the binary system become the major obstacle collection for the transfer of rural worker labors.

5.1.2 Lack of Social Security

Internationally, the social security system resulted from industrialization. There have been over 130years history since the first social security schemes had been initiated in Germany in 1883. Recently, there are more than 100 counties and regions having established social security systems. In 1952, the International Labor Organization (ILO) defined the main benefit coverage of the social security system should include the following aspects: medical care, sickness benefits, unemployment benefits, pension, employee injury benefits, family allowances, maternity benefits, disability benefits, survivor benefits, etc. ILO also gave the required minimum standards of each scheme. Generally, a social security system should include social insurance schemes, social reliefs, and social welfare schemes. In modern market economy, a social security system is functioning as helping its citizens get out of crisis, providing the basic living needs, and protecting social fairness and justice. In China, with the growing population of migrant workers, problems about them, including social security of them have become more and more important. The number of migrant workers covered by the pension security has increased steadily over the five years ago but still only stands at about 322 million (see Table 1).

Table 1. Social security coverage in China (millions)

| Year | Pension | | Medical insurance | | Unemployment insurance | | Work-related injury insurance | |
|------|---------|-----------------|-------------------|-----------------|------------------------|-----------------|-------------------------------|-----------------|
| | Total | migrant workers | Total | migrant workers | Total | migrant workers | Total | migrant workers |
| 2010 | 208.91 | 24.16 | 318.22 | 42.66 | 124.00 | 15.49 | 137.87 | 49.42 |
| 2011 | 235.50 | 26.47 | 401.47 | 43.35 | 127.15 | 16.43 | 148.96 | 55.87 |
| 2012 | 257.07 | 32.84 | 432.63 | 45.83 | 133.76 | 19.90 | 161.61 | 63.00 |
| 2013 | 283.91 | 41.40 | 473.43 | 46.41 | 143.17 | 23.91 | 176.96 | 68.28 |
| 2014 | 304.27 | 45.43 | 536.41 | 49.96 | 152.25 | 27.02 | 190.10 | 71.79 |
| 2015 | 322.18 | 48.95 | 570.73 | 50.18 | 164.17 | 37.40 | 199.17 | 72.63 |

Source: China National Statistical Yearbook and MOHRSS

The annual survey of migrant workers by the Ministry of Human Resources and Social Security (MOHRSS) found that in 2015, only 16.4 percent of the migrant worker employed had a pension and 18.2% had medical insurance (see Table 2).

Table 2. Percentage of rural migrant workers with social insurance coverage (2009-2015)

| Social security | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|-------------------------------|------|------|------|------|------|------|------|
| Pension | 7.8 | 9.6 | 13.8 | 14.4 | 15.8 | 15.8 | 16.4 |
| Work-related injury insurance | 22.1 | 24.3 | 23.5 | 23.9 | 28.5 | 28.6 | 29.7 |
| Medical insurance | 12.1 | 14.2 | 16.6 | 16.8 | 17.5 | 17.7 | 18.2 |
| Unemployment insurance | 3.8 | 4.8 | 8.2 | 8.3 | 9.2 | 9.2 | 9.8 |
| Maternity insurance | 2.3 | 2.8 | 5.7 | 6.2 | 6.5 | 6.5 | 7.1 |

Source: The Ministry of Human Resources and Social Security (MOHRSS) of the People's Republic of China

Since 1980s, with opening-up and reforming policies as well as industrialization, urbanization, a large group of migrant workers appeared and becomes a major component of the industrial workers. Relatively, the migrant workers are faced with greater social and economic risks, their demand for social security is more urgent. However, in the existing Dual urban-rural social security system with regional separation, the migrant's social security is in a vacuum zones, neither belongs to the urban social security system nor to that of the rural areas. Being covered or being excluded. It is in a dilemma. In recent years, with more focus of government policies, the migrant worker's social security system reform has made some progress, but still there are many confronted problems.

5.2 Analysis of the Reasons for Lagged Social Security for Migrant Workers

5.2.1 The Fundamental Reason

The original social security model is broken, but new protection mechanism has not yet been established. The original security model mainly refers to land protection and family protection. With the rapid growth of the rural population and tense relationship between the people and land, a large area of land is abandoned arising from the migration of farmers. The rural cultivated land is not only difficult to play the traditional security function, but also difficult to play the economic development function of means of production. Traditional family protection mode is also increasingly declining.

5.2.2 The Institutional Reason

Institutional barriers leave the migrant workers in the status of marginal group. Traditional household registration system divides the citizens in China into population with agricultural registered permanent residence and population without agricultural registered permanent residence. The migrant workers are defined in the rank of population with agricultural registered permanent residence.

Although the vast majority of them are engaged in non-agricultural industries in the cities and towns, their census register is still in rural areas, and they are still farmers. Having no permanent urban residence certificate means that they can't equally enjoy the subsistence allowances with urban residents. This marginal social status makes it difficult for them to enjoy national treatment, especially social security interests.

6. Current Practice of Social Security Systems for Migrant Workers

Practice of social security items for rural migrant workers refer to social welfare, social assistance and social insurance, among which social insurance is divided into old-age pension, medical, work injury, unemployment and maternity insurance.

6.1 Absence of Social Welfare and Social Assistance

As the rational flow of the population, surplus rural labor force is transferred to non-agricultural industries, and then rural population becoming urbanization which can be treated as a cross-century arduous social economy project of China. As a developing country, using dual-system is the essential feature of Chinese economic structure. If China wants to transform dual economic structure into modern economy, as well as transform backward agricultural country into Modern industrialized countries, the key point will be the non-agriculturization and urbanization of the agricultural labor force. As can be seen, during the processing of

succeed realize transform the dual economy structure into the modern economy structure, peasant Migrant Workers' social security problem is inevitable. In another words, whether peasant Migrant Workers' social security problem can be solved will affect the performance and process of the urbanization、 industrialization and dual economic structure transition as well.

However, the group of peasant migrant workers, as the urban “marginal person”, which are suffering lower level social security. Actually, the Peasant migrant workers' social security problem is the fact how to realize transforming traditional land security into social security system when transforming the surplus rural labor into urban. If this problem can be solved effectively, the benefits are many, such as, largely promoting transforming of the peasant into urban, speeding up the process of urbanization and industrialization, promoting the development of Chinese society from division of urban and rural stage to urban-rural coordination stage. Obviously, providing moderate social security to peasant Migrant Workers is not only because of the developing of the group, but also a necessary result of national economic development. More than that, it will be an effective way to find a solution of the “Agriculture, rural areas and farmers” issue. Also, it will be an inevitable choice to realize well-off and harmonious society's target. Consequently, to do research on peasant migrant workers social security problem has important practical significance, even more the important strategic significance.

In social welfare, migrant workers are quite limited by dual system model of employment, and they cannot enjoy housing subsidies, job training, community service and other benefits as urban workers (He et al., 2006). They missed government housing benefits and resolved the accommodation problem only through renting, staying with housing of the employing units or simple shelter built by scrap materials (Li, 2006). In 2003, Circular of The General Office of the State Council Ministry on Advice on doing a Better Job on Children's Compulsory Education of Migrant Workers in Urban Areas was issued by the Ministry of Education, which put forward a principle of “two-oriented”, the education environment of migrant workers' children has been improved to some extent. However, due to the current relative shortage of educational resources and funds for education, the living conditions of migrant workers' children are rough and the schools lack of teachers (Xiao & Du, 2008). Some schools do not allow the enrollment of migrant workers' children. Even if the children can be in a middle school of city, they cannot participate in high school entrance examination in the city (Li, 2006; Shi, 2007).

In social assistance, at present, almost all big or mediumsized cities have implemented a minimum living standard of urban residents. However, because of a lack of permanent urban residence certificate, migrant workers living in cities are also not entitled to enjoy such security, even if they were paid lower income (Zhao, 2007). 49.1% of migrant workers living in the city experienced a predicament and could not survive in that situation, in which government aid accounted for only 3.4%. Migrant workers do not enjoy basic social assistance so that they face the risk of survival (Xiao & Du, 2008). Considering the low-rent housing for migrant workers, China began to implement urban low-rent housing system since 1999, in the majority of cities and towns it was only for low-income families but migrant workers will be seldom covered. A survey shows that 54.4% of migrant workers are living in rented rooms, 36.1% are living with housing by the employers or the provision of housing units, and 2.4% are living with their relatives. Most renters live in fringe area and “urban village” and their living conditions are very poor; houses provided by the employers or housing units are overcrowded; most migrant workers engaged in construction industries are living in improvised camps under vile living conditions (Xiao & Du, 2008).

6.2 Low Coverage of Social Insurance Items

6.2.1 Endowment Insurance

Under the background of industrialization and urbanization, the number of Chinese rural migrant workers increases rapidly. And it is estimated the number of these workers will keep on rising in the near future. Therefore, construction a system of endowment insurance for rural labor migration has become a significant issue in China.

Efforts should be made to provide insight for policy design. But it is more complex and more difficult to construct the endowment insurance system of the rural migrant workers than to make other social policy programs for rural migrant workers.

The high mobility and the diversity of the rural migrant workers' employment make it difficult for the traditional endowment insurance system only for formal employees to cover the rural migrant workers.

The rural migrant workers can't be covered by the urban social security system with high contribution base, rate and long payment length. Current endowment insurance system for migrant worker has some gap between supply and demand. The gap and imbalance lies in inconsequence for migrant worker.

6.2.2 Medical Insurance

Influenced long by the barrier of urban-rural, the two-element system and the accumulation of two-element economic construction, two-element social construction and two-element social guarantee system caused by this barrier system, migrant workers' work and lives haven't got rid of the bound of two-element system. Long work time, high-intensity work and tatty life conditions weak migrant workers' resistance ability to disease to large extent, and their health status is worrying. They have become the group in worst need medical service. "The persons in worst need medical treatment are often those who can't afford medical expense." Facing the unstable work and limited income, it is expensive and difficult for migrant workers to see doctors, which seems particularly prominent. They need badly to obtain the medical insurance so as to alleviate their economic burden, and guarantee the accessibility of their basic medical service. Based on the importance of migrant workers' problem and their urgent demand for medical insurance, the study on the problem of migrant workers' medical insurance has great theoretical significance and practical meaning in guaranteeing migrant workers' basic health right, perfecting medical insurance system and furthermore promoting the construction of harmonious society.

7. Conclusions

Migrant workers, characterized by strong movement, have made great contributions to the development of China's economy. It is essential for the building of a harmonious society to establish and perfect the migrant workers' social security system, which also promotes urbanization, coordinates economic and societal development and promotes social stability.

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The Mediating Effect of Safety Culture on Safety Communication and Human Factor Accident at the Workplace

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Abstract

Rapid development in industrialization and global economy has contributed to the increased number of workplace injuries and accidents. Nowadays, with the advancement and the reliability of technology, accidents caused by equipment and machinery failures seem to be on decline. However, human element tends to feature as a significant contributor to workplace accidents: statistical reports and evidence indicate that around 80 to 90 percent of work-related accidents can be attributed to human factors. Meanwhile, effective safety communication is believed to play a vital role in human factor accidents at the workplace. Effective communication among the workers and leaders is believed to help in the attenuating the risk of human factor accidents. Against this background, this research examines 394 sets of questionnaires with 89.14% response rate from respondents of manufacturing companies in Negeri Sembilan, Malaysia. Based on the results, the interaction between safety communication and human factor accident is found to be significant. In addition, this study investigates the mediating effect of safety culture between safety communication and human factor accident. The results show that safety culture significantly mediates by the relation of safety communication and human factor accident.

Keywords: safety communication, human factor accident, safety culture, Swiss cheese model, safety, accident

1. Introduction

Industrialization alongside growing populations has resulted in an increase in occupational injuries, which is becoming a common occurrence (Arokiasamy & Krishnan, 1994; Rampal & Mohd Nizam, 2006). In Malaysia, statistics have revealed that our country has not been meeting the expectation of reducing the number of accidents despite the implementation of manifold safety policies and preventive actions. In this regard, the Social Security Organization of Malaysia (SOCSO) has announced the latest number of reported accidents to be as many as 63,557 cases in 2013, an increase of 2,005 cases or 3.26% from the 61,552 cases in 2012. Surprisingly, in every 10,000 such workers, 59 were involved in industrial accidents. The total benefits payment has increased by RM203.48 million or 10.17% to RM2, 203.49 million in 2013 from RM2, 000.01 million in 2012.

An accident is defined as an unforeseen and unplanned event (Alicia, 2009). In highly hazardous industries such as aviation, nuclear power plant, construction, and even manufacturing, the number of accidents is always leading among all other industries (Qureshi, 2007). However, Lyneis and Madnick (2008) argued that it is almost impossible to prevent accidents from happening in high-risk industries. The evidence shows that, each year, approximately 2 million workers are killed by job-related accidents and diseases and that 270 million of occupational accidents and 160 million of occupational diseases happen yearly worldwide (Abdul Rahim et al., 2011). Workplace accidents persist to be a quandary and a huge challenge to the management in the organization nowadays (Biggs et al., 2014). Therefore, to effectively avoid or prevent accidents from happening, the managerial personnel have devoted much effort to improving workplace safety at their working premises (Wu, 2007).

Occupational accidents and injuries have considerable impacts on individuals, their families and friends, and of course, their employers. Hence, organizations nowadays take more proactive ways to prevent accidents. Unfortunately, the increasing accident rate has gained attention from employers, who begin to proactively execute accident-preventing action. However, most of the workplace accidents are believed to happen due to behavioural factors (Kim et al., 2002). This is not merely the behaviour of front-line workers but also that of the management's towards safety issues. Nowadays, with the advancement and the reliability of technology,

accidents caused by equipment and machinery failures seem to be decreasing (Hendy, 2003). Evidence indicates that around 80 to 90 percent of work-related accidents can be attributed to human factors (Reason, 1990a; Burton, 2007; Alicia, 2009) and it has been described as a major contributor to workplace accidents (Kariuki & Lowe, 2007). In other words, human factors, instead of machinery and hardware problems, are believed to be the main reason underlying the occurrence of accidents.

To date, insufficient amount of research has been conducted to investigate safety communication and its effects on workplace accidents and injuries (Kim et al., 2008; Lijie et al., 2012; Kaskutas et al., 2013). Safety communication is not merely a process of exchanging safety information at the workplace; it also concerns influencing employees' behaviour and attitudes towards safety. Geller (2005) suggested that an organization's safety status is determined by how safety is discussed and disseminated among the workers. Effective safety communication has been shown to affect specific employees' behaviours, for example, safety performance (Michael et al., 2006). However, miscommunication frequently occurs among the workers, especially between employees and the upper-level management (Mullen et al., 2011); this might be due to the neglect of constructive safety communication at the workplace, implying the absence of a good safety culture atmosphere in the organization (Conchie et al., 2013).

In addition, the safety culture has now become a major domain in safety management systems in many high-risk industries such as aviation, nuclear plant, medical line, railway, and of course including manufacturing industry (Reiman & Rollenhagen, 2014). Nowadays, the safety culture had been recognized as one of the major contributors to the accidents and injuries (Amirah et al., 2013). Hence, the managerial level is more likely to cultivate a positive safety culture in their organization in order to minimize accidents which could result in severe humanity and property loss. The safety culture has been described as employee safety participation, perceived risk and emergency response (Wu et al., 2010), common sets of value, behaviour, norms that affect safety performance (Adams, 2012). It is evident that the management has a core influence on safety culture which depends on the demonstration of a commitment to safety within the organization (Ek et al., 2007).

2. Literature Review

2.1 Human Factor Accident

The human factor has been considered to be the primary cause of accidents in high-risk industries (Qureshi, 2007; M Ćorović & Djurovic, 2013; Wang et al., 2013). Tracing back to previous years, human factors often contributed to the occurrence of accidents. In 1912, the largest and luxurious ship, Titanic, which was dubbed the "unsinkable ship", did sink by hitting an iceberg on its maiden voyage (Gerald et al., 2010), in which over 1300 passengers perished. One of the factors that led to the tragedy is the human factor (Labib & Read, 2013). The concept of human factor has received widespread attentions because of two of the major industrial catastrophes: the ground crash between two large aircrafts in Tenerife in 1977 with a total of 583 fatalities and the nuclear accident on Three Mile Island in 1979, which released radioactive gases and iodine into the environment (Chen et al., 2013). Both disasters have been recognized to be due to inadequate training and human factor failures as disclosed in investigations. Traditionally, the human factor is defined as the contact between man and machine, poor workplace and equipment design or other elements of a system (Gordon, 1998; Wogalter et al., 2001; Zink, 2006; Schönbeck et al., 2010; Rahimi & Rausand, 2013) as well as the factors that influence people and their behaviour in safety issues (Vogt et al., 2010). In past decades, it has been believed that the human factor does not merely involve human unsafe characteristics but also encompasses the design of workplace, task and tools while recognizing the restraint of individual's physical and psychological abilities (Abdelhamid & Everet, 2000).

Recently, the trend of human factor accident has changed; formerly used concept of human factor accident concept is now being extended by researchers. Few scholars have been able to convince that the human factor can be described as interaction among human and elements of organization (Zink, 2006; Einarsson & Brynjarsson, 2008). Attention has been focused more on the individual factor and organizational factor which contribute to human factor accidents at the workplace (Schönbeck et al., 2010; Skogdalen & Vinnem, 2011; Wang et al., 2011; Arfena Deah et al., 2014). Kariuki and Lowe (2007) have defined human factor accident as organizational and job factors, human and individual characteristics which influence behavior and work in the way they can affect safety at the workplace. In the study by Mearns et al. (2001), the individual and organizational factors have been recognized as two dominant factors affecting safety at the workplace. Individual factors such as the worker's competence, level of pressure, and self-motivation level are believed to influence safety at the workplace (Arfena Deah, 2013). Meanwhile, decision errors, skill-based errors, perceptual errors and violation are also categorized under individual factors (Thomas, 2003; Li et al., 2008). Besides, contributory organizational factors include insufficient safety training, poor communication among workers, inadequate

safety procedures and safety policies, inappropriate arrangement for evacuation procedures, and safety management failures (Mearns et al., 2001).

The human factor has gained much attention after the accident of Three Mile Island nuclear power plant disaster in 1979 (Sutton, 2015). Since then, research on the human factor has concentrated on man-machine relationships and concerned human performance (Einarsson & Brynjarsson, 2008). The concept of human factor accident can be traced back to 1977. In earlier stages, the human factor is treated as the interaction of human capabilities and limitation of products and the workplace environment. Based on these characteristics, Farrell (1977) has developed the human factor theory based on a chain of human factors that cause accidents (Hosseinian & Torghabeh, 2012). The theory includes three main components: overload, improper response, and improper activity; this theory emphasizes more on incompatibilities of human which lead to an accident (Abdelhamid & Everett, 2000).

Therefore, in relation to the conceptualization of human factor in earlier years, Hetherington et al. (2006) has proposed six dimensions of the human factor: situation awareness, decision making, fatigue, automation, communication health and stress, and teamwork. Similarly, O'Connor (2011) has introduced four dimensions of the human factor, namely personal stress, stress of others, communication, and command responsibility. However, in recent years, the trend of human factor has turned the points to the failure made by individuals (Howell et al., 2002) and elements of organizational operation system (Burke et al., 2011; Arfena Deah et al., 2014). Therefore, researchers nowadays tend to put their attention to Swiss Cheese Model (SCM) proposed by Reason (1990a). Investigating both latent and active failures which have been treated as key components in the model has become a popular topic in human factor research. This model has directed the attention towards the individual and organizational factors which may lead to failures (Fox & Ziegler, 2007). This undeniably has become another extension of the widely accepted human factor theory.

Based on the SCM, human factor studies are more likely to focus their attention on individual and organizational factor in human factor accidents (Schönbeck et al., 2010; Skogdalen & Vinnem, 2011; Wang et al., 2011; Arfena Deah et al., 2014). Wang et al. (2011) have assessed the contribution of individual and organizational factors to accidents using the Human Factor Analysis and Classification System (HFACS) and Bayesian Network (BN). Besides, Schönbeck et al. (2010) created a new approach to address individual and organizational factors that affect the performance of both safety instrumented systems and safety integrity. Arfena Deah et al. (2014) have also suggested that human factors in shipping safety can be categorized into the organizational factor, group factor, and individual factor. In this study, Reason's SCM will be focused on for better elucidation of the concept of human factor accidents. Meanwhile, two main elements from SCM – active failure and latent failure – will be discussed next.

2.1.1 The Swiss Cheese Model

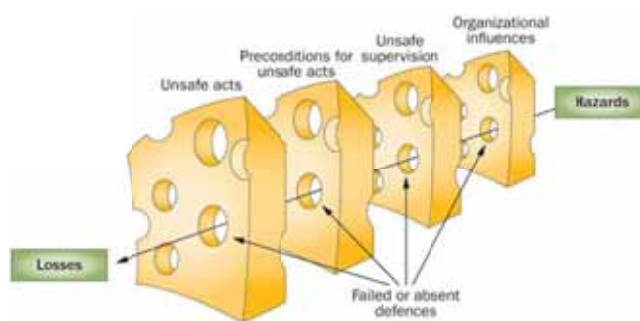


Figure 1. Reason's Swiss Cheese Model

Reason's Swiss Cheese Model (SCM) has established the basics of analyzing the underlying causes of accidents and has become one of the examples of modern accident models. It is known as a metaphor of accidents proposed by Reason (1990a) to explain the occurrence of human factors, risk analysis and risk management in safety which is widely used especially in high-risk industries (Perneger, 2005). Reason (2000) proposed that defences and barriers have accounted for an important role in high-technology system. Those defences could be engineered, directly by individuals, or depending on systems and managerial controls. Hence, the model proposes four layers of defence, namely organizational influence, unsafe supervision, precondition for unsafe acts, and unsafe acts (Shappell & Wiegmann, 2000; Wiegmann & Shappell, 2001; Wu et al., 2009). It

hypothesizes that each slice of the cheese represents one layer of defence or barrier in a complex system and that the holes on and the gaps between the cheese slices represent the failures and errors (active and latent) at the human level of the system. However, in the ideal world, the defensive layers should be intact. Unfortunately, in reality, defence insufficiency always happens as the hole on the slice of Swiss cheese (Reason, 2013).

However, failures of individuals do not occur solely but with the influence of other organizational factors (McFarlane, 1993; Mearns et al., 2001). Various potential causes of human factor accidents have been proposed. For instance, Abdul Rahim et al. (2008) believed that the combination of unsafe act and unsafe conditions is the root cause of accidents. Meanwhile, Fox and Ziegler (2007) believed that accidents happened due to systemic factors while human elements are but a part of it. In general, the SCM explains the aetiologies of human factor accidents using latent failures and active failures.

An active failure refers to unsafe acts at the “sharp end”, which is more noticeable in an accident (Drury, 2000; Wu et al., 2009). Jeffs (2010) has described an active failure as “the error at the point of contact between human and some aspects of the larger environment or system interface”. Unsafe acts are mostly committed by individuals in the form of decision errors (improper acts, misdiagnosed problem), skill-based errors (poor procedure, inappropriate use of equipment), perceptual errors (misjudgement, visual illusion), and violation (violated training rules, practicing unauthorized actions and approaches) (Reason, 1990b; Thomas, 2003; Li et al., 2008). Generally, an active failure refers to the errors committed by front-line personnel which in turn contribute to immediate result of mishaps (Cowan, 2009). According to Jeffs (2010), active failures have been further categorized into three types: slips, lapses, and mistakes. Slips refer to failures in the execution of an action as planned; lapses refer to omission to execute actions as planned due to failure of memory; while mistakes refer to errors of judgment, of diagnosis, or of application of procedure.

Meanwhile, Rivera et al. (2013) firmly believed that most accidents happened due to the reliability of operation system and operator’s error. However, besides deeply investigating human behaviour and error orientation, recent safety research has focused more on identifying organizational systemic problems rather than merely examining individual failures (Thomas, 2003). As for mentioned, the SCM has demonstrated a complex organizational system with the highlights of latent and active failures that are most probably invisible or unforeseen in an organization. Latent failures play a crucial role in human factor accidents. A latent failure has been defined as the hidden causes of accidents and usually exists long before an accident occurs (Drury, 2000; Cowan, 2009).

Latent failures in the SCM consists of three main categories: organizational influence (resource management, organizational climate, organizational process), unsafe supervision (inadequate supervision, planned inappropriate operation, failure to correct a known problem, supervisory violation), and preconditions of unsafe acts (physical and technological environment, adverse mental and psychological state, crew resource management, personal readiness) (Reason, 1990b; Wiegmann & Shappell, 2001; Li et al., 2008; Wu et al., 2009). According to Reason (1990a), accidents involve both active failures and latent failures. However, after the breakthrough of the accident, active failures are the one invariably investigated by the management but latent failures are neglected (Syed Mohamed & Ideris, 2012). Although hard to predict, latent failures actually can be identified before accidents happen by closely monitoring the “vital signs” of the systems (Reason, 2013). Li et al. (2008) believed that most latent failures are related to the management and authoritarian structure. Similarly, Rivera et al. (2013) identified possible factors which result in the formation of latent failures: organizational culture, management decisions, design of procedures, and deficiencies of training.

The SCM has been developed to widen the focus on the human factor. It is likely that the human factor has encompassed the interaction between individual, group, and organizational elements, which become co-contributors to accidents (Gordon, 1998). According to the SCM, disasters are characterized by a series of continuous failures rather than a single large failure. Latent failures in the organization have threatened the result of active failures (Ternov & Akselsson, 2005). Based on the researches, latent failure also stresses on some terms of mental fatigue, poor communication (Shappell & Wiegmann, 2000), organizational processes, task and environmental conditions, individual unsafe acts and failed defences (Slud et al., 1988).

2.2 Safety Communication

Communication is the way people convey thoughts, express feelings and deliver information and knowledge with one another (Cigularov et al., 2010). However, with the term “safety”, communication becomes a tool that helps employers manage safety issues and ensure that members in an organization stay away from potential hazards and accidents (Alsamadani et al., 2012). Safety communication is not merely a process of giving and receiving safety information at the workplace; it helps to influence employees’ behaviour and attitudes towards

safety. Geller (2005) claimed that an organization's safety status is determined by how safety is discussed and disseminated. It is evident that effective safety communication affects specific employees' behaviour, for example, safety performance (Michael et al., 2006). However, miscommunication among the workers, especially between employees and the upper-level management, frequently occurs (Mullen et al., 2011) and this might be due to the neglect of constructive safety communications at the workplace, implying that a good safety culture atmosphere does not exist in the organization (Conchie et al., 2013).

Safety communication breakdowns have not only reduced the possibility of workers to take appropriate actions at the critical moments and but also caused safety performance to deteriorate (Michael et al., 2006; Kines et al., 2010; Maxfield et al., 2011). According to Maxfield et al. (2011), communication breakdown can be categorized as honest mistakes and not discussable. Honest mistakes including poor handwriting, confusing labels, difficult accents, and language barriers which endanger people. Therefore, it results in the continuation of unsafe acts at the workplace. (Alsamadani et al., 2012). Although evidence showed that communication breakdown directly relates to the safety of the human beings (Lesch, 2005; Buckley, 2010; Donahue et al., 2012), there is still a lack of attention devoted to safety communication at the workplace (Laughry, 2006; Kines et al., 2010).

The importance of communication is valued once the employees perceive an open safety communication at the workplace (Neal et al., 2000). The lack of safety communication will probably lead to inadvertent hazards to the workers in the organization. Chen and Chen (2013) believed that upward safety communication is a crucial element to avoid adverse safety events in the organization. As the result, effective communication between the manager and workers about safety issues has become an important safety intervention at the workplace (Clarke, 2006). In fact, frequent discussion on safety is an essential way to acknowledge employees' safety commitment at the workplace (Fruhen et al., 2013). Besides, the management's safety commitment has become a highlighted concern where visible commitment from management helps to raise safety awareness among the workers at the workplace (Preece & Stocking, 1999).

In general, safety communication has been defined as a process of communication regarding safety-related issues and problems (Laughry, 2006). In this study, the researcher has believed that safety communication is a major component which could significantly influence the occurrence of accidents. In addition, safety communication is believed to predict human safety behaviour at the workplace (Kaskutas et al., 2013). Thus, the researcher has the interest to examine the degree of safety communication which could affect the unsafe behaviour of the workers at the workplace.

2.3 Safety Culture

Despite the considerable literature published on safety culture (O'Toole, 2002; Guldenmund, 2007; Mearns et al., 2013; Biggs et al., 2013), the concept of safety culture remains nebulous due to the complexity of the concept itself, even though it has been used extensively for years (Choudhry et al., 2007; Biggs et al., 2013). The concepts of safety culture and of safety climate are considered to overlap and relevant to each other (Fruhen et al., 2013). Guldenmund (2000) has described safety culture concept as ill-defined whereas Cooper (2002) has described the safety culture as a means to reduce accidents and the inherent risks associated with routine operations. Although inconclusive opinions still exist, there appears to be some agreement that what the term "safety culture" can refer to. In recent years, the safety culture has been defined as the basic assumption (Mariscal et al., 2012) of an informed culture (Reason, 2000a), beliefs, attitudes, perceptions and values shared in relation to safety (Ek et al., 2007). Nowadays, the safety culture is more likely to be described as an enduring value (Sumwalt, 2012).

Despite difficulties to reach a consensus on the general definition of the safety culture, there have still been attempts to explain the concept of the safety culture (Richter & Koch, 2004; Parker et al., 2006; Wang & Liu, 2012; Frazier et al., 2013). Clarke (1998) believed that the culture is built upon essential elements which are beliefs and attitudes of employees, is shared among employees and becomes a norm to practice in day-to-day behaviour. In other hand, Kao et al. (2009) have suggested that the safety culture is composed of management commitment and various work-environment factors. Mearns et al. (2013) has recently defined the safety culture to signify employees' attitudes about an organization's approaches to safety, their perceptions of risk, their beliefs on responding to and controlling risk, and their engagement in safety activities.

The safety culture is always a particular topic to the management of organization. It has brought about manifold implications on safety outcomes and safety performance (Yule et al., 2007). Research has indicated that safety culture contribute to mitigated risk through the involvement of all employees in the organization (Taylor, 2010). However, good safety culture does not have to perform with zero mistakes, but the openness of the problems to be discussed and responded in time, according to Reiman & Oedewald (2002). In the same study, it has also been

pointed out that some of the criteria offer good safety culture, one of which is the visible commitment of the management towards safety. Managers play a critical role in promoting safety culture (French & Geller, 2008). They are responsible for instilling strong safety awareness to their workers, brief them the way to handle emergencies and minimize risks in the workplace (William, 2008).

3. Hypotheses

Previous research supports the association of safety communication with human factor accidents. The well-known Piper Alpha disaster, an occupational accident in 1988, has been found to be mainly attributed to communication failures of the on-shore manager (Paté-Cornell, 1993; Hendershot, 2013). Since then, a significant body of research exists in support of safety communication in attenuating accidents in working environment. Alsamadani et al. (2012) have found that open safety communication across all organizational levels enhances safety in the construction sector by lowering accident rates. Cigularov et al. (2009) revealed that open safety communication plays a vital role in occupational safety. Brondino et al. (2012) have indicated that concentrating on enhancing safety communication could effectively improve safety performance and hence reduce accident rates. However, to date, scarce research has been devoted to the interaction of safety communication and human factor accidents. Therefore, this study aims to elucidate the effect of safety communication on human factor accidents, with a specific focus on the Malaysian manufacturing industry.

Moreover, Haber and Allentuck (1996) have reported that, human performance such as human reliability and human system integration are intimately influenced by the safety culture in the organization. Recently, interaction between safety culture and human factor accidents has been discerned from Berg (2013)'s study. In the review of the maritime safety in the framework of safety culture and human factor, Berg concluded that the lack of positive safety culture had affected human factor accidents in the maritime industry. Furthermore, Bridges and Tew (2010) have indicated that safety culture is one of the potential elements that influence human factor accidents. In their study, safety culture has become an element which could manipulate human factor accidents at the workplace. Besides, safety culture in the Human Factor Investigation Tool model proposed by Flin et al. (2013) was identified as one of the potential threats highly related to human factor accidents at the workplace. Thus, this research proposes hypotheses as below:

H1: There is an effect of safety communication on human factor accidents.

H2: There is an effect of safety communication on safety culture.

H3: Safety culture will mediate the relationship between safety communication and human factor accidents.

4. Research Method

This is a non-experimental study whereby the interference of researcher is minimal in order to create unbiased findings. The purpose of this study is descriptive and correlation research. This study aims to elucidate the relationship between two variables of interest i.e. safety communication and human factor accidents. A cross-sectional study was adapted in this research; all data would be gathered one point in time. The population of this study focused on front-line operators from the manufacturing companies located in Johor, Malaysia. At least 300 questionnaires were distributed to the targeted respondents. Safety communication was examined using the Safety Communication Scale by Hofmann and Stetzer (1998) while human factor accidents were measured by using the Human Factor Questionnaire by Arfena Deah et al. (2014). All collected data were analyzed using the Statistical Package of Social Science (SPSS) version 18.0 and Amos 16.0 software.

4.1 Measures of Model Fitness

Factor analysis was used to examine the construct validity. Through Confirmatory Factor Analysis (CFA), the data were tested for the fit of the measurement, to evaluate the psychometric properties of existing measurements and examine the method effects (Harrington, 2008, Masud et al, 2014). To examine the construct validity using CFA, the measurement model needs to be analyzed in order to observe the indicators representing latent variables (Kline, 2010). For a structural equation modeller, there are three types of fitness, namely absolute fit, incremental fit and parsimonious fit, that need to be achieved in order to determine the extent to which a model fit to the data. Either the Root Mean Square of Error Approximation (RMSEA) or Goodness of Fit Index (GFI) are two values commonly adapted to reflect a model's absolute fit (Hooper et al., 2008; Awang, 2012; Awang, 2014). As for incremental fit, the Comparative Fit Index (CFI) should be monitored whereas, as for parsimonious fit, the Chi Square/Degrees of Freedom (Chisq/df) will be the indicator of model fit to the data.

Table 1. Cut-Off values of model fitness

| Fit Indices | Indicator |
|--|-----------|
| Root Mean Square Approximately (RMSEA) | < 0.08 |
| Goodness of Fit Index (GFI) | > 0.90 |
| Comparative Fit Index (CFI) | > 0.90 |
| Chi Square / Degrees of Freedom (Chisq/df) | < 5.0 |

Source: Awang (2012, p. 49)

The model-fitness indices of each variable are shown in Table 1. Based on the cut-off value in Table 2, the GFI values should be considered to be greater than 0.9. However, in this study, the GFI of human factor accidents is around 0.9, it is still at an acceptance level and relatively close to the required value. Yim and Shin (2014) and Bae (2008) argued that a value of GFI less than 0.9 does not necessarily indicate poor fit for a given model. In this study, the value of the GFI is more than 0.8 and less than 0.9 (Human factor accident: GFI = 0.869). Such a value more than 0.8 can be considered acceptable (Hair et al., 2010) because the role of the GFI has not been considered to be the only priority in the fit statistic of the model (Bae, 2008).

Table 2. Model fitness of each measurement model

| Indices | Final Model | | |
|----------|-----------------------|----------------------|----------------|
| | Human Factor Accident | Safety Communication | Safety Culture |
| RMSEA | 0.078 | 0.066 | 0.079 |
| CFI | 0.910 | 0.993 | 0.954 |
| Chisq/df | 3.417 | 2.714 | 3.435 |

The structural model for this study is shown in Figure 2. Fitness indices for this model have achieved a good fit (Absolute fit: RMSEA = 0.075; Incremental fit: CFI = 0.849; Parsimonious fit: Chisq/df = 3.234). All fitness indexes satisfy the required level, and this evidence supported that this model fit to its data reasonably well. Hence, this model is appropriate to be adapted in this study to carry out hypothesis testing using path analysis.

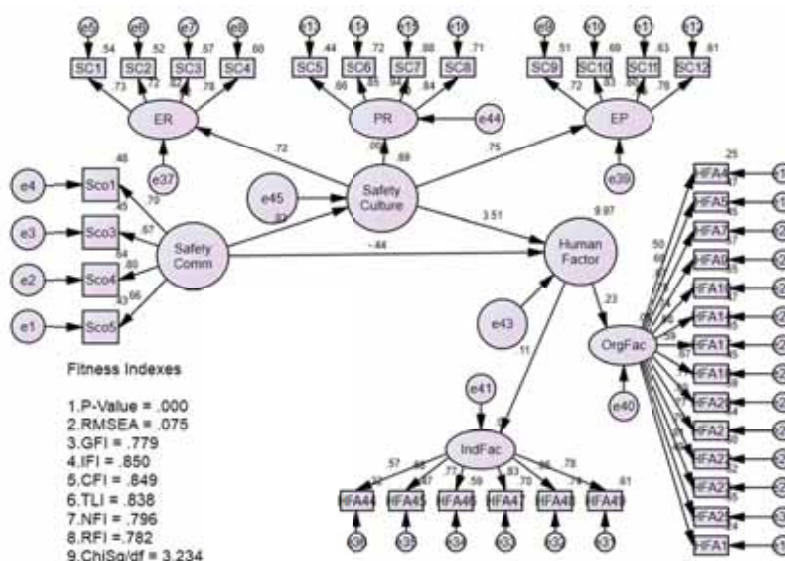


Figure 2. Structural Model

Table 3. Model fitness of structural model

| Indexes | Structural Model |
|----------|------------------|
| RMSEA | 0.075 |
| CFI | 0.849 |
| Chisq/df | 3.234 |

4.2 Hypothesis Testing

4.2.1 Hypothesis 1: There Is an Effect of Safety Communication on Human Factor Accidents

In order to answer the first research question of this study, the direct effect of the construct relationship between safety communication and human factor accidents has been analyzed. The AMOS output suggests that all fitness indices have achieved the required level (RMSEA = 0.076; GFI = 0.849; CFI = 0.891; Chisq/df = 3.296). Based on the result outlined in Table 4, the direct effect between safety communication and human factor accidents is significant with the beta estimate value 0.292 and *p*-value less than 0.001. The regression weight estimate 0.292 has a standard error of 0.037. This explains the effect that when safety communication rises by 1, the human factor accidents accordingly rise by 0.292. By dividing the regression weight estimate by its standard error, the critical ratio of this model will be 7.816 ($z = 0.292 / 0.037 = 7.816$); the probability of obtaining a critical ratio 7.816 is less than 0.001. Thus, the regression weight for safety communication in predicting human factor accidents is significantly different from zero at the 0.001 level. Hence, there is evidence that hypothesis 1 is supported.

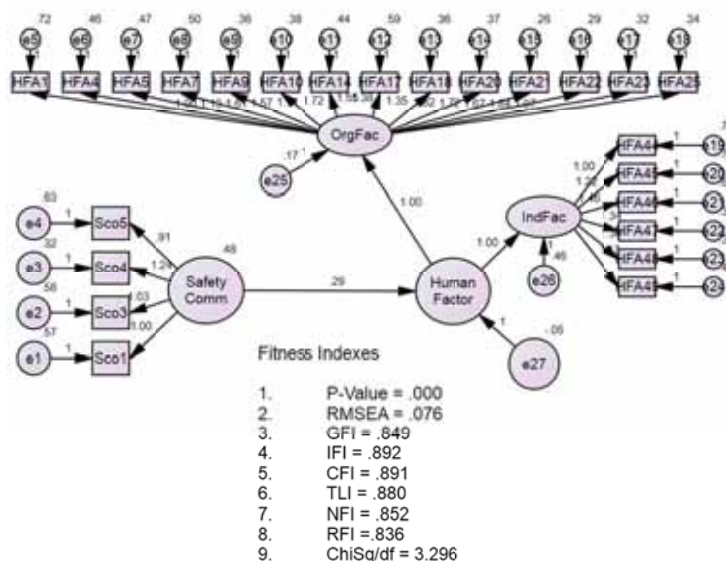


Figure 3. Regression weight of the effect of safety communication and human factor accidents

Table 4. Direct effect on safety communication and human factor accidents

| | | Beta Estimate | S.E. | C.R. | p-Value |
|------------------------|----------------------------|---------------|-------|-------|---------|
| Human Factor Accidents | ← --- Safety Communication | 0.292 | 0.037 | 7.816 | *** |
| Result | | Significant | | | |

*** p-Value < 0.001

4.2.2 Hypothesis 2: There Is an Effect of Safety Communication on Safety Culture

In order to answer the second research question, the direct effect of the construct relationship between safety

communication and safety culture needs to be analyzed. The AMOS output suggests that all fitness indices have achieved the acceptable level (RMSEA = 0.105; GFI = 0.846; CFI = 0.877; Chisq/df = 5.333). Based on the result outlined in Table 5, the direct effect between safety communication and safety culture is significant with the beta estimate value 0.550 and *p*-value less than 0.001. The regression weight estimate 0.550 has a standard error of 0.067. This explains the effect that when safety communication rises by 1, safety culture accordingly rises by 0.550. By dividing the regression weight estimate by its standard error, the critical ratio of this model will be 8.209 ($z = 0.550 / 0.067 = 8.209$); the probability of getting a critical ratio 8.209 is less than 0.001. Thus, the regression weight for safety communication in predicting safety culture is significantly different from zero at the 0.001 level. Hence, there is evidence that hypothesis 2 is supported.

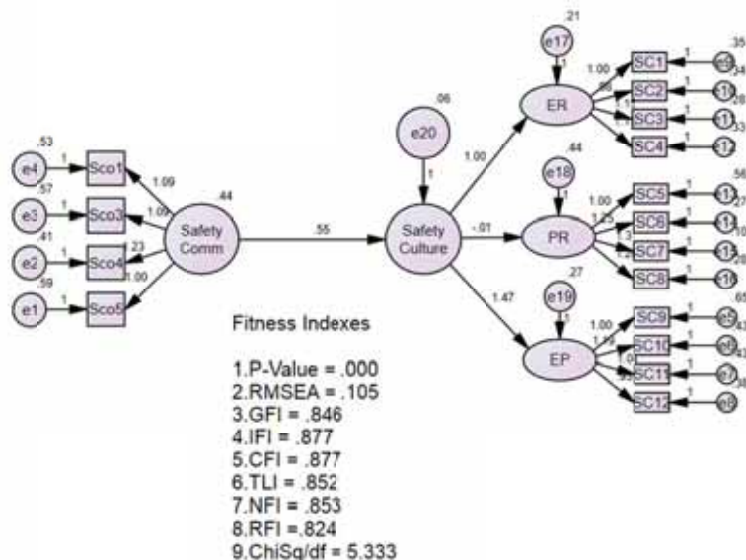


Figure 4. Regression weight of the effect of safety communication on safety culture

Table 5. Direct effect on safety communication and safety culture

| | | | Beta Estimate | S.E. | C.R. | p-Value |
|----------------|------|----------------------|---------------|-------|-------|---------|
| Safety Culture | ←--- | Safety Communication | 0.550 | 0.067 | 8.209 | *** |
| Result | | | Significant | | | |

*** p-Value < 0.001

4.2.3 Hypothesis 3: Safety Culture Will Mediate the Relationship between Safety Communication and Human Factor Accidents

Based on the result outlined in Table 4, the direct effect between safety communication and human factor accidents is significant (Beta estimate = 0.550; P-value < 0.001). When the mediator (safety culture) enters into the model, the value of the beta estimate is expected to decrease, indicating that mediation effect exists in the model. Based on the AMOS output, all fitness indices have achieved the acceptable level (RMSEA = 0.075; GFI = 0.779; CFI = 0.849; Chisq/df = 3.235). As indicated in Table 6, the beta estimate value for direct effect of safety communication to human factor accidents declines from 0.292 to -0.056 after the mediating variable has been inserted. The relationship between safety communication and human factor accidents has become insignificant (P-value = 0.584) while the direct effect of safety communication and safety culture (beta estimate = 0.722; p-value < 0.001) and the relationship between safety culture and human factor accidents (Beta estimate = 0.490; P-value < 0.001) are found to be significant. To ensure mediation effect, the indirect value must be higher than the direct effect (Awang, 2014). The indirect effect value is 0.354 (0.722×0.490), which is higher than the direct effect estimate of -0.056. Thus, it can be concluded that safety culture does significantly mediate the relationship between safety communication and human factor accidents. Full mediation has existed since the direct effect is no longer significant after the mediating variable has been placed into the model. Hence, there is

evidence that hypothesis 3 is supported

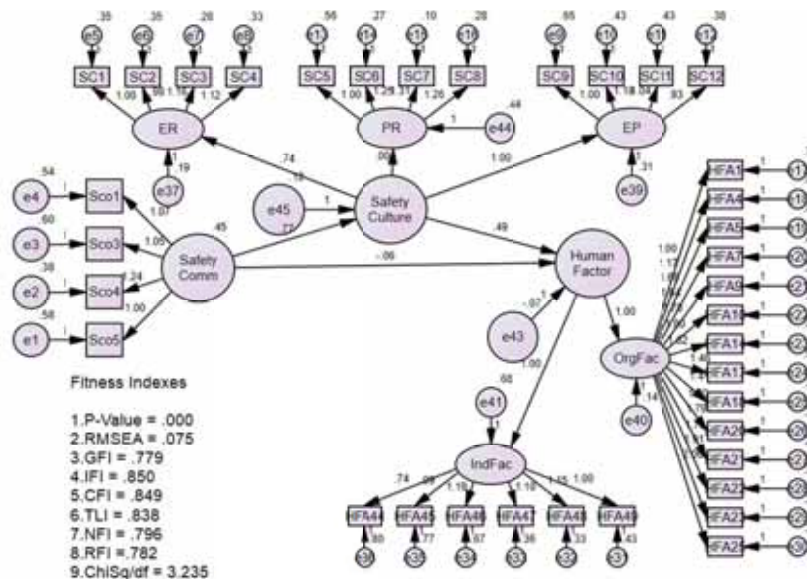


Figure 5. Regression weight of mediation model

Table 6. Regression weights of mediation

| | | Beta Estimate | S.E. | C.R. | p-Value |
|------------------------|------------------------|---------------|-------|--------|---------|
| Safety Culture | ← Safety Communication | 0.722 | 0.086 | 8.958 | *** |
| Human Factor Accidents | ← Safety Culture | 0.490 | 0.134 | 3.663 | *** |
| Human Factor Accidents | ← Safety Communication | -0.056 | 0.103 | -0.548 | 0.584 |
| Result | Full Mediation | | | | |

*** p-Value < 0.001

5. Limitations and Recommendations for Future Studies

There are certain unavoidable restrictions of this study that are worth highlighting in this section. In terms of the choice of industry, this study focused on only the manufacturing industry front-line operators from the sector were chosen based on the directory published by the Federation and Malaysian Manufacturer (FMM)]. The findings herein may hence not be generalized to companies from other sectors of the manufacturing industry and other industries. It is recommended that future research on human factor accidents be carried out on other sectors and other industries in Malaysia. In terms of the choice of geographical site, this study was carried out in Negeri Sembilan, Malaysia. Based on the statistical report from the Social Security Organization (SOCISO) in 2013, one-quarter of accidents are from the manufacturing industry, with the highest number being reported in Negeri Sembilan. It is recommended that future research consider conducting their study in other areas of Malaysia.

The measurement of variables of this study could be restricted by the self-reporting method in the quantitative survey. For example, the measurement of safety communication perception of the workers is potentially limited by reliance on the self-reporting method. Feedback from the respondents is completely based on their opinions and not being influenced by the researcher. In this study, safety communication was measured by examining respondents' perceptions on their willingness to communicate safety-related issues with their superiors at the workplace. However, the willingness of respondents' to communicate with their leaders could also be examined by direct observation. Safety communication measures using the self-reporting method may be restricted by respondents who are fearful to tell the truth in real-life situations. Direct observation is suggested for future

research examining respondents' perception and behaviour on the measurement of interest.

In addition, the current study involved only production workers. In the context of this study, front-line operators have been chosen as respondents to complete the questionnaire. Consequently, the findings might not be generalized to those not from the production department. Besides, not only is the perception of front-line workers important, but the opinions of managerial level are also essential and crucial to be taken into the consideration in a study on human factor accidents. The managerial level which usually are responsible for proposing and implementing safety rules and procedures might have different perspectives on safety in the organization. Their concerns about safety towards front-line workers might be varied due to different considerations. Hence, further research could be carried out by focusing managerial level at the workplace based on their perceptions and perspectives.

6. Discussion and Conclusion

Based on the literature review, it is believed that the occurrence of human factor accidents can be attributed to two dominant factors: the individual factor and the organizational factor. Unsafe acts and underlying hazards within the operating system of the company are believed to cause workplace accidents. Meanwhile, within the extent of this literature review, this study has found that effective safety communication would more or less affect the occurrence of human factor accidents at the workplace. In most circumstances, to ensure workers could work safely, it is necessary for safety information to be effectively disseminated among everyone in the organization. Feedbacks from the front-line workers are essential to the management level for further safety improvement in future. However, cultivating a positive safety culture at the workplace seems to be an important task to the management level. The importance of a safety culture is often overlooked by the workers. One contribution of this study is the concern of safety culture in the organization mediates the interaction between safety communication with human factor accident. Therefore, this study has confirmed not only the significant interaction between safety communication and human factor accident but also the mediating effect of safety culture between safety the two in the Malaysian manufacturing industry. This study has contributed to the attribute of safety culture as a critical mediator between safety communication and human factor accidents.

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Impact of College Students' Romantic Relationship Changes on Reorientation of Mate Selection Criteria

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Abstract

Students may experience two kinds of important romantic relationship changes during their transition from high school to higher education. One is a break-up between previously dating partners, and the other is the establishment of a romantic relationship between students who were single before. These two kinds of experiences also affect orientation of their mate selection criteria. This study takes samples from freshmen with different romantic relationship experiences. The freshmen's dynamic assessment data towards mate selection criteria are obtained by means of investigative questionnaires related to mate selection criteria. Especially, reorientation to mate selection criteria is investigated after their romantic relationship changes. The results show that romantic relationship changes have a significant influence on assessment to the importance of mate selection criteria such as physiological requirements, morality, personality traits, inclusiveness, complementation, affection. Romantic relationship changes don't have significant influence on assessment to the importance of physical and social conditions.

Keywords: freshmen, romantic relationship changes, mate selection criteria, reorientation

1. Introduction

In recent years, the divorce rate of Chinese high school students' parents increased abruptly after the college entrance examination (Liu, Zhang, & Zhu, 2015). At the same time, freshmen with failures in love are found to break up with a higher rate at the beginning of entering the university. This study is just based on this finding and a further research will be carried out in this paper.

Studies show that the puppy love phenomenon appears for younger students in high school or middle school (Tu, 1998). Puppy love is a wide-spread phenomenon in middle school students (Liu, 2010). With this being a huge shift from middle school students to college students, what will be these freshmen's experience for their affection during this special period? On the basis of this problem, 3484 freshmen had been investigated in Tianjin University and it's found that 797 freshmen, accounting for 22.88%, had already fallen in love before entering the university, and the rest of 2687 freshmen, accounting for 77.12%, were still single. As for those students who were already in a relationship, at the end of national college entrance examination, they were facing the pressure of keeping their romantic relationship because of going to different universities located in different or even remote places. The follow-up survey shows that 322 college students, accounting for 40.40%, who have already been in a relationship, chose to break up within three months after entering college. Meanwhile 126 people, accounting for 4.69% of the number of freshmen being single, have established romantic relationships within three months after entering college. For these two groups experiencing the changes of relationship status, with one being the break-up of the relationship, and the other is the establishing a romantic relationship. At this time, what are the changes for their mate selection criteria? The domestic researches on this issue still lack data, this paper will explore the reorientation of their mate selection criteria after the changes of their emotional status.

According to the theory of Erikson (1971), it can be inferred that college students begin to enter a critical period of falling in love. The more relaxed atmosphere in college, the developmental task of early adulthood and the psychological and physiological needs drive students more likely to seek to establish romantic relationship in

college. In the course of romantic relationship establishments or changes, mate selection criteria are the most important subject. Mate selection criteria are the requirements of males and females choosing his/her mate to begin a relationship. Mate selection criteria are diverse in different societies and times. Study on mate selection standards can be traced back to the last century in 1960s. Researchers found that individuals show preferences for age, IQ, height, weight, education level and occupation, etc. (Buss & Barnes, 1986) Body shape or personality related to mate selection has also been studied (Courtiol, Picq, & Godelle, 2010; Botwln, Buss, & Shackelford, 1997). Most studies only focus on sex difference of mate selection (Jaffe & Chacon-Puignau, 1995; Schwarz & Hassebrauck, 2012; Greitemeyer, 2007; Gustavsson & Johnsson, 2008). Also some studies focus on the theoretical ways to explain the preferences, and others focus on different contexts, e.g., short-term versus long-term, (Margery, Elissa, Samantha, & Robyn, 2011) Some people compare the process of mate selection to market running, so each one bargains in the marriage market according to his/her own values (Qian, 2003). The Ideal standards model (ISM) about mate selection were then put forward (Campbell & Fletcher, 2015). In this study, the operational definition of mate selection criteria are the conditions that the individual expresses with descriptive language. Namely, the conditions are also the requisites to his/her partner (Gong, 2014).

Previous studies scarcely involve the influence of experiencing falling in love on mate selection criteria. However, the influence of the change in their romantic relationship on the mate selection criteria is explored by investigating these two kinds of college freshmen in this study. Combined with the results of the preliminary investigation towards 3484 freshmen, out of which 322 students who have experience the break-up, and 126 students who have come to fall in love are chosen as subjects (whole sample is 448 freshmen), so the goal is to empirically explore the changes of college student's mate selection criteria.

2. Research Method and Research Hypotheses

This study is focused on quantitative research. On the basis of previous survey, 448 freshmen with romantic relationship changes during the entire university have been taken as investigative subjects. 333 freshmen out of them have been administered to questionnaires. Rate of freshmen's being tested is 74.33%. Among 333 subjects, 280 subjects, accounting for 86.96%, are the sample with the experience from dating to break-up, and 53 subjects, accounting for 42.06%, are the sample with the experience from being single to falling in love. As for sex, 218 participants are male, and 115 participants are female. They are all 17-21 years old. As far as major is concerned, 302 subjects belong to science and technology, and 21 subjects belong to art, history and philosophy, and only 8 subjects belong to sports. For other demographical categories, 226 freshmen originate from one-child families, and 107 freshmen from multiple-child families. 202 freshmen are from urban environment, and 129 freshmen from rural environment. Statistically speaking, such samples are rational and the distribution of the sample is relatively scientific. All the data have been analyzed with SPSS 22.0. And paired-sample t-test and independent sample t-test have been mainly used in this study. A further in-depth interview has also been used to analyze influence of freshmen's romantic relationship changes on reorientation of their mate selection criteria.

This study has three hypotheses:

Hypothesis 1, Mate selection criteria will be changed for freshmen who have broken up with their mates. These changes mainly stress on the importance of partners' personality traits and characters.

Hypothesis 2, Interpersonal interaction and communication will be emphasized much more after the freshmen who have just come to fall in love than before.

Hypothesis 3, Mate selection criteria are significantly different between freshmen with two different kinds of romantic relationship changes that are break-up or falling-in-love.

3. Results and Discussion

In this study, the subjects of freshmen who went from a romantic relationship status to a single status are put in a break-up group or separate group, and the subjects who went from single status to romantic relationship status are put in a love group. The importance of this kind of criteria on mate selection has been analyzed in these two groups. All the subjects have been asked to recall the importance of the criteria on mate selection before and after the event. And the importance has been rated as scores, which have been compared as follows:

3.1 Impact of Romantic Relationship Change on reorientation of Freshmen's Mate Selection Criteria

Being in the dating stage, everyone has his/her own ideal criteria of choosing a spouse, these criteria come from the conditions of good couples they have observed in daily life or the roles in the movies and television series. They are looking forward to their partners' taking care or complementing their personal defects. However, these criteria of choosing spouse are only composed of individual subjective imagination and design, so it is unrealistic. The criteria of choosing a spouse for these individuals who have never experienced the dating state are usually

impractical. Only after experiencing the dating state can they adjust the criteria with self-experience, and can find the mate selection criteria suitable for themselves.

In this study, 53 freshmen subjects have been found to experience the changes from single status to romantic relationship status. They are required to rate each criterion of mate selection according to their own experience before and after falling in love. SPSS22.0 has been used for paired-sample t-test, and it is found that the scores of 11 standards have changed significantly which are height, being informed, supporting, encouraging to each other, looks and appearance, common topics, specialty, exclusiveness. 280 subjects of freshmen have been found to experience the changes from romantic relationship status to single status, paired-sample t-test is used, and it is found that the scores of 31 criteria have changed significantly which are hobbies, integrity, politeness, independence, behavioral habits, competitiveness, informativeness, thrift, tolerance, no male/female chauvinism, ability, supporting and encouraging each other, morality, diligence, identical lifestyle, outlook of life, world and value, kindness, figure and fitness, softness, and thoughtfulness, cultural quality, understanding each other, looks and appearance, filial piety, personality traits, common topics, similar aspiration and plan, the sense of humor, responsibility, intelligence quotient (IQ), exclusiveness. All these indexes are shown in Table 1.

Table1. Differences of standards of choosing spouse before and after love state changes (M±SD)

| mate selection criteria | love group | | | break-up group | | | |
|-------------------------|---------------------------------------|------------|------------|-----------------|----------------|------------|-----------|
| | before love | after love | t | before break-up | after break-up | t | |
| Complementation | common topics | 4.02±0.866 | 4.23±0.800 | -2.394* | 4.05±0.862 | 4.25±0.818 | -5.129*** |
| | similar aspiration and plan | | | | 3.34±1.017 | 3.46±1.060 | -2.557* |
| | supporting and encouraging each other | 4.21±0.885 | 4.45±0.695 | -2.535* | 4.12±0.882 | 4.37±0.810 | -5.351*** |
| | behavioral habits | | | | 3.96±0.867 | 4.11±0.823 | -3.301** |
| | hobbies | | | | 3.43±1.010 | 3.66±0.992 | -4.261*** |
| | identical lifestyle | 4.09±0.791 | 4.34±0.758 | -2.442* | 3.93±0.899 | 4.18±0.795 | -5.734*** |
| | understanding each other | 4.53±0.823 | 4.77±0.466 | -2.442* | 4.58±0.678 | 4.69±0.603 | -3.52** |
| | outlook of life, world and value | | | | 4.01±0.924 | 4.14±0.872 | -3.67*** |
| | integrity | | | | 4.41±0.816 | 4.56±0.706 | -3.85*** |
| | politeness | | | | 4.19±0.847 | 4.28±0.808 | -2.316* |
| | independence | | | | 3.5±1.027 | 3.61±1.088 | -2.113* |
| | competitiveness | | | | 3.57±1.024 | 3.78±1.047 | -4.8*** |
| | thrift | | | | 3.21±0.866 | 3.35±0.926 | -3.342** |
| | tolerance | | | | 3.8±0.902 | 4.14±0.772 | -7.695*** |
| Personality | no male/female chauvinism | | | | 3.23±1.241 | 3.35±1.206 | -3.025** |
| | morality | | | | 4.32±0.750 | 4.47±0.671 | -5.172*** |
| | kindness | | | | 4.19±0.817 | 4.33±0.703 | -4.904*** |
| | softness and thoughtfulness | 3.74±0.858 | 4.04±0.706 | -3.292** | 3.78±0.846 | 3.88±0.852 | -2.263* |
| | Filial piety | | | | 4.29±0.820 | 4.43±0.754 | -4.696*** |
| | personality traits | | | | 4±0.855 | 4.15±0.803 | -4.199*** |

| | | | | | | | |
|--------------------------|----------------------|------------|------------|----------|--------------|--------------|-----------|
| | sense of humor | | | | 3.26±1.012 | 3.36±1.051 | -2.478* |
| | responsibility | | | | 4±0.890 | 4.22±0.871 | -5.487*** |
| | diligence | | | | 3.43±0.901 | 3.53±0.931 | -2.459* |
| | informativeness | 3.08±1.016 | 3.23±1.031 | -2.06* | 3.13±1.004 | 3.23±1.031 | -2.243* |
| | ability | | | | 3.53±0.998 | 3.62±0.976 | -2.308* |
| Ability and charm | specialty | 2.79±0.906 | 2.57±0.866 | 3.04** | | | |
| | IQ | | | | 3.1±0.997 | 3.16±1.051 | -1.974* |
| | cultural quality | | | | 3.72±0.951 | 3.87±0.884 | -3.898*** |
| | figure and fitness | 3.42±1.027 | 3.11±1.031 | 2.599* | 3.69±0.899 | 3.61±0.937 | 2.135* |
| Physiological conditions | height | 3.04±1.073 | 2.7±1.067 | 2.632* | | | |
| | Looks and appearance | 3.32±0.936 | 3.13±0.962 | 2.106* | 3.68±0.893 | 3.54±0.934 | 3.398** |
| Affection | exclusiveness | 4.4±0.793 | 4.62±0.627 | -3.261** | 4.55±0.741 | 4.62±0.693 | -2.376* |
| | total | | | | 161.54±20.18 | 165.73±19.18 | -7.174*** |

annotation: *represents $p < 0.05$, **represents $p < 0.01$, ***represents $p < 0.001$ (the following is the same).

3.1.1 Promotion of Inclusiveness and Complementation between the Dating People after Falling in Love

According to Levinger’s five-stage theory of intimate relationships, before falling in love, both are attracted by each other’s physiological conditions, personality traits, abilities and other aspects. Then they will further communicate and try to establish intimate relationships. In this stage, both will prepare for getting married after a long period of adaptation. In this study, the differences of evaluation of the love standard between the love group and the break-up group is significant. Specifically, as for the group of freshmen who are falling in love, the scores of the importance of love standard such as identical lifestyle, common topics, mutual understanding, mutual support and encouragement all have significant changes after the love group has fallen in love ($p < 0.05$). At the stage of establishing a close relationship for the love group, the partner’s attractiveness, inclusiveness and complementation which they can experience are important as they communicate with each other. As for “similarity matching principle”, they can get used to identical lifestyle. The bad coordination that one is strongly dependent but the other is independent should be avoided. They can have the common topics of communication and understand each other lest disharmonious phenomenon such as “apples and oranges” would have occurred. In the aspect of affection, they can support and encourage each other. After falling in love, the importance of compatibility and complementation has been promoted. The first-year college students in love take more care of all topics that they communicate rather than their partners’ appeal of appearance or other contents to be exchanged. For the break-up group, the scores of importance of common topics, mutual support and encouragement, hobby, identical lifestyle, attitude towards life, world, and value are significantly higher after break-up than before ($p < 0.001$). Furthermore, the break-up group’s scores of importance of mutual understanding and behavioral habit are extremely significantly higher ($p < 0.01$). The scores of importance of the same aspiration are significantly higher after break-up than before ($p < 0.05$). All of these results show that college students who experienced an unsuccessful romantic relationship will pay more attention to the emotional coordination and mental compatibility. Research data also prove that the freshmen who experienced the romantic relationship have deeper and further understanding towards love (Hu, 2002).

3.1.2 Promotion of Morality and Personality Traits

After falling in love, college students' scores of importance of morality, personality traits and consideration for each other have much remarkable promotion ($p < 0.01$). This could be due to the love group focused on being in love, considering each other has played a role of coordination for their affective communication and interaction. When the break-up group chooses a mate once more, they will make some new adjustments in respect of morality and personality traits. Specifically, the scores of importance of honesty, tolerance, responsibility, kindness, filial piety, eagerness to learn and competitiveness, personality traits and morality have an extremely remarkable promotion compared with group who are still single ($p < 0.001$). Furthermore, the break-up group has very significantly higher scores of importance for male/female chauvinism and frugality after break-up than ever

($p < 0.01$). Then the scores of importance for politeness, independence, humor, consideration and hard work are significantly higher after break-up than before ($p < 0.05$). This shows that the requirements for his/her mates, morality and personality traits will be emphasized after college students have had the experience of love. And the qualities such as being easy-going and inclusiveness have also been stressed. If the students have had the experience of break-up, they will realize the principle of "Loving one is easy, but getting along with him/her is hard", so they will value each other's personality traits and morality more while choosing a mate again.

3.1.3 Implicit Charisma Become More and More Important

The current study shows that as for love group, the scores of importance of being well-informed and specialty have been changed significantly after falling in love. Specifically, after falling in love, the scores of importance of being well-informed is significantly higher than before ($p < 0.05$), because being well-informed can not only increase charisma, but also make them be able to talk about any topic with each other. Meanwhile, wide experience and knowledge can add the sense of security to the partner. However, partners with specialty get a lower mark after falling in love ($p < 0.01$). It is because specialty can increase charisma before falling in love. But if they spend more time on specialty, it may influence their communication, so the importance of specialty decreases. The break-up group gives the importance of cultural quality an extremely significantly higher score after break-up than before ($p < 0.001$), and also give the importance of being well-informed, personal ability and intelligence a significantly higher score ($p < 0.05$). Cultural quality refers to not only the knowledge of science and technology which you got in school, but also the knowledge of humanities and social science you got through daily life, which emphasizes the overall quality reflected from individuals' every act and every nonverbal behavior. The overall quality is similar to implicit personality trait. The break-up group give those indexes an extremely significantly higher score after breaking up than before, which means the role that temperament and cultural quality play can't be ignored. What's more, the break-up group values those qualities as their criteria for mate selection, so they hope their future mates are competent and attractive persons.

3.1.4 Physiological Conditions Become Less Attractive

The table indicates that both groups reduce their requirements for physiological conditions. To be specific, the love group gives the importance of height, figure and appearance all lower scores after their falling in love ($p < 0.05$). When they are single, they will be attracted by each other's physiological conditions, but once they are in love, appearance is unattractive. As the stimulation theory says, the duration effect of the same stimulus may cause sensory adaptation. As time goes on, the attraction of appearance become weaker and weaker. In terms of height, people get rid of the traditional thought of males being taller than females. We often see couples for whom males and females have similar height or females are quite taller than males in university campuses. In current society, people pay more and more attention to exercise and fitness, so college students can shape the imaginative and ideal body size and figure through individual efforts. Compared with ones' implicit charm, appearance may change and get worse over time, but the implicit charm can become more and more attractive.

3.1.5 Loyalty to Love Is Very Important

As can be seen from Table 1, two groups of freshmen all attach great importance to the standard of exclusive affection before they start love relationships. After falling in love or after breaking up, freshmen have a stricter standard about exclusive affection and the important score of the standard has significantly increased ($p_{\text{love}} < 0.01$, $p_{\text{break-up}} < 0.05$). Love is selfish and exclusive, and lovers all believe that my lover belongs to me and he/she must be loyal and faithful to me. Just like the golden rule of interpersonal interaction, when one person puts his/her heart and soul in the romantic relationship, he/she may demand his/her mate to do the same thing just like what they do. Moreover, lovers may have a stricter standard of exclusive affection. For the group of break-up, one of the reasons of separation is spouse's betraying, so they have higher requirements on the exclusive affection for their lovers.

3.1.6 Standard of Mate Selection Gets Higher

As for the break-up group, the scores of the 44 criteria of mate selection before falling in love or after break-up respectively have been added and a total score of their criteria of mate selection has been got. Results of paired-sample t-test are listed in Table 1. The score of the love standard is significantly higher after break-up than before love ($p < 0.001$). It means that freshmen who have the experience of break-up may have a stricter requirement for choosing mates than before. Requirements for compatibility and complementation, personality traits and morality have been improved, and affective factors maintain at a high level. The intrinsic charm of the individual becomes more important. Requirements for physiological conditions have declined, and the requirements for material and social conditions still maintain at a relatively low level.

According to Maslow's theory of hierarchy of needs, people's needs can be divided into physiological needs, safety, love and belonging, respect, and self-actualization needs. With the rapid development of modern society, living standards have generally been improved. Meanwhile, students will have a stable income which can meet the physiological needs and safety needs after graduation. Then their requirements of love, a sense of belonging, respect and other psychological demands will be enhanced (Wang, 2012).

3.2 The Study of the Difference of Changes of Mate Selection Criteria before and after Falling in Love between the Love Group and the Break-Up Group

The difference of the scores of mate selection criteria before and after falling in love have been used to represent the changes of mate selection standard (D_{love}) and the score of mate selection standard before and after break-up has been used to represent the changes of mate selection standard ($D_{break-up}$).

The results of independent-sample t-test for the love group and the break-up group are in Table 2, and there is a significant difference between the scores of height, hobbies, integrity, politeness, tolerance, morality, gentleness and consideration, personality traits, specialty, exclusiveness.

Table 2. Differences of the changes of mate selection criteria between the love group and the break-up group (M±SD)

| | Mate selection criteria | $D_{break-up}$ | $D_{in\ love}$ | t |
|--------------------------|-------------------------|----------------|----------------|----------|
| Complementation | Hobby | -0.23±0.912 | 0.06±0.925 | -2.091* |
| | Honesty | -0.15±0.636 | -0.04±0.275 | -2.029* |
| | Politeness | -0.09±0.671 | 0.04±0.338 | -2.131* |
| Personality | Tolerance | -0.34±0.746 | -0.09±0.658 | -2.466* |
| | morality | -0.15±0.485 | 0.08±0.385 | -3.74*** |
| | Gentle and thoughtful | -0.09±0.687 | -0.3±0.668 | 2.041* |
| | Personality traits | -0.15±0.598 | 0.04±0.631 | -2.061* |
| Ability and charm | specialty | -0.01±0.728 | 0.23±0.542 | -2.22* |
| Physiological conditions | height | 0.06±0.954 | 0.35±0.955 | -2.011* |
| Affection | undivided | -0.07±0.478 | -0.23±0.505 | 2.112* |

3.2.1 Different Starting Points, Different Preferences in Hobbies

In this regard, there is a great difference in hobbies between the love group and the group of breaking up. The scores of importance of hobby have increased in the break-up group and are significantly higher than the love group before and after falling in love ($p < 0.05$). College students need to get along with each other during keeping their relationships. In addition to the study, to participate in the activities is a great way of killing time. It's difficult for them to have enough time to communicate if their hobbies are different, and it will inevitably cause estrangement and break-up. So college students pay more attention to hobbies to find out whether their hobbies can fit.

3.2.2 Significant Difference in Personality Traits and Morality

There are significant differences in honesty, politeness, tolerance, morality, gentleness and thoughtfulness and personality traits between the love group and the break-up group. Except for the items of gentleness and thoughtfulness, the increased evaluation of other five items on the break-up group is significantly higher than the love group before and after falling in love ($p < 0.05$), and it is much higher than the love group especially in the aspect of morality ($p < 0.001$). After experiencing the break-up, they have to not only soothe the pain, more importantly learn from the experience, adjust their standards through the reflection and summary, and then do something for the next beautiful relationship. Therefore, the change of scores of importance in break-up group is significantly higher than the love group in honesty, politeness, tolerance, morality and personality. At the same time, to be integrated with the Table 1, the evaluation on the items of gentleness and thoughtfulness has significantly changed for the break-up group, but the degree of change is inferior to that of the love group. This may be because the love group is being in love, and gentleness in both sides will have the effect of adjustment in

the affective communication. So the evaluation result of gentleness and thoughtfulness for love group is significantly higher than for the break-up group.

3.2.3 Differing in the Requirements for Charm of Specialty and Abilities

As for abilities and charm, specialty is the only variable which means scores had significant difference between the falling-in-love group and break-up group. The score of love group is much higher than the group who had broken up ($p < 0.05$). To investigate its reason, probably the standard of mate selection of the break-up group aims at the future partner, who has been expected to be good at something that makes him/her more attractive. Therefore, there is a slight change in the variable for the break-up group. For students in the love group are in the status of falling in love, they are more eager to spend more time with partners, and the charm of specialty may have become less important.

3.2.4 Decreasing the Standard of Physiological Conditions in Two Groups

As shown in Table 2, the scores of partners' requirements for height in two groups decrease, and the scores of the love group are more significant higher than that of the break-up group. Affected with some of the traditional ideas and the effect of interpersonal attraction, students in the break-up group emphasize partners' height more than those in the love group, which means they will decrease the requirement for height to their future mates to some extent when they make a mate choice again. This result is from a paired-sample t-test which for statistical significance on basis of Table 1 and Table 2. As for students in the love group who are in a committed relationship, it seems to be more important to get along well with each other because of no change of their height.

3.2.5 Affective Factor

Table 1 and Table 2 have been analyzed completely and can be found that the scores of importance of exclusiveness are significantly higher after relationship status change than that before experiencing this change. Descriptive statistical analysis shows that two groups have the same scores on the importance of exclusiveness. Before experiencing the relationship status change, the score of the variable is generally lower for the falling-in-love group ($M=4.40$) than for the break-up group ($M=4.55$). Consequently, the falling-in-love group's variation value of loyalty is significantly higher than that of the break-up group. In a word, both groups all have quite high requirements for loyalty, which proves that the importance of exclusiveness in the world of lovers. Meanwhile, if one has a loyal partner, correspondingly, he/she will minimize the envious emotion, which is beneficial to both lasting and happy relationships.

4. Conclusion

Compared with the previous studies, college students have added the criteria of affective factors and emphasized the compatibility and complementation with each other. This means college students may have openly expressed their affection and don't lack romantic temperament. They are looking forward to romantic love, which may give way to a solution to the problem "Are Chinese too shy to openly express their affection or are Chinese in less romantic temperament than the people in other cultures (especially western culture)?" (Li, 1989). Based on Berry's study (1986), our research found that contemporary college students don't simply view marriage as "making a friend", but as looking for "soul mate" in their lives. That is to say, the couple's complementing, supporting and assisting each other would be focused on spiritual needs rather than on physical needs (Peres & Meivar, 1986). This study shows that college students' criteria for choosing a mate are diversified and comprehensive. In general, these criteria can be divided into two aspects, which are the attraction to each other and the interaction with each other. Attraction to each other consists of extrinsic appeal and intrinsic appeal. Specifically, extrinsic attraction refers to physiological conditions and social material conditions and intrinsic attraction refers to his/her partner's charm for morality, personality trait and ability. Intrinsic attraction has been emphasized more for college students than the extrinsic attraction during the period of them getting along. The interaction between the couple includes two aspects, which are affective factors, the compatibility and complementation with each other.

Results of this study show that those college students with the experience of falling in love have a deeper understanding of being easy to love each other but being difficult to get along well with each other. And it is confirmed by means of the changes of the importance about mate selection standard before and after falling in love or break-up. They also pay more attention to compatibility and complementation with each other and the characters, which is beneficial for them to get along, while the importance of extrinsic attraction to each other declined. According to social exchange theory, mate selection is also a kind of exchange behavior. Both use their own resources to combine with each other to gain the maximum benefits. If both have high compatibility,

complementation and the personality traits which are beneficial for their getting along, the interaction will be more coordinative. Accordingly, the cost to maintain the relationship will be reduced. At the same time, couples with loyalty and exclusiveness tend to think that their close relationships are better and happier than others. Furthermore, they will be more likely to keep and maintain their relationships (Rusbult, Van Lange, & Wildschut, 2000).

For college students who have had the experience of breaking up, the failure of the love gives them a practical experience for their ideal mate selection standard. They can also adjust their own criteria of choosing a spouse due to the failure of love experience. So their mate selection standards are now more realistic. The new mate selection standards are extremely different while selecting a mate again, comparing to previous love experience, especially in the aspects of characters, compatibility and complementation. It also indirectly shows that they suffer from the failure in love mainly because of both unsuitable characters or inconsistent values during their communication and relationship. More so, this attitude implies that they ignore the influences of the environment and cultural background (Miller, 2011). On the contrary, students emphasize the internal factors too much. After all, the failure of love makes them understand themselves better, continuously adjusting their expectations towards the ideal partner to keep it more suitable to themselves, while preparing for a new future partner.

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Affect of Uncertainty Avoidance on Venture Capital Investing Activities in Asian Countries

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Abstract

This research aims to use country-level uncertainty avoidance degree to explain the variation of venture capital investing activities across different Asian countries. The analysis of venture capital activity done for 11 Asian countries in period from 2003 to 2012 shows that country-level uncertainty avoidance degree have a significant negative impact on venture capital activity. Specifically, countries with higher degree of uncertainty avoidance degree, has a less developed venture capital market (a smaller-sized market with smaller venture capital deals).

Keywords: venture capital, national culture, uncertainty avoidance

1. Introduction

In recent years, the internationalization of venture capital has become trendy. Particularly, emerging and developing markets in Asia have attracted a lot of attention from international venture capital. The venture capital markets in Asian countries are still characterized as under-developed which possess various risk and challenges to international investors such as information asymmetry and moral hazard (Dai, Jo, & Kassiech, 2012). Those risks mainly due to the geographical distance and culture difference between the home countries and Asian countries. Despite those conditions, the venture capital inflows to Asia have still been increasing, largely due to the attractiveness of fast-growing economies in Asia. However, those venture capital inflows are not equal among different Asia countries which can be explained by various determinants such as the difference in financial development, economic growth or legal conditions between countries (Da Rin, Hellmann, & Puri, 2011). This research will look at another aspect that can affect venture capital investments in Asia countries which is culture, particularly the uncertainty avoidance dimension as defined in the study of Hofstede (1983). The research will aim to examine where the difference in uncertainty avoidance level affect the venture capital investing activities in different Asian countries.

Uncertainty avoidance dimension is defined by Hofstede (1983) as the way a nation or a society deals with uncertainties or unknown future. “Weak Uncertainty Avoidance” societies have the tendency to accept uncertainty and not become up-set by it, they take risk rather easily. However, some societies try to beat the future through creating security and avoiding risk, which are call “Strong Uncertainty Avoidance” societies.

Uncertainty avoidance or risk attitudes are emphasized in various studies about the success of the largest and the most developed venture capital market in the world – Silicon Valley. According to Saxenian (1994), among various factors, the success of Silicon Valley mainly due to its culture and the structure of the organizations which provided much flexibility and adaptability. Or as stated by Aoki (2000) (cited in Koh & Koh, 2002) and Wonglimpiyarat (2006) the factors that had contributed to the success of the venture capital market in Silicon Valley include a stable social and political environment, acceptance of immigrant talent and a culture of risk taking.

Therefore, risk-taking is considered to be one of the attribute of a success venture capital market. However, previous literature when examining factors that affect the venture capital investment activities mainly focuses on a country's legal and institutional structure, size and liquidity of the stock market, investor sophistication and ability to supply VC finance to entrepreneurial firms (Cumming, Fleming, & Suchard, 2005). Other studies look at specific factors like the study of Black and Gilson (1999) which focus on IPOs regulation; the study of Jeng and Wells (2000) focusing on IPOs, Labor market rigidities, Financial reporting standards, Private pension funds,

Macro Economic Variables, and Government programs; or the studies of Cumming, Flemming and Schwienbacher (2006) which focuses on Legality factor (the quality of a country's legal system).

Thus, this research aim to explore uncertainty avoidance as a determinant of venture capital investment activities in different countries, the context of this research is set within Asian area.

2. Literature Review

2.1 Overview of Venture Capital

The venture capital (VC) concept used in this paper refers to one type of private equity investment. Private equity investments, according to Jeng and Wells (2000), are investments made by institutions and wealthy individuals in both publicly quoted and privately held companies. As defined by European Private Equity and Venture Capital Association, investments under private equity forms can range from investing in a business plan or a start-up company, to financing a public company in the middle of turning point, to taking part in a leveraged buyout (Nazi & Hettihewa, 2007). There are two main types of private equity investment including venture capital and management and leveraged buyouts.

The National Venture Capital Association of the United States [NVCA] (2011) clearly defined venture capital investments as investments that involve in the three development stages of the company receiving the investment: seed, start up and expansion; and do not involve in buyouts.

The very first type of venture capital financing is seed capital. Seed capital is used for financing newly founded company with the purpose of providing funds for initial product research and development and the assessment of commercial potential of the idea. The investments made in companies that have moved pass the idea stage and start to produce, market and sell their products are called startup capital. When the company have move pass the seed and startup phase, venture capital investments in the period are expansion stage investment. The funding in the expansion period are usually used for increasing the manufacturing and distribution capacity of the company or for additional product research and development.

According to the NVCA (2011), the primary focus of venture capital is companies with significant growth potential. Those companies normally involve in developing significant innovations, such as new software, new type of machinery or new drugs that can cure cancer. During the investment process, the venture capitalist does not only provide money to the company but also provide to the company with strategic counsel regarding production, development, sales and marketing or hiring key managements. The ultimate goal of the venture capitalist is to grow the company to a point that it can go public or can be acquired by a larger corporations at a price that far exceed the initial capital investment. Going public or being acquired by another corporation are two of the "exit" strategies of venture capital.

There are five main types of venture capital exits (Cumming et al., 2006):

- (1) IPOs – the firms received VC is listed on the stock exchange for the first time;
- (2) Acquisitions – the company is purchased by a larger firm, both of the venture capitalist and the entrepreneur sell their interest in the company;
- (3) Secondary sales – the venture capitalists sell their interest in company but the entrepreneurs do not sell their interest to another firm or venture capital fund;
- (4) Buyback - the venture capital fund sell its interest to the founding entrepreneur; and
- (5) Writeoffs – the investors walk away from the investment with little or no return.

According to Gompers and Lerner (1999), successful exit from the venture capital investment is the key component of the venture capital cycle. Only if the venture capitalists notice that a profitable exit strategy exists, they can invest with confidence knowing that possible return can be realized if the investment develop successfully. On the other hand, Jeng and Well (2000) state that, in a company where the entrepreneurs and managers are compensated with equity, a successful exit exist would encourage their effort of fulfilling their tasks and also provide them with an incentive to align their objectives with those of the VC.

2.2 Factors that Affect Venture Capital Investment in Asia Countries

In literature, there has been number of researches that examine factors that affect venture capital investment of countries all around the world. In this paper, only factors that are considered important are presented, including:

2.2.1 Initial Public Offerings

As mentioned earlier, a viable exit routes is the key component in the investment decision of VC. According to

Black and Gilson (1998), Cumming and MacIntosh (2003) and Schweinbacher (2005), IPOs is ranked to be the highest quality exit vehicle among the five VC exit strategies. The main principle underlying this ranking relates to information asymmetries. Barry, Muscarella, Peavy and Vetsuypens (1990) state that when information asymmetries are lowest, the new owners would be willing to pay more for the company. Hence, in order to maximize the value of the VC at the exit point, the exit vehicle which presents the lowest information asymmetry to the new owners would be chosen. Compare to other exit vehicles apart from buybacks, IPOs represents the least information asymmetry to the new owners. In contrast, although buybacks involve no information asymmetry to the new owners, which is the founder of the company, it is rarely used among firms with significant growth potential as it does not bring any new capital to the firm (Cumming & Flemming, 2002).

Therefore, whether a nation has an active stock market is a very important factor that affects the development of the venture capital market due to the potential for VC exit through an IPO (Black & Gilson, 1998).

The subject of IPO and the venture capital investment has been widely studied by various authors, however their research provided mixed results. In theory, the relationship between the size of IPO's market and the supply & demand of venture capital funds amount is expected to be positive. However, Barry et al. (1990), Gompers and Lerner (1998), Stuart, Hoang and Hybels (1999) did not find statistical significant effect of IPO's market size and the supply and demand of venture capital investment. On the other hand, more recent studies of Jeng and Wells (2000), Farag, Hommel, Witt and Wright (2004), Da Rin, Nicodana and Sembenelli (2006) and Banerjee (2008) found statistically significant effect of stock market on VC activity.

2.2.2 Legality

On another perspective, although agree with the assumption of the relationship between IPOs and venture capital investment, Cumming et al. (2006) argue that compare to IPOs' market size, the quality of a country's legal system (or Legality) is a much more directly connected factor to facilitate IPO exits of VC. Hence, the legal system quality of a country can significantly affect the development of its venture capital market.

In literature, there are several studies examine the relation between a country's legal system and VC. The study of Da Rin et al. (2006) provides information on potential impact of legal frameworks on VC structures and governance. Cumming, Schmidt and Waltz (2010) have examined the effect of a nation's legal system on different governance structure by adopting the Legality Index introduced by Berkowitz, Pistor and Richard (2003). The recent study of Bonini and Alkan (2011) has examined and found statistical significant impact of social and political environment of a nation on the development of VC investment.

The Legality Index is constructed from Berkowitz et al. (2003), a country with a higher number for each of the factors is considered to have a better legal system:

$$\text{Legality} = 0.381 \times (\text{Efficiency of Judiciary}) + 0.5778 \times (\text{Rule of Law}) + 0.5031 \times (\text{Corruption}) + 0.3468 \times (\text{Risk of Expropriation}) + 0.3842 \times (\text{Risk of Contract Repudiation}). \quad (1)$$

2.2.3 Labor Market Rigidities

Similar to IPOs, the effect of labor market rigidities on venture capital investment has been studied for long time. Labor market rigidities, as defined by Hurd (1996, p. 12), "are employment practices and work-related financial arrangements that constrain or limit the volume of work with respect to hours per day, days per week, or weeks per year" with the current employer or when changing employers. Also "rigidities also include situations in which the volume of work can be varied, but the change requires a disproportionate sacrifice in compensation, job satisfaction, mental or physical requirement, or location". On other words, in a societies with higher labor market rigidity level, if an individual changes from an employer to another employer, he or she has to make more sacrifice compare to an individual comes from a lower labor market rigidity. Thus, in higher labor market society, it is more difficult for an individual to change his or her job.

Hence, labor market rigidities is considered to be obstacle to venture capital growth. According to Jeng and Wells (2000), countries with higher labor market rigidities would have lower demand for venture capital funds. Specifically, countries with stricter labor laws would make it difficult for companies in general and entrepreneurial firms in particular, to hire people and let people go later on. Furthermore, Jeng and Wells (2000) state that, a high labor rigidities market typically go with large benefit payment systems which make the hiring process more expensive for companies.

The research results of Jeng and Wells (2000) show that there is statistically significant effect of labor market rigidities on early stage venture capital in different countries, but do not affect the later stage venture capital. Similarly, Schertler (2003) has found significant correlation between labor market rigidities on early stage VC

investments by examining VC investment across 14 European countries in the period of 1988 - 2000. Da Rin et al. (2006) also found the similar correlation. However, study of Van Pottelsberghe de la Potterie and Romain (2004) did not find significant relationship between the two factors when examining 16 OCED countries in the period of 1990 – 2000.

In order to determine the level of labor market rigidity across different countries in the world, there have been many researches from various authors.

In the study of Botero, Djankov, Laporta, Lopez-de-Silanes and Shleifer (2004), the authors have presented the characteristics of labor market in 85 different countries through measuring the labor regulation in each country. Botero et al. (2004) has constructed the indices of employment laws, collective relations laws and social securities laws for each country. The index of employment laws is constructed based on its four aspects: alternatives to standard employment contracts, the cost of increasing hours worked, the cost of hiring workers and the dismissal procedure. The index of collective relations laws, which refers to laws that protect workers through collective actions, is constructed by two measures: the power that labor unions is granted by the law and the laws that govern collective disputes. The index of social securities laws refers to the costs of covering risks of old age, disability and death; sickness and health; and unemployment. The way each index is calculated is by averaging the measures of its sub-indices. However, Botero et al. (2004) has not yet proposed method to construct a overall labor market rigidity index by integrating the 3 individual indices.

Another approach to measure the level of labor market rigidity is presented in the study of Jeng and Wells (2000). Jeng and Wells (2000) used two measures: the first measure is the average tenure of individuals with some tertiary education, which presents the amount of flexibility of a country's skilled labor force; and the second measure is the percentage of labor force that has job tenure of 10 years or more, which concerns with the whole labor market. In other words, a country with greater job tenure presents itself as a society with higher level of labor market rigidity. This approach is can be well applied when collecting data for OECD countries (provided by the OECD database), however statistical data has not yet been systematically collected for other countries outside of the OECD.

The third approach to measure the level of labor market rigidity is found in the study of Forteza and Rama (2006). Forteza and Rama (2006) measure the labor market rigidity index by including the following indicators: (1) the number of ILO (International Labour Organization) conventions ratified by a country; (2) the ratio of minimum wages to average labor costs in large manufacturing firms; (3) the ratio of minimum wages to income per capita; (4) the percentage of salaries that employers and employees have contribute to the social security administration; (5) the legal number of days of maternity leave with full pay for a first child born without complications; (6) the membership of the labor movement measured in percentage of the labor force; (7) the right to bargain collectively; (8) employment in the general government; and (9) employment in the central government as a fraction of labor force. The approach of Forteza and Rama (2006) includes some important indicators found in the approach of Botero et al. (2004), however the approach of Forteza and Rama (2006) has resulted in a unified index for labor market rigidity (the index includes data for 119 countries which is broader than the indices provided by Botero et al. (2004).

2.2.4 Macroeconomic Variables

According to Jeng and Wells (2000), macroeconomics condition could affect the venture capital investment in early stage. Specifically, macroeconomic expansion are expected to lead to an increase in the number of startups. Jeng and Wells (2000) use GDP growth to measure the macroeconomic fluctuations and market capitalization growth as an explanatory factor for venture capital investing. The two factors are considered to have positive correlation with venture capital investment.

The underlying reasons for choosing market capitalization growth as an explanatory factor for venture capital investing activity, according to Jeng and Wells (2008) are quite similar to the GDP growth. Specifically, the increase of market capitalization presents the expectations about the economy from the investors, in other words, the investors have good expectation about the economy. The increase in market capitalization also presents a more favorable investment environment for investors and clearly the supply of fund for investments in stock market has increased; this likely to corresponds to the increase in fund supply for VC capital investments. Therefore, as the investors are confident about the future economy, the supply of investment funds has increased, Jeng and Wells (2000) expect that the demand for funds for VC capital investment would increase.

However, the research in the area provide mixed results. Jeng and Wells (2000) did not find significant impact of GDP and market capitalization growth on VC investment. Where as, Gompers and Lerner (1998) found significant correlation between GDP and Equity Market Return and VC investing activities; and Felix,

Gulamhussenb and Pires (2013) found significant positive relationship between GDP growth and high-tech VC investments. On the other hand, Schertler (2003) focus on the liquidity of the stock market and found positive impact on early stage venture capital investment. Van Pottelsberghe de la Potterie and Romain (2004) noticed that there exist negative impact of labour market rigidity on the positive influence of GDP growth and positive influence of knowledge capital stock on VC activities.

2.2.5 Government Program

According to Kenney, Han and Tanaka (2002), the government can help to establish and develop the VC industry in the early stage by implementing monetary and fiscal policies that create a stable macroeconomic environment.

One of the important policies that can affect the VC investment activities is the taxation policy. Gompers (1994) states that the decrease in capital gain taxes could have some positive effect on the supply of venture capital funding. In addition, Da Rin et al. (2006) notices that lower capital gain taxes help investor to achieve higher returns and the difference between the capital gain tax and the income tax would make the cost of leaving one's job and starting a company lower. Another important policy of the government that can benefit VC is policy that supports the funding of University research. The encouragement of investing in University research in the US has created a efficient supply of well-trained graduates in science and engineering along with innovations (Kenney et al., 2002). In addition, the government can support VC investment directly or indirectly through issuing new legislations or new incentive schemes such as low-interest rate loan scheme or tax relief scheme. However, O'Shea (1996) points out that there may be negative effect of government program on the VC investing activities. For example, the increasing spending of government on venture capital may hinder the development of VC sector.

2.3 Uncertainty Avoidance and VC Investment Activities

2.3.1 Uncertainty Avoidance

Uncertainty avoidance is one of the five dimension of national culture identified by Hofstede (1984). Uncertainty avoidance refers to the degree to which members of a society feel uneasy towards uncertainty and ambiguity. In other words, uncertainty avoidance express the way that people deal with unknown future, do they just let the future happen or try to control it. "Weak Uncertainty Avoidance" societies have the tendency to accept uncertainty and not become up-set by it, they take risk rather easily. However, some societies try to beat the future through creating security and avoiding risk, which are called "strong Uncertainty Avoidance" societies.

Specifically, Hofstede (2011) presented the detailed differences between a "weak uncertainty avoidance" and a "strong uncertainty avoidance" culture:

Table 1. Differences between weak and strong uncertainty avoidance cultures

| Weak uncertainty avoidance | Strong uncertainty avoidance |
|--|---|
| The uncertainty inherent in life is accepted and each day is taken as it comes | The uncertainty inherent in life is felt as a continuous threat that must be fought |
| Ease, lower stress, self-control, low anxiety | Higher stress, emotionality, anxiety, neuroticism |
| Higher scores on subjective health and well- being | Lower scores on subjective health and well-being |
| Tolerance of deviant persons and ideas: what is different is curious | Intolerance of deviant persons and ideas: what is different is dangerous |
| Comfortable with ambiguity and chaos | Need for clarity and structure |
| Teachers may say 'I don't know' | Teachers supposed to have all the answers |
| Changing jobs no problem | Staying in jobs even if disliked |
| Dislike of rules - written or unwritten | Emotional need for rules – even if not obeyed |
| In politics, citizens feel and are seen as competent towards authorities | In politics, citizens feel and are seen as incompetent towards authorities |
| In religion, philosophy and science: relativism and empiricism | In religion, philosophy and science: belief in ultimate truths and grand theories |

Source: Hofstede (2011, p. 10)

According to Hofstede (1984), people can create security in three ways: (1) technology, (2) laws and rules, and (3) religion. The study of Hofstede shows that Latin countries, Mediterranean countries, Japan and Korea are countries with strong degree of uncertainty avoidance; other Asian countries are ranked medium to weak uncertainty avoidance; and some countries that present weak uncertainty avoidance are Denmark, Sweden, Great Britain and Ireland.

2.3.2 Measuring Uncertainty Avoidance Degree

a. Hofstede's method

The work of Hofstede (1984) is based on his access to a large survey database about values and related sentiments of people in over 50 different countries back in the 1970s. The database was build upon surveying (one or twice in the period of 4 years) people who worked in local subsidiaries of IBM – one large multinational corporation, resulting in a database of more than 100,000 questionnaires. Hofstede (1984) had developed his approach to measure the correlations between the mean scores of survey items at a level of countries and had found significant differences between cultures and developed the four dimensions of national culture (Power Distance, Uncertainty Avoidance, Individualism vs. Collectivism, Masculinity vs. Femininity) and later the fifth dimension – long term vs. short term orientation - was added (Hofstede, 2001). According to Hofstede's method, each country has been scored for each dimension and has been positioned in relation to other countries. Specifically, for the uncertainty avoidance dimension, Hofstede (1984) has done the measurement for each country based on the combination of three different factors including (1) rules orientation, (2) employment stability and (3) nervousness or stress at work. The formula used to calculate uncertainty avoidance dimension is as following:

$$\text{Uncertainty avoidance} = 300 - 30 \times (\text{rule orientation} - \text{mean score}) - (\% \text{ employees intending to stay less than 5 years}) - 40 (\text{stress at work} - \text{mean score}) \quad (2)$$

In which:

(1) The rules orientation factor refer to the responses of employees to the statement: "Company rules should not be broken – even if the employee thinks it is in the company's best interests" (Hofstede, 1983, pp. 118-119). The rules orientation factor was measured using a five-point Likert scale with 1 point representing "strongly agree" and 5 point representing "strongly disagree". Hence, lower point in the Likert scale refers to higher beliefs of employees to follow the rules; and higher point in the Likert scale refers to lower beliefs of employees to follow the company rules.

(2) The employment stability factor refer the responses of the employees to the statement: "How long do you think you will continue working for this company?" (Hofstede, 1983, p. 119). The score for this factor is not based on Likert scales as in the rules orientation factor but based on the percent of individuals that have the intention to stay with their current employers for the time period of no more than 5 years. The possible responses available for the respondents are: "(1) Two years at the most; (2) From two to five years; (3) More than five years (but I probably will leave before I retire) and (4) Until I retire" (Hofstede, 1983, p. 119). Therefore for the employment stability factor, the longer the employees intend to stay with the current employer have a higher value, and the shorter the employees' intentions to remain with the current employer have a lower value.

(3) The nervousness or stress at work factor refers to the responses of employees to the statement: "How often do you feel nervous or tense at work?" (Hofstede, 1983, p. 119). Similar to the method used to score the rules orientation factor, the nervousness or stress at work factor is scored based on a five-point Likert scale with the minimum point of 1 representing "I always feel that way" and the maximum point of 5 representing "I never feel that way". Hence, for the nervousness or stress at work factor, the higher value on the Likert scale refers to lower feeling of being nervous, and the lower value on the Likert scale refers to higher feelings of being stress at work.

b. Criticism of Hofstede's Method

The criticisms of Hofstede's method of measuring the five national culture dimensions in general and the uncertainty avoidance dimension in particular are mainly about Hofstede's data. For example, Smith, Peterson and Schwartz (2002), Janvidan, House, Dorfman, Hanges and Sully de Luque (2006) and McSweeney (2002) criticized that the work of Hofstede was based on old data which is collected during 1968 and 1972 and in only one multinational organization (IBM) and the data of Hofstede was mostly collected by surveying white marketing and salesmen. Hence, the validity and generality of Hofstede's culture dimension measurements are questioned.

However, later studies of national cultures have confirmed the validity and generality of Hofstede's work. According to Hofstede (2011), after his research at IBM, he had also done the same surveys and questionnaires

to nearly 400 management trainees from about 30 countries in an international program that is unrelated to IBM. The results from the program show consistency with the results that Hofstede obtain from IBM – the mean scores for each country significantly correlated with the country level scores obtained from IBM database. For the criticism of using time-worn data, Hofstede argued that the dimensions measured in his research focus on describing the differences between cultures. Although the national cultures do evolve, but according to Hofstede, they tend to evolve in more or less the same direction which means that the difference between cultures would not necessarily lost (Minkov & Hofstede, 2011). Hence, the validity of Hofstede’s work still remains. The study of Inglehart (2008) has supported this point. From analyzing data of Western European countries collected from the period from 1970 to 2006, Inglehart (2008) concluded that although Western culture did evolve, their paths never crossed at any point during the period of 36 years.

c. Other approaches

Besides the work of Hofstede, other researchers have been developing and measuring different national culture dimensions. Two of the most recognized other approaches in the field are from the study of Schwartz (1994) and House, Hanges, Javidan, Dorfman and Gupta (2004), which are summarized as in Table 2.

Table 2. Other approaches to measure national culture dimensions

| Authors | Contributions | Methodology |
|------------------------------------|---|---|
| Schwartz (1994) | 7 national culture dimensions: (1) Conservatism; (2) Intellectual autonomy; (3) Affective autonomy; (4) Egalitarian; (5) Mastery; (6) Hierarchy; (7) Harmony | Using the Schwartz value survey on 35,000 teachers and students from 67 countries |
| GLOBE project (House et al., 2004) | 9 national culture dimensions: (1) Assertiveness orientation; (2) Gender egalitarianism; (3) Institutional collectivism; (4) Family collectivism; (5) Power distance; (6) Uncertainty avoidance; (7) Future orientation; (8) Performance orientation; (9) Humane orientation. | Surveying 17,370 respondents from 62 countries and from 3 different industry: telecommunication, food processing and finance. |

Shwartz (1994) has developed 7 national culture dimensions including: (1) Conservatism emphasizes the maintenance of the status quo, propriety and the inclinations that might disrupt the traditional orders that are embedded in the society. (2) Intellectual autonomy emphasizes the ability of an individual in pursuing their own ideas and intellectual directions freely and independently. (3) Affective autonomy emphasizes the extent to which an individual can freely pursuing their affective desires. (4) Egalitarian refers to the extent to which an individual can voluntarily give up their own interests to promote the benefits of other people. (5) Mastery emphasizes the importance of being self-assertiveness of individuals in order to get ahead. (6) Hierarchy refers the extent to which the unequal distribution of power and resources is considered legitimate. (7) Harmony refers to the importance of fitting harmonily into the environment of individuals. The work of Schwartz (1994) provides results that quite independent from the work of Hofstede (1984). Specifically, according to the earlier explanations of Shwartz’s 7 dimensions, the dimension of uncertainty avoidance was not included in the author’s work.

Unlike the work of Schwartz (1994), the GLOBE project replicated the work of Hofstede (1984) and has expanded the five Hofstede dimensions to nine dimensions (House et al., 2004). The dimension Power Distance and Uncertainty Avoidance are maintained. The collectivism dimension is split into Institutional Collectivism and In-group Collectivism. The masculinity vs. femininity dimension is split into Assertiveness and Gender Egalitarianism. The Long-term vs. short-term orientation dimension is replaced by Future Orientation. Furthermore, two new dimensions are added: Humane orientation and Performance orientation. In the work of House et al. (2004, p.13), Uncertainty avoidance dimension refers to the extent that individuals within a society strive to avoid uncertain future through relying on established social norms, rituals and bureaucratic practices. Hence, the individuals living within a high uncertainty avoidance culture will actively try to seek for solution to decrease the probability of unpredictable future event that could bring adverse effects later. This definition of uncertainty avoidance that House et al. (2004) provided though is similar to what Hofstede defines, however the

two definitions are not completely the same. According to Hofstede (2001, p.148), uncertainty avoidance goes with anxiety, uncertainty has no probability and uncertainty is the situation that anything can happen. However, the largest difference between the two dimensions are their measurements. While Hofstede's surveying method is asking individuals of what they think of themselves; the surveying method used in the GLOBE project in addition of asking individuals of what they think of themselves (describing their culture), also asking what they think other people should do (judging what their culture should be) (House et al., 2004). The method used in the GLOBE project has created controversy and received vast criticisms. According to Smith (2006) and Minkov and Blagoev (2011), when asking individuals of what are considered important to themselves would yield a completely different results compare to when asking individuals what they think other should or should not do. The first question will yield results about personal values (Smith, 2006) and the second question will yield results about social norms (Minkov & Hofstede, 2011); and the two cannot be mixed.

Therefore, in the purpose of this research, to avoid complexity, the author adopts the most well-established and tested method to measure uncertainty avoidance from the landmark study of Hofstede (1984).

2.3.3 Uncertainty Avoidance and Venture Capital Investment

According to Hofstede (1984, p. 132), "high uncertainty avoidance connotes less achievement motivation, less competitiveness, more emotional resistance to change, more worry about the future, less risk taking". As discussed earlier, the main focus of VC is on innovations and significant growth potential which can be achieved only by change acceptance and risk taking behaviour. Hence, all of the characteristics of a high uncertainty avoidance refer to the resistance to changes which suggest that the society with high uncertainty avoidance degree would have lower VC investment level. In addition, Institutional Theory suggest that the culture, history and policy of a specific country or region in which a VC operates, play a essential role in the success or failure of that VC (Lingelbach, Murray, & Gilbert, 2009). Therefore, the degree of uncertainty avoidance is expected to have significant impact on VC investment activities in a particular country.

In literature there has been recognition of the important of culture as an factors that affects many actions and outcomes observed in finance (Frijins, Gilbert, Lehnert, & Tourani-Rad, 2013). For example, Siegel, Licht and Schwartz (2011) found that the international investment flows are influenced by a society's culture or Anderson, Fedenia, Hirschey and Skiba (2011) found that culture does affect foreign investment decisions. Furthermore, research on the cultural difference between nations as one of the main determinants of a country's entrepreneurial development have been carried out since the 90s; for examples, the studies of McGrath (1992) and Mueller and Thomas (2001) have found significant correlation between national culture (including uncertainty avoidance level) and entrepreneurial development.

However in literature, there has been limited researches about culture as an determinant of VC capital investing in different countries. There are two recent research that focus on this issue. The first research is of Li and Zahra (2012, 51) which has found correlation between higher levels of collectivism (one dimension of national culture by Hofstede (1984)) and lower levels of VC activity. The second research is of Antocznyk and Salzman (2012) which show similar results with Li and Zahra (2012) that individualism is positively associated with VC activity. In addition Antocznyk and Salzman (2012) also found that the degree of uncertainty avoidance is negatively correlated with VC investing activity.

Furthermore, uncertainty avoidance or risk attitudes are emphasized in various studies about the success of the largest and the most developed venture capital market in the world – Silicon Valley. According to Saxenian (1994), among various factors, the success of Silicon Valley mainly due to its culture and the structure of the organizations which provided much flexibility and adaptability. Or as stated by Aoki (2000) (cited in Koh & Koh, 2002) and Wonglimpiyarat (2006) the factors that had contributed to the success of the venture capital market in Silicon Valley include a stable social and political environment, acceptance of immigrant talent and a culture of risk taking.

Hence, based on these above literature, uncertainty avoidance level of a country is expected to negatively correlate with the venture capital investment activities in that country. Specifically, a country with a higher degree of uncertainty avoidance is expected to have a less developed venture capital market and the size of the venture deals in that country are expected to be smaller than another country with lower degree of uncertainty avoidance.

To examine the relationship between the uncertainty avoidance degree and VC activity in a particular country, these following hypotheses would be tested:

H1: A country with higher degree of uncertainty avoidance have a less developed Venture Capital market.

A country with lower degree of uncertainty avoidance have a more developed Venture Capital market.

H2: Countries with higher degree of uncertainty avoidance have smaller VC deal sizes.

Countries with lower degree of uncertainty avoidance have larger VC deal sizes.

3. Methodology

3.1 Ordinary Least Squares (OLS)

To estimate the relationship between Venture capital investment and its variables, the ordinary least squares method and linear regression model are used.

$$y_i = \beta_0 + \beta_1 x_i + u_i \quad (3)$$

Where: y is the dependent variable, x is the independent variable and u is the error

However, this method is the best estimation method only when the following assumptions are satisfied (Verbeek, 2008):

A1: Zero mean: $E(u_i) = 0$

A2: Independence: $E(u_i|x_i) = 0$

A3: Homoscedasticity (constant variance): $V(u_i) = \sigma^2$

A4: Non autocorrelation: $Cov(u_i, u_j) = 0, i \neq j$

a. Assumption 1

Assumption A1 ($E(u_i) = 0$) required that the average value of the regression errors is zero. To test Assumption 1, t-test is used.

b. Assumption 3

Assumption A3 means that the model is homoscedastic.

To test for heteroscedasticity, Goldfeld-Quandt test or White's test can be used. One way to reduce heteroscedasticity is to use variables expressed in logarithm (e.g., $\log(y)$ instead of y). If the form of heteroscedasticity is known, Generalized Least Squares (GLS) can be used to estimate the model. When heteroscedasticity is suspected, we can use the White's procedure which produces the OLS estimator with Heteroscedasticity Consistent standard errors (also known as robust standard errors).

c. Assumption 4

Assumption 4 means that the residuals are not autocorrelated.

Durbin-Watson test is used to test for first-order autocorrelation. Estimation of this model can be performed by using GLS-type estimators such as Cochrane-Orcutt estimator (which does not use the first transformed observation $t = 1$) or Prais-Winsten estimator (which uses all transformed observations).

When autocorrelation (even of higher-order) is suspected, the Newey-West procedure can be used to obtain the OLS estimator with Heteroscedasticity and Autocorrelation Consistent (HAC) standard errors.

d. Assumption 2

Assumption 2 means that the error terms u_i are uncorrelated with explanatory variables x_i . This means that x_i is an exogenous regressor.

Assumption 2 is crucial for the consistency of the Ordinary Least Squares (OLS) estimator. When this assumption fails, for example when the error terms are correlated with some or all explanatory variables (which are known as endogenous regressors), the OLS estimator is inconsistent and alternative estimators should be considered. There are two alternative methods: Instrumental Variables (IV) and Generalized Method of Moments (GMM) (Wooldridge, 2006).

3.2 Simple Regression and Multiple Regression Model

In the above model, simple regression analysis is used to explain the dependent variable y as a function of a single independent variable x. According to Wooldridge (2006), the major weakness of this estimation is the difficulty to reach a clear conclusion of how x affects y because the assumption that all other factors that might affect y are not related to x is normally unrealistic. Hence, if other factors are added to the simple regression model which are useful for explaining y, then we can explain more of the variation in y. When adding more independent variables in the simple regression model, we construct a multiple regression model. Multiple regression analysis is considered to help building a better models for predicting the dependent variable y (Verbeek, 2008).

The general multiple regression model which contain k independent variables can be expressed as following:

$$y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \dots + \beta_kx_k + u_i \tag{4}$$

where: β_0 is the intercept;

β_1 is the parameter associated with x_1 ;

β_2 is the parameter associated with x_2 and so on

3.3 Panel Data Models – Fixed Effects and Random Effects Model

Panel data refers to a type of data that comprises both time series and cross-sectional elements. In other words, we have repeated observations over the same units collected over a number of periods (Verbeek, 2008).

The model of panel data is as follows

$$y_{it} = \alpha + \beta x_{it} + u_{it}, \quad i = 1, 2, \dots, N, t = 1, 2, \dots, T \tag{5}$$

A usual panel data model assumes the existence of individual effects

$$u_{it} = \mu_i + v_{it}$$

Where: μ_i is the standard residual term; v_{it} is the individual effect

μ_i encapsulates all factors, specific to individual I and time-invariant, that are not included in the regressors x_{it} . When μ_i is considered as fixed, we have the fixed effects model. When μ_i is consider random, we have the random effects model.

3.3.1 Fixed Effects Model

Consider the model

$$y_{it} = \alpha + \beta x_{it} + u_{it}, \quad i = 1, 2, \dots, N, t = 1, 2, \dots, T$$

where

$$u_{it} = \mu_i + v_{it}$$

FOR EACH i , average this equation over time

$$\bar{y}_i = \alpha + \beta \bar{x}_i + \bar{u}_i$$

Hence, by construction β can be estimated by OLS applied on the following demeaned model. This case β is called the within estimator or fixed effect estimator - $\hat{\beta}_{FE}$.

$$y_{it} - \bar{y}_i = \beta (x_{it} - \bar{x}_i) + v_{it} - \bar{v}_i$$

α can be estimated by:

$$\hat{\alpha}_{FE} = \bar{y} - \hat{\beta}_{FE}\bar{x}$$

Adding more explanatory variables to the equations, we have the original unobserved effects model:

$$y_{it} = \alpha + \beta_1x_{it1} + \beta_2x_{it2} + \dots + \beta_kx_{itk} + u_{it}, \quad i = 1, 2, \dots, N, t = 1, 2, \dots, T \tag{6}$$

TO ESTIMATE β_j we simply use the time-demeaning on each explanatory variable and then do a pooled OLS regression using all time-demeaned variables.

3.3.2 Random Effects Model

Consider the model

$$y_{it} = \alpha + \beta x_{it} + u_{it}, \quad i = 1, 2, \dots, N, t = 1, 2, \dots, T$$

where

$$u_{it} = \mu_i + v_{it}$$

Assumptions of this model are that μ_i has zero mean and variance σ_μ^2 , which is independent of v_{it} and independent of explanatory variables x_{it} . Furthermore, μ_i and v_{it} are assumed to distribute independently and identically.

The estimation of β can be performed by estimating the following model by GLS (which is the OLS estimator applied to the quasi-demeaned model)

$$y_{it} - \psi\bar{y}_i = \alpha(1 - \psi) + \beta (x_{it} - \psi\bar{x}_i) + (v_{it} - \psi\bar{v}_i) \tag{7}$$

where

$$\psi = 1 - \frac{\sigma_v}{\sqrt{T\sigma_\mu^2 + \sigma_v^2}}$$

According to Wooldridge (2006), as the fixed effects model allows arbitrary correlation between α and x_{itj} while random effects does not, fixed effects is considered to be a more convincing tool for estimating ceteris paribus effects. However, in some certain situation, random effects are obviously more useful than fixed effects. The most obvious example is when the key explanatory variable is constant overtime, we cannot used fixed effects to estimate its effect on y_{it} . Hence, if using random effects, we can include as many time-constant control variables as possible among the explanatory variables. Hausman (1978) has developed a test (called Hausman test) which has the main idea that one can use the random effects estimator unless the Hausman test rejects.

3.4 Methods

H1: To test the relationship between uncertainty avoidance and the size of venture capital market, the following model is used:

$$\text{Size of VC market}_{it} = \beta_0 + \beta_1 \text{IPOs}_{it} + \beta_2 \text{GDP growth}_{it} + \beta_3 \text{Market capitalization growth}_{it} + \beta_4 \text{Labor market rigidities}_i + \beta_5 \text{Legality}_i + \beta_6 \text{Uncertainty avoidance degree}_i \quad (8)$$

H2: To test the relationship between uncertainty avoidance and the size of venture capital deals, the following model is used:

$$\text{Size of VC deals}_{it} = \pi_0 + \pi_1 \text{IPOs}_{it} + \pi_2 \text{GDP growth}_{it} + \pi_3 \text{Market capitalization growth}_{it} + \pi_4 \text{Legality}_i + \pi_5 \text{Uncertainty avoidance degree}_i \quad (9)$$

As the key explanatory variable - Uncertainty avoidance degree – in addition with Labor market rigidities and Legality variables, are time-constant; the model used to estimate the effect of the explanatory variables on dependent variable is random effects model.

3.5 The Data

The above hypotheses are tested using data collected from VentureXpert database, which according to Li and Zahra (2008), provides the most consistent and comprehensive data of venture capital overtime and across countries. The data is collected across 11 Asian countries, and focuses on the period from 2003 – 2012. The countries included in the sample are: Australia, China, Hong Kong, India, Japan, South Korea, Malaysia, New Zealand, Singapore, Taiwan and Thailand.

For the variables related to investment values of the venture capital market, their valued are normalized by the respective GDP value for each country in a given year. This approach is adopted by many authors such as Jeng and Wells (2000), Marti and Balboa (2001), Van Pottelsberghe de la Potterie and Romain (2004). According to these authors, this adjustment is to prevent heteroscedasticity effect from the sample. For example, it is quite normal that a country with a higher economic level would have a higher value of venture capital investment value, hence, to control this problem the investment values need to be normalized by the GDP. Furthermore, if the variable values are expressed in nominal values, then overtime, due to inflation, the values can increase. By normalize the variable by GDP, the inflation effect on the variables would be removed.

The dependent variables in the above mentioned model are Size of VC market and Size of VC deals. The data are obtained from www.venturexpert.com.

The independent variables

+ IPOs is the volume of IPOs in % of GDP in each country at a specific time which is obtained from the database of Thomson One Banker.

+ GDP growth: is the growth rate of GDP in each country at a specific time which is obtained through the database of World Bank

+ Market capitalization growth: is the growth rate of market capitalization in each country at a specific time which is obtained through the database of World Bank.

+ Labor market rigidities is obtained through the study of Forteza and Rama (2006).

+ Legality is obtained through the study of Berkowitz et al. (2003).

+ Uncertainty avoidance degree is obtained through the website of Hofstede (2013).

4. Findings and Analysis

4.1 Descriptive Statistics

Table 3 displays summary statistics of the number and amount of venture capital investments for each country in the sample. The data in Table 3 shows that there exists substantial variation of venture capital investing level

between Asian countries. Based on the mean annual number of deals and annual amount of venture capital investment, the countries that have the most developed venture capital market in the samples are China, India, South Korea, Australia and Japan. Based on the mean annual amount of venture capital investment as a fraction of GDP, the countries that have the more developed venture capital market in the samples are China, India, Singapore and Hong Kong.

Table 4 presents the score for level of uncertainty avoidance measured for each country in the sample by Hofstede (1984). The data in table 4 shows that Japan and South Korea are two of the most uncertainty avoidance in the world. Taiwan and Thailand have high preference for uncertainty avoidance. Australia and New Zealand are considered to be fairly pragmatic cultures in terms of uncertainty avoidance. India, Malaysia, China and Hong Kong are country with low preference for uncertainty avoidance. Finally, Singapore with a score of 8, presents itself as a very low preference country for uncertainty avoidance. Hence, at the first glance, if based on the number of deals and annual amount of venture capital investment, the most developed venture capital markets are found in countries with very high (South Korea and Japan), medium (Australia) and low (China and India) score of uncertainty avoidance. If based on the amount of venture capital investment as a fraction of GDP, the most developed venture capital markets are found in countries with low (China, India and Hong Kong) and very low (Singapore) level of uncertainty avoidance; this shows support for the hypotheses developed earlier in this research.

Table 5 presents the descriptive and summary statistics for each variable measures. Table 5 shows that there are significant negative correlation between VC investments (including early stage VC investments, later stage VC investments and Non-high tech VC investments) and uncertainty avoidance degree. In addition, negative correlation also exists between the average VC deal size and the degree of uncertainty avoidance degree.

Table 3. Summary of country-level venture capital investments

| Country | Years of data | Mean annual number | Mean annual amount (\$mil) | Mean annual amount (% of GDP) |
|-------------|---------------|--------------------|----------------------------|-------------------------------|
| Australia | 10 | 72.5 | 253.8 | 0.029 |
| China | 10 | 461.5 | 5451.4 | 0.107 |
| Hong Kong | 10 | 7.5 | 75.9 | 0.040 |
| India | 10 | 140.5 | 1398.6 | 0.091 |
| Japan | 10 | 36.5 | 132.1 | 0.002 |
| Malaysia | 10 | 3.5 | 8.9 | 0.005 |
| New Zealand | 8 | 9.5 | 21.8 | 0.019 |
| Singapore | 10 | 18 | 87.9 | 0.050 |
| South Korea | 10 | 189 | 178.3 | 0.023 |
| Taiwan | 10 | 11.5 | 23.7 | 0.006 |
| Thailand | 10 | 1.5 | 3.6 | 0.001 |

Table 4. Summary of country-level uncertainty avoidance degree

| Country | Uncertainty avoidance degree | Country | Uncertainty avoidance degree |
|-----------|------------------------------|-------------|------------------------------|
| Australia | 51 | New Zealand | 49 |
| China | 30 | Singapore | 8 |
| Hong Kong | 29 | South Korea | 85 |
| India | 40 | Taiwan | 69 |
| Japan | 92 | Thailand | 64 |
| Malaysia | 36 | | |

Source: Hofstede (2013)

Table 5. Descriptive statistics

| No. | Variables | Mean | SD | Min | Max | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) |
|------|------------------------------|--------|-------|-------|--------|--------------------|--------------------|--------------------|-------|--------------------|--------------------|--------------------|--------------------|-------|--------------------|-------------------|------|
| (1) | Amount of VC investments | 0.075 | 0.196 | 0.00 | 1.620 | 1.00 | | | | | | | | | | | |
| (2) | Early stage VC investments | 0.011 | 0.049 | 0.00 | 0.49 | 0.49 ^a | 1.00 | | | | | | | | | | |
| (3) | Later stage VC investments | 0.063 | 0.177 | 0.00 | 1.620 | 0.97 ^a | 0.27 ^a | 1.00 | | | | | | | | | |
| (4) | High tech VC investments | 0.032 | 0.153 | 0.00 | 1.598 | 0.79 ^a | 0.00 | 0.88 ^a | 1.00 | | | | | | | | |
| (5) | Non-high tech VC investments | 0.042 | 0.119 | 0.00 | 0.970 | 0.62 ^a | 0.80 ^a | 0.50 ^a | 0.02 | 1.00 | | | | | | | |
| (6) | Average deal size | 0.0043 | 0.013 | 0.00 | 0.0996 | 0.58 ^a | 0.68 ^a | 0.45 ^a | 0.04 | 0.90 ^a | 1.00 | | | | | | |
| (7) | IPOs | 1.89 | 2.68 | 0.00 | 19.72 | 0.08 | 0.05 | 0.07 | -0.01 | 0.14 | 0.18 ^c | 1.00 | | | | | |
| (8) | GDP growth | 4.77 | 3.69 | -5.53 | 14.78 | 0.20 ^b | 0.19 ^b | 0.17 ^c | 0.02 | 0.30 ^a | 0.14 | 0.26 ^a | 1.00 | | | | |
| (9) | Market capitalization growth | 23.98 | 47.45 | -64.5 | 210.76 | 0.05 | -0.02 | 0.06 | 0.01 | 0.07 | -0.05 | -0.02 | 0.27 ^a | 1.00 | | | |
| (10) | Legality | 17.61 | 2.96 | 12.80 | 21.55 | 0.09 | 0.06 | 0.08 | 0.04 | 0.09 | 0.11 | 0.15 | -0.18 ^c | -0.10 | 1.00 | | |
| (11) | Labor market rigidity | 0.22 | 0.11 | 0.07 | 0.43 | -0.23 ^b | -0.03 | -0.24 ^b | -0.15 | -0.17 ^c | -0.17 ^c | -0.28 ^a | -0.36 ^a | -0.03 | 0.43 ^a | 1.00 | |
| (12) | Uncertainty avoidance | 50.29 | 24.55 | 8.00 | 92.00 | -0.29 ^a | -0.22 ^b | -0.26 ^a | -0.12 | -0.33 ^a | -0.30 ^a | -0.46 ^a | -0.43 ^a | -0.07 | -0.19 ^b | 0.17 ^c | 1.00 |

Note: In the table, the correlations matrix for the variables used in the research is presented. The correlation is significant to levels of: ^a significance at 1%; ^b significance at 5%, ^c significance at 10%.

4.2 Results

The results for the Amount of VC investments and Average deal size are presented in Table 6a, 6b and Table 9 respectively. The Wald Chi square suggest that all the models are significant.

The results from table 6a and 6b show that there exists significant negative correlation between IPOs and the amount of VC investments, especially the Later stage VC investments. This result means that the size of VC market in one Asian country with a less active stock market is actually bigger than a country with a more active stock market, which is against expectation from literature. This result does not support the empirical evidence from the study of Jeng and Wells (2000), Farag et al. (2004), Da Rin et al. (2006) and Banerjee (2008). This results are probably due to the sample in this paper is collected only for Asia countries while the samples in the above mentioned studies are collected for OECD or developed countries. Compare to the OECD or developed countries, the stock markets in Asian countries are less developed and the venture capital exit method of IPOs is not necessary the most popular or efficient among all exit strategies. Evidences can be seen at the study of Cumming et al. (2006), the authors of the study have collected data about venture capital exits in 12 Asian countries as in Table 7.

Table 6a. Empirical results with random effects models for the amount of VC investments, early stage and later stage VC investments

| Potential determinants | Amount of VC investments | | Early stage VC investments | | Later stage VC investments | |
|------------------------|---------------------------------|--------------------------------|----------------------------------|----------------------|--------------------------------|---------------------------------|
| | Model 1 | Model 2 | Model 1 | Model 2 | Model 1 | Model 2 |
| IPOs | -0.008 (0.008) | -0.014 ^c (0.008) | -0.0015 (0.002) | -0.0015 (0.002) | -0.008 (0.007) | -0.0134 ^c (0.007) |
| GDP growth | 0.005 (0.006) | 0.005 (0.006) | 0.002 (0.001) | 0.002 (0.0015) | 0.0036 (0.0054) | 0.003 (0.006) |
| Market cap growth | 0.00002 (0.0004) | 0.0001 (0.0004) | -0.00008 (0.0001) | -0.00008 (0.0001) | 0.0001 (0.0004) | 0.0002 (0.0004) |
| Legality | | 0.014 (0.009) | | 0.0001 (0.0021) | | 0.013 (0.01) |
| Labor market rigidity | | -0.531 ^b (0.252) | | 0.005 (0.059) | | -0.537 ^b (0.25) |
| Uncertainty avoidance | -0.0024 ^b (0.001) | -0.002 ^c (0.001) | -0.0004 ^c (0.0002) | -0.0004 (0.0425) | -0.002 ^b (0.068) | -0.0017 (0.001) |
| R-squared | 0.097 | 0.16 | 0.07 | 0.07 | 0.08 | 0.15 |

Note: The data has been collected by the authors, generating 108 observations. In the table the dependent variable is Amount of VC investments, Early stage VC investments, Later stage VC investments and the independent variables vary from model to model. The set of independent variables is: IPOs, GDP growth, Market cap growth, Labor market rigidity and Uncertainty avoidance. In the table, the results of random effects panel data models are presented. The t-statistics values are significant at the following levels: ^a significance at 1%; ^b significance at 5%; and ^c significance at 10%.

Table 6b. Empirical results with random effects models for the high tech and Non-high tech VC investments

| Potential determinants | High tech VC investments | | Non- high tech VC investments | |
|------------------------|--------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Model 1 | Model 2 | Model 1 | Model 2 |
| IPOs | -0.005 (0.006) | -0.009 (0.006) | -0.0012 (0.005) | -0.0033 (0.005) |
| GDP growth | -0.001 (0.005) | -0.0032 (0.005) | 0.0065 ^c (0.0034) | 0.0064 ^c (0.0036) |
| Market cap growth | 0.00002 (0.0003) | 0.00008 (0.0003) | 0.00002 (0.0002) | 0.0002 (0.0002) |
| Legality | | 0.0066 (0.0062) | | 0.0064 (0.0044) |
| Labor market rigidity | | -0.356 ^b (0.175) | | -0.17 (0.125) |
| Uncertainty avoidance | -0.001 (0.0007) | -0.001 (0.0007) | -0.0012 ^b (0.0006) | -0.0011 ^c (0.0005) |
| R-squared | 0.02 | 0.06 | 0.14 | 0.15 |

Note: The data has been collected by the authors, generating 108 observations. In the table the dependent variables are High tech VC investments and Non-high tech VC investment; and the independent variables vary from model to model. The set of independent variables is: IPOs, GDP growth, Market cap growth, Labor market rigidity and Uncertainty avoidance. In the table, the results of random effects panel data models are presented. The t-statistics values are significant at the following levels: ^a significance at 1%; ^b significance at 5%; and ^c significance at 10%.

Hence, according to Table 7, the dominant exit strategies of venture capital investments in Asia is private exits,

IPO only accounts for major part of exit strategies in Australia and Taiwan.

In term of macroeconomic variables, significant positive relationship was found between GDP growth and the amount of VC invested in non-high technology sector in both models tested; which do not support the results of Jeng and Wells (2000) but do support the results from the study of Gompers and Lerner (1998). This result means that, for a country with higher rate of economic growth, the amount of VC invested in non-high technology sector is higher compare to a country with lower rate of economic growth.

However, the results present no significant relationship found between Market capitalization growth and venture capital investment activities which support the results from study of Jeng and Wells (2000) but do not support the results of Schertler (2003).

Also, no significant relationship found between venture capital investment activities and legality which do not support the results from the study of Cumming et al. (2010).

From table 6a and 6b, the results also show that there exists a stronger significant negative correlation between the Labor market rigidity degree and the amount of VC investments, especially the Later stage VC investments. In other words, the size of VC market in one Asian country with a lower degree of labor market rigidity is bigger than a country with a lower degree of labor market rigidity, which is what expected from literature. This result supports the view that labor market rigidity is considered to be obstacle to venture capital growth. However, while the study of Jeng & Wells (2000), Schertler (2003) and Da Rin et al. (2006) found the significant effect of labor market rigidity on early stage venture capital and do not find the effect on the later stage of venture capital investment; whereas, this research has found the statistical significant relationship between labor market rigidity and later stage venture capital investment. The reason for this results can be seen when looking closely at this research's sample. As shown in table 8, most of venture capital deals (more than 70% of the deal) in the samples are later-stage venture capital investments; and as shown in table 5, the correlation between the amount of VC investment variable and the amount of later-stage VC investment variable are very high (the correlation coefficient is 0.97). Hence, due to the major distribution of VC deal to later-stage VC, it is more likely to find significant correlation between labor market rigidity degree and VC investments.

Focus on the main variable in this paper, table 6a and 6b report the existance of significant negative relationship between venture capital investments and the degree of uncertainty avoidance in each Asian country. That is, a country with a higher degree of uncertainty avoidance (lower degree of risk-taking) has a smaller venture capital market compare to a country with a lower degree of uncertainty avoidance (higher degree of risk-taking). When controlling just 3 variables which are IPOs, GDP growth and Market capitalization growth, significant relationships are found in both early-stage VC investment and later-stage VC investments. However, when controlling 2 additional variables which are legality and labor market rigidity, the significant relationship is found only for the whole sample. Furthermore, when the sample is divided into different sectors of High technology and Non-high technology, significant negative relationship is only found between uncertainty avoidance degree and non-high technology VC investments. That means, a country with a higher degree of uncertainty avoidance, tends to invest more into non-high technology sector compare to a country with a lower level of uncertainty avoidance. This result confirms Hypothesis 1 and supports the research of Antoczuk and Salzmann (2012).

The results on Table 9 similarly show significant negative relationship between labor market rigidity and uncertainty avoidance degree with the dependent variable, as the results on table 6a and 6b.

The results found significant negative relationship between labor market rigidity and the average venture capital deal size. That is, a country where labor market is more rigid, the average deal size in the VC market is generally smaller compare to a country where labor market is less rigid.

However, the stronger significant relationship found in this model is the relationship between the uncertainty avoidance degree and the average VC deal size. That is, a country with a higher level of risk-taking characteristic, the average VC deal size is generally larger than a country with a lower level of risk-taking. This result helps to confirm Hypothesis 2.

Table 7. Exits strategies of VC investments in Asia

| Countries | No. of IPOs in the data set | No. of private exits in the data set | No. of acquisition in the data set |
|-------------|-----------------------------|--------------------------------------|------------------------------------|
| New Zealand | 4 | 10 | 7 |
| Australia | 27 | 43 | 18 |
| Singapore | 1 | 7 | 0 |
| Hong Kong | 2 | 11 | 1 |
| Malaysia | 0 | 1 | 0 |
| India | 2 | 1 | 0 |
| Thailand | 0 | 9 | 1 |
| China | 2 | 12 | 0 |
| Taiwan | 31 | 39 | 1 |
| South Korea | 0 | 3 | 0 |
| Indonesia | 0 | 14 | 0 |
| Philippines | 0 | 1 | 0 |

Source: Cumming et al. (2006, p. 225)

Table 8. Early-stage and later-stage VC investments

| Countries | Years of data | Mean annual amount (\$mil) | |
|-------------|---------------|----------------------------|----------------|
| | | Early-stage VC | Later-stage VC |
| Australia | 10 | 40.10 | 208.00 |
| China | 10 | 701.90 | 4798.30 |
| Hong Kong | 10 | 15.20 | 63.70 |
| India | 10 | 157.10 | 1259.50 |
| Japan | 10 | 33.70 | 72.30 |
| Malaysia | 10 | 0.00 | 8.00 |
| New Zealand | 8 | 1.60 | 10.00 |
| Singapore | 10 | 6.90 | 83.80 |
| South Korea | 10 | 43.20 | 141.00 |
| Taiwan | 10 | 7.60 | 19.60 |
| Thailand | 10 | 0.00 | 3.50 |

Table 9. Empirical results with random effects model for the average deal size

| Potential determinants | Average deal size | |
|------------------------------|-----------------------------------|------------------------------------|
| | Model 1 | Model 2 |
| IPOs | -0.0002 (0.0005) | -0.00008 (0.0005) |
| GDP growth | 0.0001 (0.0004) | 0.00003 (0.0004) |
| Market capitalization growth | -0.00002 (0.00003) | -0.00002 (0.00002) |
| Legality | | 0.0006 (0.0005) |
| Labor market rigidity | | -0.0235 ^c (0.00006) |
| Uncertainty avoidance | -0.00015 ^b (0.0046) | -0.00013 ^b (0.00006) |
| R-squared | 0.097 | 0.13 |

Note: The data has been collected by the authors, generating 108 observations. In the table the dependent

variable is Average deal size and the independent variables vary from model to model. The set of independent variables is: IPOs, GDP growth, Market cap growth, Labor market rigidity and Uncertainty avoidance. In the table, the results of random effects panel data models are presented. The t-statistics values are significant at the following levels: ^a significance at 1%; ^b significance at 5%; and ^c significance at 10%.

5. Conclusion and Further Research

5.1 Conclusion

This research examines if uncertainty avoidance is one of the determinants of venture capital investments in Asia countries. In order to analyze the relationship, this research uses random effects models on a data set with 11 Asian countries for the period from 2003 to 2012. On the models used in this paper, other potential determinants of venture capital investments which were already tested in previous literature, are included as control variables; the main explanatory variable is uncertainty avoidance degree of each country.

The empirical results of this research has confirmed the theory developed in previous literature. Specifically, significant negative correlations have been found between the uncertainty avoidance degree and the size of venture capital market (particularly the size of venture capital investments in the non-high technology sector); and between uncertainty avoidance degree and the average venture capital deal size. The results confirmed the hypotheses that a country with a higher uncertainty avoidance degree, has a less developed venture capital market (a smaller-sized market with smaller venture capital deals).

The connection found between venture capital investments and uncertainty avoidance (a dimension of national culture) shows important implication not only for policy makers but also for venture capitalist. From the perspective of policy makers, in order to promote the venture capital investing activity within a nation, it is important to account for cultural values and norm when making policies incentives. From the perspective of venture capitalists, it must be understood that cultural values can account for the efficient operation of the venture. As venture capital concept and practices have been initially developed in the US (Li & Zaha, 2012) and rapidly spreading all over the world; venture capitalists may use the exact best practices adopted from US or use the same information factors to make their investment decisions (Zacharakis, McMullen & Shepherd, 2007); however, if cultural factors (including uncertainty avoidance degree) are forgotten, it may result in failure.

In addition with the results for the main variable – uncertainty avoidance degree – other results for control variables that have also confirmed the theory developed in previous literature. This research has found significant positive correlation between GDP growth and venture capital investments in non-high tech sector; which confirms that GDP growth does affect the level of venture capital investments. Furthermore, a significant negative correlation has been found between labor market rigidity degree and venture capital investments; which confirm that countries with higher level of labor rigidity do have a smaller venture capital market with smaller deals. However, interestingly, a significant negative relationship has been found between IPOs and venture capital investments instead of a positive relationship as expected in literature; the result suggests that countries with a less developed stock market, have a more developed venture capital market.

5.2 Limitations and Further Research

The results from this research have raised several issues that needs further research. Specifically, the research is limited by the data available. For two constant explanatory variables that are labor market rigidity and legality, one might raise the question that if the measurements for each variable are actually time-variant as the labor policies and legal conditions of countries do evolve over time. Using time-constant data for these two variables might make the model results less accurate.

For the main explanatory variable – uncertainty avoidance degree, although the measurements are also time-constant, but it is reasonably explained by Hofstede that cultures if evolve, will evolve in the same directions, and his measurements are still valid to the difference between national cultures (Minkov & Hofstede, 2011). However, recent research of House et al. (2004) has raised a new issue about the method to quantify cultures; each culture dimension (including uncertainty avoidance) can be conceptualized and measured as “as is” – practices or as “should be” – value. Hence, further research needed to concentrate on this issue, empirical research can be done to examines the relationship between culture practices and culture value with venture capital investment activities.

In addition, this study only focus on the country-level of uncertainty avoidance factor to explain venture capital investing activities in different countries. However, the culture of uncertainty avoidance can vary between different regions of a country or even vary between different organization. The cultural difference between

regions and organizations can affect the supply and demand of VC funds (Li & Zahra, 2012). Hence, the results from this research only explain the different levels of VC investments between countries but cannot explain at regional or organizational levels. Hence, future research can focus on examining if the difference between regions or organizations can affect the VC investments variation between a country.

Furthermore, some findings in this research can suggest further research. Particularly, the negative significant relationship found between IPOs and venture capital investments, and the fact that IPOs still accounts for small fraction of VC exits in Asia VC capital market; implies that other factors that control other VC exit strategies might be the determinant of VC investments. According to Cumming et al. (2006), private exits play an important role in VC exits in Asia; hence, future research can examine the control factors of private exits which might have significant effect on VC investments in Asian countries.

Finally, as this research only focus on testing the relationship between uncertainty avoidance degree and VC investment activities in Asian countries, further research can be done for other country clusters.

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Straw Rope Furniture Design by Macramé Techniques for Housing Decorations

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Abstract

The purposes of this research were (1) to design at least 5 styles of straw rope furniture by macramé techniques for housing decorations; (2) to evaluate the straw rope furniture prototypes produced by macramé techniques based on the community products standard criteria. Development stages were employed as the research processes; which are development of furniture prototypes (State 1), experiment of innovation (Stage 2), and conclusion of experiments/ report writing (stage 3). The results offered the straw rope furniture prototypes based on macramé techniques for housing decorations on the following criteria. (1) General features should present fineness, beautiful style and shape, proper functional size without any damage (no distortion nor bending, no prominent seam nor burning mark on straw rope). (2) The straw ropes should be strong and durable and be uniformed size. (3) Weaving, intertwining, binding, and knotting should be formed in even spaces and patterns without any overhanging nor projecting rope ends. (4) Assembly should be neatly aligned between each seam without broken seams. (5) Other combined materials should be neat, tightly fastened, durable, and fit in harmony with function and work piece; additionally, metal materials should be stainless. (6) Varnishing should be smooth and even without any damage (no spot, no stain, no brittle, no fracture, no flake, nor peel) and not too thick. Evaluation results of the furniture suggested excellent level in every aspect of these criteria.

Keywords: furniture, Staw Rope, Macrame Technique

1. Introduction

Furniture provides decoration and function to serve the use of users in various activities. Selecting furniture styles to decorate any rerorts particularly affects the promotion of their overall image and uniqueness. There is a wide range of decorating styles to choose from for resorts depending on the preference of owners. They include contemporary style, modern style, natural style, for example. The researcher realized the importance of furniture design in terms of its shape, selected materials, and effective use. There is a diversity of materials used for furniture design. Those materials easily found and available in locality are interesting alternatives to be utilized, and to add new body of knowledge and jobs to communities. Materials available in the central part such as straw rope used by the agriculturists to bind straws for animal feeding can be found in use by the group of people doing straw rope basketry. The straw rope has the properties of strength and durability without turning fray and moldy. It is washable as it is partly made of synthetic fibers (nylon). With these properties, straw rope can be put into the Japan macramé work to produce patterns, and with its strength, the rope can also be used to create a variety of products such as bag, basket, rack, home decorative items, lamp, including furniture. Various types of furniture such as those for indoor and outdoor uses vary by materials and environments. The researcher observed that furniture for home decoration is less in styles, so there should be product development that offers more of functional styles to serve the need for different activities such as day resting, drink sitting, view sitting. Moreover, with our existing local materials, furniture design with macramé technique for housing decorations will add the value and new look to local materials and weaving skills of communities in the country.

Straw rope products refer to the products made or invented from straw rope by weaving, intertwining, binding, knotting or cutting and sewing into products of different types. Other materials may be used such as wood, plastic, metal, fabric, and leather as combined parts, for example, using fabric, leather, and plastic as liner, or using varnishes for coating. In this study, the test of general features, straw rope, weaving, intertwining, binding, knotting, assembling, other combined materials, and varnishing were conducted by a designated group of

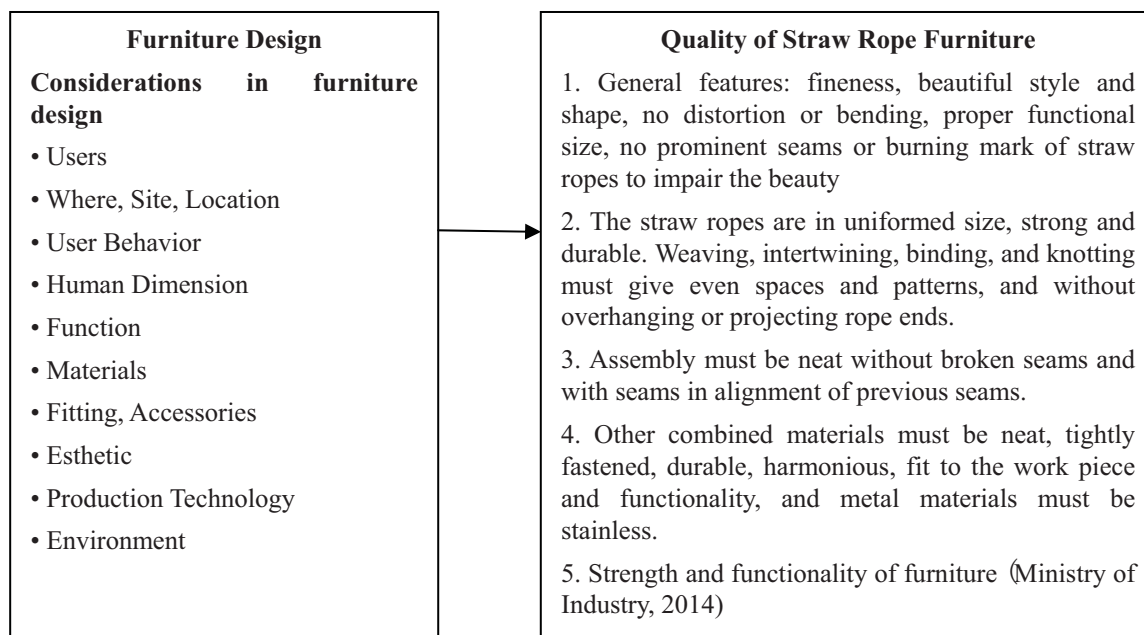
examiners comprising at least 5 specialists with expertise in reviewing straw rope products, each of which separately and independently reviewed and scored based on defined scoring criteria (Ministry of Industry, 2014). To develop any community products, the designer or producer are required to explore different criteria to guide their work for standardized products. Straw rope product, for example, has to meet the standards of general features which include fineness, beautiful style and shape, no distortion or bending, proper functional size, no prominent seams or burning mark of straw rope to impair the beauty of work piece. The straw ropes must be in uniformed size, strong and durable. Weaving, intertwining, binding, and knotting must give even spaces and patterns, and without overhanging or projecting rope ends. Assembly must be neat without broken seams and with seams in alignment of previous seams. Other combined materials (if any) must be neat, tightly fastened, durable, harmonious, fit to the work piece and functionality, and metal materials must be stainless. The design of straw rope furniture using macramé techniques for housing decorations is to redesign the local rope weaving art to add value to the product. Other than its strength and durability, the straw rope woven as furniture allows for good ventilation which suit well to the topographic and climatic conditions like Thailand as well as those countries in tropical areas where macramé work for housing decoration in contemporary style is preferred.

2. Research Objectives

- (1) To design at least 5 styles of straw rope furniture by macramé technique for housing decorations.
- (2) To evaluate the quality of straw rope furniture prototypes produced by macramé technique based on the standard criteria of community products.

3. Research Conceptual Framework

Hypothesis: The quality of straw rope furniture prototypes produced by macramé technique meets the standard criteria of community products.



4. Research Methodology

4.1 Research Procedure

Stage 1: Investigation of general situation of the rope wickerwork groups. The researcher searched documents, texts, research, and websites for relevant information to develop an initial draft conceptual framework. The researcher explored general situation of products of the rope wickerwork group at Phrom Phiram district of Phitsanulok province, the production process and distribution, the product and furniture designs in Thai contemporary style. The researcher obtained an initial conceptual framework covering these 3 main areas. Interviews were conducted with experts in the jute rope wickerwork groups. The researcher purposively selected specialists according to the research objectives.

Stage 2: Field data collection. Collecting data under the conceptual framework derived from documentary study

and websites in the straw rope products sites.

Stage 3: Examination of data on general situation of the straw rope products sites to guide the product design.

Stage 4: Design and creation. The design focuses on rope furniture by collecting information as baseline data to design straw rope furniture.

Stage 5: Presentation of research result. Conclusion, discussion, and recommendations by descriptive analysis of field data according to the theme, i.e. straw rope furniture product design.

4.2 Research Instrument

The researcher carried out documentary study and interviews with specialists to obtain the concept for constructing instruments to collect field data which will be used with the straw rope wicker group, as described below.

4.2.1 In-depth Interview Form

The researcher conducted formal interviews as reference data in the research, along with research papers and interviews with experts to be used to construct the guiding questions for the data on production process and distribution of straw rope products.

4.2.2 Participatory and Non-Participatory Observations

The researcher collected initial data to capture basic information about the general situation, the design concept, the production process and distribution of straw rope products, limitations of straw rope wickerwork, through informal interviews based on documentary study and interviews.

4.2.3 Population and Sample

The population in this study comprised 2 groups, i.e. straw rope furniture consumers and wicker production experts, Khun Wad Khumkean of Baan Klong Maplaeb wickerwork group, Sriphirom sub-district, Phrom Piram district, Phitsanulok province.

4.2.4 Data Collection

For field data collection, the researcher undertook the fieldwork in the community during October 2015 to September 2016. To collect data, the researcher began with self-introduction and explained the research objectives, and then asked for cooperation in the interviews. The conversations were based on the key informants' willingness to respond. The interviews were partly formal and partly informal that allowed for the same understanding of the researcher and the interviewees in every issue at the time.

5. Data Analysis

5.1 Documentary Analysis

The researcher examined academic documents on ergonomics as a science that covers multiple disciplines; a research work on participatory action research to develop the standards of straw rope furniture products; the environment of study sites, the straw rope product designs; and the strength of straw rope.

5.2 Field Data Analysis

The researcher looked into the data needed from the interviews and taking note on key issues as a preparation prior to field data collection. During the actual interviews, video recording had been taken to later check against the interview data.

5.3 Test of Furniture Quality

The test included general features, the straw rope, weaving, intertwining, binding, knotting, assembling, other combined materials, and varnishing. The designated examiners group comprised at least 5 straw rope product review specialists, each of which had checked and scored separately and independently. From the full score of 4, the scoring criteria included 4: excellent, 3: good, 2: fair, and 1: required improvement.

6. Conclusion of Research Result

For the background of hea jute rope, the word "hea" as a local language means "dry grasses" that were put into binding with jute. Accordingly, hea jute rope was made from the rope to bind dry grasses preserved for animal feeding. Jute rope contains synthetic fibers (nylon) and jute, making it strong, durable, without turning fray and moldy, and is washable as well. Today, hea jute rope can be purchased from available manufacturers both in Bangkok and provinces. The weaving patterns currently in use are Lai Thai Sam Chan, Lai Pisuer, Lai Baimai, for example.

6.1 Summary of Production Process

- (1) Assemble metal pieces into a desired frame, draw a certain length of rope out of its roll without the plastic bag unwrapped to keep the rest from dirt and dust, use a scissors to cut the portion out and twine the rope 1 time around each metal piece of the frame.
- (2) Once finish twinning, draw out the rope about 90 cm. long to make weaves in a pattern.
- (3) Cut the rope in a needed length depending on the size of each side of furniture, for example, a 20 cm. high backrest will need about 100 cm. long rope. Weave the rope into the desired patterns, each with different spacing.
- (4) To make patterns with woven rope for furniture, start weaving from the top to the bottom parts to keep the rope straight and ensure evenly woven patterns without distortion. Continue to finish every side of the frame.
- (5) Once the jute rope weaves cover the whole area, then keep, cut, and singe the rope end to seal off and prevent any unraveling, making the work neat, strong and durable.

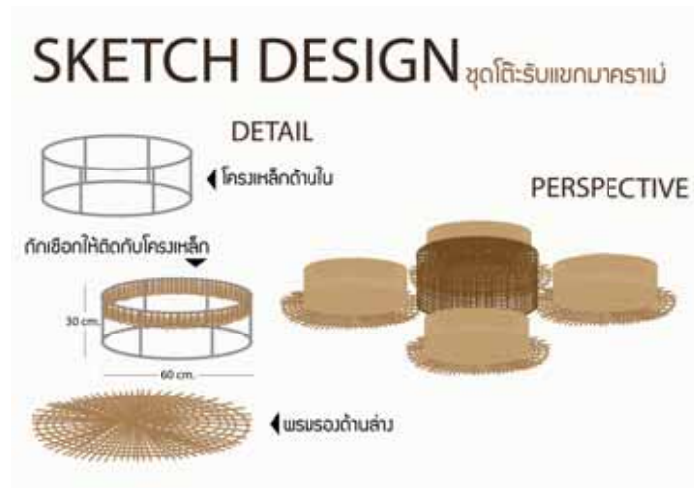


Figure 1. Sketch design of a living room furniture set of 4 chairs and a table



Figure 2. Cut and solder metal pieces into frames for making weaves as designed



Figure 3. Twine rope around the frame's metal pieces and make weaves in the designed patterns



Figure 4. Make weaves as designed to cover every side of the frame in even spacing and patterns



Figure 5. Patterns on the living room furniture



Figure 6. A set of metal frame-living room furniture with brown seating on the top for more comfortable. The design work by Nirat Soodsang

To design furniture with proper functionality, fineness, beauty, including decoration purpose, the researcher designed a living room furniture set of 4 chairs, 1 common table, 2 styles of easy chair, and 3 styles of lamp. They differed from but add to those original product lines of the wicker group, with the straw rope weaving skill as essential to the designs. Side liners offer more strength, along with wooden backrest, and with soft and comfortable sponge seating in leather cover.



Figure 7. Table lamp, wall lamp, and floor lamp, using macramé forming technique, with each single petal woven with white rope and arranged in bouquet, and connected with electric wire and switch ready to use. Design works by Nirat Soodsang and Chaiwat Poolklai



Figure 8. Box frame chair with rope weaves and seating



Figure 9. Box frame chair, with 3 sided rope weaves in white and brown colors on the left, right, and backrest



Figure 10. A chair design work by Nirat Soodsang and Pornsawan Chanrod



Figure 11. Side view of metal frame chair



Figure 12. Front view of metal frame chair with cream color rope weaves from the backrest down to the seat, and patterns on the backrest



Figure 13. Front view of metal frame chair, designed by Nirat Soodsang and Nattapol Nukul

Table 1. Test results of general features, straw rope, weaving, intertwining, binding, knotting, assembling, other combined materials, full score 4, by 5 specialists based on TCPS 418-2547 (2004) (Thai): STRAW ROPE PRODUCTS

| Examined Features | Specified Criteria | Test Result | | Interpretation |
|---|---|-------------|------|----------------|
| | | \bar{X} | S.D. | |
| 1. General features | Fineness, beautiful style and shape, no distortion or bending, proper functional size, no prominent seam or burning mark of straw rope to impair the beauty of work piece | 3.87 | 0.12 | Excellent |
| 2. Straw rope | Uniformed size, strength, durability | 3.65 | 0.45 | Excellent |
| 3. Weaving, intertwining, binding, knotting | Even spaces and patterns, no overhanging or projecting rope ends | 3.85 | 0.14 | Excellent |
| 4. Assembling | Fineness, no broken seams and the seams aligned with previous seams. | 3.56 | 0.16 | Excellent |
| 5. Other combined materials | Neat, tightly fastened, durable, harmonious, fit to the work piece and functionality, and stainless in case of metal part | 3.64 | 0.41 | Excellent |
| 6. Varnishing | Smooth, even, no spot, stain, brittle, fracture, flake or peel, not too thick to impair the beauty. | 3.57 | 0.14 | Excellent |
| Total | | 3.69 | 0.23 | Excellent |

As suggested in Table 1, the overall features of the furniture meet the criteria with a total score of 3.69 or at excellent level. The highest score was for weaving, intertwining, binding, and knotting, followed by the general feature in fineness, beauty, even size, strength, and durability, respectively.

7. Discussion of Research Result

The general features of the work pieces being developed in 3 styles of chairs and 3 styles of lamp took on the mixed form of handcraft work and industry work of metal frame. They had fineness, beautiful style and shape, no distortion or bending, proper functional size, no prominent seam or burning mark of straw rope. The work piece looked esthetically. The straw ropes were in uniformed size, strong and durable. The weaving, intertwining, binding and knotting gave even spaces and patterns. The weaves and metal frame were neatly combined without broken seams and with aligned seams. Other materials were finely assembled, tightly fastened, durable, harmonious, and fit to the work piece and functionality, and with stainless metal part. They are all outstanding features of the present design works. According to Ruangsombat (2013) in her study on reed mat making process for development of Thai contemporary art furniture design, using experimental approach, it was found that the three types of furniture designs for different functions shared the same inspiration from the shape of blossom lotus petals in Lai Thai works. The first type was a coach, the second was an arm chair, and the third was an end table. The results on the effectiveness, utilization, and function of the reed mat for furniture designs showed that the first type or the couch provided mean of 4.39, at good level. It was thus considered the most suitable choice for development of reed mat furniture for its strong structure and capacity to carry heavy load. With the above property and function, the reed mat was thus used to serve this purpose by modifying its shape into wave to make unsmooth and curve surface which helps in back massage while laying on it, giving a relaxing and comfortable sense. It is a way to best promote its functionality. This couch with Thai contemporary art design also best signifies Thai art and received most satisfaction. It supported Thai art and culture and can be developed into modern shape to match the current trend. Sanjanthai (2015) developed water hyacinth furniture of Baan Wongkong water hyacinth basketwork club at Lankrabue district of Kamphaengphet province, aiming to explore water hyacinth furniture production and development process, and to assess consumers' satisfaction towards the new developed water hyacinth furniture designs. The population included consumers who were satisfied with the developed water hyacinth furniture designs of Baan Wongkong. The results showed that the development of water hyacinth furniture prototype applied geometric shapes with the size in parallel with human dimension, and focused on functionality. The specialists' evaluation result on the standards of water hyacinth furniture prototype, and the satisfaction evaluation result on the development new designs of water hyacinth furniture prototype were at high level, with mean $x = 4.52$, $S.D.=0.01$.) Sangwalpetch (2012) studied the style, wisdom, and rationale of the creation of Thai mural paintings as a guideline for living room furniture design. The study was conducted through the interviews with 30 Thai mural painting experts from a Petchburi local arts clan, focusing on the characteristics, values and properties of mural painting work in Wat Yai Suwannaram at Petchburi. It was found that the Tepchumnum story most clearly reflects the identity of Wat Yai Suwannaram mural painting style. The story contained an outstanding element of art, i.e. Sintao line, with 50 % white background, 25 % vermilion red, 15 % gold (gold leaves), and 10 % dim green. Other outstanding elements included 3 particular patterns, i.e. Thai pattern, Thai nature-imitated pattern, and nature pattern, with the sunlight shining through the 5 doorways. All of these arts elements can be applied to design living room furniture that articulates 2 types of emotional values, i.e. dignified elegance and faithfulness. They can also be developed and fit well for functional purpose of other living room activities. With respect to furniture design concept, *Coontong* (2012) explored and developed furniture applying the patterns of Esan weave handcrafts. The purposes were to study the patterns of Esan weave handcrafts; design and develop furniture with applied patterns of Esan weave handcrafts; and evaluate the suppliers' satisfaction toward the applied patterns of furniture designs. The result suggested that the local culture can provide inspiration for furniture design with good outcome. Treetrong (2015) suggested that any basic handcrafts being modified with new presentation, colors and ideas can become interesting, reflecting that Thai people, ASEAN, Asia have something in depth needed for the world to process and interpret them into innovations for the future

Concepts gained from this research can be applied to woods can be used for larger composition and dimension, more natural, increased natural adaptive technologies, mirroring the world in need of sustainment and relaxation from chaos. However, furniture design work should also reflect special need of elderly people for such as the floor, rounded table corners, strong sofa, light-weighted furniture in moderate size to be movable by the elderly people themselves independent of others. The growth of furniture and accessories market also depends on other factors such as investment on various projects by government sector, the government's policy to increase economic activity, the trust of private sector on the government policy, the real estate, condominium and townhome projects being launched, all are key elements in the development of different types of furniture designs.

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The Relationship between the Knowledge Heterogeneity and Innovation Performances of the Innovation Teams of College Students

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Abstract

Based on the questionnaire survey of 102 innovation teams of college students, the relationship among knowledge heterogeneity, knowledge sharing and innovation performances is studied. Empirical results show that explicit knowledge heterogeneity has a direct positive impact on innovation performance; the pseudo tacit knowledge heterogeneity not only has a direct positive impact on innovation performance, but also affects the innovation performance through the mediating effect of knowledge sharing; the true tacit knowledge heterogeneity has negative impact on innovation performance, and knowledge sharing is also an intermediate variable between the two.

Keywords: knowledge heterogeneity, knowledge sharing, innovation performance

1. Introduction

“Mass entrepreneurship and innovation” was written into the report on the work of the government of 2015. Innovation is not only the inherent requirements of the new normal of the Chinese economy, but also the pursuit of the common value of the whole society. College students, as the inheritor of knowledge and builders of the future society, need to enhance their awareness and ability of innovation. That is the permanent driving force to constantly create new discoveries and catch up with the world's advanced productive forces. So it is an important task for the universities and governments to stimulate and encourage their innovation activities. In the face of fierce market competition, comprehensive and complex innovation, individual college student's knowledge and ability is not enough. People use team as heterogeneous and complementary resources. The height of the task interdependence production mode has become the first choice to recruit more capable personnel, creative and innovative.

The purpose of the university students' innovation team is to use the exchange of different knowledge among the members, to realize the innovation of technology or ideas. Therefore, in the professional background, knowledge and skills, values, innovation and other aspects of the differences between the members of the team is essential to the innovation team. The complexity of the innovation work makes the team have to rely on the heterogeneity of different knowledge to complete. On the basis of integrating multi domain knowledge to enable the team to get a broader perspective of the problem, stimulate creative thinking, enhance the team's ability to innovate and promote innovation performance. Therefore, it is particularly important to study the relationship between knowledge heterogeneity and innovation performance.

2. Theoretical Basis and Research Hypothesis

2.1 Theoretical Basis

Knowledge heterogeneity refers to the differences among team members in the knowledge background, knowledge structure and cognitive style (Ni, 2010). According to whether the knowledge can be expressed clearly and effectively, the knowledge can be divided into two categories, explicit knowledge and tacit knowledge. For further study, Wang Yingluo divides tacit knowledge into pseudo tacit knowledge and true tacit knowledge. Pseudo tacit knowledge can be transferred by natural language or other common modulation, or by way of connecting learning; True tacit knowledge only can be transferred through connecting learning limitedly (Wang, 2002). This classification clearly describes the connotation of knowledge heterogeneity, and it is helpful to understand the influence of knowledge heterogeneity on innovation performance in a more detailed way.

Knowledge heterogeneity can be described as a “double-edged sword for the team” (Horwitz & Horwitz, 2007). Some scholars believe that knowledge heterogeneity may have a negative impact on innovation performance. In this kind of research, the theory of social classification is widely used, according to the “similar to attract” paradigm, individuals with the same attributes tend to have higher mutual recognition (Byrne, 1971). And it is easy to give priority to the team and the members of their own similar exchanges. Therefore, knowledge heterogeneity may lead to the formation of small groups within the team, due to population stratification, effects of team communication, and even cause tensions between the team members, and ultimately undermine the members of team goals and cooperation, adversely affect the team's output.

Positive views are mainly based on information process and cognitive resources. Information process view is that heterogeneity knowledge is beneficial for the team members to come into with different scenarios, vision and information, which helps individuals to generate innovative ideas at the individual level (Yao, 2012). The basic logic of cognitive resource view is members of the team will have different knowledge which form a larger pool of knowledge, provide more ideas and increase the cognitive resources, so knowledge heterogeneity and team task tend to promote team performance (Bell, Villado, & Lukasik, 2011).

According to the research of innovation performance, the authors firstly put forward the innovation performance is Jassen and Yoeren Van. They believe that innovation performance is the formation, development and implementation of new ideas from employees, department or organization (Janssen & Van Yoeren, 2004). At present, the definition of team innovation performance can be summarized into three aspects. First, the results oriented definition pay attention to the output record of the specific work functions or activities in a specific period. Second, the behavior oriented definition is that performance is related to the individual or organizational effectiveness, the employee's teamwork, and some of the situational elements and process elements that are very important to the organization. Third, the innovation performance is not only the result of behavior, but also the behavior of the process (Fan, 2014). In this study, the innovation performance of College Students' innovation team refers to the use of new methods and knowledge to solve the problems in real life, and finally to obtain innovative achievements.

2.2 Research Hypothesis

Knowledge heterogeneity's effect on team innovation performance is not consistent. In Duan Guang and Yang Zhong's paper, empirical results show that knowledge heterogeneity is the essential foundation for innovation and has a significant effect on team innovation based on the higher level of team identity (Duan & Yang, 2014). Mao Qinli found that: the skills heterogeneity and career experience heterogeneity have a positive impact on innovation performance. The greater the heterogeneity is, the more favorable to improve the innovation performance it is (Mao, 2012). Watson et al. find that the value heterogeneity is always associated with higher conflict and lower performance (Watson, Kumar, & Michaelsen, 1993). Mo Yufeng and Xu Guofang point out that the educational background difference of the team members is easy to cause the team conflict and will eventually bring about the reduction of innovation performance (Mo & Xu, 2009). In this study, the explicit knowledge heterogeneity mainly refers to the differences among the academic background, professional knowledge and other aspects; this type of heterogeneity is more obvious to be clearly identified. The pseudo tacit knowledge heterogeneity refers to the differences in the work experience, methods and logic, which can influence each other in the work and complete the mutual transfer of pseudo tacit knowledge. Finally, the differences in the values, ways of thinking and acting style is called the true tacit knowledge heterogeneity. It is difficult to understand and not easy to change, which hinder the communication between members and cause interpersonal conflict.

To sum up, put forward the following hypothesis:

H1: Knowledge heterogeneity has a significant impact on innovation performance.

H1a: Explicit knowledge heterogeneity has a significant positive effect on innovation performance.

H1b: The pseudo tacit knowledge heterogeneity has a significant positive effect on innovation performance.

H1c: The true tacit knowledge heterogeneity has a significant negative impact on innovation performance.

Knowledge sharing that the behavior of the knowledge exchange and transformation can effectively solve the problems or complete the tasks (Wang & Noe, 2010). Soekijad et al. think that the heterogeneity of knowledge will promote the exchange and perspective of communication (Soekijad & Andeiesse, 2003). Ni Xudong and Li Xianan suggest that greater the knowledge heterogeneity is, richer the knowledge resources is in the innovation team. So the team will have more chance to knowledge sharing (Li & Ni, 2012). The research of Sun Kai shows that if the innovation team has great degree of knowledge heterogeneity, it will have more need to share

knowledge (Sun, Liu, & Liu, 2016). Besides, the true tacit knowledge heterogeneity is difficulty for members to understand, so it may form the information communication obstacle which have some adverse effects on team knowledge sharing.

To sum up, put forward the following hypothesis:

H2: Knowledge heterogeneity has a significant impact on knowledge sharing.

H2a: Explicit knowledge heterogeneity has a significant positive effect on knowledge sharing.

H2b: The pseudo tacit knowledge heterogeneity has a significant positive effect on knowledge sharing.

H2c: The true tacit knowledge heterogeneity has a significant negative impact on knowledge sharing.

The full knowledge exchange and communication among team members can effectively transform the large amount of knowledge resources to the innovation results (Van Knippenberg, De Dreu, & Homan, 2004). Ginkel Van confirms that the heterogeneous teams with full knowledge sharing may have higher decision quality (Van Ginkel & Van Knippenberg, 2003). Hou Nan believes that only when the team members are willing to share their knowledge, can the team's resources be fully utilized and is it good for innovation performance improving (Hou, Yang, & Dai, 2016). As a result, knowledge sharing is an integral part of the innovation process, which plays an important role in innovation performance.

To sum up, put forward the following hypothesis:

H3: Knowledge sharing has a significant positive impact on innovation performance.

Based on the above elaboration, it is not difficult to find in the team knowledge sharing may be an important process when transforming different individual knowledge into team knowledge.

Therefore, put forward the following hypothesis:

H4: Knowledge sharing plays an intermediary role between knowledge heterogeneity and innovation performance.

H4a: Knowledge sharing plays an intermediary role between explicit knowledge heterogeneity and innovation performance.

H4b: Knowledge sharing plays an intermediary role between pseudo tacit knowledge heterogeneity and innovation performance.

H4c: Knowledge sharing plays an intermediary role between true tacit knowledge heterogeneity and innovation performance.

The preliminary conceptual model is showed in Figure 1.

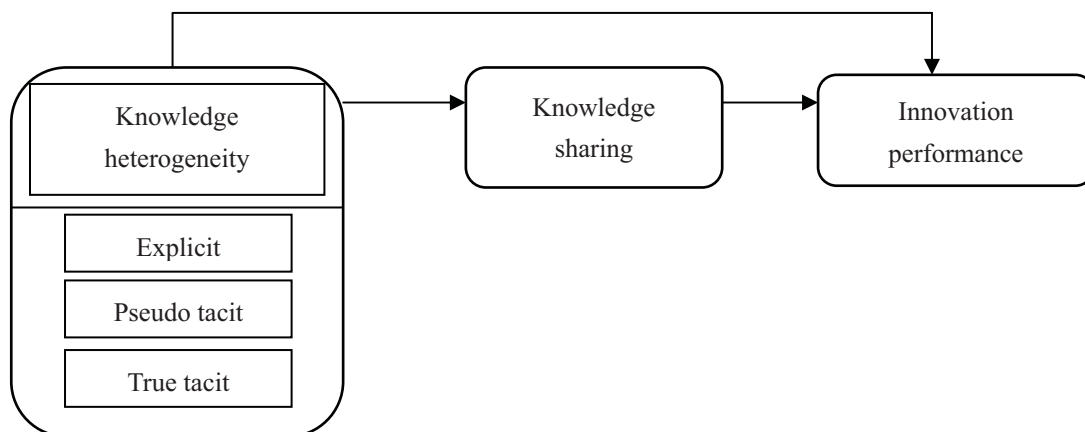


Figure 1. A preliminary conceptual model

3. Research Design

The innovation teams are composed of college students with common development goals, exploring to transform the knowledge into practice. Their features are autonomy, openness, complementary and innovative (Li & Gan,

2014). For the convenience of data collection, this study is mainly aimed at the innovation teams who has attended the “Challenge Cup” competitions. These teams have the following characteristics: interdisciplinary, combination of Arts and Science, not familiar with each other and have low degree of information in the early establishment, task interdependence which needs close cooperation (Li & Zhang, 2007). 130 teams from some universities in Jiangsu Province has participated in this survey and each team has 2 members to fill in the questionnaire. Questionnaire has two versions: paper and network. After releasing, filling and recycling, finally 204 valid questionnaires, 102 sets are collected.

The basic information of the sample is as follows: Men accounted for 56.76%, girls accounted for 43.24%. Freshmen accounted for 8.85%, 36.42% is the sophomores, the junior students accounted for 38.20%, 5.63% is the senior students, and the graduate student accounted for 10.9%. About team size, most teams are 5-6 people, the proportion reached 53.35%, 7-8 people accounted for 25.54%, 9-10 accounted for 21.11%.

All the measurement scales are from the previous mature scale and the Likert5 points scoring method was adopted. Table 1 shows the details.

Table 1. Summary of variables

| Variable | DIMENSION | Cronbach's Alpha |
|--|--------------------------------|------------------|
| Independent variables: knowledge heterogeneity | explicit (X ₁) | 0.887 |
| | pseudo tacit (X ₂) | 0.812 |
| | true tacit (X ₃) | 0.770 |
| Mediator variable: | knowledge sharing(W) | 0.911 |
| Dependent variables: | innovation performance(Y) | 0.890 |

From the table, all the Cronbach's Alpha are greater 0.7. So we can know, the reliability of each measurement scale is completely satisfied which is necessary for the further analysis.

All scales are from the mature scales, thus exploratory factor analysis (EFA) is not needed. Because the reliabilities of all scales met the requirement, it is only necessary to carry out confirmatory factor analysis (CFA). The CFA results show that all the factor loading are between 0.47~0.91. The absolute fit index is $\chi^2/df < 2$, RMSEA < 0.08 and the relative index are NFI > 0.9, IFI > 0.9, CFI > 0.9. On the whole, the model fits better.

After finishing the basic test, a preliminary analysis of the study variables should be carried out. Pearson correlation coefficient is always used to test the correlation. The correlation coefficient value ought to be between -1 to 1. Over zero means the positive correlation, otherwise it means the negative correlation. Table II shows the results of correlation test.

Table 2. The results of correlation test

| variable | X1 | X2 | X3 | W | Y |
|--------------------------|---------|---------|---------|--------|---|
| X1 explicit | 1 | | | | |
| X2 pseudo tacit | .428** | 1 | | | |
| X3 true tacit | -.422** | -.263** | 1 | | |
| W knowledge sharing | .535** | .412** | -.433** | 1 | |
| Y innovation performance | .568** | .486** | -.474** | .573** | 1 |

PS: ** indicates a significant correlation at the 0.01 level (two tailed tests), * indicates a significant correlation in the 0.1 (two tailed test)

Table 2 shows that the correlation coefficients of three dimensions of knowledge heterogeneity and innovation performance are 0.568, 0.486, -0.474, and all P are less than 0.01. So H1a, H1b, H1c hypothesis is verified, which also further proves the establishment of H1. As the same, the correlation coefficients of three dimensions of knowledge heterogeneity and knowledge sharing are 0.535, 0.412, -0.433, and all P are less than 0.01. This also means H2a, H2b, H2c are verified, and H2 is established. Because the correlation coefficient of knowledge

sharing and innovation performance is 0.573, and $P < 0.01$, H3 is verified too. Based on the above, in order to verify whether the hypothesis that knowledge sharing has the mediating effect is established, the next section will use AMOS software to test the mediating effect.

4. Data Analysis and Results

The concept system and test procedure of mediation proposed by Baron and Kenny are widely accepted by scholars (Iacobucci & Li, 2012). The specific test steps are: (1) Construct regression model with independent variables and dependent variables 1: $Y=cX+e1$, the coefficient c should be significant; (2) Construct regression model with independent variables and intermediary variables 2: $M=aX+e2$, the coefficient a should be significant; (3) construct regression model with independent variables, dependent variables and intermediary variables 3: $Y=c'X+bM+e3$, the coefficient b should be significant; (4) the last step is to compare c' and c ; On the basis of the first three conditions be met, if the c' is reduced and no significant, there is a complete mediation effect; If c' has reduced but still significant, then it indicates that there is a partial intermediary effect.

For further analysis, this section will use the AMOS22.0 to draw a whole model (Figure 2). All the coefficients of the 6 paths in the whole model reach significant levels, which indicate that the model is of good quality.

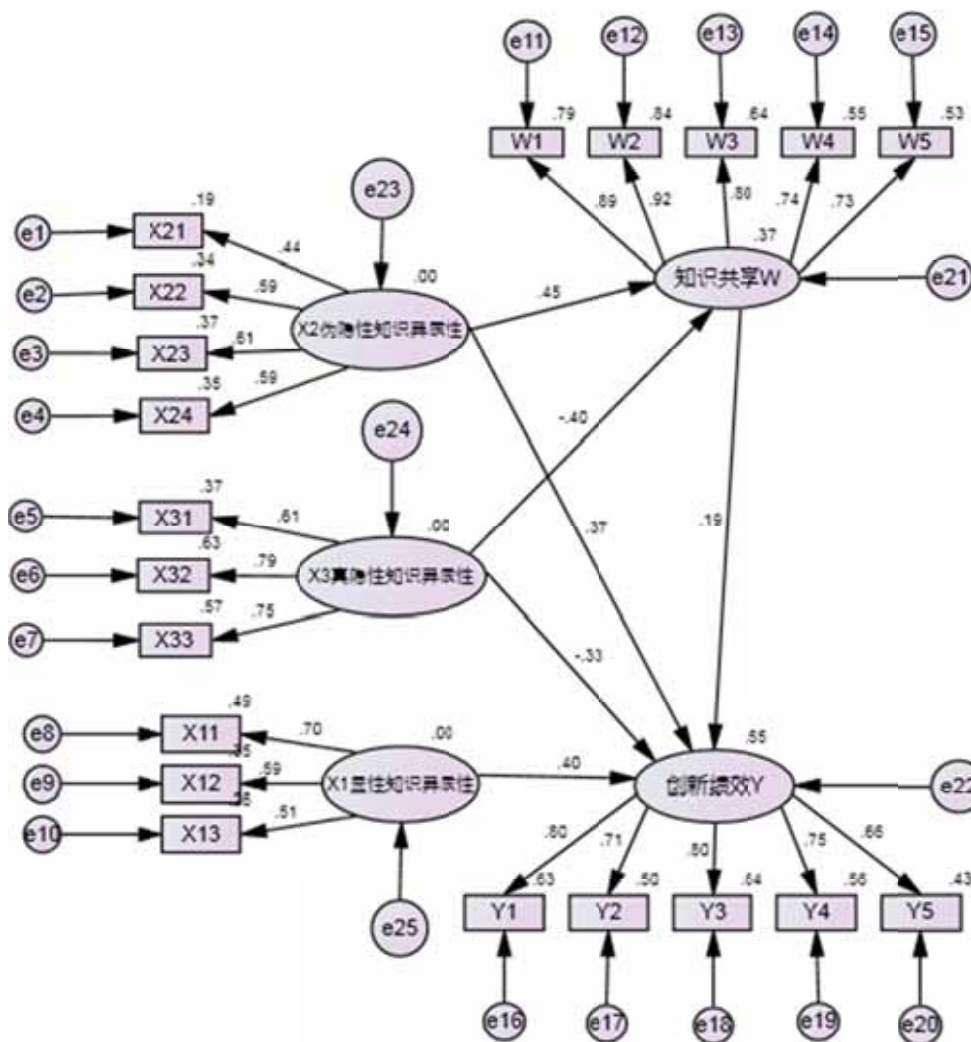


Figure 2. All paths analyses of intermediary effect

Figure 2 shows that the mediating effect of knowledge sharing between explicit knowledge heterogeneity and innovation performance is not significant. A possible explanation is that explicit knowledge heterogeneity the main differences among the professional knowledge, skills and so on can easily lead to the professional division

of labor, and make the different professional members be responsible for the different modules of the work. This makes no explicit knowledge sharing between members. In general, the explicit knowledge heterogeneity has a direct positive effect on the innovation performance. Knowledge sharing has no mediating effect between explicit knowledge heterogeneity and innovation performance. In addition, knowledge sharing plays a partial intermediary role between the pseudo tacit knowledge heterogeneity and the innovation performance, the true tacit knowledge heterogeneity and the innovation performance. In other words, the pseudo tacit knowledge heterogeneity and the true tacit knowledge heterogeneity not only affect the innovation performance directly, but also affect the innovation performance through knowledge sharing.

5. Conclusion and Prospect

Innovation is an interactive learning process, and diversity is an important condition for promoting innovation. The diversity of knowledge is the basis of innovation and the members' interaction and cooperation is the key to improve the innovation performance. Through the questionnaire survey, collecting the relevant data, and analyzing, this research find that explicit knowledge heterogeneity influences the innovation performance directly and positively. Moreover, the two kinds of tacit knowledge heterogeneity have both direct and indirect effect on innovation performance. These effects are all negative. On these conditions, the mediation models are established.

Although this study is based on many previous researches, due to the limitation of research ability and other resources there are still some deficiencies. First of all, there are many factors that affect the innovation performance. In the future it is necessary to enrich the numbers of intermediary variables. Secondly, because of the limitations of research funds and energy, the scope of questionnaire investigation is limited. Expanding the sample range and enriching the capacity of the sample is also needed. Finally, the data used in this study just reveal the static phenomenon. Researchers may try to use sequential tracking method to explore the dynamic evolution of innovation team operation and research the influence factors in different periods.

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The Influence of Trading Locations on Equity Returns

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Abstract

This paper evaluates the impact of trading locations on equity returns by examining the stock price behaviour of three Anglo-Dutch dual-listed companies which result from mergers where two corporations agree to function as a single operating business, but maintain separate identities. The shares of these stocks are traded not only in their home market but also on several US stock exchanges in the form of American Depository Receipts. Regressing the return differentials on these dual-listed and cross-listed stocks on the relative market index returns and currency changes provides evidence of an apparent violation of the Law of One Price. The regression results show that the return on each part of dual-listed companies is highly correlated with the market on which it is most intensively traded. Similarly, returns on cross-listed stocks have considerably higher co-movement with US market indices and considerably lower co-movement with home-market indices than their home-market counterparts. Market risk premium is not a significant explanatory variable of the location of trade effect.

Keywords: trading locations, equity returns, law of one price, co-movement, dual-listed company, cross-listed company

1. Introduction

According to the Law of One Price (LOOP) two identical commodities should be priced at parity, because they are perfect substitutes (Lamont & Thaler, 2003). If international financial markets are perfectly integrated, the same set of risky cash flows has the same value and risk characteristics when its trade is redistributed across markets and investors (Froot & Dabora, 1999).

However, recent studies have shown that share price of a company is influenced by the market in which its stock is traded, which indicates the LOOP does not hold in actual financial market. For instance, Bodurtha, Kim, and Lee (1995) argue prices of closed-end country funds are strongly affected by U.S market movement, even though their net asset values are not. Froot and Dabora (1999) study pairs of “Siamese-twin” companies, or dual-listed companies (DLCs), whose stocks are traded around the world and find that the relative prices of twin stocks appear correlated with the markets where they are traded most.

Chan, Hameed and Lau (2003) investigate the case of the Jardine Group companies that shifted their listings from Hong Kong to Singapore in 1994. They find that Jardine stocks are more correlated with Singapore market after the delisting, although the core business of the group remained in Hong Kong.

This paper examines the impact of trading locations on equity prices by testing if the stock returns of DLCs are affected by the relative market indices, the relevant currency changes and the local market risk premium. Three examples of Siamese twins are investigated: 1) Royal Dutch Petroleum and Shell Transport and Trading plc; 2) Unilever NV and Unilever plc; and 3) Elsevier NV and Reed International plc over the period from 1980 to 2002. They are all Anglo-Dutch DLCs since the first parts of the twins mentioned above are from the Netherlands while the second parts are from the UK.

Table 1 provides a brief description of the three DLCs examined in the paper.

Table 1. Descriptions of the DLCs

| DLC | Country 1/2 | DLC Type | Analysed period | Unification Date |
|-------------------|----------------|----------|-----------------|------------------|
| Royal Dutch Shell | Netherlands/UK | Combined | 1.1.80-3.10.02 | 20.7.2005 |
| Unilever | Netherlands/UK | Separate | 1.1.80-3.10.02 | - |
| Reed Elsevier | Netherlands/UK | Combined | 1.1.93-3.10.02 | - |

Note. DLC=Dual-listed company

This paper is organised in five sections as follows: the first two sections provide a brief introduction and an overview of the literature on mispricing behaviour and location of trade effect; the third section describes the research methodology and selected data; section four discusses the research findings; and section five presents the conclusions.

2. Literature Review

One of the first papers working on this topic was Rosenthal and Young (1990). They examine the pricing of shares of two Anglo-Dutch DLCs: The Royal Dutch Shell group and Unilever group for the period from September 1979 to December 1986. They document significant and persistent deviations from a specific ratio for the market prices of these securities implied in the “equalisation agreement” on both the New York and London exchanges. They found that the direction and magnitude of the mispricing are common to both pair of stocks and both markets.

Froot and Dabora (1999) study the price behaviour of the shares of three Siamese twins: Royal Dutch/Shell group, Unilever group and SmithKline Beecham group from 1989 to 1995. They show that twin price discrepancies are highly correlated with relative stock indices of the markets on which each stock has its main listing. They consider several potential explanations for this mispricing behaviour including the tax-induced investor heterogeneity, market-wide noise shocks from irrational traders and institutional inefficiencies. Nevertheless, none of them are able to give a full explanation.

Eun and Sabherwal (2002) examine the contribution of the US stock exchange to the price discovery of non-US securities cross-listed in the US. Specifically, they study a sample of 62 Canadian stocks listed on both the Toronto Stock Exchange (TSE) and the US exchange such as NYSE, AMEX and Nasdaq. Their results show that price adjustments due to cross-market information flows happen not only on the US exchange but also on the TSE. Consequently, the US exchange also contributes to price discovery.

Bedi, Richards, and Tennant (2003) investigate the characteristics and stock price behaviour of six large DLCs existing in early 2003, three of which involve companies from the United Kingdom and the Netherlands (Royal Dutch/Shell, Unilever and Reed Elsevier) and the other three involve companies from the United Kingdom and Australia (Rio Tinto, BHP Billiton and Brambles Industries). Their results confirm Froot and Dabora’s findings, which implies that substantial price divergences between Siamese twins and the co-movement with the national stock market indices are pervasive features of the pricing of DLCs. Sosner and Greenwood (2002) conduct a similar research studying changes in correlation following inclusions or exclusions from the Japanese Nikkei 225 index. Both authors find that when a stock is added to an index it becomes significantly more correlated with other stocks in that index, and less correlated with stocks that are not in the index.

Chan, Hameed and Lau (2003) examine the daily stock returns and trading volume of the Jardine Group during the pre-delisting and post-delisting period between 1994 and 1996. They find that the co-movement of Jardine stock returns with the Hong Kong market is lower and the co-movement with the Singapore market is higher after the delisting.

Ganon and Karolyi (2004) study 581 pairs of cross-listed/home-market shares of stocks from 39 countries around the world, most of which were ADRs, over the period from 1993 to 2002. Of the 39 countries, 19 were classified as emerging markets. They find that the premiums on the cross-listing shares relative to home-market shares can be as much as 66% and the relevant discounts can be as much as 87%. Furthermore, returns on cross-listed stocks co-move more significantly with US market than their equivalent home market.

De Jong, Rosenthal and Van Dijk (2004) and De Jong, Rosenthal and Van Dijk (2009) study the risks and limits of arbitrage in dual-listed shares by investigating 12 DLCs which currently exist or have existed. They find substantially large deviations from theoretical pricing parity with average absolute price discrepancies for individual twins ranging from approximately 2.5% to nearly 12%. They conclude that the influence of market

indexing is the most plausible explanation for this phenomenon.

Chen, Tse and Williams (2009) investigate US market sentiment and the influence of trading location on pricing behavior by examining US-traded British American Depository Receipts (ADRs). They find that UK ADR returns are driven more by US market returns than US-traded UK market returns. In addition, US investors view UK ADRs more as domestic issues than foreign issues, which in turn implies the existence of US market sentiment for UK ADRs and underlies the importance of trading location on equity returns.

Besides local market indices and relevant currency changes that are largely examined by many authors, this paper investigates whether equity risk premium (ERP) is a possible factor that drives the price deviation between two parts of a twin. ERP is the excess return that an individual stock or the overall stock market provides over a risk-free rate. This excess return compensates investors for taking on the relatively higher risk of the equity market. Damodaran (2011) studying the determinants of ERP argue that ERP should reflect the risk aversion of investors who always require higher expected return for riskier investment, the health and predictability of the overall economy and the liquidity of the markets. Furthermore, Salomons and Grootveld (2002) study the ex-post ERP in a number of international markets and find that ERP in emerging markets is significantly higher than that in developed markets. Consequently, ERP may play a role in explaining the preference of investors over different markets which in turn may help explain the impact of trading locations on equity returns. This paper examines whether the excess return of the local overall stock market over a risk-free rate, or market risk premium (MRP), affects the deviations from price parity of dual-listed and cross-listed stocks.

3. The Methodology and Model

3.1 Hypotheses

The major research question of this paper is whether the location of trade affects equity returns. This study examines if the stock returns of dual-listed and cross-listed stocks companies are affected by the relative market indices, the relevant currency changes and the local market risk premium. Therefore the hypotheses to be tested are:

H1: The stock returns of dual-listed and cross-listed stocks companies are affected by the relative market indices.

H2: The stock returns of dual-listed and cross-listed stocks companies are affected by the relevant currency changes.

H3: The stock returns of dual-listed and cross-listed stocks companies are affected by the local market risk premium.

3.2 Modeling Volatility

This paper follows Froot and Dabora (1999)'s model but add the log changes of the Dutch and UK market risk premium into the right hand side of the regression equation as a new explanatory variable apart from Froot and Dabora's variables (which are log returns of the stock market indices and the log changes in the exchange rate).

Model 1. Testing for excess co-movement in dual-listed stocks

$$r_{Dutch,t} - r_{UK,t} = \alpha + \beta(r_{Dutch,t-1} - r_{UK,t-1}) + \sum_{i=0}^1 \gamma_i^1 CBS_{t+i} + \sum_{j=-1}^0 \gamma_j^2 FTSE_{t+j} + \sum_{k=-1}^1 \delta_k EX_{t+k} + \lambda^1 MRP_{Dutch,t} + \lambda^2 MRP_{UK,t} + \epsilon_t \tag{1}$$

where $r_{Dutch,t}$ and $r_{UK,t}$ are the log returns on day t of the Dutch and UK shares in their local currencies respectively. CBS and FTSE denote the log returns of the Dutch and UK stock market indices. EX represents the log changes in the exchange rate Guilder(Euro)/Pound and MRP denotes the log changes in the market risk premiums of the Dutch and UK stock markets.

This paper extends Froot and Dabora's (1999) earlier effort by including cross-listed stocks in the analysis. In order to test the co-movement between cross-listed stocks and its home-market counterparts, the following regression equation is used:

Model 2. Testing for excess co-movement in cross-listed stocks

$$\begin{aligned}
r_{US,t} - r_{H,t} = & \alpha + \beta(r_{US,t-1} - r_{H,t-1}) + \sum_{i=-1}^1 \gamma_i^{US} SP500_{t+i} + \sum_{j=-1}^1 \gamma_j^H HomeIndex_{t+j} + \sum_{k=-1}^1 \delta_k EX_{t+k} \\
& + \lambda^{US} MRP_{US,t} + \lambda^H MRP_{H,t} \\
& + \varepsilon_t
\end{aligned} \tag{2}$$

where $r_{US,t}$ and $r_{H,t}$ are the log returns on day t of the US shares and the home-market (the Dutch or UK) shares in their local currencies respectively. SP500 and HomeIndex denote the log returns of the US and the home stock market indices. EX represents the log changes in the relevant exchange rate and MRP denotes the log changes in the market risk premiums of the US and home stock markets.

3.3 Data

Daily stock prices and total returns in local currency are obtained from Datastream. The sample period for Royal Dutch Shell and Unilever is January 1, 1980 to October 3, 2002. The sample period for Reed Elsevier is from January 1, 1993 to October 3, 2002. These sample periods end 20 trading days before the announcement date of the share unification in the case of Royal Dutch/Shell since its stock price rapidly converged after the unification announcement.

Daily domestic stock market indices are also collected from Datastream. For domestic stock market indices we use the FTSE Allshare index for the UK, the S&P 500 index for the US, and the CBS Allshare index for the Netherlands. The use of standard market indexes potentially creates a bias because Royal Dutch and Unilever NV are in the S&P500 and Shell, Unilever PLC and Elsevier NV are in the FTSE. However, Froot and Dabora (1999) and Bedi, Richards and Tennant (2003) find that the effect of this bias is minor since each firm bears a relatively small weight in its index. Nevertheless, Royal Dutch is by far the largest native stock traded on the Amsterdam Exchange. Therefore, to eliminate any bias, Royal Dutch is removed from the standard CBS Allshare index. Daily exchange rate data are also obtained from Datastream. Froot and Dabora (1999) argue that exchange-rate changes and local currency stock returns show little correlation. As a result, any error in exchange-rate changes from non-synchronicities will not bias the coefficients.

To calculate the MRPs in the Netherlands, the UK and the US, the difference between the log return of the local index and the 3-month deposit rate in each country during the sample periods is computed. These data can also be downloaded from Datastream. The MRP variable in the regression equation is the daily log changes of the calculated MRPs.

4. Results

4.1 Dual-listed Stocks

Table 2 reports estimation results of equation (1) for three DLCs over the two sample periods 1980-1995 and 1996-2002. Since these results involve rolling regression using overlapping data, Newey-West standard errors is employed in order to correct heteroskedasticity and autocorrelation. The reported coefficients on market indices and exchange rate represent the sum of the coefficients on the lead, lag and the contemporaneous variables.

The results are consistent with Froot and Dabora's findings about the co-movement between twin price differentials and market indices as well as the relevant currency changes. Almost all coefficients, except for those on market risk premium, are significantly different from 0 at the 1% and of the expected sign. This means that the null hypothesis of perfect market integration is strongly rejected for all three twins. In all cases, the dependent variables are defined as the return of the Dutch part less the return on the UK part. Therefore, positive coefficients on the Dutch market index suggest that a positive shock in the Dutch market leads to an increase in the relative price of Dutch shares whereas negative coefficients on UK market index indicate that a positive shock in the UK market leads to an increase in the relative price of UK shares and thus a decrease in the return differentials.

The economic importance of the market indices and currency changes is substantial, as their coefficients are considerably high. Although the coefficient on CBS index for Unilever for the period 1980-1995 of -0.0066 has unexpected sign, it is not significantly different from 0 even at the 10% level. Other coefficients on CBS index are all significant at the 1% level and vary between 0.268 for Reed Elsevier during 1980-1995 and 0.412 for Reed Elsevier during 1996-2002. The coefficients on FTSE index ranges from -0.242 for Reed Elsevier during 1980-1995 to -0.568 for Unilever during 1980-1995 and are all significant. This implies, for example, that a 1% increase in the CBS index increases the relative return of Elsevier versus the relative return of Reed International by 41 basis points and a 1% increase in the FTSE index decreases the relative return of Unilever NV versus

Unilever PLC by 57 basis points. The coefficients on the currency changes vary between -0.507 and -0.915. They are all significantly different from 0 at 1% level and of the expected negative sign. For example, $\delta = -0.915$ implies that a 1% appreciation of guilder against pound increases the relative return of Royal Dutch versus that of Shell by 91 basis points.

The null hypothesis for market risk premium cannot be rejected at 10% level. The coefficients on Dutch MRP do not have the expected positive sign. In addition, only two out of six cases the coefficients are significant at 1% level, but their economic importance is negligible. Similarly, regressing equation (1) provides mixed results for the coefficients on UK MRP. Two out of six cases have the expected negative coefficients and two other cases are significant at 1% level but with unexpected sign and minor economic importance. This paper concludes that market risk premium does not play a role in explaining the mispricing in DLCs.

However, the estimation results for MRP are not completely reliable. Aswath Damodaran (2011) argues that the risk premium can vary widely across approaches and it is difficult to choose the “right” number to use in analysis. The author then suggests that the choice of a premium depends on the forecast period, whether “you believe markets are efficient and whether you are required to be market neutral in your analysis”. Furthermore, there exists the Equity risk premium puzzle, a phenomenon that describes the abnormally high historical risk premium, about 6%, in the past century (Damodaran, 2011). According to earlier studies, this premium is too large to reflect a proper level of compensation required by risk-averse investors, which implies an implausibly high level of risk-aversion among investors.

Table 2. Testing for excess co-movement in dual-listed stocks - Netherlands vs. UK (1980-2002)

| DLCs | R ² | Constant | Lagged dep. Var | CBS | FTSE | EX | MRP _{Dutch} | MRP _{UK} |
|-----------------------------------|----------------|-----------|-----------------|----------|-----------|-----------|----------------------|-------------------|
| <i>A: Sample period 1980-1995</i> | | | | | | | | |
| Royal Dutch Shell | 0.23 | 0.000 12 | -0.172*** | 0.293*** | -0.444*** | -0.759*** | -5.15E-05*** | 4.31E-05*** |
| Unilever | 0.18 | 0.000 26 | -0.118*** | -0.006 6 | -0.568*** | -0.507*** | -5.51E-05*** | 4.13E-05 |
| Reed Elsevier | 0.27 | 0.000 36 | -0.254*** | 0.282*** | -0.242*** | -0.875*** | -1.06E-05 | 7.55E-05*** |
| <i>B: Sample period 1996-2002</i> | | | | | | | | |
| Royal Dutch Shell | 0.30 | -0.000 13 | -0.311*** | 0.268*** | -0.427*** | -0.915*** | -1.58E-05 | -7.32E-06 |
| Unilever | 0.21 | -0.000 14 | -0.383*** | 0.369*** | -0.460*** | -0.891*** | -5.91E-06 | 6.08E-06 |
| Reed Elsevier | 0.20 | -0.000 14 | -0.332*** | 0.412*** | -0.538*** | -0.716*** | -2.07E-05 | -8.60E-07 |

The R² of the regression ranges from 18% to 30%, indicating that 18 to 30 percent of daily return differentials can be explained by the lagged dependent variable, the local stock market indices and the exchange rate.

Comparing the results of the two examined periods confirms the persistence of the co-movement between the return differentials and the local market indices as well as the relevant currency changes. In addition, the co-movement presented in the second period appears to be stronger than that in the first period.

4.2 Cross-listed Stocks

This paper extends Froot and Dabora’s (1999) earlier effort by including cross-listed stocks in the analysis. Table 3 and 4 present estimation results of equation (2) for 3 pairs of Dutch-US cross-listed stock and 3 pairs of UK-US cross-listed stock, respectively, for two periods 1980-1995 and 1996-2002.

The null hypothesis of zero coefficients on market indices and currency changes is strongly rejected for almost all cases, except for the coefficient on FTSE for Reed International during 1980-1995. Almost all coefficients are of expected sign, except for that on SP500 in the case of Reed International during the same period. This could be explained partly by the fact that Reed and Elsevier ADRs trade less intensively in the US in comparison to the other ADRs in the sample and they weren’t listed on US stock exchange until late 1994, long time after the listing of other ADRs in the sample.

The economic importance of the market indices and exchange rates is substantial. The “excess return” measures, or the intercept coefficients, are very close to zero, ranging from -0.034 basis points to 0.023 basis points per day.

Comparing the results of Table 3 with those of Table 4 gives some indication that the degree of excess

co-movement is higher for US-Dutch pairs than US-UK pairs, which supports Suh (2003)'s findings that ADRs from emerging countries with fragmented markets and foreign ownership restrictions tend to trade at a higher premium to their underlying shares than those from developed countries.

Similar to Ganon and Karolyi (2004), the dependent variables in equation (2) are defined as the return on the US shares less the return on the home-market shares. This paper's results generally confirm their findings about the close-to-zero intercept coefficients, negative and significant lagged dependent coefficients, and negative and significant net exposure to the home market. The net exposure to the US market and that to the exchange rate are also positive; however unlike Ganon and Karolyi (2004)'s results, they are all of significant at the 1% level. Additionally, this study shows similar results about the small and insignificant estimates for many of the lagging and leading market indices and currency changes, which indicates the dominance of the contemporaneous effects.

Table 3. Testing for excess co-movement in cross-listed stocks – US vs. Netherlands

| DLCs | R ² | Constant | Lagged dep. Var | SP500 | CBS | EX | MRP _{US} | MRP _{Dutch} |
|-----------------------------------|----------------|-----------|-----------------|----------|-----------|-----------|-------------------|----------------------|
| A: Sample period 1980-1995 | | | | | | | | |
| Royal Dutch | 0.63 | -4.14E-05 | -0.354*** | 0.315*** | -0.125*** | -1.269*** | 2.68E-06 | 3.04E-05*** |
| Unilever NV | 0.44 | -0.000 34 | -0.209*** | 0.392*** | -0.273*** | -1.091*** | 3.67E-05*** | 2.96E-06 |
| Elsevier | 0.46 | -0.000 12 | -0.413*** | 0.315*** | -0.678*** | -1.249*** | -3.25E05 | -2.73E-05 |
| B: Sample period 1996-2002 | | | | | | | | |
| Royal Dutch | 0.48 | -9.49E-05 | -0.448*** | 0.445*** | -0.916*** | -1.208*** | 2.38E-06 | 1.13E-05 |
| Unilever NV | 0.35 | -9.15E-05 | -0.432*** | 0.347*** | -0.234*** | -1.111*** | 1.59E-06 | -8.14E-06 |
| Elsevier | 0.41 | -1.93E-05 | -0.444*** | 0.170*** | -0.145*** | -1.376*** | -9.50E06 | 1.31E-05 |

Table 4. Testing for excess comovement in cross-listed stocks – US vs. UK

| DLCs | R ² | Constant | Lagged dep. Var | SP500 | FTSE | EX | MRP _{US} | MRP _{UK} |
|-----------------------------------|----------------|-----------|-----------------|-----------|-----------|-----------|-------------------|-------------------|
| A: Sample period 1980-1995 | | | | | | | | |
| Shell | 0.54 | -1.73E-05 | -0.387*** | 0.202*** | -0.135*** | -1.277*** | -2.84E-06 | 4.65E-07 |
| Unilever PLC | 0.31 | -8.53E-06 | -2.603*** | 0.252*** | -0.267*** | -0.957*** | -5.29E-06 | -1.35E-05 |
| Reed | 0.24 | 0.000 23 | -0.374*** | -0.154*** | -0.542 | -0.685*** | 1.93E-05 | -9.28E-06 |
| B: Sample period 1996-2002 | | | | | | | | |
| Shell | 0.44 | -9.73E-05 | -0.400*** | 0.375*** | -0.453*** | -1.224*** | -1.19E-05 | -3.95E06 |
| Unilever PLC | 0.41 | -0.000 16 | -0.339*** | 0.257*** | -0.281*** | -1.209*** | 1.06E-06 | -7.54E-07 |
| Reed | 0.23 | 1.64E-05 | -0.384*** | 0.124*** | -0.277*** | -1.005*** | 5.70E-07 | -4.84E-06 |

The estimates of the MRP again exhibit unexpected signs, small magnitude, and the vast majority of them are insignificantly different from zero at conventional levels. These results of cross-listed stocks are similar to those of dual-listed stocks illustrated above, which support the conclusion that market risk premium do not play a role in the mispricing phenomenon.

The R² of this regression varies between 23% and 63% which is much higher than the R² of the regression of equation (1). This implies that the explanatory power of our regression for equation (2) is surprisingly high, and that the lagged dependent variable, the local stock market indices and the exchange rate help explain the price discrepancies of cross-listed stocks better than that of dual-listed stocks.

5. Summary and Conclusions

This paper presents evidence of an apparent violation of the law of one price: the significant deviations from price parity of stocks that trade simultaneously in different markets. The regression results show that the return differentials on the dual-listed and cross-listed companies exhibit co-movements relative to local market index returns and the relevant currency changes, and that these co-movements are related to the primary trading

location of the respective shares. Therefore, the location of trade effect captures part of the mispricing. This sort of co-movement cannot be assigned to fundamental factors but is likely to be explained by sentiment-based theories. Furthermore, by extending Foot and Dabora (1999)'s examined period, this paper shows that this sort of mispricing and location of trading effect are pervasive phenomena. Market risk premium appears to be insignificant in explaining the co-movement in this paper's sample of DLCs.

However, there are some limitations to this research that should be mentioned. Firstly, there are many direct and indirect costs which are difficult to differentiate regardless of the technological advances taking place among the depository banks and independent brokers/dealers to smooth the process (Ganon & Karolyi, 2004). They are transaction costs, regulatory restrictions on foreign ownership, ADR/ordinary convertibility that have become challenges to any research analysis. Secondly, the frequency of this study is daily, which may induce cross-autocorrelations since the effect of stale prices and quotes reduces as the return horizon increases. Finally, the unbalance in the sample period due to the late establishment of Reed Elsevier is likely to affect this paper's inferences.

Indexing is viewed as an important source of price disparities. To the degree that indexing is important in any market, the price of one firm in the DLC will rise relative to parity if that firm is included in an index. This impact can be seen when two non-US companies in their sample – Royal Dutch NV and Unilever NV – were eliminated from the S&P 500 in 2002. After the decision was announced, stock prices of these two companies dropped relative to their UK counterparts in the weeks leading up to the removal. Indexing therefore can be a considerable portfolio strategy in the US.

There exists a question of why arbitrageurs are unable to close the price gap between these stocks. Although arbitrage strategies in DLCs have negligible fundamental risk and low systematic risk, they are characterized by high idiosyncratic risk because of a high degree of uncertainty about convergence of the mispricing. In addition, capital restrictions and information barriers impede corrective arbitrage and thus perpetuate deviations from parity.

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Appendix

Log deviations from price parity of dual-listed and cross-listed shares

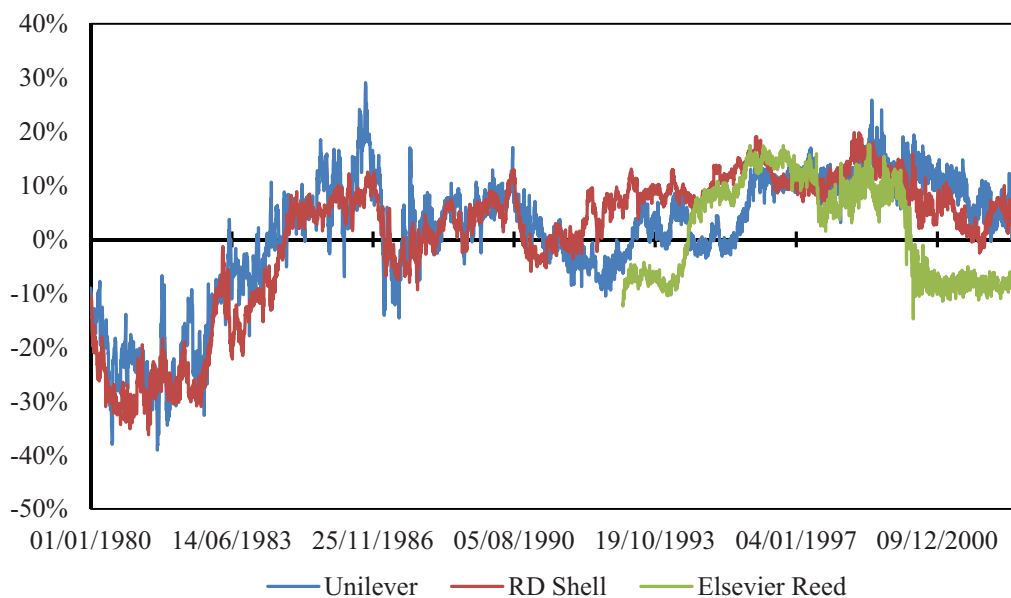


Figure 1. Log deviations from price parity of dual-listed shares

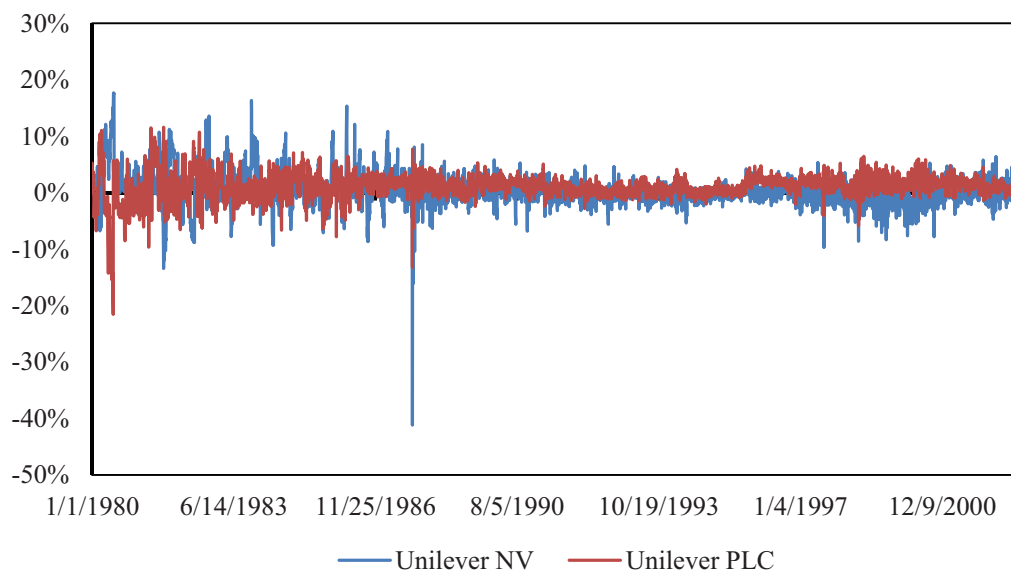


Figure 2. Log deviations from price parity of cross-listed shares: Unilever NV vs. Unilever PLC

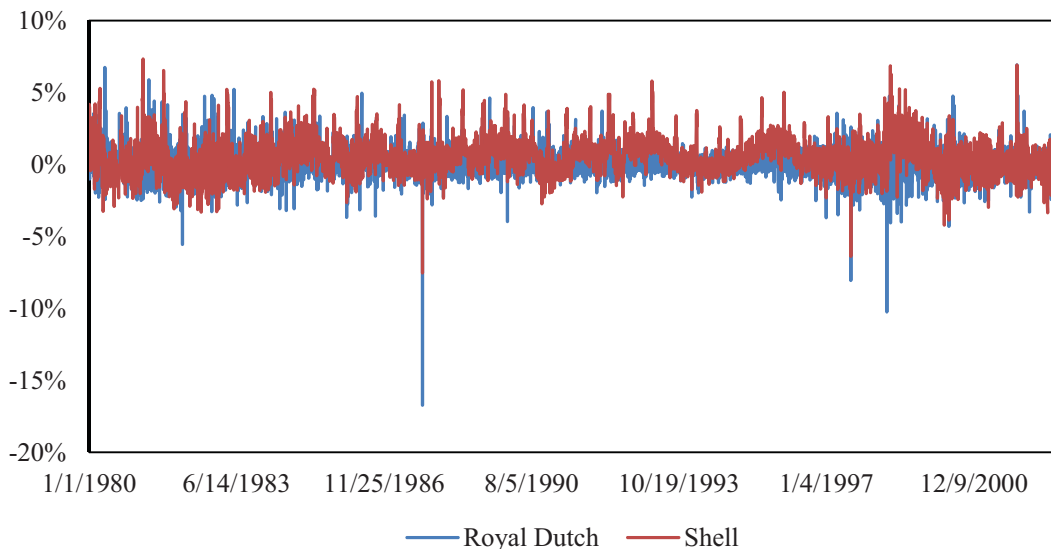


Figure 3. Log deviations from price parity of crossed-listed shares: Royal Dutch vs. Shell

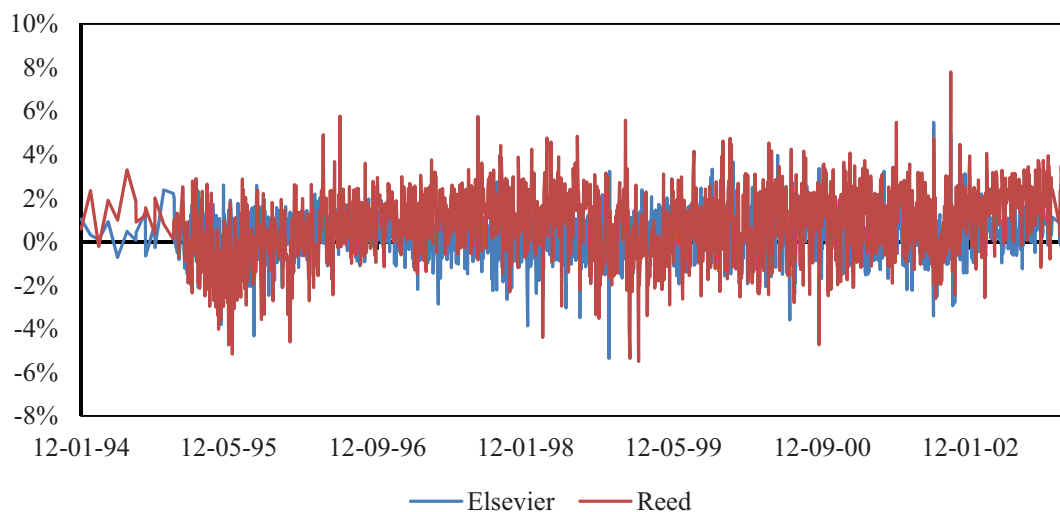


Figure 4. Log deviations from price parity of crossed-listed shares: Elsevier vs. Reed

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Student Attrition at Technical and Vocational Educational Training (TVET) Institutions: The Case of XCel Technical College in Malaysia

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Abstract

Student attrition is a challenging issue for tertiary education institutions, especially Technical and Vocational Education Training (TVET) institutions. There are a lot of explanations why students withdraw from college level programmes and the causes may be unique for students who sign up in a course that suits their interest areas. Small student retention rates reflect negatively on the reputation of the institution and even more, its academic status. This would, in turn, influence institution enrolment, finances, and future plans for development. Thus, this research effort was designed to investigate the influences of students' withdrawal from these institutions before completion of their studies. As this research took the qualitative approach, data collection was performed through interviews and focus group discussions involving two groups of students (i.e., those who dropped out and those who continued with their studies) from XCel Technical College. The findings showed that the students' reasons for dropping out from the TVET institutions programme are varied, all which were classified into two categories, namely institutional factors (e.g., training facilities, learning materials, and scheduling) and student characteristics (e.g., parental/family influence and urgency of getting employment). This findings support the results of earlier studies which highlighted that student characteristics, institutional factor, educational and occupational goals and commitments, financial status and other personal factors, are important to their retention in higher education programs (Bafatoom, 2010; Bean, 1980; Braxton, 2005; Pascarella & Terenzini, 1983; Spady, 1970, 1971; Tinto, 1975, 1993).

Keywords: student attrition, drop out, Technical and Vocational Education Training (TVET), private higher institutions

1. Introduction

1.1 Background

This study focused on student attrition in private higher education institutions, specifically in private TVET institutions in Malaysia. High student attrition rates turns out to be the most crucial concern in education everywhere in the world, where the effects are apparent from the beginning of formal education in schools to the higher education institutions (Palmisano, 2012; O'Neal, 2012). Student attrition has become the highest reviewed issue in this field and becomes extremely challenging to tertiary education institutions (O'Neal, 2012; Grayson & Grayson, 2003; Fisher & Engemann, 2009). Even when there is good planning and an established system, most private higher institutions still struggle to deal with complex attrition issues that will affect scholars, college, university and community (Kim, 2014; Palmisano, 2012; Pascarella, 1980). Thus, this study was designed to look at the occurrence of student attrition in TVET institutions in Malaysia. It is hoped to contribute a deeper understanding to this phenomenon by examining influences on why and how students withdraw from institutions before completing their studies. Several terms have been used previously as names for these students. A "persister" student (meaning one who persists) is considered as a student who registers in an education institution and keeps on studying until graduating, whereas a non-persister student is a student who is involved in an attrition case and leaves the college without graduating or receiving certification (Hagedorn, 2005; Astin, 1975; Tinto, 1987).

1.2 Student Attrition Issues

The student attrition problem is considered as one of the major issues in higher education institutions all over the

globe and Malaysian higher education is not an exception (Sangodiah, Beleya, Muniady, Heng, & Spr, 2015). Most TVET institutions are still striving to achieve the best solution (Sangodiah et al., 2015). Some students do not successfully graduate due to academic issues in their study programmes, while others choose to voluntarily leave before completion of their study because of problems at home or decision made by parents. However this occurrence still has no possible optimal solution (Aljohani, 2014; Artze-Vega, 2012; Fisher & Engemann, 2009).

Hence, this poses a challenge for new researchers to uncover reasons behind the issue and relate them to the existing theory and practical methods which can thus be applied to the higher education institutions (Kim, 2014), specifically TVET, in order to resolve their problems.

Attrition cases cause so much negative impact as well as overall detrimental effects on institutions, including financial losses because of unremunerated enrolment, interruption of organisational management, exhausted operating expenses, wasted profits, unfortified business liabilities, and create negative image to the institution (O'Keefe, 2013). Inviting candidates and offering marketing campaigns to potential students for enrolment would absolutely be affected. There is the possibility that enrolment can decrease, because student attrition would likely spoil the good status of an institution and create continuing implications (O'Keefe, 2013). In addition to this, institutions would also waste budget on staffing, facilities, and programmes (Bailey, Leinbach, & Jenkins, 2006). In addition, attrition can also cause waste of institutional income, especially in institutions situated in a competitive environment equipped only with limited general and financial resources.

For the students, they will suffer negative impact on their personal lives as they would fail to attain individual and financial success because of not completing their study. Psychologically, this would adversely affect their self-esteem. College dropout students are also known to have the bad experience of having to shoulder extra financial burden, such as their student fees, tuition fees, programme fees, and accommodation fees (O'Keefe, 2013). Students using loans to pay tuition fees would have to repay the loan, even if they failed to graduate. So, these students would only waste time studying in college if they chose to leave without getting a certificate. On top of that, it will affect their future income due to low qualifications, as well as less their undeveloped individual ability and talent (Aljohani, 2014). Involuntary withdrawal can be considered as students who are forced by their institution to stop their study. These involuntary students would probably have decreased self-esteem and self-confidence, which would likely have a negative impact economically in the long run. Some of these factors are because of failure academically or being unable to survive the burden and challenges of the educational system.

According to the data, almost 20% or specifically 17.5% students have dropped out from the total students who signed up in tertiary education in Malaysia. In 2012, attrition cases of above 14% were reported for private universities in Malaysia within the first six months (Sangodiah et al., 2015).

Meanwhile, Glogowska, Young, and Lockyer (2007) revealed that two most prominent reasons influencing student decision to exit the college are the experience of bad college incidents and lack of institutional support. Moreover, Schmitt and Duggan (2011) added that insufficient positive interactions between students and the institution's faculty and staff are usually also considered as reasons for non-persisters to withdraw from the institution. Tinto (1993) categorised reasons that commonly influence attrition rates. First are student variables, second are institutional variables, and third are student-institution interactional variables. Moreover, the critical factor to student dropout and the level of student engagement is a combination of social and academic factors, which is the influential factor in probability of student retention (Astin, 1984).

In Malaysia, institutional and financial issues such as lack of service, bad institutional experience, poor amenities provided by the institution, lecturer teaching styles, and high education fees are the most cited reasons for attritions (Sangodiah et al., 2015). Most students leave because they are not capable of carrying on or remaining in their study programmes due to lack of interest and being unsuccessful in their attempts in their studies (Sangodiah et al., 2015).

1.3 XCel Technical College

As a Private Skills Training Institute under Department of Skills Development (DSD), Ministry of Human Resource (MOHR), XCel Technical College's vision is to provide the best possible TVET education to students by developing the knowledge, attitudes, and skills essential for life-long learning in automotive, electrical, welding fields, as well as the pastry industry. This college was established in 2011 and offers Malaysian Skills Certificate programmes from Level 2 to Malaysian Skills Diploma (Level 4). XCel managed to get a five star rating in 2015 from the Department of Skills Development. The college focuses on continuous improvement of the competencies and knowledge by providing skills education to those who are interested in developing a career in the industry. It is equipped with modern training tools, equipment, and current vehicle models to ensure that

the students are able to acquire skills relevant to industry needs. The college is run by 20 administrative and academic staff members who are committed in providing the best possible TVET education to students by developing the knowledge, attitudes, and skills essential for life-long learning.

At XCel Technical College, attrition has been the major problem faced both by the administration and board of directors. Attrition cases increase yearly, causing so many negative impacts on XCel Technical College since 2011. Although so much effort and planning were applied by the administration and board of directors, XCel Technical College has struggled to deal with attrition cases and this problem can destructively interrupt the college operations.

The greatest impact of this phenomenon on XCel Technical College is financial loss. XCel Technical College's revenue is derived directly from the tuition fees. The average tuition fee for one student at XCel Technical College is about Malaysian Ringgit (MYR) 10,000 yearly per scholar. XCel Technical College has lost about MYR1,060,000 for the recent five years because of student attrition (Table 1). Because of this, it has to cut down budget allocations for staff and administration, student activities, student facilities, and training. In addition, XCel Technical College cannot provide the best service to students. In contrast, the student retention rate needs to be increased for students transitioning from their first year of programme study to their second, if the institution desires to observe an overall enhancement of graduation rates (Levitz, Noel, & Richter, 1999).

Table 1. Financial loss due to attrition rates from 2011 to 2015 (XCel Technical College, 2015)

| Year | Numbers of Attrition Cases | Financial loss (Malaysian Ringgit) |
|-------|----------------------------|------------------------------------|
| 2011 | 6 | 6 x RM 10,000 = RM 60,000.00 |
| 2012 | 12 | 12 x RM 10,000 = RM 120,000.00 |
| 2013 | 25 | 25 x RM 10,000 = RM 250,000.00 |
| 2014 | 28 | 28 x RM 10,000 = RM 280,000.00 |
| 2015 | 35 | 35 x RM 10,000 = RM 350,000.00 |
| TOTAL | 106 | RM 1,060, 000.00 |

Source: XCel Technical College (2016)

Secondly, student attrition negatively influences the public perception of the college. Based on records, several students have cancelled their enrolment in XCel Technical College, once they knew that some previous students have withdrawn from this college before graduation. They were worried that there is something wrong with this college. Collectively, this directly affects XCel Technical College income. Therefore, attrition cases cause wasted budget to the XCel Technical College in terms of salaries for faculties.

In this vein, student retention becomes a pertinent matter of economic survival for XCel Technical College. It is mandatory that this college solve this attrition problem and thus retain students. Table 2 shows the numbers and percentage of student attrition rates at XCel Technical College in from 2011 to 2015.

Table 2. Student enrolment and dropout rates from 2011 to 2015 (XCel Technical, 2016)

| Year | Enrolled | Drop Out | Attrition rate |
|---------------------|----------|----------|----------------|
| 2011 | 34 | 6 | 17.64% |
| 2012 | 75 | 12 | 16.00% |
| 2013 | 150 | 25 | 16.66% |
| 2014 | 170 | 28 | 16.47% |
| 2015 | 220 | 40 | 18.18% |
| Total (2011-2015) | 649 | 111 | 17.10% |
| Average (2011-2015) | 129.8 | 22.2 | 17.10% |

1.4 Initial Research Framework

The purpose of initial research framework is to address some the key factors or variables being studied that affected student attrition and as direction to the research questions. XCel Technical College student's withdrawal

from pursuit their study is a phenomenon that requires more in-depth knowledge on what contributes to these students' decision to withdraw. Thus, initial research framework utilized for this study incorporated from few student attrition prominent model such as Bean and Metzner (1985), Pascarella (1980), Bean (1980, 1982), Tinto (1975, 1993) and Spady (1970).

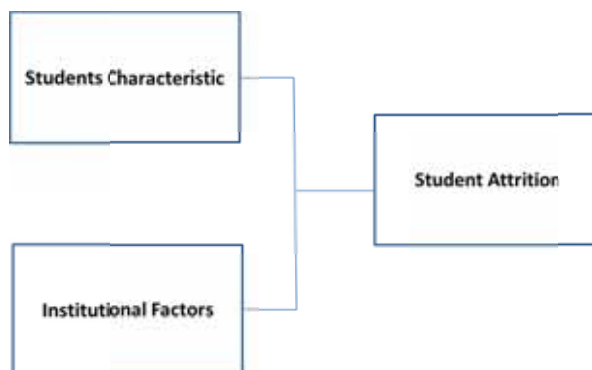


Figure 1. Initial research framework

2. Methodology

A case study was selected to address the established research questions for this research, which focused on student attrition in a private technical vocational education institution (TVET), namely XCel Technical College, and factors that influence non-persister students in their decision to withdraw from further pursuing their studies. Information about potential participants for this research was obtained directly from the college representatives, namely the principal and administrative staff. Two techniques were employed for data collection, namely focus group sessions and in depth semi-structured interviews.

In order to delve deeper into factors underlying the attrition phenomenon at this college, in depth interviews were performed using an interview protocol that was developed for this research on 15 randomly selected students who terminated their studies before completion of their first semester (non-persister students), from a population of 106 attrition cases recorded at the college from 2011 to 2016. The selection criteria for non-persister students were 1) previously full-time enrolment, 2) studied at the college for at least a month, and 3) withdrew voluntarily from their studies before the completion of the first semester. For each interview session, the researcher recorded the dialogue using a micro-audio recorder (MP3) after obtaining permission from the participant. After completing all the interviews, the recorded audio was then transcribed by the researcher.

Next, two focus group sessions were carried out with students who completed their first semester studies, where the first group involved seven students and the second group consisted of eight students (persister students). These persister students were randomly selected from the existing 255 currently registered students, but were chosen based on the following criteria, 1) the student is registered full-time, and 2) the student has successfully completed at least the first semester of study. All participants were chosen across different study majors and programmes.

Next, the transcription is then analysed by reviewing and coding the data using NVIVO 8, a software application for qualitative data analysis. From this analysis, the categories of themes and sub-themes were then revealed, as described in the next section.

3. Findings and Discussion

The results uncovered a considerable number of themes. Table 3 shows the main themes, themes, and sub-themes. The analysis of the non-persister student interviews resulted in the emergence of 15 sub-themes that were regrouped under 10 themes and subsequently two main themes. The 15 subcategories resembled the most frequent issues and factors affecting student experiences and consequently their retention in the college, as perceived by the 15 non-persister students. These common issues and factors were grouped under the sub-themes of learning materials, training facilities, timetabling, lack of extracurricular activities, student goals, and external influences. The 15 participants discussed issues related to the above nine categories and explained how they had negatively affected their persistence to remain enrolled in the college. The final step in the thematic analysis of the non-persister student data was to classify these nine categories according to their similarities under bigger

themes. These seven categories were classified under the following two main themes: institutional factors and student characteristics. Meanwhile, the data analysis from the persister student focus groups resulted in the emergence of 14 sub-themes, regrouped under nine themes and subsequently under two main themes. The 14 sub-themes represented the most frequent issues and factors affecting students' experiences at XCel Technical College and their subsequent retention. These common issues and factors were grouped under the following 10 themes, namely learning materials and training facilities, lecturers, class environment, timetabling, lack of extracurricular activities, staff attitude, hostel problems, external influences, and student goals. The 15 participants of the two focus groups talked about issues related to the above nine themes and how they negatively affected persistence of students to remain studying in the college.

Table 3. Main themes, themes and sub-themes for non-persister and persister students

| Data Collection Technique: In Depth Semi-Structured Interviews | | | | |
|--|-------------------------|------------------------------------|--|---|
| Participants | Main Themes | Themes | Sub-Themes | |
| Non-persister | Institutional Factor | Learning materials | Learning materials always exhausted | |
| | | Training facilities | Lack of facilities and training equipment | |
| | | Timetabling | Lecturer does not have proper class and workshop schedules | |
| | | Class environment | Poor classroom conditions and not comfortable | |
| | | Staff attitude | Negative lecturer attitude | |
| | | Lecturer | Do not care about students | |
| | | Hostel problem | The number of lecturers Do not have maintenance service | |
| | Student Characteristics | Lack of extracurricular activities | Do not have extracurricular activities | |
| | | External Influences | Student goals | Forced to study by parents Cannot wait for graduation and want to get job quickly |
| | | | | Lose interest to study Family problem Family economic status Parents force student to find a job |
| Data Collection Technique: Focus Group | | | | |
| Participants | Main Themes | Themes | Sub-Themes | |
| Persister | Institutional Factor | Learning Materials | Learning materials exhausted | |
| | | Training Facilities | Lack of facilities and training equipment | |
| | | Class environment | Equipment not updated | |
| | | Timetabling | Poor classroom conditions and not comfortable Class schedule | |
| | | Lack of extracurricular activities | Extracurricular activities are important | |
| | | Staff attitude | Too strict and have temper Disrespecting students Do not care about students | |
| | | Hostel problem | Poor service and facilities | |
| | Student Characteristics | External influences | Student goals | Family problems and economic status Looking for other institutions Forced to study Getting a job |
| | | | | |

From the data of the non-persisters and persisters, each group shared two common main influences, namely institutional factors and student characteristics. Issues under both of these were raised by the participants in the groups. All of these participants talked about similar issues in relation to the institutional factor of XCel

Technical College. These included issues related to the learning materials, training facilities, training equipment, classroom, as well as the practices of the lecturer. The most commonly raised issues across two groups were related to exhausted learning materials, lack of facilities and training equipment, lack of proper class and workshop schedules, poor classrooms conditions, attitude of the lecturer, the way staff dealt with students, the lack of extracurricular activities, poor service and facilities at the hostel, as well as timetabling. The second influence was related to student characteristics. Issues under student characteristics were raised by the participants from both groups, which included all student-related issues that might affect student persistence but were not related to the college. These included students' educational background, family problems and economic status, their goals, their commitment toward education, as well as students' family problems.

After uncovering these influential factors that were prevailing in this college, several practical and policy recommendations can be made. From the practical viewpoint, XCel Technical College needs to improve and upgrade the shortcomings classified under institutional factors. Firstly, it must improve and upgrade the training equipment and facilities, increase and enhance the quality and quantity of learning materials, renovate the hostel, and improve soft skills of the academic and administrative staff in dealing with students and their problems. Secondly, in order to assist in handling problems related to student characteristics, the college could establish better consultation and support programmes to help students to become more motivated and be able to prioritise their studies. It is also recommended that the faculty members could improve the learning experience by improving the level of student engagement, such as through mentor-mentee programmes. All of these efforts can then be established under a formal retention plan in order to alleviate the problems faced by this college, and if successful, provide an example for other colleges to follow.

This findings support the results of earlier studies which highlighted that student characteristics, institutional factor, educational and occupational goals and commitments, financial status and other personal factors, are important to their retention in higher education programs (Bafatoom, 2010; Bean, 1980; Braxton, 2005; Pascarella & Terenzini, 1983; Spady, 1970, 1971; Tinto, 1975, 1993).

4. Conclusion

This research attempted to investigate factors affecting attrition, specifically in the context of TVET institutions in Malaysia. Based on the results of the current study, including the discussions of these findings, the answers to the research questions, and in the light of the relevant local and international literature published related to student attrition in higher education.

The findings of this study have added to the body of knowledge that can contribute to solve the TVET students attrition phenomenon by emphasizing various government policy and practice on skills education authorities in Malaysia, skills education players especially TVET institutions and specifically XCel Technical College, skills accredited centres, institutions of similar systems, and the new researchers in this field.

This research had establish qualitative case study method which can be a reference and the guideline for the future researcher in student attrition field to apply full qualitative method in their study. In addition, it will enrich the style and methodology about student attrition study. Compared to the previous and early study in this field, most of them apply quantitative method or mix method. It is hoped that the findings of this study can valuably add nuance to research in the field of student attrition in higher education, particularly in the local context of Malaysian TVET and skills training institutions.

Thus, initial research framework which proposed in this study can be implemented for TVET student attrition studies as well as for academic student attrition studies. It is flexible during the analysis process and allows to collect all the data and then analyse it or do data analysis during the collection process. In the analysis stage the gathered data is sifted, charted and sorted in accordance with key issues and themes.

Moreover, it will provide a platform for Malaysia TVET institutions, particularly XCel Technical College, to design and conduct the best student attrition research, action, and planning that could potentially assist in identifying issues that influence student experience and persistence.

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Factors Affecting Exercise Adherence Behavior of University Students in Upper Northeastern, Thailand

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Abstract

This research was aimed to study the meaning of adhere to exercise by the experience of university students who adhere to exercise. The experience and model of a lifestyle that has adhered to an exercise of those adhere to exercise. The phenomenological study, data was collected through in-depth interviews individually. The groups of main contributors were 12 university students who adhere to exercise by checking the reliability of the data and conclusions by the contributor. Data was analyzed by the researcher used the phenomenological analysis of data. The results showed students who adhere to exercise definite exercise adherence that is to exercise regularly and exercise it for a long time with feeling like exercise which is thought of exercise is a part of life. It makes the body healthy and to have fun and develop them. The experience and model of lifestyle adhere to exercise that can be divided into three phases: 1) before performing exercise 2) began performing an exercise, and 3) when it adheres to exercise. It was found that in all phases of the study can be divided into two factors related to the second side is the side of the personal and the environmental factors.

Keywords: exercise adherence, phenomenological study, in-depth interview

1. Introduction

1.1 Introduce the Problem

The lifestyle of people in society today, rather it is a physical activity that is less than the past which is why it's important to the quality of life. Resulting in worse health compared to the past, the rate of deterioration of conditions can cause death and more. The study found that lack of exercise can cause risk factors for chronic disease (Hagger & Chatzisarantis, 2008) such as cancer (Byers et al., 2002), diseases related to the cardiovascular system and blood circulation (Hooper et al., 2001), obesity (Ross et al., 2000), diabetes (Fritz et al., 2006) with many studies that point out the importance of the changes of the body and mind from exercise training programs. For example, benefits of exercise such as reducing the risk of heart disease, high blood pressure, diabetes and colon cancer, a healthy and strongly bones, weight change for the better sleep, reduce anxiety and depression, enhancing self-esteem (Marcus & Forsyth, 2003) by the body and mind will benefit from an exercise program that is sufficient. It must have designed the program based on the principles of FITT, the type, frequency, intensity and duration (time) of (Martin et al., 2000), as appropriate jogging 3-5 times a week in the 60-90 percent of the maximum pulse rate and exercise 20-60 minutes per session which is a form of exercise that affect health such as cycling, walking quickly (15-20 minutes per mile), dance, walking, playing golf, playing volleyball, etc (Marcus & Forsyth, 2003). For the United Kingdom authorities relating to the promotion of health has been promoted through various media to encourage people to focus on healthcare with exercise which aims of the public in good health free from preventable illness in addition to the benefits of enhancing health. Medical exercise has been used as a remedy for many diseases such as cardiovascular disease, diabetes, colon cancer, arthritis, bone degeneration, obesity (Brunet, Plotnikoff, Raine, & Courneya, 2005; Sallis & Owen, 1999 cited in Wolfe, 2008), stress disorder (Buckworth & Dishman, 2002), anxiety disorder (Petruzzello et al., 1991), which was found to have therapeutic benefits as well.

1.2 Explore Importance of the Problem

Buckworth & Dishman (2007) mention that the adherence must be reframed to consider patterns of physical

activity over the lifespan by efforts must be made to study the patterns of physical activity over time and in a different population, considering unique cultural and economic-political differences within and among countries. So, it should encourage people to exercise and when people choose to exercise, they should be encouraged to exercise regularly and consistently. Promote adherence to exercise, it should be done since their youth (15-24 years), during which the young are as important to the nation's future. The research to support that exercise behavior during childhood can be used as predictors of exercise or physical activity behavior in young adults (Coakley & White, 1992; Risto, Xiaolin, Lauri, & Jorma, 2000, cited in Jermsuravong, 2006).

Support and encourage individuals exercise at an early age is the best age. Since age is the age of knowledge and development of body and mind. When the bodies healthy, it will make learning more efficient as well as students who will be an asset to the nation are crucial to the development in the future should turn to exercise and healthy eaters and more. When entering the age of 30 years or more, it will have the opportunity to diseases such as heart disease, hypertension, diabetes, etc. Therefore, the best approach is prevention. Exercise regularly and continuously can cultivate since childhood. What is important for promoting exercise behavior in childhood, it should be to maintain health and prevent disease in the long term from moving into adulthood and old age to healthy and strong.

Therefore, it should encourage students to exercise. When students chose to exercise it should be encouraged to exercise constantly and consistently by promoting adherence to exercise should start from a young age is the age range of 15-24 years which research at last found exercise behavior was younger could predict the behavior of exercise or physical activity in older adults. A study by Dishman (1988, 1994) found that 50 percent of those who attend fitness programs to quit or stop exercising for a period of 3-6 months. McAuley (1992) found that the basis for success to encourage individuals born adhering to an exercise program, it is also understood that the little which Yoo (1991) says that the behavior of adhering to exercise a relevant factor which cannot be separated from each other, individual factors, social factors and cognitive factors.

1.3 State Hypotheses and Their Correspondence to Research Design

Exercise adherence is a concept about the adhesion (sticking to) an exercise program. The description on its adherence to exercise is directly related to the concept of motivation (Brehm, 2004) by creating incentives to help individuals adhere to exercise and makes an objective (goal) in mind, the impulses is a driving force within the inner drive or the intention to cause a person's ideas and actions consistent with Anshel (2007) said the motive was a trend. Human behaviors have a direction and choose to commit to anything. The tendency of such behavior will remain will be the goal for achievement. The decision of the parties to exercise to reflect its focus on the needs and achievement expression, Weinberg & Gould (2007) said that motivation is what determines the direction and the willingness to act. Human behavior is directed to retreat or face the situation and a willingness to conduct or attempt to achieve that goal. So, the incentive is relevant and important to the promotion of adhering to exercise behavior.

The recent study found that studies on exercise behavior are theories or models such as the social cognitive theory, the theory of planned behavior, the transtheoretical model, self-determination theory, etc. Various theories, these are accepted and widely used in psychological research, exercise and health (Biddle & Fuchs, 2009), which are useful to explain the reason and the motive to affect the conduct of the exercise or the lack of exercise as well. The social cognitive theory describes learning and behavior modification by learning from the interaction between individuals influences the individual (personal) behavior (behavioral) and the environment (environmental). It is believed that the efficacy of their own abilities (Self-efficacy) can affect the action. Each person may be different, but cannot be expressed in the quality of work vary. The efficacy of the self is the subject of judgment ability (Bandura, 1986, 1997, 2001). For the theory of planned behavior, a theory that developed the theory of reasoned action (Ajzen & Fishbein, 1980, cited in Weinberg & Gould, 2003) a theory that describes the reason for the expression of individual behavior, the intention in relation to the change in behavior. The intention for this to happen when it is the result of three factors, the psychological factors is the attitude, norms and perceived behavioral control (Ajzen & Madden, 1986 cited in Weinberg & Gould, 2003). Model, the theory of change was developed to explain the motivations of individuals for behavior change by focusing on the individual decision of the intended change. This model also explains the behavior change process and the development process in order to adhere to the concept of when and how which is a medium that is affecting behavior change. Equilibrium in the decision (decisional balance) related to the concept of benefits (pros) to waste (cons) in order to change behavior and another thing is the belief in their own abilities (Self-efficacy) (Prochaska et al., 1992 cited in Biddle & Mutrie, 2008). And the last is the theory of self-determination, which is a theory of motivation and personality of the person associated with a person can choose activities any freely without outside influences. Choosing to self-determination is an independent not

associated with reward or encouragement from the environment. Self-determination theory, it is geared to the level of self-determination of the behavior. The knowledge gained from this theory can help understand people who participated in the exercise to be able to know what kind of motivated individual to influence the activity of selected actions (Deci & Ryan, 2002).

Various theories, the above resulted in a better understanding of the psychosocial factors that affect performance behavioral changes in fitness. The party has no ideas to change behavior to the behavior of the action. However, psychosocial factors did not influence such behavior only change but there is an important role and can be used to explain the party decided to adhere to exercise regularly as well (Brehm, 2004; Chogahara et al., 1998; McAuley, 1992; McAuley & Jacobson, 1991; Dzewaltowski et al., 1990). However, there is no such clarity since the academic papers adhere to exercise a little and still lacks measuring a specific (Nigg et al., 2008). Therefore, the idea for the study of psychosocial factors have according to various studies as mentioned above in order to be able to predict the behavior of adhere to the exercise of the party clearly and specifically involve the researcher how to present the data in the study used the qualitative research by means of studying the phenomenon of the experience meets the reality of those who are committed to fitness to be clear, accurate, complete, apart from the experience of a life committed to the exercise by focusing on retention deeply natural. This will allow them to find and access the information in its entirety. So, education this will reflect and understand the factors that affect the behavior of adhering to the exercise of a clear and specific. The results of this study will be a model or prototype model of a life adhere to an exercise of those who adhere to exercise. This is a pattern that is specific to be applied in determining the strategic tactics to encourage individuals are university students who will have to grow to maturity and strength of the back their lifestyle, adhere to exercise and how to spot reduce, stop or quit exercise.

2. Method

2.1 Research Design

This research is a qualitative research, a phenomenological research methodology, using the method of data collection by in-depth interviews and the observation. The objective is to describe and explain the experience of a lifestyle that is adhered in the exercise of those who adhere to the exercise by studying the phenomenology as a way to understand the direct experience of those who adhere to exercise fully profound and can make a model of a lifestyle that is adhered in the exercise of those who adhere to the exercise.

Factors that influence adheres to exercise, knowledge, theory and study form basis of social cognitive theories (model of exercise behavior) including the social cognitive theory, the theory of planned behavior, the transtheoretical model, the self-determination theory and from the document, research related to the behavior of adhering to exercise.

2.2 Sampling Procedures

Population and samples used in this study were male students - undergraduate women aged 18-22 years who are adhere to exercise who practice physical activities on a regular basis for at least three days a week and exercise for at least six months samples used in this study of 12 people (7 male, 5 female) who were in direct contact with the primary everyone and contributors to anyone willing to interviews.

2.3 To Assess the Reliability of the Information

The evaluation of the data collected from the questions of the interview and researcher who collected the data. The researchers conclude taken a major step three phases, 1) Reliability (Credibility), reliability of the data, the researchers used the method to verify the information from monitoring centers, information (data triangulation) by examining data obtained from sources such as the mean time, if different times are the same whether or not the source location means it. Information different locations are the same or not and if the person means a person who provides information to the data is the same or not by using different periods in the morning and also store information such as the need for a long period was abandoned for the time being, they returned to collect the same information over again in the place and the people. In examining this research can be done by talk. The different parties and different locations, where to find the answer in each subject each issue of the researcher to chat inquiries from several groups are gathered in various locations, fitness activities differ in conversation. Sometimes, though a different group activity, it may be the same person who provides information may also be checked by the data (member checking), If all the data that has found the same, research has shown that the information is accurate. 2) The constant research (Consistency) in this study, the researchers interviewed the controls are stable for an interview every time. The researcher will interview only. And 3) to confirm the findings (Confirm ability) to collect and analyze data, the researchers will collect evidence and information in the

research. So, you can check back at any time. In presenting the findings, the researchers will present data from the idea of providing information not directly from the ideas of researchers to eliminate bias. From that process, the researchers are confident that the information was credible and can be analyzed for the research.

A qualitative design was used to explore participants' views on people who have regularly exercise behavior. A phenomenological study was used. The aim is to capture participants experiences of life by letting them talk. The researcher carefully examines these reported experiences, reflects on the perceptions and assumptions that underpin these experiences and finally interprets the experiences. It is this process of participants interpreting their experiences to report them and then the researcher interpreting the participants' interpretations by a Phenomenological study. So, this research is qualitative research methodology, phenomenological study means of data collection, in-depth interview with observation. The qualitative research will focus on the study of information from people who are qualified. Experience in the scrap and can provide information not fully meet them phenomenon of interest. The data collection is required to select the specific data. Meet the criteria set by the researchers. The researchers used semi-structured interview individualized guidance. Interview by problems and research objectives the framework for research to determine the issues.

3. Results

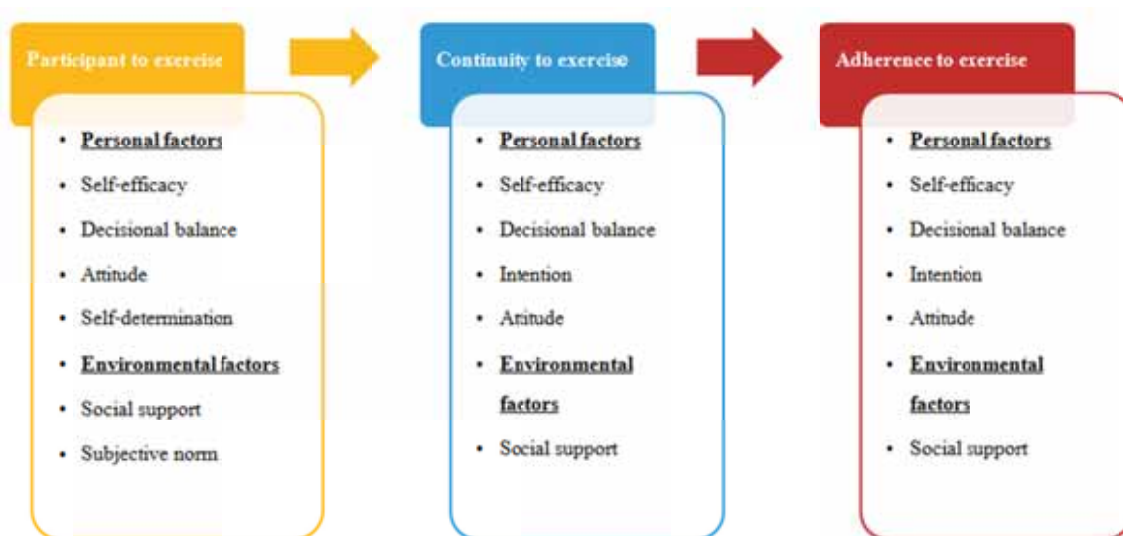


Figure 1. Factors affecting exercise adherence behavior of university students in Upper Northeastern, Thailand

The study of factors affecting adhere to exercise behavior of university students, the research results were as follows;

The definition of adhering to exercise by the experience of university students who adhere to exercise is to exercise regularly and exercise have been established for a long time with feel like exercise, the idea that exercise is a part of life, then make the body strong and healthy, have fun and want to develop themselves.

Experience of lifestyle adherence to exercise of university students who adhere to exercise can be divided into three phases;

During the first stage, before performing physical activities that admission to the practice of physical activity at the start of each person experienced the factors involved is believed to be one of their own by imitation from a template. In addition, social support, family, friends, teachers parity in decision-making for the benefit of the exercise, a positive attitude toward exercise the Norm and to decide for themselves influence the exercise as well.

During the second stage, to perform physical activities that once a person enters into a period of physical activity and those who practice it. From the experience of the individual factors involved that affecting the exercise still further continue to have faith in their own abilities, specifically, that they continue to follow the situation and practice it with their own experience of successful past. In addition, social support, family, friends, teachers parity in decision-making for the benefit of the exercise, a positive attitude and willingness to exercise influence still continues to exercise as well.

During the third stage, when adherence to exercise found that when people go through a phase of continued fitness to practice it. From the experience of the individual factors involved that can affect adherence to exercise further continue to have faith in their own abilities, specifically, that they continue to follow the situation and practice well from their own experience of successful past. There is an imitation from a template. In addition, social support, including family, friends, co-exercise, equilibrium in the decision on the benefits of exercise, intention to adhere to the next exercise and have a positive attitude to change exercise also influence adherence to exercise as well.

4. Discussion and Conclusion

By outlining the implications of adhere to the exercise by the experience of university students who are adhere to exercise that is to exercise regularly and exercise has been established for a long time with feel like exercise, the idea that exercise is a part of life, then make the body strong and healthy have fun and want to develop themselves. The meaning of this is consistent with Anshel (2007) said the most important aspect of the exercise is that the person must have the desire and motivation to act by a study of motivation is an important exercise. Then make the body strong and healthy have fun and want to develop them. This person is motivated to exercise make no goals and no momentum. Finally, do not choose to exercise. A study by Anshel (2007) also found that people who exercise it, the lack of motivation to exercise, it may result in the termination of activities in the future. The motivation is the tendency of human behavior with the direction and is selected identify themselves in order to do something. The tendency of such behavior will remain will be a target for achievement. Therefore, the decision of individuals to exercise to reflect a focus on the needs and achievement expressed.

The study experience lifestyle of adherence to an exercise of university students who are adhered to exercise that can be divided into three phases: 1) before performing physical activities phase, 2) to perform physical activities phase and 3) when adherence to exercise phase. It was found that in all phases of the study can be divided into two factors related to the second side is the side of the personal and the environmental factors namely the stage before performing physical activities were factors in a person's personal beliefs their own ability to change behavior by having a positive attitude toward exercise. The parties recognize the benefits that will change behavior and motivation from within their own fitness. The environmental factors are personally supported by individuals who have made a significant impact on the changing behavior. Later I began my practice of physical activity and a commitment to exercise common factors involved as well, namely factors of individuals, where people still have faith in their own ability to change behavior, next with the intention and has a positive attitude toward exercise. The parties continue to recognize the benefits that will follow it any further activity on the part of the environmental factors. People continue to be supported by individuals with significant impact on these ideas make him practice the following exercises.

The main thing that the study found in the first practice of physical activity and a commitment to exercise found people have faith in their own ability to change individual behavior which is a factor as a result of the imitation of that template can be explained by the concept of learning by observation. (Observational learning) of Biddle & Fuchs (2009) and Bandura (2001) said most of the human learning occurs through observation by observing the behavior of the model. The learning model is the only model to convey the idea and expression simultaneously observing a good fit will result in the ability to express them as satisfied and individuals can successfully change behavior. The model shows the observed behavior is complex and you can do it there is a sense of personal satisfaction. So, it makes sense that he observed practice can be achieved if a real effort and indomitable. The term began to practice physical activities and when adherence to exercise found people have faith in their own ability to change their behavior as a result of the experience of the successful, Bandura. (2001) noted that the success will increase the capacity of their own ability. People believed that he could and would be necessary to increase the skills to be successful again, Bandura believed to be the most effective way to improve the efficacy of their own since it is a direct experience success thus enhance their own capabilities who to believe he can do it. Therefore, in order to improve the efficacy of their need to train skilled enough to succeed together to give the perception that they have the ability to do so. He will use the skills training most effectively individuals who perceived that they were able to not give up anything easy. I will try to work to achieve the desired goal. The important thing from another study found. The major, a person is amenable to environmental factors influential persons from the exercise can explain the principles of Ajzen & Madden (1986 cited in Weinberg & Gould, 2003) said that the norms (subjective norm) are believed to be influenced by someone else, as if we are never exercise I have faith in people is vital to their own. The person could be a family friend, a confidence, if these people tell you to do exercise you are more likely to exercise, according to the norms and principles of recognition of individuals on the expectations or needs of the society towards them to act or not to act in any behavior. This stems from the belief of the individual to the needs of society (normative beliefs),

especially close ones, such as the family, so they want to make sure that they show that one out, which in this behavior exercise. So, if others encourage behaviors that we do have a good attitude with it. It is highly possible that we will do that behavior.

If focusing on cultural differences between Asian and Western participants, the present study resulted seem that have a difference in terms of the relationships among reasons for exercise and exercise participation. The results that American students exercised for body-related reasons is consistent with previous studies that have shown the primary motivations for exercise participants were body-related or extrinsic motivations (Frederick & Ryan, 1993; Ryan & Frederick, 1997, cited in Yan, 2008). Although American women exercised more for body-related reasons than did Thai women, Thai women may also want to lose weight or to be physically attractive. Research has shown that Thai women are slimmer than American women, and there are more Thai women who try to lose weight than American women. It seems related Yan (2008) that said the fact that Chinese women want to lose weight more but are less physically active than American women may be because Chinese women tend to use diet and other ways to control weight and enhance their Physical Attractiveness. Among the different ways to lose weight, 57.5% of Chinese women were using or had used diet as a way to lose weight (Yan et al., 2006), whereas among American women, 47% used diet to lose weight, and 41% used exercise plus diet to lose weight. Chinese college women seem to be more likely to use diet as a way to lose weight than American college women.

Important conclusions from this study to understand what to do, people to start the habit of exercise which is a great challenge but understanding to preserve the character of a person in the exercise to ensure that the following behavior is more difficult. This is what the research is to study how to make a personal commitment to exercise. The discovery is to promote factors and environmental factors to simultaneously comply with Yoo (1991) stated that the behavior of adherence to exercise a combination indistinguishable (complex) of interaction between the factors of individual factors, social factors, and cognitive factors and are consistent with Irwin et al. (2004) who said that would encourage individual adherence behavior to join an exercise program for a period of time, it must be understood that as a result of the influence of variables on the basis of population (Demographic) Physiology (Physiologic) and psychosocial variables (Psychosocial). The feedback from this research, according to studies, experiences and lifestyle factors that influence adherence to exercise behavior of university students who are adhered to exercise each time a relationship since the first practical exercise activity during the practice of physical activity and a range of exercise adherence. So, who is responsible for encouraging people to exercise to make people adhere to exercise, it should promote continued support. The style of living to adhere to the exercise of university students who are adhered to exercise of this research will form a better understanding of the various factors, psychosocial, which used to be there should be a strategic advantage, create a program to promote physical activity in accordance with hence the need to develop programs to promote adherence to physical activity for students in the future which is a long-term program. The program was created to promote exercise it must cause the development of a person's thoughts and must conform to the psychosocial factors that would affect the exercise period of such the findings from this research. Moreover, should be studied by other methods. In addition, qualitative research phenomenological study in university students who adhere to exercise to get to know the research that is consistent or different and the final results of this research should lead to a framework for the introduction of quantitative research to expand the findings to the population or other target groups.

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“What Is Wrong With Me?” – Single Women’s Reflections on Missing the Marriage Transition

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Abstract

This paper is based on a research about the experiences of singlehood amongst Malay Muslim women in Malaysia. In this paper ‘single’ refers to never-married women past the normal marriageable age or better known as ‘*andartu*’ in the Malay language. The word ‘*andartu*’ has similar connotation as ‘spinster’ in the English language and it indicates failure or a mark of shame. Being a collective society, Malay women’s identities are defined within familial roles – first as daughters and later as wives and mothers. As a member of the Malay society, women are expected to follow the societal norms of being married after certain age and having children of their own. This way of perceiving women’s roles leave singles at a marginal position and they are deemed as inadequate or incomplete. In relating their experiences of singleness, some women are affected by these negative perceptions. This paper presents case studies of never married women over 30 years old, who asked ‘what is wrong with me?’. The paper aims (1) to understand the concerns of these women who pose the question of ‘what is wrong with me?’ and (2) to examine how these women deal with their feelings of inadequacy. The findings suggest that single women’s feelings of inadequacy are related to three major factors which are (1) inability to form a relationship that ends in marriage, (2) not having children of their own, and (3) having lower social status as compared to married women. However these women have their ways of dealing with their feelings of inadequacy by having close relationships with friends and family members, not giving up hope on marriage, committed towards self-improvement, and developing their identities as professional career women.

Keywords: gender, singleness, single professional women, marriage, role-identity

1. Introduction

This paper discusses the dilemma of single women who are successful in their professions but feel incomplete as women due to their unmarried status. The term ‘single’ refers to a heterogenous group consisting of the never married and ever married (i.e. divorced, separated and widowed). Thus, different researchers define ‘single woman’ differently according to the objectives of their studies. In the context of this paper, a ‘single woman’ is defined as never married and over 30 years old. Generally speaking, though contemporary single women might have developed strategies in dealing with stigma and marginalisation, being single is still regarded as a discreditable status in comparison to marriage (De Paolo, 2006; Holden, 2007; Reynolds, 2008). This is the fact in the present-day even if women are already joining the economic sectors and women’s roles are not only confined to the domestic realm. Trimberger (2005: xiii) notes this rightfully in her study on ‘The New Single Woman’:

I did not find primarily contented single women. Most of them were more conflicted than I was about being single, even though they were not isolated and were leading active, productive lives. Most had strong family ties and/or supportive networks of friends. But it struck me that the new cultural norm of looking for a soul mate, and then becoming an egalitarian couple combining family and work – norms advocated by second-wave feminism – seemed to be taking a heavier toll on the self-confidence of single women today than the older ideal – that a career and conventional family life do not mix for women. Almost all of the women, even those in their fifties, whether heterosexual, lesbian, or bisexual, still hoped to find the ‘right one’.

I quoted the above in length because Trimberger’s statement bears similarities with my own findings on the experiences of single Malay Muslim women in Malaysia (Note 1). As mentioned above, with ‘single’ I refer to

the never married women past normal marriageable age. In Malaysia, the average age at first marriage for female is 23.5 while for male is 26.6 (Center for Reproductive Rights, Asian-Pacific Resource and Research Center for Women, 2005). According to Tey Nai Peng (2007), the percentage of never married women over 30 years old was only 8% in 1970; but the percentage has increased to 28% in 2000. The reasons for the increase are mainly related to women's educational achievement and involvement in the labour force.

Never married women past normal marriageable age are known as '*andartu*' (Note 2) in the Malay language. The word '*andartu*' has similar connotation as 'spinster' in the English language and it indicates failure or mark of shame. Being a collective society, Malay women's identities are defined within familial roles – first as daughters and later as wives and mothers. This is in line with the argument of role-identity model suggested by McCall and Simmons (1978). According to this model, one's identity is determined by her position as a member of a culture and that identity is not merely for one's own consumption but also determined by other people in day-to-day interactions. Following this, as a member of the Malay culture, women are expected to follow the societal norms of being married after certain age and have children of their own. This way of perceiving women's roles leave singles at a marginal position and are often deemed as inadequate or incomplete. In this paper, I discuss three case studies of women who shared their stories about being inadequate or incomplete by asking the question "what is wrong with me?". These three women are among 30 single never married women who participated in my study on singlehood experiences among Malay Muslim women over 30 years old in Malaysia. The three women were selected because they willingly shared their feelings and thoughts on inadequacy of being single women. In fact, a number of other participants did mention about feeling inadequate and asking the question of "what is wrong with me?" at some points in their lives, but they did not elaborate in detail about their thoughts and feelings during our interview sessions. Thus, the aim of this paper is to unravel the stories of three women who asked the question "what is wrong with me?" and how they deal with the thought of inadequacy and incompleteness as single women. I wish to emphasise here that the stories of these women cannot be generalised to all single women as many of them live singleness differently according to their own unique background and different social environment, as well as being at different points of their lives (Saili, 2012; Azmawati et al., 2015). In this regard I argue that singleness is a dynamic process in which singles define and re-define their identities. As such, the discussion in this paper is only confined to those women who feel that 'something is wrong' with them during the time when I interviewed them. In order to understand their perspective it is essential to discuss the centrality of marriage and why singleness matters to the Malays.

2. Why Singleness Matters?

Roziah Omar (1994) in her study describes the ideal Malay woman as (1) being a good Muslim who perform her religious duties such as five daily prayers and fasting in the month of Ramadhan; (2) having inner beauty by being modest as well as having outer beauty by being well-groomed and attractive; (3) able to reproduce and bear the next generation. All these ideals fit the notion of femininity for Malay women and are seen as crucial for them in fulfilling their roles as wives and mothers. It is also common for Malay women to not only perform their duties in the private realm, but also to work alongside men in the public sphere as farmers or selling produce at markets and bazaars. These traditional roles of women in private and public spheres remain true in the modern times – Malay women still value their roles as wives and mothers while at the same time playing an extra role as career women. Indeed, fulfilling the domestic roles as mothers and wives are seen as religious obligations and women find it as a source of gratification (Saili, 2012). It is also important to note that marriage is regarded as an *ibadah* in Islamic teachings and the only legitimate way of fulfilling human needs (*fitrah*) for sexual intimacy and procreation. In this regard marriage and family is not only important in maintaining social structure but also a means towards achieving the status of a pious Muslim.

Having said the above, it is apparent that women who do not marry past marriageable age are considered as unusual. Their roles as Malay women are regarded as anomalous and their femininity flawed. They can easily become suspects to illicit sexual activities because they do not have legitimate sexual partners or husbands (Ibrahim & Hassan, 2009; Vignato, 2012). Never-married women are being labelled as '*andartu*' (in short for '*anak dara tua*' or literally translated as 'old virgin' in English language) and are portrayed with negative stereotypes as if 'something is wrong' with them. However, recent trend that shows rising number of never married successful professional women managed to relax these negative stereotypes but do not totally erase them. Singleness amongst women is still seen as 'a problem' that needs to be resolved by way of marriage. Jones (2004) reported that the announcement of the rising number of unmarried women in 2000 had prompted many lively debates by religious figures, Malaysian press as well as discussions at the parliament. This is also the case in late 2005 when *Utusan Malaysia*, one of the Malaysian Malay language mainstream newspapers, reported that 70% of unmarried Malaysian women are the professionals. Other articles that appeared in *Utusan Malaysia Online*

(<http://www.utusan.com.my>) featured ‘catchy’ headlines like ‘*Menyelesai masalah jodoh wanita profesional*’ (‘Solving the problems of unmarried professional women’) (02.12.2005); ‘*Izin poligami, kurang anak dara tua*’ (‘Allow polygamy, less spinsters’) (21.08.2005); and ‘*Syor benarkan lelaki mengamalkan perkahwinan misyar*’ (‘Suggestion to allow *misyar* marriages for men’) (25.05.2006). These articles attracted massive response from the public leading to suggestions of promoting polygamy and *misyar* marriages to ‘solve the problems of single professional women’. While polygamy refers to a man taking more than one wife (i.e. up to a maximum of four wives), *misyar* is a marriage arrangement where the husband is released from his responsibility to provide financially for his wife, with the consent of the wife. This arrangement is suggested for wealthy single women who can afford themselves financially but need a husband to fulfill their biological and sexual needs. The suggested solutions of polygamy and *misyar* marriages were responded differently by the newspaper readers that comprise mainly of the Malays. Some sectors of the Malay society agreed while others disagreed with the suggested solutions. However, what is more relevant to my discussion here is the reasons why singleness amongst women is considered as ‘problematic’.

From my reviews of the articles that appear in the Malaysian Malay mass media regarding singleness among women, I gathered four main reasons for this ‘problem’. Firstly, late marriage for a woman is seen as affecting fertility rate and lowers the chances of having many children; thus contributing to the decline of the Malay population. For the Malays, children are considered as God’s gift (*rezeki*) and should be cherished by all married couples. Children are hoped to take care of their parents when they grow old. Thus, for unmarried individuals concern arises over old age care. Secondly, prolonged singleness is seen as a social change that challenges long-accepted norms of universal marriage among the Malays. Traditionally, the roles of a woman are defined according to her lifecycle beginning from being a daughter and later a wife, mother and grandmother. If a woman remains unmarried, her role as a daughter continues and thus indicates her parents’ unfulfilled responsibility of finding her a suitor. In traditional times having an unmarried daughter is regarded as a misfortune and disgrace to the parents because they are afraid that she might get involved in extramarital sexual activities. This is illustrated in the Malay saying ‘looking after a group of cattle is easier than taking care of one daughter’ (*menjaga lembu sekandang lebih mudah dari menjaga seorang anak perempuan*). This concern over unmarried daughters remains till contemporary period. However parents nowadays are more trusting in their daughters as many of them left parental homes early to pursue higher education and taking the opportunities in the job market.

The third problem relates to female biological needs for sex. Since sex outside marriage is prohibited in Islam, being single should also mean having no sex partners. Single women are seen to be open to possibilities of getting involved in illicit sexual activities and this is often voiced by religious authorities as well as married women. They claim that unmarried women are lonely and might seek companionship with married men, thus becoming threats to other people’s husband. Fourthly, the ‘problem’ of singleness is seen as a challenge towards marriage institution. There are concerns that unmarried women are rejecting marriage because it hinders their freedom and possibilities that unmarried women are opting for alternative lifestyles such as cohabitation, lesbianism and lifetime celibacy.

Further reviews of literature on singleness amongst Malay women reveal that there is a lag of academic studies in this topic which is often debated in the mass media. Also, more often than not, these discussions are dominated by religious figures who are mostly men or married women. The voices of single women themselves are often silenced or taken for granted. This is also related to the fact that not many women would want to talk about their singleness and considered it as a sensitive topic. Realising this, it is the aim of my study to fill up the gap in understanding singlehood from the perspectives of single women themselves. Fortunately, as a single woman myself, I had the opportunity to listen to their voices as they open up and share their stories.

3. This Paper

As stated earlier, this paper is based on narratives of three women who feels that ‘something is wrong’ with them. Participation in this research is based on voluntary basis. The criteria of women included in my study are (1) over 30 years old and (2) never been married. The cut-off age of 30 as the lower limit was chosen because ‘the age-thirty transition’ factor. Stein (1992) suggests that the period during late twenties and early thirties is a time when singles might experience confusion and struggle with societal pressures, families and themselves. They might start to re-evaluate their goals and values in work, thinking of their living conditions and possibilities of getting married. Adding to this, Adams (1976, p. 11) argues that at the age between twenty-five and thirty, ‘the matrimonial mart is at its busiest’ leaving those who do not follow this path with smaller social circle and companionship. More importantly, at the age of 30, the biological fact that women’s fertility rate starts to dwindle confronted single women with difficult situation regarding marriage and singleness. Finally, at the age

of 30, most single women already achieved some economic solidarity hence the need to marry for economic security ceases to be a pressing priority.

The second criterion i.e. 'never been married' is important here due to the many notions of singleness as indicated in the Malay language. As mentioned earlier the Malay term for never married women who have past marriageable age is '*andartu*'. For single again women, two Malay terms are used to represent them i.e. '*janda*' for divorcees and '*balu*' for widows. Current development in gender awareness in Malaysia resulted in a new terminology that groups these two categories as '*ibu tunggal*' or 'single mothers'. '*Ibu tunggal*' is a positive notion as compared to the term '*janda*' because it indicates the image of a respectable mother who carries her responsibility alone without a husband. As for '*andartu*', the 'softer' word for it is '*andalusia*' or '*anak dara lanjut usia*' ('over the age virgin'). Unfortunately the new term still carries negative connotation and the preferred term remains '*andartu*'. The point that I wish to highlight here is that the notion of singleness for the Malays is closely related to these different categories of singles. Consequently each category is perceived differently by the society, hence different experiences of singleness by ever married and never married women. In this regard I agree with Byrne's (2004) and Meenakshi Thapan (2003) arguments that parenthood is a claim to adulthood and other responsibilities and privileges that come with it. Furthermore, past experiences of marriage or parenthood will influence one's narratives of the self and thus their identity construction. With all the reasons stated above, my study exclude the once married category and only concentrated on never married singles.

The participants of my study were recruited through personal contacts and 'snowballing method'. Participants were interviewed and each interview took one to two hours. Interviews were audio recorded (with the consent of the participants), and later transcribed verbatim. The interviews were informal, and though a guide was prepared, participants were allowed to express their views freely and were only probed with questions for clarification. The transcripts were then analysed to determine patterns and themes that are salient to their experience of singleness. In this paper I shall be focusing on three participants that shared their feelings of inadequacy as single women by posing the question of 'what is wrong with me?'. The three participants were given pseudonyms to protect their privacies. Below are their stories.

4. The Stories of Three Women

4.1 Suzie's Story: Inability to Build Relationship That Ends in Marriage

Suzie is a lecturer and was in her late 40's when I interviewed her. Suzie is the fourth daughter of seven siblings. Three of her elder siblings are married while others are still single. One of her younger sisters is a divorcee after being married for only nine months. Suzie lives alone at her own apartment which is located near the university where she works. Suzie described herself as friendly and approachable and having good relationship with her family members. When she was younger, she never thought that she will remain single up to her late forties. With regard to having potential suitors, Suzie commented:

"I've been having strings of boyfriends, off and on, over the years... So, it's like, I can see the pattern... urm... you get to know someone, you know... but it doesn't materialised in the long run. So it makes me feel like what is wrong with me? What is wrong with me?... Am I too... urm... educated that they don't want to talk to me, or they don't want to make me a wife? Am I too much of a talker or am I making them feel intimidated or that kind of things..."

Besides pondering on her characters that might shy men away, Suzie said that she is always critical about her looks and physical appearance. She takes the effort to dress nicely and look presentable. She also watches her weight and eats healthily. On another note, Suzie related her inability to forge matrimonial relationship with black magic:

"Yea... perhaps there are bad things happening... you know... me, being an Asian... definitely I will look at certain spiritual thing, and I got feedback saying that... urm... saying that I and all my family members have got some kind of voodoo charm thing, you know... where people are jealous of my family and they have done something to my family so urm... u know, men will look at you not as something nice and appealing... they see you like a piece of cloth, wreck... I can see the pattern and the same thing happens with my other sisters... You know, it's difficult to meet men."

However, Suzie said that she can never be sure if those bad omens and voodoo are the actual reasons for her inability to get married. Being an educated person it is difficult to believe that these things are happening, but she just cannot stop thinking of the possibility. Suzie still hopes that one day she will meet her *jodoh* (Note 3) despite accepting the fact that it's getting harder and harder as she grows older. However she does not seek actively for potential mates and leave it to God to grant her *jodoh*. In the meantime, Suzie focuses on her career because,

“This is my life. What else do I have but this, so I decide to concentrate on my career”. Suzie spends most of her time at the office and stays focus with her career advancement.

4.2 Aziah's Story: Incomplete Due to Not Having Her Own Children

“I have always thought that my ideal life should consist of a family. I mean having a husband and children. Also, my career and my office”, said Aziah, a 42 year old lawyer who runs her own legal firm. Aziah is proud of her achievement in terms of career, “If we measure success in terms of what we can buy, I mean the material aspect... I guess in terms of work, I am very happy with where I am right now. I have achieved what I wanted. Well, I have achieved more that I've set. So, yes, I am successful in terms of my career.”

However, in terms of her dream of having her own family, Aziah did feel that she is not achieving what she had always wanted. She is happy that her relationship with other family members is very close and she always lends a helping hand whenever her married sister and brother need her to look after their children. Aziah enjoys looking after her nephew and nieces and wishes that she will have her own children:

“Because you know... when you start taking care of the children, I will start thinking, what if... what if I have my own children? But does that bother me? I will be lying if I said it doesn't bother me at all. Does it make me sad? I will be lying if I said it doesn't. But what matters is how long will I feel that way? I will not let that affects my life, no! I will not let the question of 'what is wrong with me?'... yeah, that makes me sad but you just have to be strong. I've got to control my emotions.”

From her tone, I could tell that she was really sad when she related her story. Further into the conversation, Aziah told me about an occasion when she felt really hurt by a remark from one of her acquaintances:

“I'll be 42 soon... yeah... friends do make remarks, but whether I want to make that remarks affects me or not. It hurts... at that point... Ok, I will tell you the exact words – “Who would want to marry you? You are approaching menopause?”. She may or may not have the intention to hurt me. There were a couple of others when she said that... They knew that it may or may not be sensitive, but some friends just don't care! All right... but I don't know why I was affected by that. I didn't say anything... But it affected me so much that when I went home, I was praying and crying thinking about it.”

For Aziah, that occasion made her re-think about the purpose of her wanting to be in marriage. She started to see a different perspective and accepted the fact that she might not end up having her own children after all. However she still hopes to eventually get married because she needs a companion more than anything else. Aziah said that, “I think I feel better now that I have accepted the fact that marriage might not give me children of my own. I now see marriage as important for companionship... having a husband to share my live with.”

4.3 Mimi's Story: Single Status as a Lower Social Standing

Similar to Suzie, Mimi shared the view that smart women might not be attractive to men. She said, “I guess sometimes we have to act dumb so that men will think that they are smarter than us. Yeah, that will boost their ego. Maybe that will make us look more feminine and they will be attracted to us.” Mimi also relates femininity with looking good, being soft spoken and having domestic skills especially cooking. Mimi's concern over femininity is more related to the fact that she is working in a male dominated industry – she is an entrepreneur and runs her family business. This 33 year old lady finds it very challenging to be a woman, what more a single woman, when most of her clients and business partners are married men. She feels that being married will enhance her status and help her gain respect and be treated more seriously by others. Mimi views marriage as important not only for herself but also for her family, “Marriage is not all about me. If I am single, I might be open to *fitnah* (gossip) and that won't be good for my family and my business. Being single does not mean complete freedom, I do have limitations because I carry my family's good name and our business image”.

Mimi said that she became aware of the need to get married when her younger brother told her that he is getting married. Mimi was shaken by the news and started to think about herself and what will become of her:

“As a single, I do feel lonely at times. Sometimes I feel inadequate. I think that I am not up to the standard that men do not want me. People around me don't ask why I am not married yet. But I feel that something seems wrong with me. As if I am late for something. I was 26 years old then, still young I would say. Nevertheless I felt that I was missing something. I was afraid of what people might call me. You know... in our society if we are not married, we are labelled with all sorts of names.”

However Mimi did not allow negative feelings to take the best of her and thus turns her worries and loneliness into a mission that she wishes to accomplish. Indeed, her brother's marriage was a turning point for Mimi to redefine her vision and mission in life. She knew that she wanted to get married and have her own family but she

also knows that *jodoh* is in God's hands and she can only pray for the best. Nevertheless Mimi took actions to improve her outlook about marriage and seek opportunities to meet new people in search of potential suitors. She holds the view that as singles, she has to be positive and happy because "positive and happy singles will eventually make better wives". As such, Mimi started to practice better communication skills and even enrolled in a postgraduate degree programme in order to get to meet new people. On top of that business remains Mimi's priority and she strives to achieve financial independence so as to be prepared for the worse – i.e. if she is fated to stay single forever then she will have enough money to face old age without the support of children and husband.

5. Conclusion

This paper discusses the experiences of inadequacy among single women who misses the marriage transition and poses the question of 'what is wrong with me?'. The reasons why these women feel inadequate or incomplete are illustrated by the stories of three women who volunteered to share insights into their lives as unmarried women past marriageable age. Bearing in mind the societal perceptions towards the unmarried, their concerns are certainly not unfounded. This can be related to Holden's (2007) assertion that 'the meaning of singleness are in dialogue with the meaning of marriage, with each category shifting in relation to the other in response to wider societal change'. Between the two, the dominant category i.e. 'marriage' is perceived as the positive category where the 'single' category be compared to. Consequently, the category 'single' is perceived as negative in contrast to the positive category of 'marriage'. Reynolds (2008:14) shares the same view by asserting that singleness is often discussed in terms of 'otherness' or 'by stating what single woman is not: not sexual, not married, not a parent, not living with a partner'. My study on single women's feelings of inadequacy agrees with Holden's and Reynold's statements. The three factors highlighted in the stories of the three single women above reflect that their feelings of inadequacy are very much related to 'what they do not have' in comparison to married women. The first two factors i.e. inability to forge relationship that ends in marriage and worries of not having their own children can be linked to the roles of marriage in fulfilling human *fitrah* (nature) towards sexual intimacy and procreation. The third factor i.e. concern that single status is of lower social standing relates to the role of marriage in upholding social structure. I suggest that the centrality of marriage in understanding singleness amongst women lies in the fact that women's roles are defined within the natural vocation of women as wives and mothers. However it is also important to note that though singles missed the marriage transition into adulthood, single women who have successfully managed their experiences of inadequacy do live fulfilling adult lives by having close relationships with friends and family members, committed towards self-improvement and being professional at work.

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Notes

Note 1. Malaysia is a multiethnic country with a total population of over 26 million. Major ethnic groups are Malays (50.3%), Chinese (23.8%), non-Malay indigenous people (11.0%) and Indians (7.1%). The official language is Bahasa Melayu. However other languages such as English, Chinese, Tamil and Punjabi are also spoken. The official religion is Islam which is practiced by about 60% of the population. The rest of the population practices other religions freely. It is also important to note that the Federal Constitution stipulated that Malays are by definition Muslims. (Women of the World: Laws and Policies Affecting Their Reproductive Lives – East and Southeast Asia 2005. Center for Reproductive Rights, Asian-Pacific Resource and Research Center for Women, ARROW).

Note 2. The Malay terminology for never married males past marriageable age is 'bujang terlajak' (literally translated as 'unintentionally over the age singles'). Contrary to 'andartu', 'bujang terlajak' carries lesser negative connotation. Also, singleness amongst men is seldom discussed among the people or by the Malay language mass media.

Note 3. 'Jodoh' is a Malay term for soul mate that comes from God at perfect timing. Malays believe that matters of life and death and that of meeting one's soul mate is in the hands of God. Those who are not married are said to have yet to meet their 'jodoh', while those who are divorced or widowed are said as having reached the end of their 'jodoh'.

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Economic Intelligence and Innovation: Case Study

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Abstract

If the systems and practices of Economic Intelligence have evolved considerably in industrialized countries, What about the countries called developing countries? Do the new entrants in an economy henceforth global, have to develop their Economic Intelligence systems, to promote innovation which is a key factor for growth? The research presented here is a study devoted to the field of Economic Intelligence and its connection with innovation. The automobile industry in Iran constitutes a field of study particularly interesting in this domain. Does its dynamics of innovation is based on the structured and developed Economic intelligence practices? Is there any connection between Economic Intelligence and innovation in the Iranian auto industry?

Keywords: economic intelligence, innovation

1. Introduction

“Enterprises, regions and states are henceforth forced to integrate this new competitive geography in the definition and the adjustment of their strategies”. (Note 1)

At the heart of the competitive strategies followed by states and organizations, the Economic Intelligence feeds and arbitrates not only the decisions of international and national authorities, but also the decisions of the largest numbers of international groups, as myriads of small businesses. These organizations, large or small, confronted by a worldwide competition, nevertheless anchor “their roots in history and culture and are often the expression of an ambition and a national solidarity” (Note 2).

The challenge is crucial, because “the Competitive Intelligence process is a lever that allows the nations of the South to rebalance gradually their negotiating power within the world economic power relations” (Note 3).

In the first part, we will study the Economic Intelligence and innovation as well as their interactions, and we will analyze the impact of the national culture on strategies and practices in this field. Then we will talk about the survey among the Iranian auto manufacturers with whom we interviewed about their practices regarding the Economic intelligence and innovation, and finely we will analyze the results.

2. Economic Intelligence

2.1 Definition and Characteristics

The enterprise is submitted to fluctuations increasingly strong and rapid of its environment: cost pressures, consumer infidelity increasingly demanding and busy, regulatory evolutions, intense competition. To evolve in this universe in perpetual change, the enterprise must “know more about its economic environment, in order to better anticipate, not only the opportunities, particularly through innovation, but also some potential threats surrounding” (Note 4).

The Economic Intelligence is armed with the power of the information technologies and communication, and is based on the human networks to provide enterprises and States the means for a better competitiveness against their adversaries.

In the 80s and early 90s, Economic Intelligence is seen essentially from the viewpoint of means and resources that it mobilizes. Then the Economic Intelligence analysts focused on its uses and objectives. Thus, the

designation of Economic Intelligence by the term of Competitive Intelligence has emerged in reference to the devoted providers, such as SCIP for Society of Competitive Intelligence Professionals who consider the activity as reserved for senior executives who can rely on information to define their R & D strategy or marketing, and choose their investments, etc.

But this term appears for the first time in literature, in Ruth Stanat's (Note 5) publication. In her book, she defends the need for Competitive Intelligence and systematic study of the competition, while considering numerous possible forms of the approach.

For JAKOBIAK, "improving the competitiveness of enterprises is the principal objective of Economic Intelligence". In fact, this competitiveness implies anticipation on future markets, knowledge of concurrent strategies, and a good circulation of information internally, as many activities under the Economic Intelligence.

Economic intelligence satisfies two complementary needs related to the intangible heritage of the enterprise: on one hand *protection*, on the other hand *development*. When it comes to protection, the activity is considered as a defensive order, but "it can be up to offensive actions (for example exertion of influence)". The Economic Intelligence is so similar to business information, even espionage.

So we can distinguish globally three types of intervenors: observers, experts and decision makers, each one with a different role.

The effectiveness of the Economic Intelligence system in the enterprise is based particularly on the motivation of experts. Indeed, this role involves for these specialists an extra work. Presently these intervenors are the plinth of Economic Intelligence: they are the ones who turn raw data transmitted by observers, in developed information which as soon as is provided to decision makers, would enable them to orient their decisions. So Jakobiak insists on the crucial challenge of "Making clear to the responsible people not yet convinced everything that can bring them the Economic Intelligence."

The time is also a crucial factor of Economic Intelligence. Indeed, Economic Intelligence is only useful if it provides for decision makers some information before others. However, the transformation of the raw data takes time. It is therefore essential to consider the time factor in the development of circuits and in the process of Economic Intelligence in the company. In particular, we can provide a special procedure for urgent information.

Regarding to the geography of the Economic Intelligence, Jakobiak considers that it covers henceforth a "global" field: "the coverage of each monitored sector is global." (Note 6) The actions of the competing nations in terms of Economic Intelligence are crucial.

2.2 Economic Intelligence at the Service of Competitiveness

Competitiveness is a key issue of Economic Intelligence. Monitoring permits not only to provide for company's actors the information on tendencies and prospective, but also to control the strategic environment so that the company maintains, even improves its competitiveness.

The Economic Intelligence has thus a powerful base of competitive activity of the enterprise: product positioning in the market, development of information sharing, securing the information and the intellectual heritage in particular securing patents, creation of a system for mastering informational and organizational risk. The enterprise has countless benefits of Economic Intelligence regarding competitiveness. "Competitive intelligence is a way to alert companies constantly of exchanges in the competitive environment". (Note 7)

2.3 The Three Pillars of the Economic Intelligence: Monitoring, Benchmarking and Knowledge Management

The activities of Economic Intelligence cover a wide spectrum starting from simple monitoring to full cycle of information.

2.4 Monitoring

Monitoring whether general or specific, is today widely used in enterprises that have fully understood that their decisions are highly dependent on their environment. "Monitoring" as a founding element of the Economic Intelligence process "consists in collecting, organizing, analyzing and disseminating of collected information. (...) The advantage well understood of monitoring is to not to be taken by surprise by being updated with market knowledge" (Note 8). Monitoring therefore implies a constant process to detect the environmental signals.

For Cahen (2011), the monitoring inherits the means and procedures devoted in the past to the documentation in enterprises. But to ensure its efficiency, the author warns against a profusion of information that could "drown" its recipients. "The ranking, sorting, communication, are therefore essential." (Note 9)

Massé and Thibaut consider that "The watcher does not always know what he searches for and does not

understand from the beginning what he finds”. On the contrary, Economic Intelligence extends the monitoring field to all the subjects that concern the enterprise. It uses the monitoring as an exploitation method of the information and provides it with a strategic target.

While the monitoring is interested in shaping, Economic Intelligence cares about sharing of information.

Indeed, if the strategic, technological and competitive Intelligence is at the heart of the businesses of Economic Intelligence, the Economic Intelligence consists, according to Michael Porter, in “giving the right information to the right person at the right time to make the right decision”. The Economic Intelligence, tactical or strategic, aims decision making. For Meddah, The Economic Intelligence can be seen as a “systematic process of extraction and qualification of information” (Note 10), intended for providing decision makers the elements of pertinent decisions.

2.5 Benchmarking

While the Economic Intelligence consists in extending the approach of competitive Intelligence to the market and the nation, benchmarking constitutes its internal continuity.

Beyond the “comparison and expertise of the enterprise with enterprises considered as models for excellence” (Note 11), the Benchmarking consists in analyzing and explaining the performance gaps, and transposing the best practices observed, into the enterprise.

Questions that benchmarking can answer have different origins: How works the competitor, what are the key factors for success, what is its generator process to reduce costs... It is usually to “appropriate the sources of competitive advantage” (Note 12) of the competitor.

In particular, benchmarking is applied to Economic Intelligence itself, in order to identify the best practices by studying the practices of the best performing enterprises. The approach allows companies to be based on one hand on recommendations of specialized organizations, and on the other hand on existing practices within the best enterprises in order to adapt them to their specific problems.

2.6 Knowledge Management

The knowledge management (KM) constitutes an important component of Economic Intelligence. Thus, for Jakobiak (2004), Economic Intelligence and competitive intelligence are “offensive uses” of information “in a strategic purpose”, whereas KM helps to optimize knowledge within in the company. KM allows indeed capitalizing on the expertise of specialists in order to “transform the raw information collected in developed information” and “knowing the enterprise's specific resources.” (Note 13)

The term “knowledge Management” formalizes an ancient activity. Indeed, “Knowledge Management (KM) is the process of gathering, managing and sharing employee's knowledge capital throughout the organization” (Note 14). As Jakobiak says (2004), so, this is, first of all, to create value from intellectual assets and knowledge. He specifies however that the process, although based on the information technology, is closely linked to the strategic objectives of the enterprise. The technologies, indispensable, are limited to equip the process.

Thanks to KM tools, the experts of the Economic Intelligence will be able to create a global or specialized knowledge base, and disseminate internal information as external, to share these informal knowledges within the groupware, who can enjoy an optimal use of the enterprise intranet.

3. Innovation

Innovation is at the heart of the creation and development of enterprises and world economies. The influence of innovation, applied to all the fields of action of the organizations is very wide.

In its general definition, innovation involves “the introduction of novelty in an established field” (Note 15). Innovation is distinguished from invention insofar as it seeks a commercialization. Massé & Thibaut (2001) consider so the innovation as “the effective introduction into the economic circuit of what is invented and discovered and which constitutes progress.” (Note 16)

Loilier and Tellier (2013) note, however, that the term innovation means at the same time not only the result of an innovative approach, but also the process for obtaining a new product, a new process etc. Fernez-Walch and Romon (2006) put accent on “organizational process, Willful, which led to the proposal and adoption (...) of a new product”. According to them, innovation allows enterprises “to improve their strategic position (...) and / or reinforce their skills and technologies”. (Note 17)

3.1 Innovation Challenges

Innovation as a key factor of the economic growth of enterprise is the source of a value chain that extends from

research to benefit, through the development, production and sales. Beyond research and development, innovation covers all the key success factors of the enterprise as the market, the design, marketing etc. Competitiveness is therefore based on innovation.

But if innovation is strategic, the direct link between innovation and performance remains difficult to demonstrate. Indeed, the efficiency of an innovation comes first of all from the competitive advantages that it provides. Therefore, Loilier and Tellier (2013) warned that innovation can even be destructor of value. Indeed, the competitive advantage is based on two principles: “the costs generated by the activity and the value of the services received by the market” (Note 18).

If the Oslo Manual targets his remarks on enterprise innovation, it also seeks to provide macroeconomic information to put it in perspective. Fernez-Walch and Romon (2006) say that innovation is “simultaneously the most just way to give underdeveloped countries their chance to access to a better living standard, letting them competes with us on activities based on basic technologies” (Note 19). The authors therefore refer to the World report 2001 of the United Nations Development Program pointing the role of innovation in the development of poor countries: food, medicine, IT etc., contribute to the growth of these countries. Is it still necessary to allow them access to these innovations whose entry ticket is often very high?

To be effective, the innovation process must follow three key steps in its implementation in the enterprise.

- The first step is fundamental: the emergence of a new idea.
- The second step is to verify the feasibility of this idea, a process that can lead to filing of patent.
- Finally, the third step is to develop the results of previous researches. Contrary to previous steps, this step requires a framed and rigorous approach.

The first step is decisive: the creation of a new idea requires creative qualities, based on an artistic type of approach. So the researchers who developed the technology after the war were from very diverse backgrounds, with an original attitude.

But the qualities necessary for creativity and therefore for innovation can not be combined in one person. Innovation is the case of groups of people working collectively.

To describe the state of mind necessary for innovation, Massé & Thibaut resort to a few slogans that marked their time: “The only engine to win, that's Innovation!” (Renault slogan, Formula 1 racing), “The passion is always right” (Elf Aquitaine slogan in the early 90s) that authors federated in their own slogan: “Put qualities in your engine.”

If passion and optimism are the basis of the essential qualities for innovation, they are not sufficient. Curiosity and listening are basic qualities. Indeed, for Jakobiak (2004), “To be curious is to know see, watch, observe, compare, hear, listen and be attentive to others.” (Note 20)

3.2 Economic Intelligence and Innovation

Focusing on the development of intellectual capital guides the thinking and action of the Economic Intelligence towards innovation, which feeds of information generated thanks to Economic Intelligence. For Soula, the link between Economic Intelligence and innovation is not proven: “Economic Intelligence (...) can be an important tool in the production of pertinent inputs allowing accelerating and controlling the innovation process. The Economic Intelligence gets here perhaps even the meaning of approach; Innovation comes to finalize the Economic Intelligence system as one of its operational achievement. This is of course a hypothesis that, as far as I know, has never been empirically tested in enterprises”. (Note 21)

Essential tool for decision support, Economic Intelligence provides according to Salles (2006), “representations of the environment susceptible to help decision making. In case of non-repetitive decisions, the Economic Intelligence system must be able to support the emergence of innovative representations, within the enterprise” (Note 22).

The Economic intelligence feeds innovation: Thanks to observation and analysis of the environment in all its aspects, this is innovation that reveals, and even anticipates the threats and opportunities for development, and thus orients the innovation in a useful way.

Indeed, among the fields covered by the Economic Intelligence, innovation has a place increasingly important, because it is one of the main engines for the growth of enterprises and nations. Therefore, to boost innovation, we must “be knowledgeable about technology, markets and competitors” (Note 23). This is an approach that is exactly the heart of Economic Intelligence.

Technological monitoring operated by the Economic Intelligence is therefore the heart of innovation. As noted earlier, it provides essential information on the processes and on the existing and future products of competitors, and provides also to the actors, in research and development, technical information.

If the technological monitoring is essential, it is not enough: only Economic Intelligence, associated with benchmarking, allow reaching the total creativity (...) that is to say the innovation of products, production, market, and environment (Note 24).

4. Survey Methodology and Results Analysis

The theoretical study has allowed us to form the basics of Economic Intelligence and Innovation as well as their essential components in the enterprise. If it is proven that the modalities of the Economic Intelligence vary according to countries, we have focused our survey on the automobile industry in Iran in order to better determine the specificities at work, in a very specific context.

In this regard, we have administered 45 questionnaires for senior managers of Enterprises of a large Iranian automobile manufacturer.

The reliability of the questionnaire is a factor that allows to ensure the validity and accuracy of the survey. To increase the reliability of our survey, we proceeded to calculate Cronbach's Alpha coefficient using the SPSS software on the questionnaire.

The reliability test provides a result of 87.5%. Considering the volatility of Cronbach's Alpha value being between 0 and 1, the number that is higher than 70% indicates a good level of reliability.

Demographic questions specify respondent's profiles to our survey. More than 70% of them are aged over 40 and less than 60 years. 66% of respondents are male and 34% female. 41% of respondents “have” more than 20 and 59% “have” less than 20 years of seniority. 90% of respondents have a university diploma equal or superior to Master degree.

5. Results Analysis

The collected data in our survey constitutes the object of our analysis. We have chosen the Principal Components Analysis (PCA), because this is one of the most used methods, when we are in the presence of multivariate data.

The PCA is a method that allows to project the observations from space at P (P dimensions are variable), to a space at K (dimensions in which $k < p$), so that a maximum of information measured through the total variance of the point cloud, is kept on the first dimensions.

6. Analysis of the Collected Data

Table 1. Economic intelligence proper values

| | F1 | F2 | F3 | F4 | F5 | F6 |
|-----------------|--------|--------|--------|--------|--------|--------|
| Proper value | 9,901 | 1,271 | 0,578 | 0,447 | 0,386 | 0,161 |
| Variability (%) | 76,162 | 9,779 | 4,443 | 3,435 | 2,969 | 1,242 |
| %Cumulative | 76,162 | 85,941 | 90,384 | 93,819 | 96,788 | 98,030 |

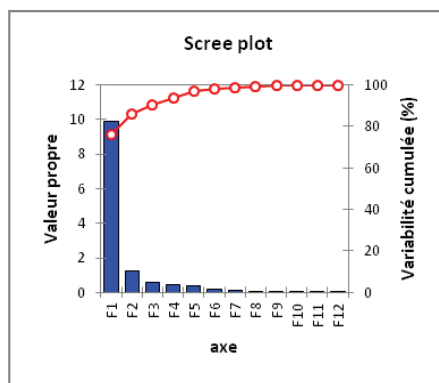


Figure 1. Scree plot

Concerning these 13 items measuring the Economic Intelligence, the Table 2 and the Graph 1 present the proper values that are related to the following concept: the quality of projection when moving from N dimensions (N being the number of variables, here 13) to a lower number of dimensions. The proper values and factors are sorted in descending order of represented variability. The PCA performed on Economic Intelligence has generated 13 factors explaining 85.94% of this phenomenon. The axes representing a proper value greater than 1 are the first two axes which explain respectively 76.16% and 9.78% of the total variance. However, according to Table and graphic of proper values, the major part of variability concerns axis from 1 to 76.16%, against 9% for the variability of axis 2. Considering the limited information provided by axis 2, it is not very useful to retain that in our interpretation.

The graph below replies to one of the main objectives of the PCA: it allows to represent individuals on a two-dimensional map, and so to identify trends. According this graph we can clearly distinguish three groups of enterprises according to their position on axis 1, interpreted as the intensity of Economic Intelligence.

Group 1 (left) corresponds to factories that practice Economic Intelligence to a small extent, less than -3.

The second group has an average practice of Economic Intelligence (from -3 to 3)

The last group has a high practice (greater than 3).

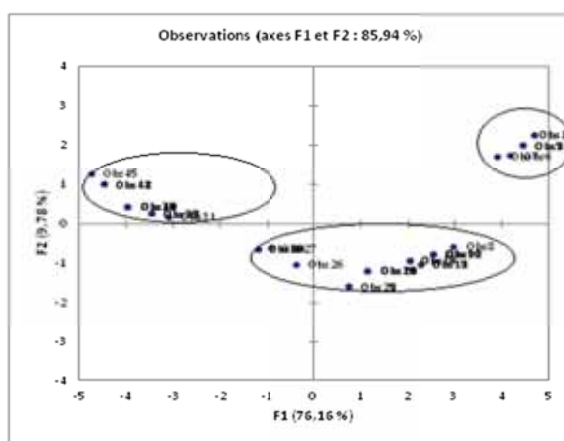


Figure 2. Economic intelligence observations

The PCA led to innovation allowed the selection of 10 independent factors explaining 93.53% of the phenomenon.

According to the table of proper values below, a large part of variability relates to axis 1 Presenting a variability of 89.559%, against 3.975% for the variability of axis 2. There is no need to perform a second analysis. We choose the axis 1 for our analysis to identify the intensity of innovation practiced by the surveyed factories.

Table 2. Propre values

| | F1 | F2 | F3 | F4 | F5 | F6 |
|-----------------|--------|--------|--------|--------|--------|--------|
| Proper value | 8,956 | 0,398 | 0,303 | 0,142 | 0,068 | 0,050 |
| Variability (%) | 89,559 | 3,975 | 3,028 | 1,418 | 0,678 | 0,504 |
| %Cumulative | 89,559 | 93,534 | 96,562 | 97,980 | 98,658 | 99,162 |

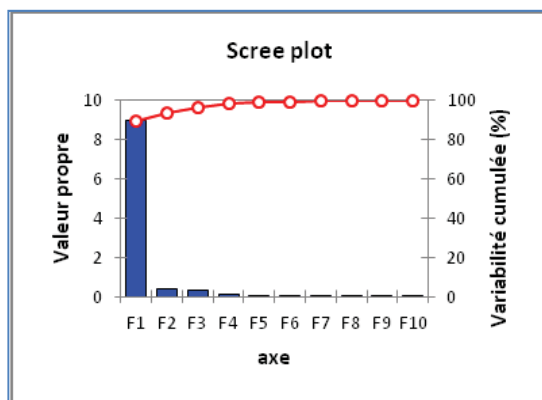


Figure 3. Scree plot

The used statistical treatment distinguishes clearly two groups. Figure 17 allows to characterize each of the obtained groups by examining averages of the origin variables.

- Group 1 (left) corresponds to the factories practicing innovation to a small extent less than 0.
- The second group (right) has a high practice (greater than 0).

6.1 Pearson's Chi²

The last step of the statistical treatment consisted in an analysis, using the test Chi², of possible links between the partition classes obtained on the Economic Intelligence and the two types of highlighted innovation. The obtained distribution is shown in Table 3.

6.2 Tests of Independence between the Lines and the Columns of a Contingency Table

The Pearson's Chi² statistical tests allows testing of the independence between the lines (Innovation groups) and columns (Economic Intelligence groups) of the table, By measuring how far the table is (as Chi²) from what could be obtained in average, maintaining the same marginal sums.

Table 3. Contingency table (group / group)

| IE \ Innovation | Group 1 | Group 2 | Group 3 | Total |
|-----------------|---------|---------|---------|-------|
| Group 1 | 15 | 5 | 0 | 20 |
| Group 2 | 0 | 19 | 6 | 25 |
| Total | 15 | 24 | 6 | 45 |

The table below shows the relationship between different groups of innovation and groups of the Economic Intelligence.

Table 4. Test of independence between the lines and columns (group / group)

| | |
|-----------------------------------|--------|
| Khi ² (observed value) | 28,969 |
| Khi ² (critical value) | 5,991 |
| DOF (Degree of freedom) | 2 |
| P-value | 0,0001 |
| alpha | 0,05 |

6.3 Test Interpretation

The table below shows the reliability of the relationship between Economic Intelligence and innovation. In this

table, two kinds of Khi^2 appear. The first Khi^2 concerns the observations, and the second is related to the critical points, considering that the p-value is greater than 0.0001 and the alpha value exactly equals 0.05.

It assumes that the study of the relationship between Economic Intelligence and innovation is confirmed.

7. Conclusion

The results of our research indicate that the Economic Intelligence and innovation are related to each other within the automotive industry in Iran, although practices in Economic Intelligence are limited. The leaders of the analyzed enterprise may therefore consider further actions to improve the linkage between Innovation and Economic Intelligence, and especially:

- Creating specialized research laboratories dedicated to the conception and implementation of the economic intelligence in enterprise structure.
- Having an effective management and evolving the organizational culture to derive the benefits of economic intelligence and globalization.
- Establish a strong industrial group, composed of national and foreign automakers to produce and supply components with international quality standards for the globalization of competition
- Orienting strategies of the enterprise towards production on a global scale, and to do that, building partnerships with enterprises internationally renowned.

But global competition is nowadays the most important challenge for organizations in Iran. To face this challenge, this competition requires knowledge of what do rivals. This is what forms in Iran, the basic Economic Intelligence. For now, the Economic Intelligence, in the Iranian automotive industry focuses mainly on Competitive Intelligence.

However, Professionals and Company leaders as well as university professors in Iran identified some key points to improve Economic Intelligence:

- Information audit on the market and on customer complaints brought against the enterprise and competing organizations,
- purchase verification of competitor equipment
- verification of information contained in brochures and booklets of competing products,
- lessons from defeats and successes of competitors etc.

To do this, the company will rely on the Benchmarking process that as we have seen, can identify the bests and compare itself to, then develop a model of the new needed organization. Modeling is a systematic and continuous process of evaluation of products, services and methods, that are implemented, compared to key competitors or enterprises which are considered pioneers. This is a particularly effective tool for improving work processes.

It appears that the Iranian auto industry has certainly made great progress in Economic Intelligence to innovate, but there is a long way to go.

This road will go through the training of skills necessary to bring changes, particularly through creativity, organized skills in an appropriate structure, based on an effective management of human resources.

But to be effective, this innovation cannot go without the contribution of Economic Intelligence and strategic information that it provides, and allows to guide the creativity and decisions of the organization.

However, this research has not studied all the determining factors that can foster innovation through Economic intelligence.

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Notes

- Note 1. Rapport Martre.
- Note 2. Rapport Martre.
- Note 3. Clerc, p. 336.
- Note 4. Meddah (2012), page.
- Note 5. Stanat (1990).
- Note 6. Jakobiak, page 92.
- Note 7. Muller (2005).
- Note 8. Cahen (2011), page 24.
- Note 9. Cahen (2011), page 25.
- Note 10. Meddah (2012), page 2.
- Note 11. Jakobiak (2004), page 221.
- Note 12. Magakian et Payaud (2007), page 130.
- Note 13. Jakobiak (2004), page 202.
- Note 14. Bhojaraju (2005), page 37.
- Note 15. Loilier & Tellier, page 19.
- Note 16. Massé & Thibaut, page 244.
- Note 17. Fernez-Walch et Romon (2006), page 22.
- Note 18. Loilier et Tellier (2013), page 123.
- Note 19. Fernez-Walch et Romon (2006), page 24.
- Note 20. Jakobiak (2004), page 283.
- Note 21. Soula, 2013.
- Note 22. Salles (2006), pp. 14-15.
- Note 23. Jakobiak (2004), page 257.
- Note 24. Jakobiak (2004), page 257.

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Whose Choice Is It? The Role of Attitude in Determining Customer's Intention to Use the Courier

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Abstract

Numerous researchers have centered their attention on attitude towards an intention to use services, but only a few have focused on attitude towards customer's intention to use the courier. This paper aims to better understand the product quality, price reasonableness as well as brand image that influence the attitude, and lastly the role of attitude as a mediator towards consumer's intention to use a courier in Indonesia.

A total of 100 questionnaires were obtained from customers through random sampling. Using an Ordinary Least Squares (OLS) approach which was intended to test the hypotheses; with a significance level $p \leq 0.05$. The findings show that product quality, and brand image are influencing the attitude of courier usage. The different results indicated that price reasonableness does not influence the attitude of courier usage, whereas the attitude is able to act as mediator to product quality, price reasonableness, and brand image towards the intention to use a courier.

Concerning intention to use the courier, our findings support an attitude dimensions that represents a commitment to improving a product quality standard and positive perception of the brand image. The evidence is also found for the multidimensional attitude model of attitudes: that attitude predicted by the product quality has followed by an adoption common standard. Moreover, our results state that the brand image is stronger predictors of attitude than product quality and moreover price reasonableness that the dimensions of attitude toward a differential impact on intention to use a courier, with affective attitude appearing are more strongly related to intention. In summary, this study suggests that it is considerably more likely that attitudes will be closely related to actions. There's a need for future studies to extend the model of this research by adding other independent variables that are able to describe consumer demand.

Keywords: product quality, price reasonableness, brand image, attitude, intention, Indonesia

JEL Classification: M31, M39

1. Introduction

It is generally agreed that competitive advantage in the courier business likely depends on perception started to change in the marketing principle to determine the capacity of courier service leading, which means fosters behaviors that lead to customer's perception of superior value. Market orientation implies to customer's needs and delivering solutions and services that meet customer's needs. Furthermore, effective implementation of a market-oriented necessitates an understanding of customers and business processes associated with providing superior value to consumers (Noble, Sinha, & Kumar, 2002). The phenomenon of attitude and intention part of orientation to the customers is a unique issue in terms of understanding customers' intention to use a courier to be studied. Previous studies show inconsistency attitude and intention models relating to the courier (Li & Petrick, 2008; Valaei et al., 2016). This is due each study is based on the object and different settings. In light of the above, it may be expected provide opportunities to design an alternative model capable of elaborating phenomenon.

The research process of identifying the alternative model distinguishing into five variables, namely products quality, price reasonableness, brand image, and attitude which explain its influence on intention to use a courier. Why researchers utilized the salient independents (i.e., products quality, price reasonableness, brand image)

importance in the context of couriers. The reason that the product quality has a very strong relationship and contribute to the positive attitude of consumers towards courier services; price reasonableness can establish consumer confidence for services received; a brand image is one of the key components of the courier service industry to benefit more superior compared to its competitors.

Furthermore, in a context of product's quality needs to be examined because effectively to influence attitude (Grönroos, 1990; Stank et al., 2003; Richey et al., 2007; Rafid and Jaafar, 2007; Sze et al., 2013). Product/service quality effectively to influence attitude, also found in the studies in banking and financial services (Adil, 2013; Sharma & Neha, 2012) and travel agency (Wen, 2010). Furthermore, more specific findings on influence intention and product quality presented by Mentzer (2004), indicating perception of service quality a very relative and changeable nature because of individual psychological influence. The inconsistency is explained on understanding concepts and product quality dimensions (Parasuraman et al., 1988; Zeithaml, 1996), that reliability becomes the deciding factor to service quality. Hence, the consequence of products quality re-tested to review its effectiveness.

Price reasonableness considered important in attitude formation toward courier. This is due that price used by a customer to evaluate a product, both products service, and goods. Prices can give positive or negative perceptions. In the context of behavioral conceptualized price effect on the decision to switch from one service to another service vice versa (Colgate & Hedge, 2001). In this study, price reasonableness needs to be investigated because there are still inconclusive understanding between price and behavioral intentions. The inconclusive understanding is shown by Keaveney (1995), that customer behavior intention has a significant relationship with the low cost. On the other hand, there was no significant relationship between the customer's intent with the high cost of service (Mittal et al., 1998). Imran et al. (2010) found that price reasonableness and consumer behavior is related to one another. It can be understood that the use of the courier, a factor that is important is the timeliness (Mentzer, 2004; Rahman, 2006). Thus, price reasonableness re-tested for effectiveness.

Furthermore, the brand image conceptualized is the perception in the minds of customers about the impression both from a brand (Hawkins & Coney, 2004). A good impression could arise if a brand has an impression of superior, better reputation popular, good and excellent service (Aaker, 2004; Keller & Lehmann, 2003; Kotler & Keller, 2012). The different opinion that brand image, a positive attitude, and intention to use certain products cannot predict actual behavior, for various reasons (e.g. Aydin & Ozer, 2005; Choi & Fishbach, 2011; Gummesson & Grönroos, 1988; Martenson 2007; Pina et al., 2006; Valentini et al., 2011). Vahid and Aidin (2012) find no significant relationship between individual intentions and product choice. The inconsistency condition about a diversity of perceived value of the brand image. Thus, brand image re-test to look at the consistency of customers' attitude and intention.

The attitude that is considered to affect the intention to use courier. In services industry, attitude is a little thing that makes a big difference. Attitudes have become a key construct in the explanation of consumer intention. Attitudes are a way of summarizing consumer evaluation, so they can provide important information for the marketer because of their direct impact on the use service decision (Longenecker et al., 2005). Nowadays, attitudes are considered multidimensional, with three components (Chiou et al., 2002; Eagly & Chaiken, 2007; Hawkins et al., 2004). Its view that attitude as a construct of three components: cognitive, affective and conative (Chang, 2011; Rosenberg & Hovland, 1995). The research focus is to explain model predictions attitudes and intentions on the courier. Multi-dimensional models used to describe the attitude of the degree of the individual's desire to determine the attitude on courier services (Hartel, Bulander, & Decker, 2006). In this case the researchers wanted to determine the degree of the individual's desire through attitude.

Since its introduction 26 years ago (Ajzen, 1985), the theory of planned behavior (TPB; Ajzen, 1991, 2001) has, by any objective measure, become one of the most influential models for the prediction of human social behavior. In the TPB, the most detailed substantive information about the determinants of a behavior is contained in a person's behavioral, normative and control beliefs. The theory does not specify where these beliefs originated; it merely points to a host of possible background factors that may influence the beliefs people hold. Factors of this kind are expected to influence intentions and behavior indirectly by their effects on the theory's more proximal determinants.

A good case in point is reported by the studies of Li Xiaolin et al. (2011); Wang et al. (2010). The researchers used the TPB as their conceptual framework to examine intention to use a services based on trust and the value associated with the act. A different opinion proposed by Anoraga (2000), it's based on the experience that has been done in the past; or information obtained from the environment. The decision taking action is the best forecasts in the individual intentions. It can be said that the intention of a person is considered to describe the

attitude of directing behavior (Chang, 2011; Phau & Teah, 2009). Intentions to use were predicted very well. It is said that the theory accounted for adequate proportion of variance in behavior, perhaps due to the long time lag between the TPB survey and the behavior.

2. Literature Review

The literature review described the relevant theory with a model. The literature as a theoretical basis which was formed to provide a foundation of truth theoretically. Various references that occur can be explained by providing a common view with reference to previous studies and research that will be investigated. The discussion begins with an explanation of intention theory that became the basis study. This was followed by attitude, product quality, price reasonableness, and brand image.

2.1 Intention

The theory of planned behavior (Ajzen, 1985, 1991) has emerged as one of the most influential conceptual frameworks for the study of human action (Ajzen, 2001). Briefly, according to the theory, human behavior is guided by three kinds of considerations: behavioral beliefs, normative beliefs, and control beliefs. In their respective aggregates, three kinds of considerations that influence to ease or difficulty of performing the behavior. The TPB (Ajzen, 1985, 1991; Mathieson, 1991) is assert that behavior is a direct function of intention. With the TPB, that intention is modeled as a function of attitude and subjective norm. However, an additional construct, perceived behavioral control (PBC) is added to the TPB model to account for situations where individuals lack complete control over their behavior. Notably, perceived behavioral control refers to belief by the perceived facility, that is, of the efficacy of the control factor in either inhibiting or facilitating the behavior. Control beliefs reflect the perceived difficulty (or ease) with which the behavior may be effected (Ajzen, 1991).

In summary, behavioral beliefs produce a favorable or unfavorable attitude toward the behavior; normative beliefs result in perceived social pressure or subjective norm; and control beliefs give rise to perceived behavioral control, the perceived ease or difficulty of performing the behavior. In combination, attitude toward the behavior, subjective norm, and perception of behavioral control lead to the formation of a behavioral intention.

Aspects of belief have been examined in numerous studies in many different fields, such marketing, technology, social and institutional contexts, and consumer behavior (Kim et al., 2012). Belief is based on the consumer's expectations that the seller will not have an opportunistic attitude and take advantage of the situation but will behave in a dependable, ethical and socially appropriate manner, fulfilling commitments despite the consumer's vulnerability and dependence (Gefen et al., 2003). Thus, the consumers' perspectives on trustworthiness are likely to determine the intend uses service (Gupta et al., 2009).

The intention is also defined a self-instruction to perform certain actions in order to obtain the desired results and measured through the efforts deployed to achieve the desired result (Ajzen, 2001; Webb & Sheeran, 2006). Anoraga (2000) indicate that the intention was based on experience or information obtained from the environment. Peter and Olson (2008), indicate that the relationship intention - behavior largely correlational evidence and have not been able to explain the causality of intentions on behavior. Peter et al. (1993) indicates the intention of causing changes in behavior changes and how these attitudes incorporate other factors in influencing behavior.

The belief factor as the main element that determines one's intention to perform certain actions (Hong & Cha, 2013). Belief is a picture of a person's thoughts and opinions are influenced by the social context of something (Kotler & Keller, 2006). Mowen and Minor (2002) indicates that the consumer belief is a subjective perception of customers about the benefits and quality of the product or the brand's performance on different attributes. According to Chaudhuri and Holbrook (2001) and Pei et al. (2014), the importance of the idea has been recognized that belief is fundamental in developing the attitudes and intentions keep promises and commitments.

Subjective norm refers to the individual's subjective assessment of the preferences of others (Ajzen, 1991; Werner, 2004). Chang (2011) and Chen and Peng (2008) indicate a relationship indicator subjective norms on attitudes and intentions in behavior shows inconsistent results, namely that subjective norms influence the customer's intention, but different studies indicate subjective norm indirect effect on intention through attitude (Tarkianen & Sunqvist, 2005). The intention is the best predictor of the behavior and intentions influenced by the attitude and subjective norm. Intention does one describe the attitude directing behavior and subjective norms (Chang, 2011). Attitude refers to the perception of the individual (either positive or negative) toward certain behaviors (Werner, 2004). We will also refer to the study by Penz and Stöttinger (2008) related to the customers' positive attitude in regard to the use of products would increase their intention.

To overcome this drawback, Ajzen (1991) proposed an additional factor, namely: PBC in determining behavioral intention. PBC is the individual's perception about the ease certain behaviors that will be performed, meaning that this perception is indirectly influence behavior. The PBC can directly predict the behavior or mediate the relationship between intention and behavior (Webb & Sheeran, 2006). To measure of intention in this study can be explained that attitude leads to behavior refers to individual perception either positively or negatively influence certain behaviors. In the subjective norm refers to the social factors and characteristics in real life. In the perception of behavioral control refers to the individual's perception about the ease of specific behaviors that will be performed.

2.2 Attitude

Understanding consumers' attitude is important because it affects their behavioral intentions (Longenecker et al., 2005; Kraft et al., 2005). Attitude is defined as an individual's favourable or unfavourable feelings and evaluations about performing a particular behavior (Fishbein & Ajzen, 2010). The attitude can be defined as a learned predisposition to respond consistently favorable or unfavorable to a particular object (Hawkins et al., 2004; Rui & Eugenia, 2009; Stanton et al., 2004). Attitude is a person's increasingly satisfactory or unsatisfactory valuations, trends and feelings toward an object or intimation (Kotler & Armstrong, 2010). According to Judge and Kammeyer-Mueller (2012), with some degree of favor or disfavor attitudes is a psychological trend that is expressed by evaluating a particular object. Aligned with the previous definitions, (Fazio, 2007; Rosenberg & Hovland, 1995) indicated the notion of attitude as an idea, thought, emotion predisposes behavior.

In the context, the attitude affects an individual's behavioral intentions to use service. It is found in the study by Rivera et al. (2015), consumers' attitude plays an important role in shaping users' intent to use a mobile application. The investigators agree that consumer attitude towards a product or a brand affect intention (Ajzen, 2001; Jalilvand et al., 2012; Limbu et al., 2012; Liu et al., 2012). Moreover, according to Botsaris and Vamvaka (2016), state that the dimensions of attitude toward a differential impact on intention, with affective attitude appearing, is more strongly related to intention than instrumental attitude.

Indeed, attitudes have had consistently positively related to the intention to use (Chen & Chao, 2011; Mosavi & Ghaedi, 2012; Tarkianen & Sundqvist, 2005). Attitude refers to the evaluation of the degree of like or dislike of a person against the behavioral assessment. The more like a person's attitude supporting behavior, the stronger the intention to perform the behavior (Ajzen, 1991). This means that if a customer has a positive attitude towards the product then the customers tend to realize the intention to use.

The multi-dimensional recognized that attitude formed as a construct of three components: cognitive, affective and conative. The cognitive component explains to trust the individual to the object. Affective component associated with the individual's emotional to the object. Conative component describes individual intentions or behavior of the object (Bagozzi, 2000; Rosenberg & Hovland, 1995). Previous research by Krugman (1965); and reconfirmed by Chang (2011) has summarized the hierarchical model through the sequence of cognitive, affective and conative. Attitude dimensions are (a) a cognitive component (knowledge, attention, awareness, understanding, trust); (b) the effective component (feelings, beliefs); and (c) conative component (action). The study focus on attitudes that can influence the intention to use courier. This study aims to describe the model predictions about attitudes and intentions on courier services. In this case to describe the degree of the individual's desire to determine the positive attitude to the courier (Russell-Bennett, Härtel, and Worthington, 2013). Usually the positive attitude, the stronger the intention to perform a behavior and vice versa.

2.3 Products Quality

According to Kotler and Armstrong (2010), the product quality has a significant impact on the performance of products or services. Product quality is very important for consumers, whereas the consumers ready to pay high prices, but in return, they expect best-quality products. According to Blijlevens, Creusen, and Schoormans (2009); Chang and Wu (2007); Mentzer (2004) a product quality seen through the appearance of a product and perception of quality. Quality refers to the technical nature of the objective that is measurable. The products can be verified through the process and quality control including product features, product performance, durability. Wankhade and Dabade (2006) defines it differently that product quality is also determined by how customers perceive a product quality on the market. While subjective quality or perceptual quality refers to the value judgments of consumers or the perception of quality. The product quality is defined as suitability for use or conformance to requirements (Russell & Taylor, 2006).

Product and services have become a concern to the researchers (Parasuraman et al., 2005), product services have proven positive effect on attitudes and behavioral intentions of customers. Based on research by Ahmad and

Kamal (2002), indicated that service quality is an antecedent intention to behave. On the other hand, the research which is conducted by Johnson (1997); Yavas et al. (2004) indicated that element of service quality is influential on customer's intentions even attain higher levels rather than the customer's attitude.

A size of the product quality is the perception of quality and the quality gap between the actual product and the products expected from the customer's perspective (Wankhade & Dabade, 2006). The quality perception is a complex phenomenon that involves social, cultural, economic, and technical. The actual product performance gaps and perceived needs of the product are less of a concern in the study perceived product quality with other marketing variables such as customer satisfaction and purchase intention.

Grönroos (1990) indicate that the component of product quality is a technical, functional and image quality. A model of service quality which describes how the services quality is perceived by customers. The components of service quality be able to develop service-oriented concepts and model more successfully. In practice, the service quality is depend on expected and perceived service. In most cases, promises influence the expectations of customers and have an impact on the expected service. The perceived service, on the other hand, is the result of the consumer's perception of the service itself.

Based on research by Cakravastia and Takahashi (2004); Kannan and Tan (2002), indicate that a measure of the perceived quality of courier based on the timeliness, costs (freight rates and prices) and risk (reliability, losses, and collateral). Research Fawcett et al. (1996) indicate that the performance of the shipping service affected by the delivery of fast, reliable, high-quality service, responsiveness, innovative, and competitive pricing.

In measuring product quality to courier or logistics provided by the company, according to Frizziero and Rafele (2000); Van Amstel and D'hert (1996) is: lead time, regularity, reliability, completeness, flexibility, truth, harmfulness, productivity. In the context of the express courier, measured by the timeliness, orders accuracy, quality of information, availability and quality of personal relationships (Narayanan et al., 2009; Mittal & Lassar, 1996; Russell & Hoag, 2004). Colonna (1997) showed indicators of the product quality used by Federal Express: regulation, reliability, completeness, correctness, harmfulness, and productivity. The standard was adopted by the Global Express Association (Frontier Economics, 2015), requires that the express courier attributes are: global reach, reliability, transparency, speed, security. Furthermore products quality re-tested for effectiveness in this study.

2.4 Price Reasonableness

Price reasonableness is considered in this study because it can create attitude formation toward the courier. Customer cognitive conception, price factor is something that must be paid to get some type of product (Zeithaml, 1996). In courier context, in addition to price as a form of sacrifice that had to be paid for services but also imposed as insurance cost (Gerrard & Cunningham 2004). One possible cause of the decision to switch behavior to products / services of others, according to Colgate and Hedge (2001); Peng and Wang (2006) due to price.

Peng and Wang (2006), said that price is the main reason customers switch, because expensive, unreasonable and pricing policies that cannot be trusted. Therefore, customers with choice determining by comparing prices with service quality provided. So that customer's well-done price reasonableness of service innovation is acceptable, then it will have a positive attitude towards, so it can receive a higher price. It can be said that a high-quality service would consider customers even to pay higher fees than a lower quality of service (Chitty et al., 2007).

Based on studies Imran et al. (2010), indicated that price reasonableness will be assessed by service quality, both definitely associated with a positive attitude (Oliver, 1997) depends on equity principle. Known that customers make choices by comparing price with service quality provided. Service performance is a service perceived (Rahman, 2006; Mentzer et al., 2007). The courier factors considered is shipments timeliness, and reposition price is accepted, the customer is positive about product / service and receives a higher price. Karampour and Ahmadinejad (2014) mention that price sensitivity hasn't effect on intentions customer buy. Then price reasonableness dimension used to look for consistency against customer intention.

2.5 Brand Image

The company's brand could be the same as the brand product/service in term of marketing communication activity enables the company repute and prestige. But the company brand and product brand has a role different from the company (Aaker, 2004). The brand image could be elaborating memories, beliefs, and preferences of the customer's attitude toward a brand, therefore believe the corporate image influence on brand intention-behavioral (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014). In that way, the brand image is important variables considered in this study because it can affect customer attitudes to intended use by courier.

Based on research Aaker (2004); Anisimova (2007); Blomback et al. (2007); Martenson (2007); Da Silva et al. (2008) indicate that brand image is a type of association that comes to mind customers when considering a brand, association a certain image that is convincing to brand. On the corporate side, a brand is used to sell products at low prices and transformed to change the added value on quality and service. Indeed, brand image and corporate image perception influence on intention and brand purchase behavior (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014). This is due to customers tend to use services products when customers require (Choi & Fishbach, 2011). Based on studies Matthiesen and Phau (2010) indicate that brand image is formed by a perception of service quality. Blomback et al. (2007) indicate brand was built by the interaction with the unity of the features that are intangible and tangible representing the brand. Research Valentini et al. (2011) indicate that brand selection decisions process by customers evolves over time, such as a desire to use the product / service, tolerance prices and intention to recommend products or services. The quality of service perceived customer (Aydin and Ozer 2005) is a form of evaluation to determine the perception of a brand image, (Pina et al., 2006) supplementary service affects the company's image, especially brands that already have an image of a high. Ogba and Tan (2009) indicate that brand image influence positive attitude. In the context study is able to identify customer's courier service company that chooses to convince ourselves in using the courier product that services delivered match what was promised.

According to Keller and Lehmann (2003), brand image and attitude affect customer's intention, Nguyen and LeBlanc (1998) indicates that attitude is more influential than the brand image of the intention. Hsieh et al. (2004) indicate that perception of company's brand big influence on buying behavior. Brand choice decision occurs when customers recognize a symbolic relationship between the brand image with consumer's self-image (Arnould et al., 2005). Vahid and Aidin (2012) indicate that it can not predict actual behavior of selection of products / services, due to various reasons, particularly situational reasons. Brand image is measured from consumer's perception of company performance concerned, the basic idea of value-percept diversity, customer satisfaction offer what consumers need and ability to pay (Martenson, 2007).

The brand image reflects brand attributes strongest associations were intangible, abstract benefits and customer attitude in each category of product that is different from a product brand of products services. Brand image is a perception in the minds of customers about a good impression of a brand (Hawkins et al., 2004). A good impression could arise if a brand has a unique advantage, good reputation, popular, nice and provide the best service (Aaker 1997; Keller & Lehmann, 2003; Kotler & Keller, 2012). The brand image used to see consistency of attitude and intention.

3. Research Framework and Hypotheses

The impact of attitude on purchase intentions has been extensively studied in the past and researchers have utilized different methodologies to analyze this relationship (Afroz et al., 2015; Ansari & Riasi, 2016; Patel et al., 2016). The approach used in research the influence attitudes and intentions of customers is the Theory of Planned Behavior developed by Ajzen (2001) by adding the perceived behavioral control as a determinant of behavioral intention. The dimensions of the intention to behave subscribers by Ajzen (2001) is essentially determined by three factors, namely: a person's attitude toward the behavior (e.g. attitudes using the product), the degree of social pressure one feels about behavior (subjective norm) and the degree of acceptance of control is perceived at behavior. The third component of this confidence to interact and be a determinant of intentions that determine a person's behavior. In a study of the influence attitudes and intentions of customers in the use of courier, the proposed research model as follows:

3.1 Product Quality Positively Influence on Attitude

Customers use courier for reasons of timeliness submissions (Cakravastia & Takahashi, 2004; Kannan & Tan 2002), at competitive prices (Bienstock & Royné 2010; Rahman, 2006; Mentzer et al., 2010) reliable, safety and shipment security (Oxford Economic Forecasting, 2009). Parasuraman et al. (2005); Goode and Harris (2004) said that service quality is a significant predictor of attitudes (Cronin & Taylor, 1992) affects intention to behave. Indicate that intentions better than customer's attitude towards products / services quality. The degree of intent describes customer state while attitude is perceived by degree assessment of products / services quality provided by providers. In accordance opinions by Fawcett et al. (1996); Colonna (1997) about product quality attributes this study used the Global Express Association Standard (2015), namely: Global Reach; Reliability; Transparency; Speed and Security are predicted to affect positive attitude. Based on these results, products / services quality included in model and proposed the hypothesis as follows:

H1: Product quality positively influence attitude to use a courier.

3.2 Price Reasonableness Positively Influence on Attitude

Price is an important variable for positive attitudes toward a courier services formation. Price give positive or negative consumer perception (Gerrard & Cunningham, 2004; Zeithaml et al., 1996) to assess a product, both products services, and goods. Colgate and Hedge (2001) conclude behavioral effect on the price of customer attitudes about products / services (Peng & Wang, 2006) price (expensive) and pricing policy can not be trusted. Based on Imran et al. (2010) studied price reasonableness will be assessed by a customer in accordance with service quality, both significantly with a positive attitude. Different studies Chitty et al. (2007) high-quality services would be considered good even pay more expensive than low-quality services so that services (Rahman, 2006; Mentzer et al., 2007) is difficult to reposition price. Based on the research above, following hypothesis is advanced:

H2: Price reasonableness positively influence attitude to use a courier.

3.3 Brand Image Positively Influence on Attitude

Based on research Aaker (2004); Anisimova (2007); Blomback and Axelsson (2007); Da Silva and Syed Alwi (2008); Martenson (2007), explained that brand image is customer attitudes perception when considering a particular brand, an image can be brand assured. The brand image role elaborating memories, beliefs and preferences of customer’s attitude toward a brand (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014). Keller and Lehmann (2003) explains that brand image and attitude affect customer’s intention. Nguyen and LeBlanc (1998) indicated attitude is more influential than a brand image on intention. Hsieh et al. (2004) indicate the company’s brand perception big influence on buying behavior. Noted that brand image positively influence attitude and intention to use a particular product. Vahid and Aidin (2012) indicating that it can not predict actual behavior of products / services selection, due to various reasons, particularly situational reasons. Based on research above, following hypothesis is advanced:

H3: Brand image positively influence attitude to use a courier.

3.4 Attitudes Influence on Intentions

Attitude consistently affect on intentions (Tarkianen & Sundqvist, 2005). Customers’ positive attitude tend to realize intention (Ajzen, 1991). Based on research (Rosenberg & Hovland, 1995; Fishbein & Ajzen, 2010) attitude predisposes behavior. A multi-dimensional as hierarchical sequence model of cognitive, affective and conative (Rosenberg & Hovland, 1995). Chang (2011) is used to determine attitude effect by intention.

Focus of this study aims to describe the model predictions about attitudes and intentions on courier services is to explain individual’s desire degree to determine attitude on courier services customer. The research by Anoraga (2000); Ajzen (2001); Jalilvand et al. (2012); Limbu et al. (2012); Liu et al. (2012), show that based on experience and motivational factors of the intention influencing behavior. Intention described attitude directing behavior and subjective norms and refers to individuals perception that benefits against certain behaviors (Werner, 2004) and increasing the intention to use the services. Results of research Webb and Sheeran (2006) indicate that the intention is the determinant of behavior can predict directly to behavior or mediate relationship between intention and behavior. Based on these studies proposed hypothesis therefore is:

H4: Attitude mediates the relationship between product quality, price reasonableness, and brand image on customer’s intention to use a courier.

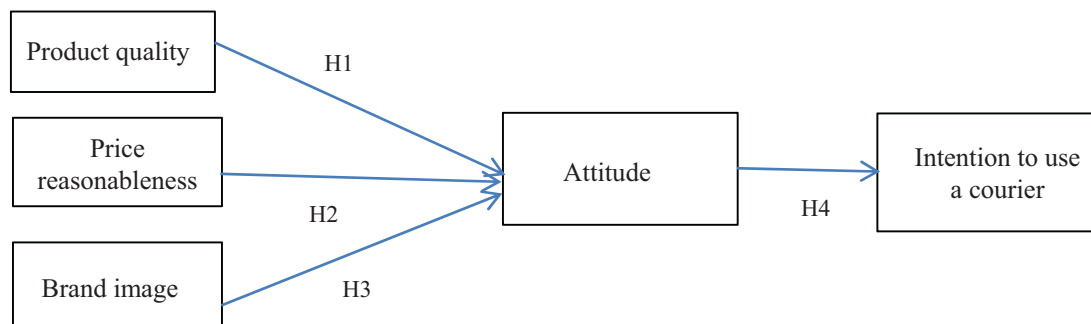


Figure 1. The conceptual model of the study

Intention to use a courier can be considered as the best predictor of actual behaviour (Ajzen, 1985, 1991). Attitude towards the behavior influences consumer's intention to use a courier. The belief about the behavior and all the consequences of the behavior has affected the perceived attitude. Attitude determines final decisions in the consumers using behavior. Hence, based on the importance of attitude in consumer using decisions, a conceptual framework is evolved. The proposed framework believes that the attitude is strongly influenced by three variables namely product quality, price reasonableness, and brand image. The proposed model for intention to use a courier is shown in Figure 1.

4. Methods

The purpose of this study was to assess product quality, price reasonableness, brand image, an attitude of respective customer's intention. The results obtained in order to be justified scientifically from the source and veracity, the research method is designed to provide a clear foundation and structured towards research instrument used to test the hypothesis. In order to achieve these objectives, this section will discuss the topic of the scope, sampling techniques, the operational definition and measurement of variables, and statistical methods.

4.1 The Scope of Research

This study was designed as an empirical research to explain a phenomenon (Maholtra, 2007). The research was conducted in Jakarta using survey techniques and data collected are cross-sectional.

4.2 Sampling Techniques

The target population in this study are customers who intend to choose courier in Jakarta have been selected as the research setting is expected to limit the scope of the study so that the results are relatively homogeneous. Non-probabilistic sample was taken with the following criteria: (1) the sample must have knowledge of the courier service intended use; (2) The sample ever use a courier service and intend to use courier service at PT. Jalur Nugraha Ekakurir (JNE). The total sample of 100 respondents is determined, thus meeting the minimum eligibility criteria aspect consideration in the multiple regression analysis (Sekaran, 2006). The data collection was conducted from 6 to 10 October 2015. The first step, set the location of JNE representative offices in five regions, namely Jakarta Barat, Jakarta Pusat, Jakarta Selatan, Jakarta Utara and Jakarta Timur randomly. Furthermore, each of the representative office is taken 20 respondents. We deployed an assistant researcher for each location for 5 days to obtain 100 respondents.

4.3 Operational and Measurement

4.3.1 Product Quality

Product quality is defined as an individual's perception of product superiority (Aaker, 2004) or as suitability for use or conformance to requirements (Russell & Taylor, 2006). In this study variable product quality adopted from Global Express Association (2015). Product quality variable was measured with dimension (a) Global reach measured using five indications: (1) unlimited range; (2) reach to all corners; (3) a broad range; (4) reach to corner and (5) spread range; (b) Reliability were measured using five indications: (1) timely service; (2) reliable services; (3) consistent; (4) tested services; (5) ministry assured; (c) Transparency were measured using five indications: (1) service is transparent; (2) service is open; (3) services are easily tracked; (4) service is easily detected and (5) explicit service. (d) Speed were measured using 5 indications (1) fast delivery; (2) timely delivery; (3) delivery smoothly; (4) delivery efficient and (5) delivery reliable. (e) Security was measured using five indications: (1) safe delivery; (2) delivery is guaranteed; (3) are not damaged; (4) shipment is not lost, and (5) shipments protected. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.3.2 Price Reasonableness

By using 5 price reasonableness indicators (Karampour & Ahmadinejad, 2014), price is defined as an individual's quality perception. The price factor is a sacrifice that must be paid to get some product type (Mentzer, 2004; Rahman, 2006; Zeithaml, 1996). This variable was measured) reasonable fare; (2) rational fare; (3) affordable fare; (4) appropriate fare, and (5) regular fare. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.3.3 Brand Image

Based on the earlier studies, the researcher determined that this variable was measured by using brand image attributes. Brand image is elaborating memories, beliefs and preferences of customer's attitude toward a brand. So the brand image is measured using 5 indications (Hsieh et al., 2014): (1) popular brands image (2) superior brand image. (3) a good brand image. (4) brand image has a good reputation. (5) brand image has a good

impression. Each item was measured using a 5-point Linkert scale from strongly disagree to strongly agree.

4.3.4 Attitude Towards Courier

Attitude is defined as a degree of evaluation like or dislike of a person against an object or product (Ajzen, 1991, 2001). This means that if a customer has a positive attitude towards a product, the customer tends to manifest intention. Attitude measure multi-dimensional (Fazio, 2007; Fishbein & Ajzen, 2010; Rosenberg & Hovland, 1995) as a construct in a hierarchical manner described through a cognitive, affective and conative sequence.

In this study, attitude to courier service is measured by using a 5 attitude indications, namely: (1) glad to courier services; (2) likes to courier services; (3) excited to courier services; (4) happy on the existence of courier services, and (5) think positive to courier services. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.3.5 Intention to Use Courier

Intention (Ajzen, 1985, 1991, 2001) to use courier measure of beliefs the likely consequences, the normative expectations of other people, the presence of factors that may hinder performance of the behavior; perceived social pressure; and perception of behavioral control. This variable was measured by using 5 indications: (1) it will use courier; (2) need to use courier; (3) tendency to use the suit courier; (4) willingness to use courier; (5) regarding use of these services in the future. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.4 Validity and Reliability

In the early stages of statistical tests carried out testing the validity, reliability, and normality of the data. Test conducted to determine the validity of such instruments able to measure variable, otherwise invalid. Testing the validity of the instrument using Correlate Bivariate Analyst to determine the Pearson product moment correlation coefficient. Criteria for selection of valid items compared with the value of r table for $\alpha = 0.05$ with degrees of freedom ($df = n-2$), the value of r table with $df = 98$ at 0.197.

Based on the validity of the test showed that the correlation between any score for product quality, Q2 up to Q45, except Q1 to the product quality total score of questions item corrected has a value of correlation (r count) greater than r table. For Q1 is not used to predict variable product quality, for r arithmetic (0.180) < r table (0.197), so it can not measure a statement about the product quality. For any questions about the price reasonable, brand image, attitudes, and intentions, each score questions Q1 up to the Q5, a significant result, the grains of questions received are considered to be valid for further analysis. The reliability test was conducted to measure the internal consistency of a research instrument. Measurement reliability test used is Cronbach's alpha coefficient, with a limit of reliability if Cronbach's alpha value obtained by $\alpha \geq .70$ (Maholtra, 2010).

The reliability values for all constructs of the five variables, namely: product quality, price reasonableness, brand image, attitude and intention exceed 0.70. Test reliability shows α value for product quality is 0.87; α value price reasonableness is 0.75; α value brand image is, 82; α value attitude is 0.83 and intention is 0.79. This shows that all the questions are valid and can be used to collect the data since the value of instrument reliability is good.

5. Results and Discussion

Selection of the model in this study in the form of multiple linear regression equations. Analysis of regression or least squares analysis (Ordinary Least Square/OLS) is used to determine the relationship between several independent variables and the dependent variable. Linear predictor that is both BLUE (Best Linear Unbiased Estimator), to meet these criteria do the classical assumption test. The model in this study has the characteristic BLUE, because it meets the criteria of the assumption of a linear regression model. This study uses multiple linear regression models to determine the effect of changes in product quality, price reasonableness, brand image and attitude towards the intention to use a courier. Multiple linear regression models is a presented below:

Table 1. Linear equation model

| | |
|---------------------------|---|
| Estimation Equation: | $Y = c(1) + c(2)*X1 + c(3)*X2 + c(4)*X3 + c(5)*X4$ |
| Substituted Coefficients: | $Y = 1.097 + 0.034*X1 + 0.125*X2 + 0.075*X3 + 0.561*X4$ |
| Estimation Equation: | $X4 = c(1) + c(2)*X1 + c(3)*X2 + c(4)*X3$ |
| Substituted Coefficients: | $X4 = -2.056+ 0.133*X1 + 0.030*X2 + 0.419*X3$ |

Furthermore, investigators be able to do interpretation and analysis of the resulting models and compare the existing theories. Hypothesis testing using regression models $-2.056 + \text{Attitude} = 0.133 * (\text{product quality}) + 0.030 * (\text{price reasonableness}) + 0.419 * (\text{brand image})$. Besides, to know how the attitude accomplishes a role as a mediator between product quality, price reasonableness, and brand image that influence the intention to use a courier. The results of the analysis the product quality, price reasonableness, and brand image have an influence on attitude in varying degrees as well as the attitude do a role as mediator influence the intention to use a courier against all of the independent variables which are a presented below (see Table 2).

The result showed that product quality (probability value of $0.000 < \alpha = 0.05$) in its partially positive influence on attitudes. It can be said that (H1): product quality positively influences on attitude to use a courier, accepted. Hence, based on the coefficient value between product quality and attitude is 0.133, it means that the product quality has a positive influence on attitude. Statistical test results show that the product quality significantly influences attitude. Meanwhile, the attitude positive and significant effect (coefficient = 0.712 and the probability value of $0.000 < \alpha = 0.05$) on the intention to use a courier. The findings of the results indicate that the attitude empirically and statistically, it evidently mediates between product quality and intention to use a courier.

The dependent variable was the intention to use a courier. When viewed outcome the influences of the product quality both directly and indirectly shows an interesting result, attitude as mediating variables on the product quality is statistically indirect influence product quality on the intention to use courier amounted to 0.075. The amount of direct influence product quality on the intention to use courier is 0.133. It can be said to be more effective product quality directly affect the intention to use a courier rather than through an attitude. This agrees with the literature, where it is noted that the product quality appearance directly influences attitude (Adil, 2013; Blijlevens, Creusen, & Schoormans, 2009; Chang & Wu, 2007; Mentzer, 2004; Sharma & Neha, 2012; Wen, 2010). In fact, Johnson (1997); Yavas et al. (2004) found a similar result that product quality is more influential on intentions to use a courier rather than the customer’s attitude itself.

Table 2. Coefficient regression model

| Dependent: Y (Intention) | | | | |
|----------------------------|--------------|------------|-------------|--------------|
| Method: Least Squares | | | | |
| Sampel: 1 100 | | | | |
| Included observations: 100 | | | | |
| Independent | Coefficient | Std. Error | t-Statistic | Prob. |
| c | 1.097 | 2.029 | 0.541 | 0.590 |
| X1 (Product) | 0.034 | 0.030 | 1.124 | 0.264 |
| X2 (Price) | 0.125 | 0.079 | 1.578 | 0.118 |
| X3 (Brand) | 0.075 | 0.095 | 0.788 | 0.433 |
| X4 (Attitude) | 0.561 | 0.089 | 6.283 | 0.000 |
| Dependent: Y (Intention) | | | | |
| Independent | Coefficient | Std. Error | t-Statistic | Prob. |
| c | 5.052 | 1.182 | 4.275 | 0.000 |
| X4 (Attitude) | 0.712 | 0.063 | 11.316 | 0.000 |
| Dependent: X4 (Attitude) | | | | |
| Independent | Coefficient | Std. Error | t-Statistic | Prob. |
| c | -2.056 | 2.311 | -0.890 | 0.376 |
| X1 (Product) | 0.133 | 0.032 | 4.183 | 0.000 |
| X2 (Price) | 0.030 | 0.090 | 0.327 | 0.745 |
| X3 (Brand) | 0.419 | 0.100 | 4.194 | 0.000 |

According to the results of the study, price reasonableness (probability value of $0.745 > \alpha = 0.05$) partially no

positive effect on attitudes. Therefore it can be concluded that the hypothesis (H2): price reasonableness positive effect on positive attitudes, rejected.

The price reasonableness coefficient is 0.030 it's empirically positive influence on attitude. Hence, the price reasonableness statistically doesn't significant influence on attitude and intention to use a courier. On the other hand, in statistical results said that the attitude is not mediate between the price reasonableness and intention to use a courier. However, in the empirical said that attitude mediates between price reasonableness and intention to use a courier. It was explained that the price reasonableness mediating effect to attitude statistically indirect influence on the intention to use courier amounted to 0.017. The coefficient of price reasonableness direct influence on the intention to use courier is 0.030. It can be said that direct influence of the price reasonableness to the intentions greater than by attitude.

This finding is consistent with previous research which reported that the reasonableness of the price determined by the service received, and not a number of fees to be paid by consumers (Chitty et al., 2007; Imran et al., 2010; Karampour & Ahmadinejad, 2014; Mittal et al., 1998; Oliver, 1997; Zeithaml et al., 1996). With the results that the price reasonableness does not directly affect the attitudes and the intentions to use a courier.

Brand image (probability value of $0.000 < \alpha = 0.05$) means that the partial positive effect on attitudes. It can be said that (H3): positive effect on the brand image positive attitude, supported. The coefficient of brand image and attitude is 0.419 and probability value is $0.000 < \alpha = 0.05$ means that the brand image and significant positive effect on attitudes. Therefore, the attitude empirically and statistically mediated brand image in influencing intention to use a courier. Attitude as a mediating brand image, statistically the indirect influence of brand image on the intention to use courier amounted to 0.235. The size of the direct influence of brand image on the intention to use courier is 0.419. It's said that brand image more effective directly influence to the intention to use the courier and not through an attitude.

This result is consistent with the findings (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014) that brand image elaborating the customer's attitude toward a brand, then the brand image influence the intentions and buying behavior brand. This finding is also in line with the study (Blomback & Axelsson, 2007; Matthiesen & Phau, 2010; Ogba & Tan, 2009) indicating that the effect on the brand image of customers' positive attitude, and sharpen opinion (Aaker, 2004; Keller, 2001; Kotler & Keller, 2012), that the brand image directly describes the product quality.

Brand image is functional for consumers, as demonstrated by this research. While the findings indicate that consumers tend to use a value-expressive image, whereby one function of the brand is paramount. Consumers whose dominant function manifests as an emotional component (i.e. value-expressive) tend to show truer (i.e. both attitudinal and intention-behavioral).

Meanwhile, attitude (probability value of $0.000 < \alpha = 0.05$) significantly influence the intention to use courier. This means that (H4): attitude mediates the relationship between product quality, price reasonableness and brand image on the intention to use a courier, accepted. In line with this findings, investigators proposed that attitudes can have a strong impact on intention, but that this is to be expected only under certain conditions or for certain types of individuals (see Ajzen, 1985, 2001; Bagozzi, 2000; Chaudhuri & Holbrook, 2001; Chen & Chao, 2011; Jalilvand et al., 2012; Kraft et al., 2005; Liu et al., 2012; Longenecker et al., 2005; Mosavi & Ghaedi, 2012; Pei et al., 2014; Penz & Stöttinger, 2008; Rosenberg & Hovland, 1995; Webb & Sheeran, 2006; Werner 2004; Worthington, Russell-Bennett, & Härtel, 2010). Clearly, the degree of attitude-intention consistency was assumed to be moderated by factors related to the person performing the behavior, the situation in which it is performed, or to characteristics of the attitude itself.

6. Conclusion and Recommendations

The study found that the attitude has a role to mediate between product quality, price reasonableness, and brand image with the consumer intentions to use a courier service. Related to the findings that the products quality significant, its influence the consumer's positive attitude to use a courier, known that leading courier company in Indonesia such as PT. JNE didn't fully adopt the standards of the Global Express Association, which requires attributes (e.g. global reach; reliability; transparency; speed; security). It's acknowledged that the PT. JNE focus on courier market in Indonesia. This Global standard has actually been widely used by similar companies become global players. This is prominent because trends in global courier which followed by application of the same standards to facilitating the interconnection and interoperability. With the adopt of common standards to give the complete picture of a courier. Another finding that confirms previous studies that the brand image significantly influences the attitude.

Acknowledged that the brand image is functional for consumers. The findings indicated that consumers tend to use a value-expressive of brand image. Consumers whose dominant use an emotional attribute tend to show both attitudinal and intention-behavioral positively. It is empirically and theoretically that the brand image is very conformable with the products quality received by consumers. Consumer experience a related to products quality, which perceives a superior brand image that implies positive attitudes and intentions. The benefits for marketers in the future is the need to explore the product quality superior and improve the brand image by building the image that his company is a global company.

This study recommends as follows. First, this study concerns to the courier, and the results cannot be expected to explain consumer intention-behavioral for all products/services. Second, just one courier industry is examining, since the different a courier companies have also very different characteristics (e.g. product quality, price level, and brand image), it is likely that also the consumers' attitude to use a courier differs between different companies a national and global scale. Third, the consumer attitudes mediating role of product quality, price reasonableness and brand image to the consumer intentions in shipment the goods by using a particular courier. The study states that the price reasonableness does not affect the attitude of consumers in choosing the courier service. It could not set aside the role of product quality and brand image affects the attitude emotional attributes. Therefore, research on future intention-behavior is recommended to use the multi-attribute model which emphasizes more weights the consumer's emotional. Besides that, marketers wanted to better understand why and how the consumer's capable of control to emotions.

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Aesthetics' Principles in Designing Shoes: A Necessity to Match Costumer's Need

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Abstract

Mind is at peace when concentrating on beauties. Beauty is the splendor of order and when things are as they should be, peace is manifesting in mind and spirit. Beauty and peace could easily be found in ordinary things when the principles were considered in their designing. By refining the design idea of a particular pair of shoe, in this study the important role of factors and principles of aesthetics in designing process of products are revealed. Designing functional products beautifully may also lead to better and longer use of them and as a consequence save our environment by better management of natural resources.

Keywords: aesthetics, product design, shoe design

1. Introduction

Among many factors that affect the development of a product, this study is focusing on aesthetic properties. Beauty is important and any attempt to make the appearance of the products beautiful is admirable since it has the power to attract one's mind and thought and causes his awareness to be completely centered on the present time. As relaxation at places close to nature is the serious need after facing a long exhausted time, the mind is at peace while concentrating on the beauty of the objects and this is the fact that makes the beautiful appearance of products so important.

Community, life-styles, culture, Family, and friends are among factors that aid in the influence of one's perception of what beauty is. These factors would be classified in Bronfenbrenner's Ecological Model as the Micro and Macro systems (Bronfenbrenner, 1994).

Aesthetics can be a powerful design driver that helps connect dynamic form, social and ethical aspects (Ross & Wensveen, 2010). The appearance attributes of a product including modernity, simplicity and unity can influence the users' overall impression and satisfaction of the product. The whole process of deriving a meaning from a product appearance is summarized in two steps and is shown in Figure1 (Blijlevens et al., 2009).

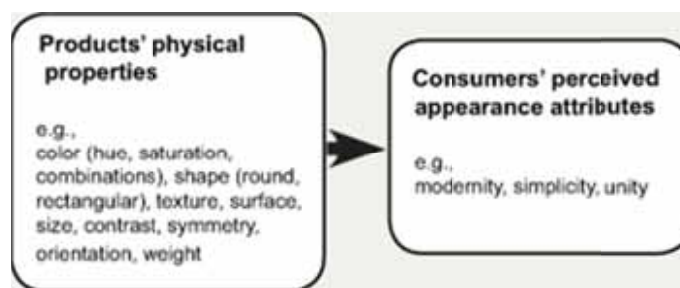


Figure 1. Two-step model of product appearance perception

In this study by refining the design of a particular pair of shoe, the role of aesthetics and its principles in beautifying the appearance of a product becomes clearer.

Designing attractive as well as functional shoes may also lead to save our environment by the tendency of the users for caring more their beautiful shoes while using them.

2. Product Design

Product Design involves a broad approach to the designing and making of new innovative products. Product Designers are also asked to develop an existing design, rather than to design a new product from scratch. Designing the right products at the right cost with strong marketing support will ensure the success. To stay competitive, it is necessary to keep the product fresh; which means keeping up with trends in the market, emerging technology and introducing new refinements to existing products.

Product analysis is defined as the process of identifying, looking at or disassembling a product and identifying its main features. The aim is to understand more about a product for further improving it. Many factors influence the development of a product, some are listed in Figure2.



Figure 2. Factors influencing the development of a product (Ryan, 2009)

Match to customer needs is considered the strongest indicator of success in developing new products (Haverila, 2010). Considering customer needs leads to define a strong product requirements document which can satisfy successfully the purpose of a product. This effort is in many respects the most important phase of a product design as it sets the foundation for all subsequent phases of the product's life cycle. Even though many items including human factors requirements, performance of the product, and its functional characteristics should be considered in order to compile a complete list of any product requirements; each product has its own specifications which should be considered carefully.

While practicality is the key when it comes to footwear choices, societal pressures of beauty have promoted consumers to look beyond function. Although shoes may be in fact the most important part of an individual's attire, as no other article of clothing must fit so precisely and perform critical mechanical functions such as transferring body weight; still it seems the focus of differentiation moves from function to aesthetics of forms and as the consequence shoes are often designed to look stylish.

3. Aesthetics

Aesthetics is a fundamental design factor and is studied in disciplines such as philosophy, art criticism, art history, psychology, anthropology, experimental aesthetics, industrial design and more recently consumer research. The main visual elements of design are point, line, color, texture, shape, and form. These elements are used to create the principles of compositional design including center of interest (emphasis), balance, proportion, harmony, contrast, unity, directional movement, variety, and rhythm. These principals of design are the recipe for a good work of art. Proper combination of the elements creates an aesthetic placement of things and produces a good design.

According to the principles of good design by Deter Rams (Note 1), the aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well being and only well-executed objects can be beautiful.

Aesthetic quality of a product can also have a dramatic impact on its market differentiation. The importance of studying the aesthetic aspect of interaction between human and products was confirmed by an experiment which was conducted to test the relationships between users' perceptions of a computerized system's beauty and usability. In this experiment perceptions were elicited before and after the participants used an Automated Teller Machine (ATM). The results revealed that the degree of system's aesthetics affected the post-use perceptions of both aesthetics and usability, whereas the degree of actual usability had no such effect (Tractinsky et al., 2000).

Identification addresses the human need to express one's self through objects. Hedonic attributes according to Hassenzahl's model describes how important it is for users to express themselves through the objects around them and how much energy they focus on selecting objects to promote their personal brand (Hassenzahl, 2002). Individuality is also conceptualized by Reckwitz (Reckwitz, 2002) and according to this study although the styles and meanings of specific products may be routine and socially learned; still each individual creates a unique style through her or his own particular combination of fashion practices.

Visual aesthetics refers to the beauty or the pleasing appearance of things. The aesthetic response to an artifact is usually the first response and the appearance of a product may serve as a signal for unobservable attributes of quality, much as a brand does for products and services (Ulrich, 2013). Evidently shape, color, form and texture that please the aesthetic senses especially sight are the main characteristics of a product like a pair of shoe which represent its beauty.

4. Shoe Design

Shoe design is based primarily on the anatomy and the mechanical functionality of the human foot. The second consideration in designing shoes is the intended use of the footwear which determines the choice of material and structure of the shoes. Finally, style and fashion which are concerned in this study influence the outward appearance of the shoe without compromising its comfort.

The style applied to the outside of a product can quite easily influence the technology inside it and by other means aesthetics can alter the production or manufacturing techniques through which a pair of shoe is made.

Lines as the basic elements of design play an important role in designing shoes and as a consequence their manufacturing process. In designing shoes, lines as shown in Figure 3 are the boundary of various parts and sometimes represent stitches for attaching two parts with thread.



Figure 3. The role of lines in designing shoes

A particular style of shoe and its outlines (Model A) in front views are shown in Figure 4. The sign in Model A is showing the center of interest (or point of focus) where it immediately attracts attention. Though this emphasis is a kind of interruption in the fundamental pattern or movement of the viewer's eye through the composition; however parallel lines running horizontally in this model still make human eye to run left and right aimlessly. It seems some sort of line is needed to help human eye recognize, for instance, on which side the shape is supposed

to end. With just a few detectable changes of lines and keeping the same color and material, Model B seems more pleasing in which its shape variation is easily recognizable. It should be emphasized that in this practice all efforts were concerned on giving a more beautiful appearance to the product with minimum change in order to show the power of simple principles of design.

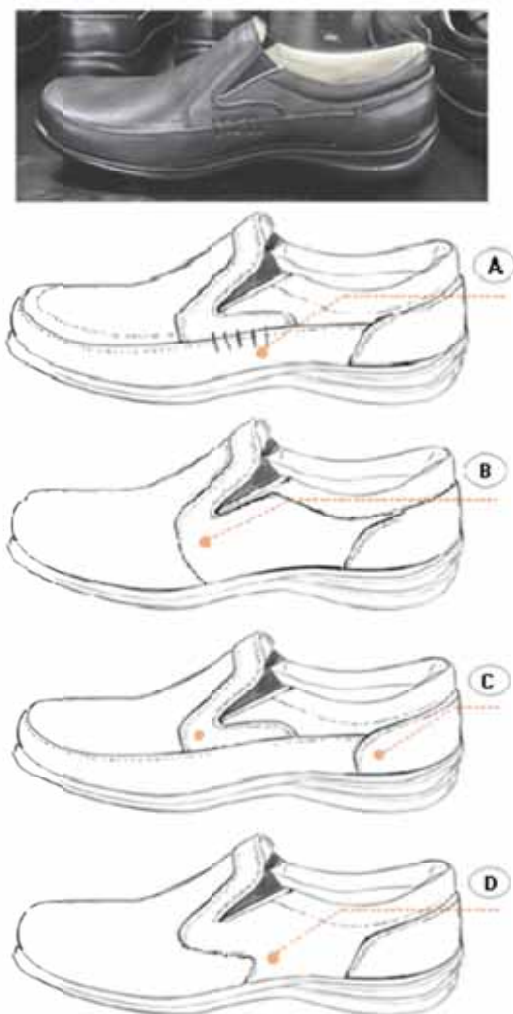


Figure 4. Redesigning a particular pair of shoe

Eliminating some of the lines reduces the number of parts and as a consequence simplifies its manufacturing process. As can be seen beautifying the appearance of a product does not always mean to increase its price; at times it just aligns with more simplicity.

In Figure 4 the other variations of Model A can also be seen. Model C is a modified version with even less change in the original design idea comparing with Model B. In Model C the signs were showing small parallel lines which increase the design's harmony (Note 2).

Using an S-shaped curved line in Model D makes the design even more pleasant. S-shaped curved lines signify liveliness and activity and excite the attention of the viewer according to the Hogarth's theory of aesthetics as described in his *Analysis of Beauty* (Hogarth, 2010).

A high appreciation of a product on the part of the user is an important prerequisite for long use. Aesthetics satisfies essential human desires and accomplish psychological needs. It is a source of joy and influence attitudes and decision making. Thus, beauty can be thought of as "just another attribute" in a user's evaluation of preference, along with durability and cost. Aesthetic design implies that the designer or the organization respects their audience, is sensitive to people's needs and desires and puts thought and effort into the design of a product and the environment.

Shoes which were designed carefully will rather be cared and repaired than exchanged for new ones. This tendency of users is align with the results of Pan et al. (2015) in resolving their hypothesis that fashion might be re-conceptualized as a force for sustainability, rather than un-sustainability if only fashion-oriented design aligns with innovation to push forward social progress (Walker, 2006) rather than premature obsolescence of resources at the expense of mode for decreasing the mass production cost. According to the study of Pan et al. (Pan et al., 2015), the extent to which objects can come to resonate with ones' values and personal identity may be a cause that inspires one to invest in long-term care and maintenance of possessions, rather than always rushing out to buy the latest style.

5. Conclusions

- Principles of aesthetics introduce valuable guidelines to designers for fulfilling consumer preferences in their products appearance.
- Improving the appearance of a product does not always mean increasing its price.
- Aesthetic design of shoes may lead to long use of them and consequently, minimizes consumption of resources.

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Notes

Note 1. Deter Rams is a German industrial designer who was a chief design officer at Braun (1961- 1995).

Note 2. Harmony in visual design can be achieved through repetition and rhythm. Repetition reemphasizes visual units, connects parts and creates an area of attention.

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Media Usage Patterns among Chinese Voters: In Preparation for the 14th Malaysian General Election (GE14)

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Abstract

The growing popularity of networked media has given opportunities for the people in this democratic society to search for diverse information and compare information with other sources of information, thereafter making their choice to whom they want to elect and to which information they think is reliable. Notwithstanding the influential power of networked media in elections, among people who have access to this media, there are still people who just rely on traditional media or use both at the same time for information seeking. This study seeks to explore the media usage pattern of Chinese voters in Peninsular Malaysia in preparing the Malaysian 14th General Election. 10 focus group discussions (FGD) were conducted in seven states, namely Selangor, Kedah, Pulau Pinang, Melaka, Johor Bahru, Kota Bahru and Terengganu. A total of 95 informants of whom were eligible Chinese voters, ranging in age from 21 to 65, were invited to participate in the FGDs. The result shows that social media especially Facebook is the prominent communication and entertainment tool as well as the source of information used by majority of informants from the seven states. Our result also shows that traditional media will not be replaced by networked media, at least, at this point in time as our informants still use traditional media to verify the reliability of news on social media occasionally. The researchers suggest that strategic and effective communication plan with should be planned and implemented by using both media (i.e., traditional and social media) in coming GE14.

Keywords: media usage, Chinese voters, 14th Malaysian general election, networked media, focus group discussion (FGD)

1. Introduction

The media play an indispensable role in the proper functioning of a democracy, and a democratic election is impossible without the media (Daniels, 2010; Jebiril, Stetka, & Loveless, 2013). The general public, as the key voters, has used the mass media to obtain information on issues raised by candidates or their respective political parties when making their decisions during elections. They use mass media to discuss any issues or events that portrayed on media agenda among their peers, friends, family, etc. The significance of mass media has also extended to politicians of whom use it as a tool to inform the public about their manifestos during election campaigns. Thus, the mass media's power to impact public perception and the degree to which people are exposed to media representations make the mass media to be one of the most significant influences in these developed societies.

We, as a human, communicate every day, either at home, school, or work. We receive messages from various channels—from friends, family, colleagues, and the mass media. The mass media is a unique feature of our modern society, a society that completely depends on information and communication. However, the mass media, which have traditionally been understood as newspapers, radio and television, have become broader, encompassing networked media, such as the Internet, social networking sites like Twitter, WhatsApp, Facebook, blogs, etc. The growing popularity of these networked media has opened up possibilities and given opportunities for people to have unprecedented rich and online human-to-human interaction in the history of internet

communication. The members of public have been given more options in seeking for information. They consume different forms of media to fulfil their thirst for information. With the proliferation growth of the Internet and media convergence, they can compare the information reported on traditional media with information on networked media, thereafter making their choice to whom they want to elect and to which information they think is reliable. They can even now make comments or express their thoughts and feeling using new reactions feature introduced by Facebook: the five emojis (i.e., love, haha, wow, sad, or angry) on Facebook. Literature showed that participatory process from voters engaging in public debate is paramount, wherein they are able to seek for adequate information about parties, policies, candidates and the election process itself in order to make informed choices (Kavanaugh, Sheetz, Sandoval-Almazan, Tedesco, & Fox, 2016; Fourie & Otto, 2011; Kaid, McKinney & Tedesco, 2007), and this participatory process is in the assumption that the voters are active consumers of media.

Specifically, this research paper serves the purpose to: (1) better explore why people still prefer to use traditional media as a source of news while accessing to networked media has become much easier; (2) find out public's views towards the applicability of traditional media in providing adequate, balanced and honest information to the general public, especially during the general election in this digital age; and (3) explore what makes Chinese voters use certain media over the others.

2. Literature Review

Public access to accurate and reliable information is fundamental to democracy and democratic decision-making (Kavanaugh, 2016). Traditional media have historically served as a critical conduit of information to the public. However, Malaysian local media have been facing difficulties in reporting “balanced” coverage especially relating to politics since the introduction of tight laws and regulations that regulate the media (Weiss, 2012). On that count, it is difficult for the public to acquire reliable information from the media due to the constraints on freedom of the press (Kavanaugh, 2016; Siebert, Peterson, & Schramm, 1963; Al-Kandari & Hasanen, 2012; Salman, Ibrahim, Hj-Abdullah, Mustafa, & Mahbob, 2011). Freedom House gave Malaysia an aggregate score 45 (A larger aggregate score indicates a greater level of freedom) for press and internet freedom in 2016, indicating a “partly free” status (Freedom House, 2016). Despite the government's control on traditional media, the exponential growth of the Internet has provided the public an access to diverse information and opportunities for citizens and organisations to exchange information in this civic society (Shah, Cho, Eveland, & Kwak, 2005; Shah et al., 2001). Having said that, the exponential growth of the networked media has also posed a great challenge to traditional media. This can be seen in the drop of circulation numbers in most of the USA print newspapers (Salman et al., 2011). The circulation of newspapers (Bahasa, English, Chinese and Indian) in Malaysia also suffer a serious decline in its circulation (Table 1) (Audit Bureau Circulation [ABC], 2016).

Table 1. Circulations figures of mainstream newspapers in Malaysia: 2014 – 2015

| Newspaper | Circulation 2014 | Circulation 2015 |
|-------------------|------------------|------------------|
| Bahasa | | |
| Utusan Malaysia | 338166 | 317415 |
| Berita Harian | 234602 | 210057 |
| Harian Metro | 580093 | 396615 |
| English | | |
| New Straits Times | 143523 | 117999 |
| Daily Star | 577504 | 520920 |
| The Edge | 49031 | 47008 |
| Chinese | | |
| China Press | 453456 | 412798 |
| Sin Chew Daily | 750133 | 717425 |
| Guang Ming | 199054 | 168496 |
| Tamil | | |
| Makkai Osai | 118302 | 98932 |

Salman et al. (2011) argued that the drop in circulation of newspapers in Malaysia may be due to a lack of trust among readers of whom think that the mainstream newspapers are too government friendly and serve as the propaganda tools. When many academicians and practitioners are worried about the future of traditional media in this digital age, scholars argued that networked media will not replace newspapers, just as radio did not replace newspapers and television when it was first emerged in the society. In fact, they (both print and networked media) complement each other in distributing information to the public (Althaus & Tewksbury, 2000; Salman et al., 2011). Salman and Hasim (2009) revealed that the younger generation and likewise generation Y students, will usually go to the Internet first, whether it be for personal, academic, or professional information.

Despite the Internet has become a major source of news and information, newspapers still remain as the main and important reading and informative document for the people to rely on because of these reasons (Salman et al., 2011). One, newspapers remain a powerful force in shaping the public agenda and influencing the outcome of debate (Newspaper Association of America, 2011). Two, newspapers remain the primary medium when consumers look for advertising, with the Internet second (Newspaper Association of America, 2011; Salman et al., 2011). Furlow (2013) opined that newspaper remain a bread-and-butter information source for many people and are still the best way to communicate certain stories. Readers who get all their news from online sources like the Huffington Post, the Daily Beast, or the websites of Fox News or CNN are still reading stories directly or indirectly produced by newspaper reporters (Broom & Sha, 2013, p. 237). Moreover, the Internet is still grappling with privacy issues, content accuracy and reliability. According to Salman et al. (2011) that the Internet, for Malaysians, still has to improve its credibility. Merabi, Hassan, and Ali (2009) found that television is more credible than Internet to convey news among non-academic professionals. This suggests that people are less likely to rely on the media which do not provide credible news. As such, credibility is crucial for the Internet.

Wilson, Leong, Nge, and Ngerng (2011) found that youth still rely on traditional media to obtain news. The reason is because the traditional media (newspapers/television/radio) fail to provide sufficient information for youth and are perceived to have more censorship or legal restrictions than online news websites. In the 13th General Election held back on 5 May 2013, many young voters casted a ballot for the first time, and these voters, whose ages range between 21 – 39 years old, turned the election results in most urban constituencies in their favour (Pandian, 2014). These groups of young voters are known as “Generation Y and Z”, whom they were born into digital age—a transformational generation living in a transformative time (United Nations Children’s Fund [UNICEF], 2014). They are also the technology-savvy age groups (Pandian, 2014). According to Pandian (2014) and Ahmad (2012), most of them are fence-sitters; considered independent minded and their political loyalties are not fixed. They have a lot of uncertainty about this country’s future and politics, and are careful in casting their votes (Azhar, 2012). Due to this reason, they make sure that they are well-informed with the environment through accessing different sources of information, and one of them is through the Internet and social media. Nowadays, internet use is woven into the fabric of anyone’s daily life. It is not a “privilege” for youngsters, but older generation, whom they are Generation X and Baby Boomers. They, in fact, have gradually used the Internet for various tasks such as banking and shopping online (Jones & Fox, 2009). Although there is difference between young and older generations in using the Internet for information seeking, we cannot deny that some of them do use it in daily life.

3. Theoretical Framework

3.1 Uses and Gratifications Theory (U & G)

News consumption has been undergoing rapid changes due to the flourishing of online media. This study adopts the Uses and Gratification Theory (U&G) of the media. Severin and Tankard Jr. (2001, p. 293-295) note that the theory was first used in an article anchored by Elihu Katz (1959) where it debunked the claim by Bernard Berelson (1959) that the field of communication research was dead. He observed that most communication research up to that time was geared at probing “What do media do to people? Katz therefore suggested attention should shift to “What do people do with the media?” The uses and gratifications approach therefore shifted focus from the purposes of the communicator to the purposes of the receiver. This approach, according to Blake and Haroldsen (1975, p. 131) contends “the interaction of people with the media can most often be explained by the uses to which they put the media content and/or the gratification which they receive.”

Under the assumption of the theory is that the media users are aware of their needs and eager to seek for information. As such, they take an active role in strategically selecting a competent media, which that media is deemed able to gratify their needs and goals (Freeman, 2013; Saleeman, Budiman, & Ahmad, 2015; Althaus & Tewksbury, 2000). Underlying this perspective is the assumption that the media users evaluate the available

media options and choose among the media on the basis of those evaluations (Althaus & Tewksbury, 2000). When the selected media is able to provide the most gratification for the media users, then they will more likely to use the media more often than other types of media.

Malaysian news media is largely owned or indirectly controlled by the 14 political parties which constitute the ruling National Front (Kenyon & Marjorbanks, 2007). It becomes evident that media ownership is highly concentrated, with the government being a major stakeholder. With the emergence of networked media, the citizen of Malaysia have alternative to turn to the networked media, where they can get “true” coverage on a story without censorship or restriction.

Many studies have focused on understanding why and how the people use certain media, be it traditional or online media, over the others to satisfy specific needs (Luo, Chea, & Chen, 2011; McQuail, 2010; Pai & Arnott, 2013; West & Turner, 2007; Cheung & Lee, 2009; Cheung et al., 2011; Dholakia et al., 2004; Ku, Chu, & Tseng, 2013; Malik, Dhir, & Nieminen, 2016). Even though numerous studies have been conducted, the authors still accept that richer insight will emerge if the focus is on looking into the media pattern of potential voters (in this case, the Chinese voters) in the 14th Malaysian General Election.

4. Research Method

A qualitative research method-Focus Group Discussion (FGD) was conducted in this study in order to collect in-depth data about media use patterns of Chinese voters. A total of 10 FGDs were conducted in seven states (i.e., Selangor, Kedah, Pulau Pinang, Melaka, Johor Bahru, Kota Bahru and Terengganu) in Peninsular Malaysia from August 2015 to October 2015. Ninety-five (95) informants of whom were eligible Chinese voters, ranging in age from 21 to 65, were invited to participate in the FGDs. Each FGD had 8 to 13 informants. Due to a large number of informants who were interested in participating in this research, two parallel FGD sessions were conducted in some states like Selangor, Kedah and Pulau Pinang, while Melaka, Johor Bahru, Kota Bahru and Terengganu had only one FGD session. That makes up 10 focus groups in total for all seven states. Each focus group discussion lasted for two hours. Table 2 shows the details of the FGDs conducted in seven states in Peninsular Malaysia.

Table 2. Details of Focus Group Discussion in Peninsular Malaysia

| State | Selangor | Kedah | Pulau Pinang | Melaka | Johor Bahru | Kota Bahru, Kelantan | Terengganu |
|-------------------|--|---|--|-----------------------|--------------------------|----------------------|---------------------|
| Date/Day | 02/08/2015 (Sun) | 15/08/2015 (Sat) | 16/08/2015 (Sun) | 26/09/2015 (Sat) | 27/09/2015 (Sun) | 02/10/2015 (Fri) | 03/10/2015 (Sun) |
| Venue/Time | Puri Pujangga Hotel UKM | Sentosa Regency Hotel, Alor Setar | Vistana Hotel, Penang | Sentral Hotel, Melaka | Le Grandeur Hotel, Senai | Ridel Hotel | KT Golf Resort |
| No. of groups | Group 1: 10am-12pm Group 2: 2pm- 4pm | Group 1 & 2 10am-12pm (Parallel) | Group 1 & 2 10am-12pm (Parallel) | 10am-12pm | 10am-12pm | 10am-12pm | 10am-12pm |
| No. of informants | Group 1: 10 informants Group 2: 11 informants | Group 1: 13 informants Group 2: 8 informants | Group 1: 8 informants Group 2: 9 informants | 9 informants | 7 informants | 10 informants | 10 informants |
| Moderator | First author Second author | | | First author | | | |

Before conducting the FGDs, the authors (Moderator A and B) briefed the informants about the research purpose, benefits and risks of this study. After that, the authors sought informants’ consent before audio recording. After completing each focus group discussion, the audio recordings were transcribed verbatim and analysed. In order to keep the identity of informants confidential and anonymous, their names would be replaced with the first alphabetical prefix of vehicle registration plate. In Malaysia, the first alphabetical on a vehicle registration plate indicates the state or territory prefix (e.g., Kuala Lumpur = *W*, Melaka = *M*, Johor = *J*, etc.). For instance, the

state prefix for Selangor is “B”. So, informants from that state would be indicated as “B”. If an informant is from Group 1 and first informant, then he/she would be labelled as “B1.1”. The same goes to Kedah, where its state prefix for the vehicle registration plate is “K”. Hence, an informant from that state would be labelled as “K1.2”, indicating that he/she is from Kedah, Group 1, and second informant. Table 3 illustrates the data interpretation details.

Table 3. Data Interpretation for Each State in Peninsular Malaysia

| State (First alphabetical prefix) | Group (Prefix + Group) | Informant (Prefix + Group + Number of information) |
|--------------------------------------|---------------------------|---|
| Selangor (B) | Group 1 (B1) | B1.1 – B1.11 |
| | Group 2 (B2) | B2.1 – B2.10 |
| Kedah (K) | Group 1 (K1) | K1.1 – K1.13 |
| | Group 2 (K2) | K2.1 – K2.8 |
| Pulau Pinang (P) | Group 1 (P1) | P1.1 – P1.8 |
| | Group 2 (P2) | P2.1 – P2.9 |
| Melaka (M) | Group 1 (M1) | M1.1 – M1.9 |
| Johor Bahru (J) | Group 1 (J1) | J1.1 – J1.7 |
| Kota Bahru (D) | Group 1 (D1) | D1.1 – D1.10 |
| Terengganu (T) | Group 1 (T1) | T1.1 – T1.10 |

5. Results and Discussion

5.1 Media Use

This study examined the media usage patterns among Chinese voters in preparing for the 14th Malaysian General Election (GE14). From the focus group discussions, we found that social media especially Facebook is the prominent communication and entertainment tool as well as the source of information used by the majority of informants from the seven states. This shows that the younger generation will usually go to the Internet first for information. As a result, the newspaper industry, be it locally or internationally, is undergoing a much needed transformation and changes due to the exponential growth of online media. News can now be produced and disseminated through online means. As such, most of the local newspapers have adapted and adjusted to this digital age by introducing online newspapers to reach out to the people, especially to generations Y and Z (Salman et al., 2011). With just a single click on the Like button to an online newspaper page on Facebook, Facebook users can then receive a world of news at their fingertips. They can even *Like* as many online newspaper pages as they want. From the FGDs, most of the informants revealed that they can experience a diverse array of news stories, and it is faster as compared to newspapers in this digital age.

Moderator A: What types of media do you use to obtain the latest information?

B1.11: Facebook. [I] use Facebook a lot. After that, news portal links on Twitter such as Sin Chew [Daily] and even [it is] faster than newspapers.

B2.10: Normally [I use] the Internet, but it is not the one with direct links to New Straits Times or The Edge. Basically I will click those interesting online newspaper links on Facebook.

K1.12: I use Facebook and Like online news portal links.

P1.2: I like Facebook because it is full with [issues on] politics, cuisines, travel and cultural.

J1.5: I also use the Internet and Facebook. I seldom read newspapers or listen to radio channels.

M1.9: For me, my main source [of information] would be Facebook, and then I will subscribe the China Press, the soft copy, because my university pays it for me.

K2.7: Facebook is very popular nowadays because [for traditional media,] we can only read one newspaper and watch one television channel at one point in time. However, [for Facebook], we can like many online newspaper pages on Facebook like China Press, GuangMing, Sin Chew [Daily], etc. We can get the information at our fingertips. On top of that, we can read different styles of news reporting. We can also

read other people's comments, having different perspectives on an issue.

Although Facebook is a popular social media used by many, there are some informants who prefer to use WhatsApp in getting the latest information.

M1.4: I don't use Facebook. All these years, thank God for WhatsApp. I have few groups in different platforms, basically groups from the same Christian faith. All the members are ladies of different age groups. Another one [is] the mixtures of men and ladies and pastors from different states.

M1.3: I also do not have Facebook. We have a lot of groups [in WhatsApp]. [WhatsApp] is very popular. Every morning [my WhatsApp] will be congested with our news in [the group] "Bo Kia Kopitiam". We call it "Bo Kia" means "not afraid of" and in the group, there are many Malaysian Chinese Muslims.

T1.6: I am working in office, a government servant. My friends can access to the Internet. So, they share whatever information through WhatsApp. Then, I will get information from them.

5.2 Reasons of Using Traditional Media (Research Objective 1)

Wilson et al. (2011) found that 94% of surveyed urban youths still relied on traditional media (newspapers/television/radio), and the newspaper is still the most favoured traditional medium to get news followed by television and then the radio. These findings are consistent with our study, which the researchers found that apart from Facebook, the majority of informants are still consuming traditional media for information seeking. Apparently, since the emergence of the Internet, the same question has been asked over and over again among media practitioners and academicians—"Will the World Wide Web, online media, or social media become a supplement or substitute for traditional news media?" (Althaus & Tewksbury, 2000; Salman et al., 2011; Waal, Schönbach, & Lauf, 2005; Nguyen & Western, 2006). Our result showed that traditional media will not be replaced, at least, at this point in time. This finding concurs with Salman et al. (2011). Most of the informants read newspapers, watch television news or listen to radio channels because it has been their daily routine activity. Some informants read newspapers because their family or company subscribe them, while some are very much concerned about the reliability and validity of news on social media, especially Facebook. Therefore, they verify the information they receive or read from Facebook with other sources of information such as the Internet, newspapers, radio and television channels in order to make sure its reliability.

Moderator A: Apart from using Facebook, do you read newspapers, watch television news or listen to radio channels?

K1.3: I will look for [information] on Facebook first. After that, I go to [visit] the newspaper's website because [the information on] Facebook is not reliable. Although I keep receiving information from Facebook, there is scarce of reliability. So, if I am interested in something, I will look for its official website.

J1.7: I listen to radio channel (988 FM) because most of the time I am driving. I read newspaper (Sin Chew Daily) as well because my company subscribes it.

B1.10: I do have Facebook and Twitter. Yet, I drive to school every morning and the traffic is backed up. So, during that time I will listen to radio or else I will watch TV news like "Evening Edition" on Astro AEC at night. However, often time I found most of the news have been covered.

B1.6: I read newspapers only for news like announcing the Federal Budget because [newspapers] have more detailed information.

B2.6: I do read newspaper because my family subscribes it.

T1.5: I watch television channel like TV9 and also channel from Indonesia because I subscribe it through Astro.

D1.7: I will listen to radio a bit first, then I will look for right information online.

D1.6: Because I am working. So, I will watch television (TV3) at night. I also buy and read newspaper like Berita Harian.

5.3 Public's Perceptions of the Traditional News Media (Research Objective 2)

Apart from knowing the reasons of using Facebook or online media from the informants, the authors were also interested in exploring the perceptions of Chinese voters towards traditional media – why some of them do not use traditional media like newspapers, television or/and radio. It is agreeable that the Malaysian media are closely tied to the Barisan Nasional regime, with ownership concentrated in party-linked holding companies. For instance, almost all mainstream Malay- and English-language newspapers and a number of television channels and magazines are owned by UMNO-linked conglomerate media prima and Utusan Melayu group (Weiss, 2012). This is why majority of informants of whom do not read newspapers, watch television news or/and listen to radio

channels deem that the media in Malaysia are being controlled by the government and the news portrayed on these media are not reliable. They revealed that the media in Malaysia are bias in favour of the current government. As such, most of the news have been covered and are controlled by the editors. This finding is in line with many researches done previously (Kavanaugh, 2016; Siebert, Peterson, & Schramm, 1963; Al-Kandari & Hasanen, 2012; Salman et al., 2011). Some informants even said that it is wasted their time and money to buy newspapers which are bias.

M1.3: In Malaysia, I notice that it is hard for us to obtain reliable news; that's a fact. They [newspapers] cannot speak. The government controls the media.

J1.1: The government has shares in media organisations such as MCA, The Star, Nanyang and others. They filter news related to opposition parties. We can see the difference. Nevertheless, sometimes we also have to consider the reliability of news on online media as well.

P1.2: I still remember that there was a time I could read whatever news that my friends posted [on social media] in the UK. Yet, if you read Malaysian local news, all are blocked and censored.

D1.4: I do not agree to read newspapers; I am serious. Newspapers belong to the government. You can see this clearly where newspapers always say good things about the government. It is unlike television news in Thailand and its newspapers, they are very open; their photos also different [as compared to media in Malaysia]. For instance, during the Bersih rally, Thailand's television channels reported everything, but all contents [related to Bersih] had been cut in Malaysian media.

5.4 Preference of Using Certain Media (i.e., Facebook) (Research Objective 3)

Through the focus group discussions, the majority of informants would rather prefer to use Facebook as one of the sources of information because it is a trend and popular among youngsters as well as ease of access. Although the people use their mobile data to access the Internet, Facebook or WhatsApp, they still consider that getting information from Facebook is free as they do not need to buy newspapers at the market.

Moderator A: In general, most of you rely on online media and some are still using traditional media like newspapers, radio and television. I wish to know why you choose online media over traditional media.

B2.6: It is more convenient.

B2.4: It has been a routine [activity].

B2.2: It is a trend; I just follow my friends' steps.

B2.10: Its reliability. Because same news on Facebook will be reported differently in traditional media.

M1.7: I do not have time [reading newspapers or using other media].

J1.3: I think there is first-hand information. Facebook will keep me updated of those first-hand information.

J1.8: [Facebook] is more brave in reporting [sensitive news] than traditional media.

K1.2: We can watch more videos [on Facebook] longer than television.

D1.5: It is more latest. If you compare Berita Harian, all its news are "yesterday news". It seems like we have already known the news and after that they publish. It is unlike the online media, which report instant news.

6. Conclusion

The emergence of the Internet has challenged the status quo. More people are having access to different media forms that are totally different from the media of decades ago. In this study, several important results merit further consideration and future research. Our study suggests that Chinese voters in Peninsular Malaysia use Facebook mainly as a source of information and traditional media as a secondary source of news. The reasons are because Facebook is faster and convenient for the people to seek for diverse information. This finding is consistent with When media industry people and academicians are worried about the future of traditional media which may be replaced by online media one day, our analysis shows that Chinese voters still use traditional media to verify the reliability and validity of news and information on Facebook or the Internet, a finding consistent with a study done by Salman and his colleagues (2011). Despite the Internet has become a major source of news and information in recent years, traditional media still remain as the main and important conduit of information for the members of public to reply on. The Internet is grappling with privacy issues, content accuracy, reliability and other concerns, and all these may pose another great challenge to online news in future (Salman et al., 2011). We conclude that traditional media use in Malaysia is still applicable, and online media will not replace the traditional media as a source of news, at least, not at this point in time. Moreover, our

analysis also shows that majority of Chinese voters who had participated in the FGDs revealed that the Malaysian government controls the local traditional media. Malaysia's newspapers and television news programmes heavily favour the ruling coalition, giving it more positive coverage over the opposition. Due to this reason, the advent of online media has given opportunities for the people to get more "balanced" news with regard to country's developmental issues.

Social media have no doubt become popular among young voters who are indeed the most important political leverage that determines the political landscape of the nation. A major application of the results of this study is that strategic and effective communication plan with the constituencies should be planned and implemented by using both media (i.e., traditional and social media). Current country issues should also be openly and honestly discussed on the media agenda in both traditional and social media so as to win the confidence of Chinese voters in preparation for the 14th Malaysian General Election. As with any study, our conclusions are only as good as the data from which they are drawn. The results of this study challenge the conventional research method used in other studies. Therefore, longitudinal or cross-sectional survey method can be used in the future studies in order to dwell into more information about the media behaviour and usage pattern of voters in Malaysia, thereafter generalising the results to the population in Malaysia.

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