

ISSN 1911-2017 (Print)
ISSN 1911-2025 (Online)

ASIAN SOCIAL SCIENCE

Vol. 14, No. 3 March 2018



CANADIAN CENTER OF SCIENCE AND EDUCATION

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Contents

Determinants of Violations in the SET50 Index Options Pricing Relationships: Put-Call-Futures Parity and Box Spread Tests	1
<i>Woradee Jongadsayakul</i>	
The Formation of Hemingway's Ecological Awareness	10
<i>Junjun Ji</i>	
White Champaka: The Pattern Design Dimension to the Applying of the Aromatherapy Seat Cushion	14
<i>Rosjana Chandhasa</i>	
The Role of Social Media in Developing Social Responsibility and Political Awareness of Jordanian Youth	25
<i>Amani G. Jarrar, Muwafaq Abu Hammud</i>	
The Interrelations among Self-efficacy, Happiness, Individual Values, and Attractiveness Promoting Behavior	37
<i>Vesarach Aumeboonsuke</i>	
Moral Values of Javanese Leader in Serat Wedhatama	49
<i>Sudrajat Sudrajat, Djoko Suryo, Dwi Siswoyo</i>	
Palestinian State through the Official and Unofficial Israeli Perspective	55
<i>Rami Saleh Abdelrazeq Musleh, Mahmoud Ismail, Dala Mahmoud</i>	
Research on the Public Cognitive Differences of Healthcare Functions of Silk Fabrics for Garment: Based on Research Data from Hangzhou, China	63
<i>Aijuan Cao, Qi Zhu, Yiling Zhang, Lanlan Yan</i>	
E-Service Quality and Perceived Value as Predictors of Customer Loyalty towards Online Supermarkets	71
<i>M. C. Minimol</i>	
The Relationship between Happiness and Economic Development in KSA: Study of Jazan Region	78
<i>Hanaa Abdelaty Hasan Esmail, Nedra Nouredeen Jomaa Shili</i>	
The Extent to Which Contracting Companies in Kuwait Comply with International Accounting Standards from the Point of View of the Internal Auditors	88
<i>Hussein Shabab Aldaihani, Mohammad H J Almarri, Nabi Alduwaila</i>	
Service Performance in Public, Conventional Private and Specialized Private Banks in Bangladesh	100
<i>Md Abu Saleh</i>	
Reviewer Acknowledgements for Asian Social Science, Vol. 14, No. 3	112
<i>Jenny Zhang</i>	

Determinants of Violations in the SET50 Index Options Pricing Relationships: Put-Call-Futures Parity and Box Spread Tests

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Received: November 16, 2017

Accepted: January 30, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p1

URL: <https://doi.org/10.5539/ass.v14n3p1>

Abstract

Although SET50 Index Options, the only option product on Thailand Futures Exchange, has been traded since October 29, 2007, it has faced the liquidity problem. The SET50 Index Options market must offer a risk premium to compensate investors for liquidity risk. It may cause violations in options pricing relationships. This research therefore uses daily data from October 29, 2007 to December 30, 2016 to compare the violations in SET50 Index Options pricing relationships before and after change in contract specification on October 29, 2012 and investigate determinants of these violations using Tobit model. Two tests of SET50 Index Options pricing relationships, Put-Call-Futures Parity and Box Spread, are employed. The test results of Put-Call-Futures Parity show that the percentage and baht amount of violations in many cases are greater in the period before the modification of SET50 Index Options. Without transaction costs, we also see more Box Spread violations before contract adjustment. However, after taking transaction costs into account, there are more percentage and baht amount of Box Spread violations in the later time period. The estimation of Tobit model shows that the violation sizes of both Put-Call-Futures Parity and Box Spread, excluding transaction costs, depend on the liquidity of SET50 Index Options market measured by option moneyness and open interest. The SET50 Index Options contract specification, especially exercise price, also significantly affects the size of violations, though the direction of a relationship is not cleared.

Keywords: box spreads, efficiency, index option, put-call-futures parity

1. Introduction

In recent years, Thailand Futures Exchange (TFEX), under the Stock Exchange of Thailand group, has continuously been developed its products and generated more liquidity to meet market demand. On October 29, 2012, in order to provide more investment choices for investors and boost market liquidity, TFEX launched the new versions of SET50 Index Options. The strike price interval has been widened from 10 points to 25 points. The number of series per day has been reduced significantly from 5 in-the-money, 1 at-the-money, and 5 out-of-the-money series (5:1:5) to 2:1:2 and the contract size of the SET50 Index options now matches that of the SET50 Index futures, allowing for easier strategic trading. However, Jongadsayakul (2015) shows that its adjustment has a negative impact on option liquidity in terms of both trading volume and trading value due to a decrease in investment choices as a reduction in the number of strike prices and a loss of long-term investors as a removal of the two farthest quarterly months. Although total trading volume of SET50 Index options in 2016 increased 39.62% from the previous year to 428,810 contracts, it accounted for 0.62% of the total trading volume in TFEX. To compensate investors for liquidity risk, the SET50 Index Options market must offer a risk premium. It may cause violations in SET50 Index Options pricing relationships.

Some earlier studies (Lertburapa, 2015; Jongadsayakul, 2016; Jongadsayakul, 2017a; Jongadsayakul, 2017b) report many violations of the arbitrage conditions as applied to the SET50 index call and put options. However, the frequency of violations diminishes considerably after accounting for various market frictions (bid-ask spread, exchange fees, and brokerage commissions). Taking transaction costs into account, Lertburapa (2015) reports a number of riskless arbitrage opportunities under violation of Put-Call-Futures parity reduce significantly to 1 percent. Using bid-ask prices rather than closing prices, Jongadsayakul (2016) shows that the Box Spread arbitrage opportunities is less than 1%, and none of them is persisted on the following trading day. Using the conditions of Call & Put Spreads and Call & Put Butterfly Spreads, the arbitrageurs can earn riskless profit with SET50 Index Put Options trading only (Jongadsayakul, 2017a; Jongadsayakul, 2017b). This paper focuses on the

validity of two theoretical conditions on arbitrage-free pricing of options, Put-Call-Futures Parity and Box Spread. The test of Put-Call-Futures Parity provides evidence on the cross-market efficiency of the SET50 Index Futures and Options while the Box Spread test examines the relative pricing of index call and put options. However, the study extends earlier research by comparing the violations in the SET50 Index Options pricing relationships before and after the SET50 Index Options contract adjustment on October 29, 2012. We also examine whether features of the option, including liquidity, can explain deviations from pricing relations by employing Tobit model. The deviations from arbitrage relationships may reflect a liquidity risk premium as discussed in previous studies (e.g., Kamara & Miller, 1995; Ackert & Tian, 2001; Misra & Misra, 2005; Vipul, 2006; Dixit, Yadav, & Jain, 2011; Mohanti & Priyan, 2013). Kamara and Miller (1995) use the dollar violation of arbitrage condition based on Put-Call Parity to determine the impact of liquidity on S&P 500 Index Options pricing relationships. They show that variations in the deviations from Put-Call Parity are systematically related to proxies for liquidity risk in the stock and option markets. Consistent with the research by Kamara and Miller (1995), Ackert and Tian (2001) show that liquidity is clearly an important determinant of the size of violations in S&P 500 Index Options pricing relationship. The violations are larger when liquidity is low as proxied by option moneyness, volume, and open interest. The studies by Misra and Misra (2005), Vipul (2006), Dixit et al. (2011), and Mohanti and Priyan (2013) analyze the mispricing of Nifty index options. Misra and Misra (2005) indicate that the violations of Put-Call Parity are more in case of deeply in the money or deeply out of the money options and for longer time to maturity. Vipul (2006), on the other hand, conducts Box Spread test and finds that the mispricing in Box Spread is higher for the option contracts with higher liquidity risk captured by the moneyness and the volatility of Nifty. The tests of lower boundary conditions of both call and put options are employed by Dixit et al. (2011) and Mohanti and Priyan (2013). The results reveal that violations are related with the liquidity of the options contract.

The remaining paper is organized as follows. The structures of Put-Call-Futures Parity and Box Spread are detailed in the second section. The sources of data and the methods adopted for identifying the mispricing in option contracts and the determinants of these violations are described in the third section. The findings are reported in the fourth section, and the last section concludes the paper.

2. Structures of Put-Call-Futures Parity and Box Spread

There are several theoretical conditions on arbitrage-free pricing of options. This paper focuses on Put-Call-Futures Parity and Box Spread, which consist of both call and put options in the pricing relationships. Put-Call-Futures Parity condition concerns arbitrage across the futures and the options markets while Box Spread condition enforces pricing efficiency across call and put options. Options on the SET50 index are European, and the discussion below applies to European options only.

2.1 Put-Call-Futures Parity

Define P and C as the prices of a European put-call pair with exercise price K and time to maturity t , S and F as the spot and futures prices of underlying asset, and r as risk-free rate of interest. The Put-Call-Futures parity equation is as follows (Tucker, 1991):

$$|P - C| = |K - F| \exp(-rt) \quad (1)$$

Because options can be combined to create synthetic futures contracts, arbitrage process should ensure that the payoffs obtained from actual and synthetic futures strategies are identical. A long (short) synthetic futures requires buying a call (put) and writing a corresponding put (call). For a hedged portfolio consisting of a long futures contract and a short synthetic futures contract, its payoff at expiration (T) equals $K - F$ regardless of the value of S at expiration. The current value of this hedged portfolio must be the present value of $K - F$, where the discount rate is the riskless rate of interest. So we have $P - C = (K - F) \exp(-rt)$, which conforms to Equation (1). On the other hand, a combination of a short futures contract and a long synthetic futures contract has a payoff of $F - K$ for all possible values of the underlying asset price at the option's expiration. Its current value must be the present value of $F - K$, where the discount rate is the riskless rate of interest. So we have $C - P = (F - K) \exp(-rt)$, which also follows Equation (1).

If the Put-Call-Futures parity in Equation (1) is violated, one can make risk-free arbitrage profit by pursuing a long/short strategy.

2.1.1 Long Strategy: $C - P - (F - K) \exp(-rt) > 0$

An arbitrageur can earn riskless profit by employing the long strategy, consisting of a long futures contract, a short synthetic futures contract, and borrowing the amount of $(K - F) \exp(-rt)$ when $F < K$ or investing the amount of $(F - K) \exp(-rt)$ when $F > K$. The long strategy generates total cash flow of $C - P - (F - K) \exp(-rt)$,

which is positive, at the beginning and zero payoff at expiration.

Table 1. Cash flows of the long strategy

Actions	Initial cash flows	Cash flows at expiration	
		$S_T \leq K$	$K < S_T$
Write call with K	C	–	$-(S_T - K)$
Long put with K	– P	$K - S_T$	–
Long futures	0	$S_T - F$	$S_T - F$
Investing/Borrowing	$-(F - K)\exp(-rt)$	$F - K$	$F - K$
Total	$C - P - (F - K)\exp(-rt)$	0	0

2.1.2 Short Strategy: $P - C - (K - F)\exp(-rt) > 0$

An arbitrageur can earn riskless profit by employing the short strategy, consisting of a short futures contract, a long synthetic futures contract, and investing the amount of $(K - F)\exp(-rt)$ when $F < K$ or borrowing the amount of $(F - K)\exp(-rt)$ when $F > K$. The short strategy offers total cash flow of $P - C - (K - F)\exp(-rt)$, which is positive, at the beginning and zero payoff at expiration.

Table 2. Cash flows of the short strategy

Actions	Initial cash flows	Cash flows at expiration	
		$S_T \leq K$	$K < S_T$
Long call with K	– C	–	$S_T - K$
Write put with K	P	$-(K - S_T)$	–
Short futures	0	$F - S_T$	$F - S_T$
Investing/Borrowing	$-(K - F)\exp(-rt)$	$K - F$	$K - F$
Total	$P - C - (K - F)\exp(-rt)$	0	0

2.2 Box Spread

The Box Spread involves two pairs of puts and calls with different strike prices but the same underlying asset and the same expiration date. Define (C_L, P_L) as the prices of a pair of call and put with a lower exercise price (K_L) and (C_H, P_H) as the prices of the other with a higher exercise price (K_H) . The Box Spread relation is just a simple algebraic combination of the put-call parity relationship for each option and can be expressed as follows:

$$C_L - C_H + P_H - P_L = (K_H - K_L)\exp(-rt) \tag{2}$$

For a hedged portfolio consisting of a bull call spread, purchasing a call with exercise price K_L and simultaneously selling a call with exercise price K_H , and a bear put spread, selling a put with exercise price K_L and simultaneously purchasing a put with exercise price K_H , its payoff at expiration (T) equal $K_H - K_L$ regardless of the value of S_T . The current value of this hedged portfolio must be the present value of $K_H - K_L$, where the discount rate is the riskless rate of interest. So we have $C_L - C_H + P_H - P_L = (K_H - K_L)\exp(-rt)$ as shown in Equation (2). On the other hand, a combination of a bear call spread, selling a call with exercise price K_L and simultaneously purchasing a call with exercise price K_H , and a bull put spread, purchasing a put with exercise price K_L and simultaneously selling a put with exercise price K_H , has a payoff equal $K_L - K_H$ for all possible values of the underlying asset price at the option's expiration. Its current value must be the present value of $(K_L - K_H)$, where the discount rate is the riskless rate of interest. We have $C_H - C_L + P_L - P_H = (K_L - K_H)\exp(-rt)$, which also follows Equation (2).

If the Box Spread relation in Equation (2) is violated, one can make risk-free arbitrage profit by pursuing a long/short box spread strategy.

2.2.1 Long Box Spread: $C_H - C_L + P_L - P_H + (K_H - K_L)\exp(-rt) > 0$

An arbitrageur can earn riskless profit by employing the long box spread strategy, consisting of a bull call spread, a bear put spread, and borrowing the amount of $(K_H - K_L)\exp(-rt)$. The long box spread strategy generates positive initial cash flow, which equals $(C_H - C_L) + (P_L - P_H) + (K_H - K_L)\exp(-rt)$, and zero payoff at expiration.

Table 3. Cash flows of the long box spread strategy

Actions	Initial cash flows	Cash flows at expiration		
		$S_T \leq K_L < K_H$	$K_L < S_T \leq K_H$	$K_L < K_H < S_T$
Long call with K_L	$-C_L$	–	$S_T - K_L$	$S_T - K_L$
Write call with K_H	C_H	–	–	$-(S_T - K_H)$
Write put with K_L	P_L	$-(K_L - S_T)$	–	–
Long put with K_H	$-P_H$	$K_H - S_T$	$K_H - S_T$	–
Borrowing	$(K_H - K_L)\exp(-rt)$	$-(K_H - K_L)$	$-(K_H - K_L)$	$-(K_H - K_L)$
Total	$(C_H - C_L) + (P_L - P_H) + (K_H - K_L)\exp(-rt)$	0	0	0

Case 4: $C_L - C_H + P_H - P_L - (K_H - K_L)\exp(-rt) > 0$

An arbitrageur can earn riskless profit by employing the short box spread strategy, consisting of a bear call spread, a bull put spread, and investing the amount of $(K_H - K_L)\exp(-rt)$. The short box spread strategy generates positive initial cash flow, which equals $(C_L - C_H) + (P_H - P_L) - (K_H - K_L)\exp(-rt)$, and zero payoff at expiration.

Table 4. Cash flows of the short box spread strategy

Actions	Initial cash flows	Cash flows at expiration		
		$S_T \leq K_L < K_H$	$K_L < S_T \leq K_H$	$K_L < K_H < S_T$
Write call with K_L	C_L	–	$-(S_T - K_L)$	$-(S_T - K_L)$
Long call with K_H	$-C_H$	–	–	$S_T - K_H$
Long put with K_L	$-P_L$	$K_L - S_T$	–	–
Write put with K_H	P_H	$-(K_H - S_T)$	$-(K_H - S_T)$	–
Investing	$-(K_H - K_L)\exp(-rt)$	$K_H - K_L$	$K_H - K_L$	$K_H - K_L$
Total	$(C_L - C_H) + (P_H - P_L) - (K_H - K_L)\exp(-rt)$	0	0	0

3. Data and Methodology

Using daily data from October 29, 2007 to December 30, 2016, the empirical investigation compares the violations in SET50 Index Options pricing relationships before and after change in contract specification on October 29, 2012. The analysis also includes determinants of these violations by employing Tobit model. The SET50 Index Options data set consists of closing prices (CL), bid prices (B), ask prices (A), exercise prices (K), time to maturity (t), volume, open interest, and moneyness. The SET50 Index Futures prices, including closing prices, bid prices, and ask prices, are used in testing Put-Call-Futures Parity. The riskless rate of interest (r) is proxied by Krung Thai’s interest rate, minimum retail rate and savings interest rate for borrowing and investing, respectively. The violation tests of Put-Call-Futures Parity and Box Spread are examined under two scenarios. The closing prices of SET50 Index Options and Futures are used under Scenario 1 without transaction costs and are replaced by the bid-ask prices under Scenario 2 with transaction costs. Table 5 presents conditions for violations of two arbitrage pricing relationships, Put-Call-Futures Parity and Box Spread, under Scenario 1 and 2. If inequality conditions hold, the appropriate strategies generate positive initial cash flows or arbitrage profits, which equal the left side of inequalities. The inequality conditions are multiplied by the contract multiplier to convert the index point into the Baht value. The contract multipliers of the SET50 index options are 200 Baht per index point. However, Put-Call-Futures Parity explains the relationship between the prices of calls, puts, and futures on the same underlying asset and same expiration. Prior to the modification of SET50 futures contract size, the contract multiplier of SET50 Index Futures was 1,000 Baht per index point. This means five pairs of call and put options are required to construct a synthetic futures on the same underlying asset. The contract size of SET50 Index Futures was changed from 1,000 Baht per index point to 200 Baht per index point from May 6, 2014 onward. Five pairs of call and put options are now related with five synthetic futures. Therefore, Put-Call-Futures Parity conditions must be multiplied by 1,000 to express in terms of Baht instead of index point. For Box Spread with two pairs of SET50 Index call and put options, we need to multiply conditions by the contract multiplier of 200 Baht per index point to convert the index point into the Baht value.

Table 5. Conditions for arbitrage opportunities

Strategy	Scenario 1	Scenario 2
	(exclude transaction costs)	(include transaction costs)
Long Strategy	$[C^{CL} - P^{CL} - (F^{CL} - K)\exp(-rt)] \times 1,000 > 0$	$[C^B - P^A - (F^A - K)\exp(-rt)] \times 1,000 > 0$
Short Strategy	$[P^{CL} - C^{CL} + (F^{CL} - K)\exp(-rt)] \times 1,000 > 0$	$[P^B - C^A + (F^B - K)\exp(-rt)] \times 1,000 > 0$
Long Box Spread Strategy	$[(C_H^{CL} - C_L^{CL}) + (P_L^{CL} - P_H^{CL}) + (K_H - K_L)\exp(-rt)] \times 200 > 0$	$[(C_H^B - C_L^A) + (P_L^B - P_H^A) + (K_H - K_L)\exp(-rt)] \times 200 > 0$
Short Box Spread Strategy	$[(C_L^{CL} - C_H^{CL}) + (P_H^{CL} - P_L^{CL}) - (K_H - K_L)\exp(-rt)] \times 200 > 0$	$[(C_L^B - C_H^A) + (P_H^B - P_L^A) - (K_H - K_L)\exp(-rt)] \times 200 > 0$

If the violations are detected, we compare the frequency and size of violations in SET50 Index Options pricing relationships before and after change in contract specification on October 29, 2012. Moreover, to investigate the determinants of arbitrage condition violations, the paper uses Tobit model, developed by Tobin (1958), since when a pricing relationship holds, the dependent variable is censored or unobservable. The dependent variable in each regression is measured by the size of violations generated from the appropriate strategy (Long, Short, Long Box Spread, and Short Box Spread strategies), which equals to the left side of inequalities in the second column of Table 5, when ignoring transaction costs. The independent variables consist of two groups, the liquidity and the contract specification of the SET50 Index options, listed in Table 6.

Table 6. List of independent variables

Independent Variables	Put-Call-Futures Parity		Box Spread	
	Long Strategy	Short Strategy	Long Box Spread Strategy	Short Box Spread Strategy
Liquidity:				
- Moneyness (M)	$(S - K /S) \times 100$		$(S - K_L /S) + (S - K_H /S) \times 100/2$	
- Volume (V)	Sum of daily volume of SET50 Call and Put Options with same exercise price K		Sum of daily volume of SET50 Call and Put Options with exercise prices K_L and K_H	
- Open interest (O)	Sum of open interest of SET50 Call and Put Options with same exercise price K		Sum of open interest of SET50 Call and Put Options with exercise prices K_L and K_H	
Contract Specification:				
- Time to maturity (T)	time between when violation in SET50 Index Options pricing relationship is detected and when the contracts involved in SET50 Index Options pricing relationship mature			
- Exercise price (E)	K		$(K_L + K_H)/2$	
- Difference in exercise prices (DE)	-		$K_H - K_L$	
- Contract adjustment dummy (D)	D = 0 if violation in SET50 Index Options pricing relationship is met before change in contract specification on October 29, 2012 D = 1 if violation in SET50 Index Options pricing relationship is met after change in contract specification on October 29, 2012			

From Table 6, we expect greater violations in SET50 Index Options pricing relationships when liquidity risk in options trading is high. This usually occurs when options are far from the money. The first independent variable, Moneyness (M), therefore, measures how far an option is from the money by comparing the closing price of SET50 Index to exercise price. The other two independent variables, Volume (V) and Open interest (O), are also measures of option liquidity. The higher the daily volume, the more liquid the option contract becomes as compared to options with a lower daily volume. Moreover, the higher the open interest, the more liquid the option contract is thought to be. For option contract specification, there are 3 independent variables, Time to maturity (T), Exercise price (E), and Contract adjustment dummy (D), included in the Tobit regression. In case of Box Spread, one more independent variable, Difference in exercise prices (DE), is added since Box Spread

involves options with two different exercise prices, K_L and K_H . We hypothesize that option contract specification statistically affects the size of SET50 Index Options pricing violations

4. Empirical Results

In this section, we discuss the empirical results regarding the violation tests of Put-Call-Futures Parity and Box Spread and determinants of the size of violations in these option pricing relationships from October 29, 2007 to December 30, 2016.

Table 7 summarizes the test results of the Put-Call-Futures Parity and Box Spread under different hypothesis about transaction costs. Scenario 1 and 2 represent the tests conducted using, respectively, closing prices and the bid and ask prices. It can be noted that the inclusion of the bid–ask spread has reduced the frequency and size of violations. For the Put-Call-Futures Parity, the frequency of violations is approximately 4 – 7 percent. Consistent with the results reported by Jongadsayakul (2016), the box spread arbitrage opportunities drop to less than 1%.

Table 7. Violation tests of Put-Call-Futures Parity and Box Spread

Violations	Scenario 1 (exclude transaction costs)		Scenario 2 (include transaction costs)	
	Before	After	Before	After
Panel A: Long Strategy				
Number of observations	6 864	5 039	6 864	5 039
Number of violations	3 382	2 290	448	195
Percentages of violations	49.27	45.45	6.53	3.87
Size of violations (Baht)	2 517.62	2 335.19	926.46	753.11
Panel B: Short Strategy				
Number of observations	6 864	5 039	6 864	5 039
Number of violations	3 323	2 506	374	230
Percentages of violations	48.41	49.73	5.45	4.56
Size of violations (Baht)	2 530.46	2 473.02	803.72	650.33
Panel C: Long Box Spread Strategy				
Number of observations	19 463	9 522	19 463	9 522
Number of violations	9 576	4 637	17	33
Percentages of violations	49.20	48.70	0.09	0.35
Size of violations (Baht)	569.01	664.63	61.63	168.93
Panel D: Short Box Spread Strategy				
Number of observations	19 463	9 522	19 463	9 522
Number of violations	9 370	4 200	14	22
Percentages of violations	48.14	44.11	0.07	0.23
Size of violations (Baht)	608.57	593.82	111.20	293.12

Panels A and B of Table 7 contain the test results of Put-Call-Futures Parity violations. Many more violations of Put-Call-Futures Parity are observed before change in contract specification, as compared to the frequency violations after change in contract specification, except the case of short strategy without transaction costs. The baht amount of violations of Put-Call-Futures Parity in every case is also greater in the period before change in contract specification. When the Put-Call-Futures parity does not hold, the use of long strategy is more (less) common than the use of short strategy in the period before (after) contract modification. In addition, the frequency and size of Box Spread violations are reported in Panels C and D of Table 7. When there are no transaction costs, we see fewer Box Spread violations after contract adjustment. However, after taking transaction costs into account, there are more percentage and baht amount of Box Spread violations in the period after contract adjustment. When Box Spread condition is violated, long box spread strategy is used more common than short box spread strategy for both periods, before and after contract modification. Taking together, the results in Table 7 suggest that the impact of contract adjustment on violations in SET50 Index Options

pricing relationships is mixed.

Next, Tobit regression analysis is conducted to examine the determinants of the size of violations in SET50 Index Options pricing relationships. Table 8 reports the estimation of the regression coefficient with Z statistic in parenthesis. At the bottom of Table 8 reports a p-value for testing the null hypothesis that the set of coefficients is simultaneously zero. In every regression, the p-value is zero, and we can reject the null hypothesis, which means our model provides a better fit than the intercept-only model. Liquidity, as measured by option moneyness or open interest, is clearly an important determinant of the size of violations in SET50 Index Option pricing relationships. As expected, the size of violations is larger when liquidity is low. Greater deviations from arbitrage pricing relationships are observed when options are farther from the money or open interest is low. Except the case of short box spread, volume does not significantly affect the size of violations. In addition, the second group of independent variables involves the contract specification of SET50 Index Options. Time to maturity has an impact only on the size of Box Spread violations, though the signs are mixed. Exercise price is also one of the important determinants. We use exercise price of a put-call pair in the Put-Call-Futures Parity relationship but include both the average exercise price and the difference in exercise prices for the Box Spread relationship. The sign of the estimated coefficient of exercise price is negative when employing long strategy and long box spread strategy, whereas its sign is positive when employing short strategy and short box spread strategy. Difference in exercise prices positively affects only the size of long box spread violation. The results also suggest that the option contract adjustment increases the size of violations only when employing long strategy and long box spread strategy.

Table 8. Tobit regression analysis of the determinants of the size of violations in Put-Call-Futures Parity and Box Spread relationships

Variables	Put-Call-Futures Parity		Box Spread	
	Long	Short	Long Box Spread	Short Box Spread
Constant	500.3380)2.2401 (**	-1640.3150)-6.7107 (***)	112.9259)2.8581 (***)	-461.6956)-11.4820 (***)
M	69.3603)6.1730 (***)	117.0291)9.7225 (***)	12.4436)4.8692 (***)	36.4211)14.6074 (***)
V	-0.0977)-0.2837 (-0.4656)-1.2452 (-0.0376)-1.0224 (0.2279)6.1752 (**)
O	-0.4678)-7.4060 (***)	-0.1536)-2.3050 (**)	-0.0496)-7.8291 (***)	-0.0363)-5.5747 (***)
T	0.9475)0.6959 (-0.6187)-0.4245 (-2.8293)-11.1791 (***)	1.3095)5.1355 (**)
E	-1.5639)-5.0953 (***)	1.2950)3.9012 (***)	-0.2243)-4.3318 (***)	0.2239)4.2794 (**)
DE	n/a n/a	n/a n/a	1.1030 (4.4301) (***)	0.3485 (1.3991)
D	555.5963 (3.8822) (***)	-178.5749 (-1.1744)	201.9636 (8.5394) (***)	-151.2147 (-6.2908) (***)
Number of observations	11 903	11 903	28 985	28 985
p-value	0.0000	0.0000	0.0000	0.0000

5. Conclusion

This paper compares the violations of some well-known arbitrage pricing relationships, Put-Call-Futures Parity and Box Spread, before and after the adjustment of SET50 Index Options contract on October 29, 2012 and examines the determinants of the size of violations in SET50 Index Options pricing relationships. Using daily data from October 29, 2007 to December 30, 2016, we conduct violation tests under 2 scenarios. The closing

prices are used in scenario 1 when ignoring transaction costs. The closing prices are replaced by the bid and ask prices in Scenario 2 when considering transaction costs. The results show that the possibility to realize an arbitrage profit from the violations becomes irrelevant in Scenario 2. With respect to the Put-Call-Futures Parity, the frequency and the size of violations in many cases are observed more in the period before contract adjustment. Moreover, many more violations of the Box Spread condition are detected before (after) the modification of SET50 Index Options when excluding (including) transaction costs. However, the baht amount of the Box Spread violations in many cases is greater in the period after change in contract specification. For the estimation of Tobit model, the violation sizes of both Put-Call-Futures Parity and Box Spread, excluding transaction costs, depend on the liquidity of SET50 Index Options market measured by option moneyness and open interest. In the case of either options being farther from the money or open interest being low, the size of violations is larger to reflect a premium for liquidity risk. The amount of arbitrage profits also depend on exercise price and option contract adjustment, though the signs of estimated coefficients are mixed. Time to maturity significantly has an impact only on violations of Box Spread. Therefore, investors, who want to earn profits from the violations of SET50 Index Options pricing relationships, can make investment decisions efficiently by taking into account not only the liquidity of SET50 Options market but also some specifications of SET50 Options contract, especially exercise price.

Acknowledgments

The author acknowledges financial support from Department of Economics, Kasetsart University

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The Formation of Hemingway's Ecological Awareness

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Received: November 20, 2017 Accepted: December 19, 2017 Online Published: February 26, 2018

doi:10.5539/ass.v14n3p10

URL: <https://doi.org/10.5539/ass.v14n3p10>

Abstract

Hemingway, who has done a lot to shape twentieth-century American literature, remains an interesting writer because it is possible to read him in many ways. With the rise of American nature writing, the natural world in Hemingway's fiction has recently caught critical attention. This paper is going to explore the origin of his nature complex and ecological awareness from three aspects, that is, his life experience in nature, his reading experience and the influence of the painter Cezanne.

Keywords: Hemingway, nature, ecological awareness

1. Introduction

As Fleming points out in the introduction to *Hemingway and the Natural World*, "Few authors in history have been so closely identified with the natural world as Earnest Hemingway". Hemingway's sensitive to nature is apparent both in his life and in his writing. Being regarded as a man who puts a high value on sanitize or 'tonic' wildness, Hemingway admires wilderness for its own qualities and he often portrays the wilderness as a nurturing parent, knowing what is good for us. Wilderness bears something that is right, and something that we are missing. For him, nature is the spiritual healer. As told throughout Baker's biography, when Hemingway finished a book, he immediately escaped to the West or the Florida Keys, where he could recuperate. An obvious example from Hemingway's fiction is his short story "Big Two-Hearted River," when the war-torn Nick Adams finally finds at least some mental peace away from all humanity and in the presence of nature. In the heart of Hemingway, there is everlasting gratitude for the fishing and shooting. Hemingway shows us through the passion and physicality of his life that the marrow of life is to be found and lived outside.

As a lover of natural world, Hemingway was a deeply spiritual man in his attachments to place. A few months before he died, Hemingway told an interviewer, "to know and love nature is a simpler and higher thing than to know the geology of the rocks and the chemistry of trees" (Williams 14). Throughout his life, the memories of wild nature, the knowledge of wild nature, and his need for wild nature never left him, that was his gulf stream, in his blood, in the land and finally on the page. As demonstrated in *For Whom the Bell Tolls*, "It's very healthy in the open air" (11). Even when it snows heavily, Robert Jordan would like to sleep outside (173).

Hemingway's early experience in the natural surroundings and his later adventures and explorative life as a hunter and a fisherman in nature greatly affected his outlook about nature. With his travels in Europe, Africa, the Caribbean and the American west, Hemingway's concept of nature was expanded, so was his concept of how mankind related to nature expanded. In this article, I am going to probe into Hemingway's natural world to track down the formation of his ecological awareness.

The following part of this paper will explore the origin of Hemingway's nature complex and ecological awareness from three aspects, that is, his life experience in nature, his reading experience and the influence of the painter Cezanne.

2. The Formation of Hemingway's Ecological Awareness

2.1 Hemingway's Life Experience in Nature

Hemingway was born in July, 21, 1899. seven weeks later, he started his first journey to American wilderness. From then on, he had been pursuing the outdoor activities all his life. His father, Clarence Edmonds Hemingway, was interested in, apart from medicine, outdoor activities. he was a skilled hunter and fisherman. he loved food and the preparation of it and was equally at home in the woods and in the kitchen. in rare moments of response he dreamed of escaping to the wilds of Nevada or becoming a missionary in Guam (Kert 25-26). This passion for nature was passed on to Hemingway, his first-born son. Early in his childhood, Hemingway was introduced by

his father into appreciation of nature. As a small child, he was taken every summer from his home in Oak Park to his parents' northern Michigan vacation property. There in the woods in prairies of northern Illinois, Hemingway would pursue the outdoor activities. From his youth he was taught how to camp, hunt, and fish, and he grew up with a persistent need to be in the wilds. In the unpublished chapter of *Death in the Afternoon*, Hemingway documents and laments over the lost of the real "heart" —the forest in northern Michigan (William 10-11). He was mentored by his paternal grandmother Adelaide and his father, who gave young Ernest an "ethic of place", not only a love of hunting but a reverence and respect for the hunted. It is a well-known story that Hemingway was lectured "on the needless destruction of harmless animals" when he and a friend killed a porcupine that had tangled with a neighbor's dog. According to Carlos Baker, "Having shot it...they were now obliged" to cook and eat the porcupine" (16). The lesson was obviously internalized as Hemingway later instructed his own young son Jack, "Never waste fish, Schatz, it's criminal to kill anything you aren't going to eat" (Jack 18). This respect for the proper use of nature is present in Hemingway's earliest writings. As he wrote to Bruce Bliven, "My father, my grandfather, and my great-grandfather were all hunters and fisherman and it is impossible for people who do not care to hunt or to fish to realize how those who do feel about it I have tried to be very honest about those feelings and to make good pictures of those things but people care very little for the truth" (qtd. in Murphy, 171)

As a result, Hemingway's writing and correspondence reveal a man who was thoughtful about the animals he killed, a man who hunted and fished for a prey he loved and respected.

From his fiction to nonfiction, and even in his personal correspondence, Hemingway is concerned with the preservation of the natural world. In a 1936 letter to Maxwell Perkins, Hemingway wrote from the Nordquist Ranch in Wyoming that on a recent hunt for "Crizzles," he got two. "They were beautiful to meet in the timber that way...I could have killed the three I think but they were so damned handsome I was sorry I killed more than one but at the time did not have much time to decide" (Selected Letters 454). Mary Hemingway, in an interview with Dennis Brain, supports this view that the encounter is more important than killing numerous animals. "A great deal of the hunting was the pleasure of walking through African bush or Idaho sagebrush...It was certainly not killing that engaged him...we passed up a great many animals who were just too sweet to shoot" (Brian 291). There is a respect for animals in Hemingway, an admiration, and a sensitivity toward their suffering. In *For Whom the Bell Tolls*, Hemingway declares that the bear is man's brother (40). In "The Short Happy Life of Francis Maccomb", Hemingway even employs the lion's point of view. As a hunter, Maccomb is faulted because he doesn't stop to consider what the lion is thinking. Littleless, in "The Last Good Country," feels sorry for the birds her brother has just shot because "They were enjoying the morning just like we were"(40).

The above facts demonstrate that, in spite of Hemingway's well-publicized enthusiasm for the challenge of the hunt, Hemingway clearly understand the relationship which allows a man to hunt and fish for a prey he loves, a relationship that eventually leads him to give his best efforts toward preserving intact the natural habits those species that need to survive. This sensitivity towards nature began with high school apprentice pieces set in the north woods. Short stories such as "Sepi Jingan" and "Judgement of Manitou," both of which appeared in his high school literary magazine *Tabula*, show the dual influence of his personal exposure to the forests and Native Americans of northern Michigan and of the works of Stewart Edward White and Owen Wiser. After his moves to France in 1921, he didn't become urbanized as expected. Instead, he continued to pursue the outdoor life, which was attested by articles on tuna fishing in Spain, trout fishing in Switzerland, hiking in Germany, skiing in Switzerland, and game shooting across the continent. Currently, hunting and fishing are regarded by some of as barbaric sports, and self-styled animal rights activist and friends of animals see these activities as diametrically opposed to the welfare of the fish and game on which they depend. But it is not the same with Hemingway.

For Hemingway, the desire to hunt is paradoxically compatible with love of wildlife. Hunting is a highly satisfying occupation for many persons because it calls into play a multiplicity of physical and mental attributes that appear to be woven in the human fabric" (Williams 8), which is demonstrated in his semi autobiographical character Nick Adams who is careful to release an unwanted trout he has caught only after wetting his hand to avoid disturbing the protective coating of the fish.

As Hemingway's world was enlarged by his travels in Europe, Africa, the Caribbean, and the American West, his concept of nature expanded to include sights, experiences, and activities. as his concept of the world changed, so did his concept of nature. The African animals had been part of his imaginative experience now become reality. New experiences, such as the corridors of Spain, expanded his concept of how mankind related to nature. Hemingway knew love and he knew it most deeply in his relationship to landscape. Just as Alfred Kazin points out in *On Native Grounds*, "No nature writer in all American literature save Thoreau has had Hemingway's sensitiveness to color, to climate, to the knowledge of physical energy under the heat or cold, that knowledge of the body thinking and moving through a landscape that Edmund Wilson, in another connection, has called

Hemingway's 'barometric accuracy.' That accuracy was the joy of the huntsman and the artist" (Williams, 11)

Hemingway once writes: "Can no branch of natural History be studied without increasing that faith, love and hope, which we also, every one of us, need in our own journey through the wilderness of life" (Ibid), by which he reminds us not that we are conquerors of nature, but rather that we can be lovers, that the primordial forest does still exist and can offer us sustenance and safety.

2.2 Hemingway's Reading Experience

As the son of educated parents, young Hemingway did not confine himself to physical observation of the natural world but also approached nature through books. He owned a large number of natural history and travel books, including Teddy Roosevelt's 1902 *The Deer Family* and his 1910 *African Game Trails* (Reynolds, 177). During Ernest's formative years, he was greatly influenced by the articles and books of Theodore Roosevelt, who was the hero of the generation before World War I and of Hemingway's childhood and had also been taken up by the adventures of natural history from an early age (Reynolds, Young 25-26)

Beside Theodore Roosevelt's work, Hemingway also read many other travel books, ranging from copies of the *American Rifleman* and *Field and Stream* to Colonel Townsend Wheelman's *Wilderness Hunting and Wildcraft*, from Harold Elmer Anthony's *Field Book of North American Mammals* and Roger Tory Peterson's *Field Guide to the Birds* to Loris Roule's *Fishes, Their Journeys and Migrations*.

Upon moving to Key West, Florida, Hemingway became a noted big game fisherman. Once again, books supplemented his direct observation of nature. As Fleming records, he read Zane Grey, first to learn from him and later to compete with him. When Hemingway moved his book to Cuba in 1940, his luggage included three fishing books by the western writer.

As Terry Tempest Williams addressed at the seventh International Hemingway Conference, "I was not surprised to find a complete set of field guides on the shelves of Hemingway's home in Ketchum Peterson's field guides to butterflies, birds, mammals, reptiles, insects, ferns, wildflowers, trees, rocks and minerals, stars and planets" (Williams 12). With all those books at home, no wonder that Hemingway learned over 250 genus and species, the Latin names of the plants and animals of the Upper Peninsula in Michigan and the Midwestern United States.

"A real writer is studying everything all the time," Hemingway writes. No doubt this kind of bedrock knowledge contributed to his specificity, his insistence on accurate as well as impressionistic representation of landscape. If, as Gertrude Stein said, "Hemingway looked like a modern and smelled of museums" (216), he was also a hunter and fisherman, who smelled of libraries. The extensive reading results in the natural aura and influence of wildlands coursed through Hemingway's veins.

What's more, according to Reynold, Hemingway had borrowed Ambrose Vollard's standard biography of Cezanne to learn his ideas about art, and most important of all, the way to "do" landscape, which is going to be expanded in the following part.

2.3 Paul Cezanne's Influence

Hemingway's love of art is well-known, especially his preference for Cezanne. In the article "Formal Analogies in the Texts and Paintings of Ernest Hemingway and Paul Cezanne", Thomas Hermann points out that "Hemingway claims to have learnt how to "do" landscapes from Cezanne...and the authors of several studies have so far acknowledged that similar impressions are evoked when reading a Hemingway text as when contemplating a picture by Cezanne." (Herman 29). It is true. As Terry Tempest Williams points out, "Hemingway studies Cezanne" (11). Between 1922 and 1924 he saw at least some 40 to 50 Cezanne in Paris. Several passages from fictional texts as well as from letters or interviews display the fascination Hemingway had for Cezanne's paintings, especially his landscapes. For example, in his letter to Gertrude Stein, he wrote: "I am trying to do the country like Cezanne" (Selected Letters 122); In the *Nick Adams*, it reads

"He was the greatest...He, Nick, wanted to write about country so it would be there like Cezanne had done it in painting. You had to do it from inside yourself. There wasn't any trick. Nobody had ever written about country like that. He felt almost holy about it. It was deadly serious. You could do it if you would fight it out" (239).

If we come back to Hemingway's statement that looking at paintings was "a part of learning to see, to hear, to think, to feel and to write," (qtd. In Murphy, 172), we might wonder what impact Cezanne's paintings could have had on Hemingway's writing.

First of all, Cezanne's paintings influence Hemingway's writing in terms of content. Early in 1850, the impressionists in France started to break with the rigid norms. With respect to content, there was a move away from mainly historic and religious themes toward landscape. Cezanne became more and more radical in his

attempt to claim nature as the “supreme court” against which art had to be tested. He was convinced that the painter had to dedicate himself entirely to the study of nature (Herman 30-31). This perception of nature is embodied in Hemingway’s writing, in which tonic wildness is put on a high value and nature plays a central role and makes a strong presence.

Secondly, Cezanne’s paintings influence Hemingway’s writing in terms of a sense of unity. Cezanne dreams of a unity, as Vollards put it: “Drawing and color are not separate, everything in nature being colored. During the process of painting, one draws; the more the color harmonizes, the more the drawing becomes precise. When the color has attained richness, the form has reached its plenitude” (Hermann 33).

As for Hemingway, “By rigorously subjecting all verbal or visual elements to the overall context, they create a sense of unity, and at the same time of openness, which forces the recipient to construct a meaning” (Hermann, 29). His landscape are comprised mainly of short descriptive sequences, which are mostly embedded in report, like in the sentence; “They walked down the hill across the fields and then turned to follow the river bank” (176) from “Out of Season”. By frequently repeating key words like river, the landscapes are carefully constructed and win a strong presence in the story. The mixing of the narrative modes is part of the strategy to condense the context and helps to present the text as a compact unity.

Cezanne is often called the father of modern art. The strategies he developed in the second half of the nineteenth century in order to transport nature into art parallel to a great extent what the modernists tried to realize within literature in the 1920s.

Actually, the fact that Hemingway realized this parallel enabled him to create literary landscapes that belong to the best in twentieth century fiction. Hemingway has been a powerful mentor, in terms of what it means to create a landscape impressionistically on the page, to make it come alive, plus, breath, to “make the country so that you could walk into it” (A Movable Feast 91).

3. Conclusion

To sum up, Hemingway’s life experience in nature, his reading experience and the influence from the painter Cezanne greatly contributed to Hemingway’s ecological awareness, which made it possible for him to have presented before readers the marrow of human life found and lived outside in the natural world.

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White Champaka: The Pattern Design Dimension to the Applying of the Aromatherapy Seat Cushion

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Received: November 29, 2017

Accepted: February 9, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p14

URL: <https://doi.org/10.5539/ass.v14n3p14>

Abstract

The objectives of this research is to study the denotation and the culture of the white champaka conduct to the pattern design as well as to evaluate the pattern design result for use with the aromatherapy seat cushion. The research process, the researcher had selected the mixed method research begin by studying and searching the information with qualitative research in carrying out the investigation of the white champaka cultural background and then use a quantitative research to evaluate the pattern design accomplishment that conduct to the seat cushion usability. Scope of research area was the white champaka in Bangkok, samples as 3 experts and 100 consumers, the research used the accidental sampling at the domestic exhibition center, which was shown on Baanlaesuan Event for the purpose of getting satisfaction towards the seat cushion product design. Research instruments as follows, searching for literature review, in depth interview as well as using the questionnaire and the assessment forms.

The investigation of the white champaka cultural background results revealed about the holy culture, Thai herbal incense culture, the emblazonment and the flower arrangement culture. The researcher decided for Thai herbal perfume culture by bringing the dried flowers, the dried herbal compression ball that contain various herb ingredients such as Turmeric, Kiffir Lime, Citronella grass, Menthol, Thao En On, Cassumunar ginger, Salt, Tamarind, and Eucalyptus leaves that were used as the seat cushion component through the aroma therapy concept. The pattern design inspired by the white champaka, the fabric pattern type 1: pattern design with Realistic technique that the top rank by the average at 4.80 with the highest optimal satisfaction utilized as the aroma seat cushion production. The satisfaction assessment from 100 consumers toward the seat cushion product in terms of beauty as well as the composition of pattern and color: their opinion affected in terms of pattern had a high level with appropriateness utilized as the seat cushion product, their opinion affected in terms of function showed the usability of the seat cushion product, the durability, the quality, the suitability in usage and the suitability for the seat cushion product had a high level, the opinion affected in terms of marketing found the product could be an interesting attraction from consumers, The product could be promoted sales by themselves and the appropriateness of cost and size had a medium level which related to the assessment of the consumers and the specialists about the pattern design could conduct to the seat cushion product development as well as production and distribution with standardization and they could be responsible the target group that satisfied with seating therapy as a result the usability when seating likes the herbal massage, furthermore the aroma therapy could be also decreased stress in terms of marketing that found from consumers

Keywords: White Champaka, pattern design, Aroma Therapy Seat Cushion

1. Introduction

In the former times, the growth means being flourish and exuberance liken to the tree growth when grow up, afterwards fruitfulness which fantastic. In the former time of flower have been a pleasing scent that having perception through 2 sense sensory, namely, the eyes sense; the vision of admiring the beauty, the civilization as well as the complete within the former natural times, the nose sense; the sweet smell of the fascinating flower with hiding something secret of charming into the flower, the sweet smell of flower have been the former times that if everyone have kept in touch, they would have impressed on the esthetics of the creative appearance nature. Many blossom flowers had been brought to utilization as daily life since ancient time turns into the country custom nowadays such as using the flower at the monk ordination ceremony, a gift for visiting the patient, for the

lover, the housewarming ceremony, home decoration or even using in the funeral ceremony, besides, people in old time had used the flower as the medicine to heal the illnesses and also used to prepare for food. In addition, the former times in the present have found people still searching for happiness, enjoyableness, a natural beauty, so the beautiful flowers had been arranged to decorate on the art with correctly that affected the beauty increasing moreover. The importance of selecting the white champaka in to the pattern design of seat cushion product that make us know the value and the meaning of Thai flowers. Therefore, researcher had realized on Thai conservation and the cultural background for the purpose of students, teachers and general public getting flowers acknowledge that used at the institute which express Thai traditional.

According to aromatherapy can be defined as the art and science of utilizing extracted aromatic essence oil from plants for physical treatment and emotional health, reducing pain, improving mood, keep calming and relaxing, controlling some hormone balance secretion, thus the aromatherapy could be utilized for treatment about mind and spirits. Presently, there are increasing of a new business related to health also as a result of people getting emphasized about the alternative medicine by they had they had used the practice of natural treatment for relieving pain slightly instead of checking up with doctor. On account of avoiding from the cumulative chemical medicine residual in the body, thereby the aroma essence oil business have been a future kudos business that could be getting the extremely income to the entrepreneurs as well as this business has trended to be growing continuously and consequently, there would have given the acknowledge and the benefits of the essential oil for health and the aroma therapy science with correctly in order to get the perceiving and understanding for widely because the essential oil has many benefits, even if using as the wrong direction, the essential oil without quality and producing from chemical synthetic not a natural oil extracted that affected to harmful for consumer health. When feeling stressed, many people would have found the way to stress treatment with “aroma”, thus, the benefits of sweet smell not only to make a fresh feeling, but also to relax, stress relief, including a certain plain relieve.

Using the aromatic from plant extracted to essential oil for “treatment” as known as aromatherapy that has been used for over 6,000 years with the evidence that it was employed using both in the ceremony and for relaxing by the Ancient Egyptians then the aroma essence oil was used for therapy by Greek and utilizing up till now. Although the essential oil had not used only in the West Country but the East Countries such as India had found the evidence for 3,000 years ago that the essential oil was used for beauty, relaxation and therapy, at the same time of Egypt, China had the account by utilizing extracted aromatic essential oil from herbal plants and the various aromas were extracted from variety plants more than 300 plants. As the result of the aromatic essence extracted having benefits for a health body and mind, when the body had perceived the essential oil that affected to a system of the human body of controlling nerve system and secretes hormones, the perceived aroma would be stimulating to part of brain, which is in charge of emotion, therefore there could be handle the emotion from each with its own properties function

Presently, the aromatherapy seat cushion product development are very important to conduce consumer keep in touch of the beautiful white champaka, when have sat on the cushion it would be making the white champaka’s aroma of the white champaka. The essential oil extracted from the white champaka was conducted to make the incense as well as contained into the seat cushion, each essential oil has different properties such as healing allergenic, antimicrobial, in addition, each scent has been making different emotion, such as relaxation, calm or refreshment that appropriateness for the present age with hustle and high competition that influenced people have felt more stressful. The exploring result of Institute for Research and Academic Service Assumption University (AU Poll) revealed the exploratory research about the Thai Stress index: the case study of people in Bangkok and Metropolises with total 2,000 samples, the result found Metropolises in upcountry having a higher stressed (with average stress= 2.24) than in Bangkok (average stress=2.11), both of them had the same stress seeing at the study was the highest stress, as the following, work, economy/finance, respectively, there was different between this survey finding (October, 2016) and the survey finding at the last time (August, 2016) since the metropolis in Bangkok was stress than in upcountry. Therefore, the aromatherapy seat cushion product design should assist people relieve stress by the scent of aromatherapy inside the cushion.

2. Research Objectives

1. To study the definition and the culture of White champaka conduct to the pattern design.
2. To evaluate the pattern design result with applied to the aromatherapy seat cushion design.

3. Research Conceptual Framework

The White champaka conceptual framework conduct to the pattern design and the seat cushion product.

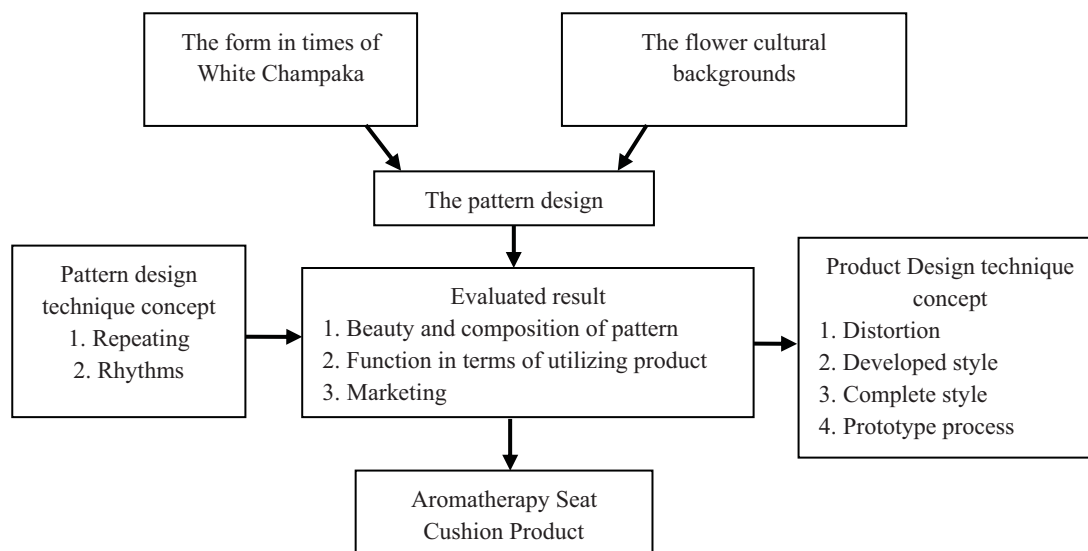


Figure 1. Research Conceptual Framework

4. Research Methodology

This research had been using the mixed method by researcher, begun to study and searching the information with a qualitative research, then used the quantitative research to evaluate the result of pattern design utilized in the aromatherapy seat cushion product.

4.1 Scope of Research

The delimitation of this research included:

- (1) Area scope and content: the white champaka only in Bangkok and the flower culture related to the holy culture, the incense culture as well as the flower arrangement culture and the emblazonment.
- (2) Sampling method: the printing fabric store only in Bangkok by using a purposive sampling method which totally 10 people for collecting the type of printing fabric data system, the pattern as well as the seat cushion product production.
- (3) The 3 product design experts which the specialists in the product design field and having experiences in related product at least 10 years were selected in order to consult about a design result, adjust the style in accordance with the objective determination as well as the design evaluation
- (4) Consumer sampling: the sampling group was 100 people by using the accidental sampling method at the domestic exhibition center which was shown of Baanlaesuanfair Event.

4.2 Research Instrument

- (1) Investigating from the document and literature review related within the former times and the white champaka cultural background.
- (2) Using an in-depth interview method including a participant observation from distributors at the domestic exhibition center which was shown of Baanlaesuanfair Event
- (3) Performing in pattern design by using in the former times as well as the white champaka cultural background, taking the illustrators to present and utilizing the information from the distributors so as to communicate in the same direction.
- (4) Using the evaluations which were the opinion results from the consumer and the experts towards the style of seat cushion product model in terms of the beauty and pattern composition, in terms of function related with the usability of seat cushion product and the marketing.

5. Data Collection and Data Analysis

Research Step 1: Preparation and Collecting Data

- (1) The conference, to explain the activity description, preparation and bring understanding correspondingly accompany with the printing fabric's entrepreneur in order to conducted the white champaka printing on fabric including pattern arrangement that affected to printing
- (2) Investigation of the documents and a review literature with be concerned, analysis of the former times of the white champaka as well as the cultural background for applying to the pattern design
- (3) Investigation and analysis type of product to develop as a seat cushion product by using the questionnaire, the evaluation and observation with the target group to study the problems, resolution and market trends.

Research Step 2: Investigation and analysis in the former times and the cultural background of white champaka in the pattern design.

- (1) Researcher had found the cultural background of white champaka with be related, namely, the incense culture of Thai as well as the arrangement flower culture and the emblazonment, that could be concluded:

1. The incense culture of Thai, according to a treatment by the scent or the aromatherapy having become popular and throughout around the world. For each social would have the folk wisdom of using the flower, the perfume, the incense and the various aromatic herbs in the daily life such as the belief, the religion, including healing illness for the long time, around in some from for a thousand of years. In Thai society, the ancestors had been learning from nature and having created many incenses to use in daily life such as, Thai perfume, Num Prung, perfumed powder or the hanging on Thai with made from fresh flower arrangement in order to pay respect the monk as well as use in the religious ceremony. The aromatic flowers that commonly using were jasmine, bullet wood, iron wood, Sara phi, ylang-ylang/perfume tree, screw pine, butterfly bush, white champaka, orange champaka, Shorea, Nom-maw tree, sandalwood, etc. Besides, being used the aroma benefit in everyday life, there are a various Thai flowers which working as the medicine's properties such as the pollens from 5 flowers namely, jasmine bullet wood, iron wood, Sara phi and lotus that also could able utilized to Ya Hom or Ya Lom ingredients (cordial) in order to heart maintenance, honeysuckle flower has the enteritis healing effect especially the bacillary dysentery, Ros-Su-Khon flower which white having heart maintenance effect, Maliwan has use for nourishing pregnancy, heart maintenance, healing the rise in temperature, white ginger use as the gargle in order to healing tonsil inflammatory, the white ginger juice could use as the drug wound, gardenia flower utilized the leaf pounded as the plaster which can relieve the headache, sprain, bile maintenance, blood nourishment and bronchodilator, the white champaka can use by drinking the water boiling with the dried leaf with water that can help the cough mixture and bronchitis, prostate is and leucorrhoea.

2. The flower arrangement culture and emblazonment was found, in the reign of the King Rama 5 had commonly been using flowers in the ceremonies, therefore, the ladies at the court often arranged the competitive flower emblazonment for use in the ceremonies, constantly. At that time the Princess of Samornrat, the King Rama 5's sister who has taken the position of the director-general lady in the court having a comprehension about flower weaving emblazonment, consequently, the reputation of flower arrangement being celebrated famous until nowadays. The Princess of Samornrat was an eldest sister of the King Rama 5 accompanied by the director-general in the court thus being able to command all the lords arranging the flower for emblazonment the throne with the holy thread in the ceremonies, including the doors and the windows in the palaces. Moreover, the Princess of Samornrat could be always finding the flowers to use in the ceremonies, even if arranging the flower with traditional style, arranging the flowers were applied to the new style, for in stancein the pass. The traditional trelliswork was covered with the white fabric using the weaving net or swags to decorate with the same style, repeatedly such as the platform decorated with garland with tassels, inverse tassels, atilt tassels and Chinese tassels, although, the Prince of Samornrat was creating a trelliswork by painting white color as well as having created a beautiful flower with a different style such as the hanging modified as the bag flowers style, the platform modifies as the Viman Pra Inn style and Viman Tan style. Until now the creative flower designs have been keeping forward with greatly.

During the Queen Mom had a famous of weaving the garland, the Princess of Suthasineenath the Royal Sort of the King Rama 5 had a famous of weaving the garland to various net patterns shaggy. The lords in this palace had woven both original styles and also applied to other styles including alternate the color with beautifully. The flower arrangement with other style had been developing to various styles, nevertheless, only the weaving net pattern had been taken note in the history which actually in that time had many craftsmen with various skills that dedicated work for the lords on a regular basis but some people who known the writer were not interesting

neither thinking that were the most important, they did not take a note in order to do the honors as the worship of generation. In addition, the craftsmen had been working with the intention and their best for the work creation were beautiful and delightful including for the lord had appreciated that made them gladness, there had not the evidence or taken the note about the occurring. Observing mostly the originators as well as the famous persons were the ladies in the court and the government officers owning to the palace had been the training place for women, so that the lords, the government officers and the barons had desired their daughters being competent in the art and science including the decorum therefore, sending their daughter were living with their closed her/his highness. When having the ceremonies, all her/his highness or the lords would arrange the flower for competition and offered to His Majesty King or the throne wreaths binding string emblazonment also organized the governors working as their dexterous together with training the children such as picking up the flower stalk or petal that they could be done, then practicing the flower weaved technique for simple basis, folding the petal and sending to senior and weaving the net pattern garland or flower arrangement with lotus shape, keep training as their best complementary by receiving the trust then they would be taught the flower arrangement at the advance stage. The study was in the same direction of training by having their best skills. For knowing what things were beautiful or was not, consideration of the experiences, a smart intelligent, including having the art of flower arrangement skills, when the parent had found that their daughters getting the flower arrangement with technique skills, including as known the regulation of customs, they would tell his/her highness to get their daughter back at home and getting married, when having the ceremonies like the wedding, the ordaining, the tonsure, the making merit, the funeral or the worship ceremonies on Bucha Puja Day, Visakha Bucha Day and Magha Bucha Day, they would have arranged the flower showing a technique skill as well as advertised their daughter received a good education from the palace. The growing of flower arrangement had been well known throughout the country; however, the government officers in the court of the Royal Household still have the reputation technique skills as well as the knowledge of flower technician all the time.

(3) From finding, the flower common name: White Champaka, White sandalwood, White Jade Orchid tree, the scientific name: *Michelia alba* Dc. (syn. *Michelia longifolia* var. *racemosa* Blume), belonging to the Magnolia family (MAGNOLIACEAE), the local name of herbal white champaka: Chumpee (the Northern) etc. Description: the white champaka tree origin is the Southeast Asia (although the exact origin uncertain, it considers to the Southern China, Malaysia and Indonesia), classification of the species includes about 50 species with a perennial tree, a middle timber size and higher than the orange champaka, 20-50 meters high, a dark brown trunk is cracked with a lot of chinks, the branch has grey hairs with being brittle and easily broken, the propagation is done by grafting or seeds, the leaf characteristic is a monocot, green leaf, top of the leaf is round, the apical leaf is acute, leaf edge is smooth, thickness and large leaf with 8 cm wide and 20 cm. long, the blossom is a single, scent, as white as ivory, the petals are overlapping about 8-10 petals, taped than the orange champaka, 2 inch long, the middle of the blossom had some pollen as a little round stick, the apex is resembled a little corn cob, blooming throughout the year, the fruit characteristic is a cluster when ripen will be dying and cracked, resemble in oval shape, distorted a bit, ripen become red, 4 black seeds inside, the white champaka benefits: as the flowerer in the garden tree which blooming all the year, to make a bouquet hanging with the garland for sale, to pay respect the Buddha, use to produce for flavoring cosmetic, to make fragrant cloth by dried together with the flower as well as the wood can be used as the furniture.



Figure 2. The white champaka characteristic and banana leaf cone for paying respect the Buddha

Research stage 3: The experiment of the pattern design operation inspired by the white champaka conduct to the fabric pattern design, at the follows:

1. Researcher had designed pattern with the Realistic style by drawing the natural swaying white champaka in order to making a movement. Researcher had used the principle of pattern design composition with a repeating technique as well as a rhythm technique to compose the pattern in order to make the highlight with interesting and using the white champaka's the yellow-pastel color as the background, using the blue and the dark yellow

represent as the white champaka color to make the airy and comfortable feeling by using 80 percentages of the cool color as well as 20 percentages of the red color which the line expressed the movement resembled in the white champaka start blooming, as shown in Figure3.

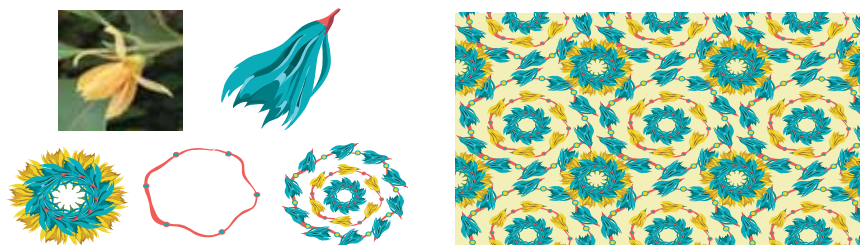


Figure 3. The pattern design works from the white champaka. Designed by Rosjana Chandhasa
Pat.IP, No:1402003943

2. Researcher had designed pattern with Distortion style: the creative art work with distorted the realistic appearance by emphasizing the realistic style with less thought further emphasized on the art concept in order to communicate the beauty perceiving to understand with easily and rapidly. The creative visual art work with the distortion style that conducting visual elements utilized to the art work's composition by distorting the realistic scene according to the art concept in order to communicate the beauty perceiving to understand easily and rapidly by drawing the natural swaying white champaka in order for making a movement. Researcher had used the principle of pattern design composition with a repeating technique as well as a rhythm technique to compose the pattern for making an interesting highlight including using the white champaka's dark purple color as the background, an orange and a red represent as the white champaka color, to make the ardent feeling with 80 percentage of the warm tone color couple namely, the red and the orange color, including 20 percentage of the cool tone color such as the blue and the purple color, using the white color line in order to attract the white champaka distinctly.



Figure 4. The pattern design works from the white champaka. Designed by Rosjana Chandhasa
Pat.IP, No: 1502001013

3. Researcher had designed the pattern with Abstraction style: the creative artwork without the style and the realistic scene although focus on the artist feeling expression pass on the creative visual art work with the abstraction style that conducting the visual elements utilized in the art composition as well as urged the emotional feeling such as the enjoyment, the excitement, the fright, the sadness, being ardent, the love, as shown at Figure5.

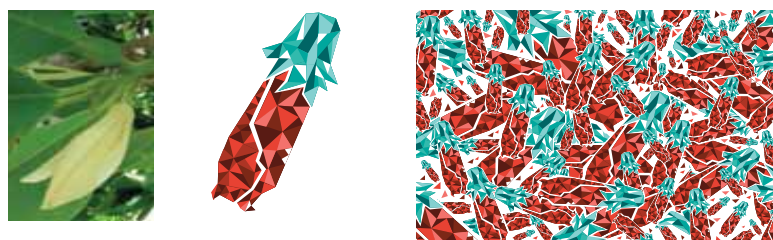


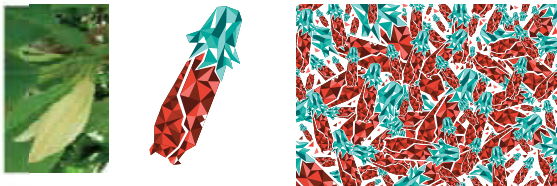


Figure 5. The pattern design works from the white champaka. Designed by Rosjana Chandhasa
Pat.IP, No: 1502001006

6. Conclusion of Research Result

6.1 The research result of conducting the white champaka had been an inspiration to fabric pattern design and conducting into the aromatherapy seat cushion product, result was as the follows:

Table 1. Analysis result the pattern design fabric from the white champaka design conduce to usability pattern N=3 (The product design experts

No	Description	Mean	SD.	Level
1.	Realistic 	4.80	0.40	The highest
2.	Distortion 	4.26	0.46	High
3.	Abstraction 	4.34	0.60	High

According to the Table 1, in conclusion, the analysis result of a fabric pattern design from the white champaka found the pattern design type 1: the pattern design with the realistic technique was the most optimal satisfaction for the aroma seat cushion production, as the followed the number 2nd, the fabric pattern design with the Abstraction technique had a high level of satisfaction and the number 3rd the pattern design with Distortion technique had a high level of satisfaction.

6.2 The result of the aromatherapy seat cushion which researcher inspired from the white champaka with conducted the petals to use in seat cushion product design and seats design for seating in the circle for 5 seats or seating arrangement with others. Within the cushion, researcher had put the various dried flowers as well as the herbal plants brought to mix with the white champaka perfume for making fragrance, then containing within the seat cushion. In order that sitting could be scented the herbs, namely turmeric, kaffir lime rind, lemon grass, menthol, Thao En On, Cassumunar ginger, salt, tamarind and eucalyptus leaves, drying all herbs and contained within the cushion. This concept will make users stress relieved emotion; the fragrance will make fresh feeling.



Figure 6. The incenses herbs for containing within the seat cushion



Figure 7. The seat cushion design sketch Designed by Rosjana Chandhasa



Figure 8. The seat cushion design prototype and the blossom former of timesof the aroma cushion work exhibition show

Regards to the loop design in order to keep after used it by hanging which could be safe the area space, as shown in the picture.

6.3 The Evaluation Result of the Seat Cushion Pattern Design

The evaluation result of the seat cushion product, researcher used the assessment form in order to evaluate the satisfaction from 100 consumer and 3 experts in product field.

Table 2. The evaluation result of consumer satisfaction towards the seat cushion product N=100

Rank	Description	Mean	S.D.	level
1. the beauty as well as composition of pattern				
1.1	The beauty of composition arrangement	3.57	1.17	High
1.2	The beauty of color and pattern	3.49	1.07	High
1.3	The beauty of pattern on the product	3.50	1.09	High
	Total	3.52	1.11	High
2. The function of the usability of seat cushion product				
2.1	The durability	3.34	1.09	Medium
2.2	The quality	3.52	1.12	High
2.3	The suitability size for usage	3.45	1.08	High
2.4	The suitability for the seat cushion product	3.42	1.13	High
	Total	3.43	1.10	High
3. The marketing				
3.1	the product could be an interesting attraction from consumer	3.27	1.17	Medium
3.2	The product could be promoted sales by themselves	3.40	1.17	High
3.3	The product could be convey to identity	3.13	1.10	Medium
3.4	The appropriateness of cost and size	3.23	1.14	Medium
	Total	3.25	1.15	Medium

As is presented in Table 2, the satisfaction assessment result from 100 consumer towards the seat cushion product in terms of beauty as well as the composition of pattern revealed that their opinion affected in terms of color and pattern was a high level with appropriate to conduct the pattern for usability, in terms of function of the usability of seat cushion product found their opinion affected in terms of durability, in terms of quality, in terms of suitability size for usage and in terms of suitability for the seat cushion product were a high level, their opinion affected in terms of market found that in terms of the product could be interesting attraction from consumer and the product could be promoted sales by themselves were a medium level.

Table 3. The evaluation result of consumer satisfaction towards the seat cushion product N=3

Rank	Description	Mean	S.D.	level
1. The beauty as well as composition of pattern				
1.1	The beauty of composition arrangement	4.00	1.00	High
1.2	The beauty of color and pattern	4.33	1.15	High
1.3	The beauty of pattern on the product	4.66	0.57	Highest
	Total	4.33	0.90	High
2. The function of the usability of seat cushion product				
2.1	The durability	4.33	0.57	High
2.2	The quality	4.00	1.00	High
2.3	The suitability for usage	4.33	1.15	Highest
2.4	The suitability for the seat cushion product	4.66	0.57	High
	Total	4.33	0.82	High
3. The marketing				
3.1	The product could be an interesting attraction from consumer	4.33	0.57	High
3.2	The product could be promoted sales by themselves	4.00	1.00	High
3.3	The product could be convey to identity	5.00	0.00	Medium
3.4	The appropriateness of cost and size	4.00	1.00	Medium
	Total	4.33	0.64	High

According to Table 3, the assessment result form 3 experts in the design field towards the seat cushion product in terms of beauty as well as the composition of pattern revealed that their opinion affected in terms of color and pattern was a high level with appropriate to conduct the pattern for usability, in terms of function of the usability of seat cushion product found their opinion affected in terms of durability, in terms of quality, in terms of suitability size for usage and in terms of suitability for the seat cushion product were a high level, their opinion affected in terms of market found that in terms of the product could be an interesting attraction from the consumer and the product could be promoted sales by themselves were a high level.

7. Discussion of Research Result

The pattern design with inspiration from the white champaka due to implication about “the kudos life, work promoted” also represented feminine characteristic women since these flowers had used as the accessories for women, for example, using a white champaka flower likes a barrette, tie it up at the ended hairs as a result of the aroma which it could be used instead of the perfume. The white champaka flowers were drawn aflutter as though naturally in order to they are moving by a researcher, accordingly, a researcher had conducted the repeating and rhythm technique to organize and affect the pattern with interesting. Pastel yellow was used as the background, selected blue color and dark yellow for the representative the white champaka, 80 percentages of the cool color affected to comfortable feeling and 20 percentages of red color from warm color as a red line had shown the petals were blooming. Furthermore, a cushion seat product has developed which, inspired by the a white champaka either, however, within the cushion seat contains the herbal incense such as Thao En On which had been used to treat about blood health, help heal internal organ pained, the turmeric had been used to reduce inflammation, kaffir lime rinds of peel have the aroma oil that helps the dizzy, the citronella grass had been reduced pain and aches, help heal the pain as well as the beriberi, the eucalyptus leaf had been used for skin care treatment, help heal skin disease and help lower blood pressure, the tamarind leaf had been helped heal the itch

and skin care treatment, the common salt had been used for dehydration, help the medicine permeate the skin conveniently, the menthol had been used for pleasing scent, a heart treatment, heal blisters, therefore the aroma from the herbs had been helped to reduce stress. According to Chandhasa, R. (2017) described, the souvenir which conveys the story of each place is greatly important. Human beings are social animals who intercommunicate in one way or another through a period of time until they have a deep connection, satisfaction, social interaction among humans or attachment between humans and surroundings, such as locations, circumstances, objects, etc., which are conducive to memory, as well as recalling. Although the communicating activities end, the exhilaration is still desired to be continued, even the time passes, or because of distance which effectuates meeting, familiarity, taste and behavior similarity, necessity of interdependence, support among a group, action involving reward as a result of affection, and the like. These factors motivate creating souvenirs which people like to give to each other. Notably, human beings' brain consciously registers stories, experiences, people, as well as other things around them in a memory form. The massive accumulated data in head may lead to the confusion which is hard to organize; moreover, the remembrance may ultimately fade away as time passes. Hence, humans try to discover the ways to stimulate memory of the related stories by producing media and reminders in order to persuade people to recognize them consistently. In another word, the media and reminders are created to activate memory. According to Soodsang, N. (2016) described, it can be promote their collective activities in marketing promotion for raised income of their groups, thus giving the sense of pride in their own products and also more choices for consumers. It provided guidelines to agriculturists in the distribution of their rice products. They can exchange and share marketing business knowledge, and ensure that products quality meet the quality standards.

Acknowledgments

This research was supported by Suan Sunandha Rajabhat University.

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The Role of Social Media in Developing Social Responsibility and Political Awareness of Jordanian Youth

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Received: December 4, 2017

Accepted: December 13, 2017

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p25

URL: <https://doi.org/10.5539/ass.v14n3p25>

Abstract

This study aimed at exploring the role of social media in developing social responsibility and political awareness of the Jordanian youth, where the researcher adopted the descriptive analytical methodology, by developing a specific questionnaire as a study tool. The study sample consisted of (200) students from Philadelphia University with all education levels for the academic years (2016-2017). The results showed that there are statistically significant differences at the level of significance ($\alpha = 0.05$) of the role of social media in developing social responsibility and political awareness of the Jordanian youth.

Keywords: social media, social responsibility, political awareness, Jordan, youth

1. Introduction

The world is undergoing huge changes in information technology, and this is compelling a clear effect on the political, economic, social and cultural environment, particularly in Jordan. Social websites are presently known as current online networking that witness a dynamic development, and initially, they were only a restricted and tight virtual society which subsequently developed to turn from a printed instructive instrument to a varying media device that influences the choices and reactions of individuals. The larger part of population has managed this sort of innovation. (Husein, Al-Sukkar, Salah, & Jaradat, 2013).

We are experiencing a new phase of dynamic movement of Social networking; particularly Facebook, Twitter, LinkedIn, etc. appeared. It was initially a virtual society on a narrow and limited scale, and then gradually increased over time; it developed from an informational written text to an audio-visual tool affecting decisions-taking (Hart, 2008).

Social activities reflect the need of young people in particular. They show youth talents, potentials and tendencies in various fields of cultural and social activities. Development can never take place without the engagement and preparation of youth; they are a tool for development. Community has the intrinsic capacity to grow and develop only through young generation's creativity, professional and technical skills, and their sense of responsibility (Collins & Halverson, 2010).

Youth represent an age group with an important role in community, filling it with hope to build our future nation. They have the ability and vitality to work and change for the better serving society, through using some guided and thoughtful sites of social media, using their social skills, experiences and social capacities that exist and develop with a sense of social responsibility that may help them to be more productive.

As social media have contributed to activating youth participation, helping in achieving the desire and interests of each common group, so that the young generation has a role in networking, advocacy, lobbying, interaction and even may help in influencing leaders, and in achieving social responsibility if they are well invested, and directed (Sabagh, 2010).

Social media plays an important role in educating young people training them on practicing social networking habits as an important tool of social change. The social and educational institutions are interested in developing youth programs and activities, training them how to benefit of time. The educational process is useful for building youth personalities, raising the spirit of social responsibility and self-esteem, making them able to under-take responsibilities (Laker, 2002).

Young people use media and social institutions, reflecting their needs through modern technology, showing their

behavior and personality patterns; so that youth behavior is a process with mental, psychological, social, or environmental components affected by different conditions, attitudes, social and cultural elements. It is mainly based on the interaction between young individuals, groups and communities. Youth develop a sense of responsibility and self-reliance through these processes and activities they engage in with other groups, through social media networking, learning types of behavior, and gaining positive experiences through this interaction (Holmes & O'loughlin, 2014).

1.1 Problem Statement and Study Questions

Social responsibility is associated to human beings as such. Social networking plays an important role in the development of social responsibility and political awareness through youth groups creating web sites and social pages adopting social issues that are at the center of their interests, publishing and defending them, using communication skills, advocacy and pressure techniques. Youth is considered a critical factor in the progress of society. The problem of the study may be manifested in the following questions: What is the impact of the use of social media in the development of social responsibility and political awareness among the youth?

1.2 Importance of the Study

The study importance derives from the nature of youth in our society and its role. This group is an important and influential human force in our society. Such studies will pave the way for other studies adding more influential variables in the study, and thus contributing to the accumulation research on social media, and social / political responsibility.

1.3 Terminology

Social Media: Forms of electronic communication (such as websites for social networking) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). It is a system of electronic networks, linked through electronic social system (Sabagh, 2010).

Social responsibility: It is an ethical framework suggesting that an entity has an obligation to act for the benefit of society. Social responsibility is an individual duty to maintain balance between economy and other systems. It is the responsibility towards family, friends and homeland, through positive participation in solving society problems trying to achieve the general goals using all available means (Awad, 2015).

1.4 Study Hypotheses

Regarding the problem of the study, and its questions, the researchers has adopted the following hypotheses:

Major hypothesis

H0: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility and political awareness of the Jordanian youth.

Sub-hypotheses:

The ramifications of the major hypothesis are the following sub-hypotheses:

H01: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon gender and specialization.

H02: There will be no statistically significant differences at the level of significance ($\alpha \leq 0.05$) of the role of social media in developing political awareness of the Jordanian youth upon gender and specialization

H03: There will be no statistically significant differences at the level of significance ($\alpha \leq 0.05$) of the role of social media in developing social responsibility of the Jordanian youth upon education level.

H04: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon education level.

H05: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon specialization.

H05: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon specialization.

1.5 Literature Review and Previous Studies

From Facebook, YouTube, Twitter, and websites, news can be delivered to 20 million watchers overnight. The viral idea of this social media empowers people to communicate their convictions, wishes or interests (Maguth, 2013).

The "information age" or "computerized age" influences the region of ICT, overcoming impediments of time and space in data sharing and systems administration. This does not just influence how we associate with other individuals and how we work together, yet additionally it influences how we interface in the political circle. In that specific situation, online networking can be considered as a potential apparatus for encouraging the social contract between the people and the state (Castells, 2011).

For instance, government can possibly utilize social media platforms to request criticism on its approaches and political activities, while people can utilize similar steps to express their outrage, dissatisfactions or acknowledgment of whatever activities government is embracing. Online devices and web-based social networking can open new roads for interest. Social media platforms can enable nationals to investigate better approaches for participation, they can open chances to activating individuals around a typical reason or for affecting the society on particular issues. Social media that is web-based social networking differs from conventional media in providing an open space, possibly giving each individual a way to specifically connect with others (Golbeck, 2005).

Social media and networks are some of the most prominent manifestations of new media, which helped in internet revolution; it is based on new technologies such as forums, blogs and social networking programs (Ibrahim, 2009).

Social interaction, which is a communicative process is considered by psychologists and sociologists as the basis of public relations between individuals. Thus the core of the communicative process consists of: Cognitive, and behavioral processes between the connected parties. The basic idea of social networking was initially based on achieving interaction, it developed into social aspects in various political, economic sectors (Abu Ya'qub, 2015).

The idea of social network sites is a social term that makes ones' essential needs of individuals to form their lives. The human instinct enables the individuals to communicate with each other (Safko, 2010).

Social network sites are international websites associated with many gadgets round the world to shape a gathering of huge systems that exchange immense and persistently created data in a split of second among the distinctive nations of the world (Al-Sharhan, 2003).

The term was additionally defined by Al-Shahri (2009) as an arrangement of electronic systems that enable a member to set up his/her own particular site and to share it through an electronic social framework to different individuals from different interests and hobbies. Social networks were defined originally by John Barnz in 1954, who is well-known as a specialist at London University (Serrat, 2009).

Users are enabled to interface with companions through discussions, and pictures social network sites. Dyrli and Kinnman (1996) expressed that the web helps creating thinking aptitudes and innovative intuition.

Any devoted community members are expressed as providing contribution for the correction and rehabilitation of circumstances within the community are social responsibilities. Hence, individuals must implement their social responsibilities by investing in the issues (hunger and poor nutrition, poverty, unemployment, employment possibilities in the orientation of disabled persons, prevention of violence, protection of environment, and developing consciousness and awareness in environment issues, etc.) by providing support for the solution of these issues (Göksu, 2014).

Social media is more required due to giving probability for instant information exchange. Since, social media channels, as compared to conventional media, is significantly faster and intuitive. Despite the fact that they do not have fast and rich feedback possibilities of face to face and one-to-one communication, social media is able to create a high social readiness (Köseoğlu & Köker, 2014).

Political awareness in the online political discussion is a significant type of political participation that has been facilitated by the rise of social media (Molaei, 2014). Valuable political discourse requires several preconditions; the most important one is reasonable argument and justification. In this regard, political awareness is a significant factor required for offering convincing arguments.

With their user content features; social media have significantly changed people's modes of social and political participation. These participatory media have provided a big opportunity for individuals' social and political awareness. They have also posed several challenges to people's constructive political engagement. Several studies have referred to the positive role of the Internet and social media for political awareness because they facilitate citizens' social and political engagement; others proposed the challenges that are provided by the Internet and social media. It is important to highlight that each of these opinions may be correct since these platforms may be used both in constructive and an unconstructive manner due to their nature of user generated content (Molaei, 2017).

1.6 Previous Studies

A number of studies have examined the impact of the use of social media on the personality of young people. Ben Wargala's study (2015), which investigated the role of social networks in the development of political and social awareness among Arab youth by analyzing the role played by the new type of media, especially social networks, in developing political and social awareness among Arab youth. Social networks play political, economic and social roles in people's lives.

The study of Ghazal (2014) entitled "The impact of social media on the development of political awareness among university students." aimed at revealing the impact of social networking and social media on development of political awareness. The questionnaire was used to collect data from the respondents. The study was divided into theoretical and practical aspects, in which the hypotheses of the questionnaire were investigated. The first is the use of social networking social media, and the second is the use of social media by students, the third is the importance of students' political awareness. The study found the following results: The majority of the respondents spend more than three hours on internet and social media, and most prefer to comment and chat in the first place, so as to express their opinions freely. Most of the respondents use the social media to communicate with friends and family as well as education, and the results show that the sites develop political awareness by opening a political debate within the virtual community.

The study of Hafez (2011) which is titled "University Youth Communication through Social Network Sites" conducted an investigation that went for recognizing the genuine thought processes of correspondence among university studies through informal community locales. The examination confirmed that such correspondence is viewed as a social wonder more than being a need made by present day innovation.

A study by Karbnsky Aren (2010) entitled "Facebook and the Technology Revolution", also aimed at identifying the impact of using "Facebook" on university students' achievement, and the study was applied to (219) university students, where the results showed that University students who are addicted to Internet and Facebook, and who have larger social network are lower in achievement than those who do not use it, and the results also showed that the more time spent by the university student to browse this site, the lower their grades are in their attended examinations, so that the people who spend more time on the Internet devote a shorter time to study, noting that each generation has certain interests, and that this site allows the user to "chat", and express their opinions on many things, and even make new friends. Thus, college students admitted that their addiction to Facebook had a negative impact on their education.

2. Methods and Procedures

2.1 Study Population and Study Sample

The population of the study consists of all the students in Philadelphia University for the academic year (2016-2017), and the sample of study was randomly chosen with the size of 200 students of all faculties in the university.

2.2 Descriptive Characteristics of the Study Sample

2.2.1 Gender

The distribution of the study sample of Philadelphia University students for the academic year (2016-2017) upon gender is shown in Figure 1.

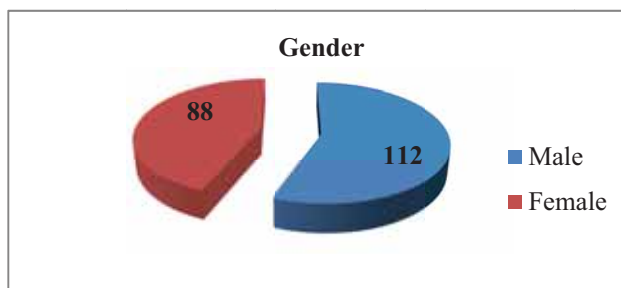


Figure 1. Distribution of the study sample of the Philadelphia University students for the academic year (2016-2017) upon gender

2.2.2 Education Level

The distribution of the study sample of the Philadelphia University students for the academic year (2016-2017) upon the education level is shown in Figure 2.

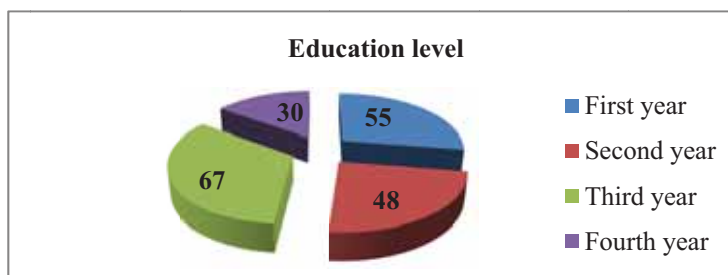


Figure 2. Distribution of the study sample of Philadelphia University students for the academic year (2016-2017) upon the education level

2.2.3 Specialization

The distribution of the study sample of Philadelphia University students for the academic year (2016-2017) upon specialization is shown in Figure 3.

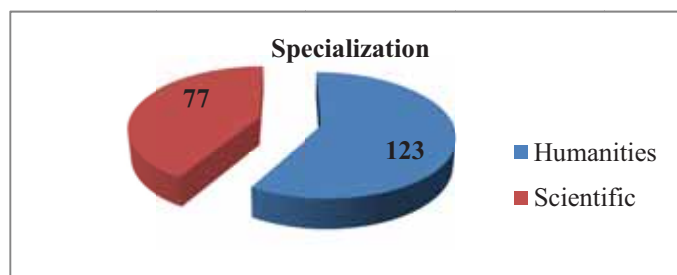


Figure 3. Distribution of the study sample of Philadelphia University students for the academic year (2016-2017) upon specialization

2.3 Study Tool

After examining the literature and theoretical studies relevant to the subject of this study; the study relied mainly on a self-managed questionnaire designed and prepared by the researchers after reviewing periodicals, books or other references, the questionnaire was formed in three parts and as follows:

Part I: Includes information related to the respondents of Philadelphia University students including the study of demographic variables (gender, education level and specialization).

Part II: Includes (20) paragraphs related to the measurement of the social responsibility with its four perspectives (self-responsibility, intellectual and moral responsibility, collective responsibility and national responsibility).

Part III: which included (10) paragraphs measuring the political awareness among the students of Philadelphia University.

2.4 Questionnaire Validity

For ensuring the validity of the study tool; the questionnaire was reviewed by a faculty members of the Jordanian universities in the same field of this research, for identifying the suitability of the questionnaire for the goals to be achieved, and by retrieving all suggestions, all the necessary adjustments on the paragraphs of the questionnaires were made, by deleting, adding some paragraphs, and by rephrasing others.

2.5 Questionnaire Reliability

The researchers used the internal consistency coefficient (α) according to the alpha Cronbach equation for ensuring the reliability of the questionnaire, and the value of (α) 94%, which is very high when compared with the minimum acceptable of 65%.

3. Study Results and Findings

3.1 Trends Toward Social Responsibility

3.1.1 Trends Toward Self-responsibility Perspective

Self-responsibility variable is measured in paragraphs (1-5), as shown in table (1), and the arithmetical means for answers of the study sample ranged between (4.01 - 3.44), and the standard deviations ranged between (0.778 - 0.811).

All of these arithmetic means show the approval of the study sample on the paragraphs that measure self-responsibility perspective variable, since all the arithmetic means are greater than the default means.

It is also noted that the paragraph, which states "People who desire enjoying the benefits of social networking are expected to create a profile of themselves on these sites", they had the highest approval grades; as its arithmetic means was (4.01) and its standard deviation was (0.778), while the paragraph, which states "Self-responsibility approach usually requires an exploratory conversation in which the conversationalist asks the person to identify a problem they personally experience" had the lowest approval grades; as its arithmetic means was (3.44), and its standard deviation was (0.811).

Overall, the general average of the arithmetic means for the answers of the respondents is equivalent to (3.75) and the standard deviation is equivalent to (0.795), which indicates the approval of the respondents upon the scale of these paragraphs was high, and that their attitudes were positive.

Table 1. Arithmetic means and standard deviations for the members of the study sample answers measuring the attitudes towards self-responsibility perspective.

NO	Statement	A M	S D	Rank	Grade
1	Self-responsibility approach usually requires an exploratory conversation in which the conversationalist asks the person to identify a problem they personally experience	3.44	0.811	5	Medium
2	People who desire enjoying the benefits of social networking are expected to create a profile of themselves on these sites	4.01	0.778	1	High
3	Social media is a positive development tool, but users should make sure that they use it for the right reasons to avoid problems	3.87	0.791	2	High
4	We're taking seriously the opportunity that social media provides, and the risks that it entails	3.75	0.801	3	High
5	Social media platforms enable us to expand and enrich our personal networks in new ways	3.69	0.799	4	High
General average		3.75	0.795	-	High

(AM) is the arithmetic means, (SD) is the standard deviation

3.2 Trends Toward the Intellectual and Moral Responsibility Perspective

The intellectual and moral responsibility perspective variable is measured in paragraphs (6-10), as shown in table (2), and that the arithmetical means for answers of the study sample ranged between (3.82 - 2.91), and the standard deviations ranged between (1.021- 0.776).

All of these arithmetic means show the approval of the study sample on the paragraphs that measure the intellectual and moral responsibility perspective variable, since all the arithmetic means are greater than the default means.

Also noted that the paragraph, which states "The network does not raise even the most basic requirements for age, cultural, intellectual and moral level of the user" had the highest approval grades; as its arithmetic means was (3.82) and its standard deviation was (0.776), while the paragraph, which states "Cyberethics is based on common sense and prudence, and it also includes the commandments of online behavior" had the lowest approval grades; as its arithmetic means was (2.91) and its standard deviation was (1.021).

Overall, the general average of the arithmetic means for the answers of the respondents is equivalent to (3.52) and the standard deviation is equivalent to (0.848), which indicates the approval of the respondents upon the scale of these paragraphs was Medium, and that their attitudes were positive.

Table 2. Arithmetic means and standard deviations for the members of the study sample answers measuring the attitudes towards the intellectual and moral responsibility perspective.

NO	Statement	A M	S D	Rank	Grade
6	Global opportunity to engage many cultures, as well as sub- and counterculture in the dialog that will lead to spreading of values	3.62	0.801	3	Medium
7	There is a number of important features of the Web, which inevitably turn into a crisis in the sphere of public morality	3.50	0.865	4	Medium

8	Cyberethics is based on common sense and prudence, and also includes the commandments of online behavior	2.91	1.021	5	Medium
9	Network does not raise even the most basic requirements for age, cultural, intellectual and moral level of the user	3.82	0.776	1	High
10	The essential features of network space allowed millions of people initially feel the possibility of broad freedom, including freedom from social control and moral requirements	3.73	0.778	2	High
General average		3.52	0.848	-	Medium

(AM) is the arithmetic means, (SD) is the standard deviation

3.3 Trends Toward the Collective Responsibility Perspective

The collective responsibility perspective variable is measured in paragraphs (11-15), as illustrated in table (3), and that the arithmetical means for answers of the study sample ranged between (3.88-2.99), and the standard deviations ranged between (0.895- 0.765).

All of these arithmetic means show the approval of the study sample on the paragraphs that measure the collective responsibility perspective variable, since all the arithmetic means are greater than the default means.

Also noted that the paragraph, which states "Individualism vs. collectivism is debated within social media networks environments very frequently as well" had the highest approval grades; as its arithmetic means was (3.88) and its standard deviation was (0.765), while the paragraph, which states "There are no easy answers as to when, we as a society should lean either towards individualism or collectivism" had the lowest approval grades; as its arithmetic means was (2.99) and its standard deviation was (0.895).

Overall, the general average of the arithmetic means for the answers of the respondents is equivalent to (3.52) and the standard deviation is equivalent to (0.842), which indicates the approval of the respondents upon the scale of these paragraphs was Medium, and that their attitudes were positive.

Table 3. Arithmetic means and standard deviations for the members of the study sample answers measuring the attitudes towards the collective responsibility perspective.

NO	Statement	A M	S D	Rank	Grade
11	Gathering small efforts enabled by social media to culminate into collective action, could be a great addition to student's social responsibility activities	3.69	0.792	2	High
12	We're collectively responsible for social media platforms, clicks and retweets of inspirational stories and the use of technology by people with disabilities	3.41	0.876	4	Medium
13	Our society which is made up of many different and overlapping groups forces us to consider if we are collectively responsible for the welfare of those who reside within our society	3.64	0.881	3	Medium
14	There are no easy answers as to when we as society should lean either towards individualism or collectivism	2.99	0.895	5	Medium
15	Individualism vs. collectivism is debated within social media networks environments very frequently as well	3.88	0.765	1	High
General average		3.52	0.842	-	Medium

(AM) is the arithmetic means, (SD) is the standard deviation

3.4 Trends Toward the National Responsibility Perspective

The national responsibility perspective variable is measured in paragraphs (16-20), as illustrated in table (4), and that the arithmetical means for answers of the study sample ranged between (3.98- 3.11), and the standard deviations ranged between (0.898- 0.734).

All of these arithmetic means show the approval of the study sample on the paragraphs that measure the national responsibility perspective variable, since all the arithmetic means are greater than the default mean.

Also noted that the paragraph, which states "Social media highlighted our international experiences in learning about culture and presented illustrations of culture associated behaviors, attitudes, assumptions, beliefs and values" had the highest approval grades; as its arithmetic means was (3.98) and its standard deviation was (0.734), while the paragraph, which states "Different peoples with different traditions of thought and culture

have different and conflicting conceptions of the right and the good" had the lowest approval grades; as its arithmetic means was (3.11) and its standard deviation was (0.898).

Overall, the general average of the arithmetic means for the answers of the respondents is equivalent to (3.56) and the standard deviation is equivalent to (0.807), which indicates the approval of the respondents upon the scale of these paragraphs was Medium, and that their attitudes were positive.

Table 4. Arithmetic means and standard deviations for the members of the study sample answers measuring the attitudes towards the national responsibility perspective

NO	Statement	A M	S D	Rank	Grade
16	Some think it makes no sense to think of nations and other collectives responsible over the social media networks	3.60	0.782	3	Medium
17	Different people with different traditions of thought and culture have different and conflicting conceptions of the right and the good	3.11	0.898	5	Medium
18	Social media highlighted our international experiences in learning about culture and with presented illustrations of culture associated behaviors, attitudes, assumptions, beliefs and values	3.98	0.734	1	High
19	Their members of social media users subscribe to a common public culture, despite individual differences in belief and value, and they participate in mutually beneficial practices whose shape they have a chance to influence	3.23	0.845	4	Medium
20	When a nation depends on national policies, the members of the nation are differentially responsible	3.87	0.775	2	High
General average		3.56	0.897	-	Medium

(AM) is the arithmetic means, (SD) is the standard deviation

3.5 Trends Toward Political Awareness

The political awareness variable is measured in paragraphs (21-30), as illustrated in table (5), and that the arithmetical means for answers of the study sample ranged between (4.04- 2.61), and the standard deviations ranged between (1.267- 0.775).

All of these arithmetic means show the approval of the study sample on the paragraphs that measure the political awareness variable, since all the arithmetic means are greater than the default means.

Also noted that the paragraph, which states "Social networks provide the chance to express political opinions frankly and freely" had the highest approval grades; as its arithmetic means was (4.04) and its standard deviation was (0.775), while the paragraph, which states "Social network sites contributed in showing the real picture of the political situation" had the lowest approval grades; as its arithmetic means was (2.61) and its standard deviation was (1.267).

Overall, the general average of the arithmetic means for the answers of the respondents is equivalent to (3.33) and the standard deviation is equivalent to (0.933), which indicates the approval of the respondents upon the scale of these paragraphs was Medium, and that their attitudes were positive.

Table 5. Arithmetic means and standard deviations for the members of the study sample answers measuring the attitudes towards political awareness.

NO	Statement	A M	S D	Rank	Grade
21	Social network sites contributed in showing the real picture of the political situation	2.61	1.267	10	Medium
22	Social network sites contributed to identify the political situation in societies	3.71	0.811	4	High
23	Social networks is an important source for information about different issues	2.78	1.221	9	High
24	Social network sites contributed in demonstrations and revolutions lately	3.23	0.845	3	Medium
25	Social network sites shorten the distances between different cultures to understand their political issues	3.43	0.875	6	Medium
26	Social network sites give the chance to the users to discuss different political issues with others	2.78	1.045	8	Medium

27	Social networks provide the chance to express political opinions frankly and freely	4.04	0.775	1	High
28	Social network sites contributed in attending dialogue issues and acceptance to the other	3.62	0.823	5	Medium
29	Social network sites encourage the effective sharing with others and dialogues to solve the dominant problems of society	3.23	0.876	7	Medium
30	Social network sites became an outlet to express and discuss political issues freely	3.87	0.791	2	High
General average		3.33	0.933	-	Medium

(AM) is the arithmetic mean, (SD) is the standard deviation

4. Testing the Study Hypotheses

4.1 Testing the Major Hypothesis

H0: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility and political awareness of the Jordanian youth.

In order to test the major hypothesis, the sub-hypotheses should be tested as follows:

4.2 Testing the First Sub-hypothesis

H01: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon gender.

It is noted from simple regression analysis results described in table (6) that there is an effect of the social media in developing social responsibility of the Jordanian youth upon gender.

This statistically significant effect at the statistically significant level ($\alpha = 0.05$), as the calculated (T) value is (7.841), which is higher than tabulated (T) value, is in line with the simple regression analysis results that explain the (0.197%) variance in the role of social media in developing social responsibility of the Jordanian youth upon gender.

According to that the null hypothesis (H01) will be rejected and the alternative hypothesis will be accepted, confirming that at the level of significance ($\alpha \leq 0.05$), there will be a statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon gender.

Table 6. Testing results of the first sub- hypothesis

Significant (T)	Calculated (T)	Tabulated (T)	(R) Square	(R)
0.001	7.841	1.960	0.197	0.444

4.3 Testing the Second Sub-hypothesis

H02: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon gender.

It is noted from simple regression analysis results described in table (7) that there is an effect of the social media in developing political awareness of the Jordanian youth upon gender.

This statistically significant effect at the statistically significant level ($\alpha = 0.05$), as the calculated (T) value is (12.633), which is higher than tabulated (T) value, is in line with the simple regression analysis results that explain the (39.0%) variance in in the role of social media in developing political awareness of the Jordanian youth upon gender.

According to that the null hypothesis (H02) will be rejected and the alternative hypothesis will be accepted, that means at the level of significance ($\alpha \leq 0.05$), there will be a statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon gender.

Table 7. Testing results of the second sub- hypothesis

Significant (T)	Calculated (T)	Tabulated (T)	(R) Square	(R)
0.002	12.633	1.960	0.390	0.624

4.4 Testing the Third Sub-hypothesis

H03: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon education level.

It is noted from simple regression analysis results described in table (8) that there is an effect of social media in developing social responsibility of the Jordanian youth upon education level.

This statistically significant effect at the statistically significant level ($\alpha = 0.05$), as the calculated (T) value is (11.00), which is higher than tabulated (T) value, is in line with the simple regression analysis results that explain the (32.64%) variance in the role of social media in developing social responsibility of the Jordanian youth upon education level.

According to that the null hypothesis (H03) will be rejected and the alternative hypothesis will be accepted, that means at the level of significance ($\alpha \leq 0.05$), there will be a statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon education level.

Table 8. Testing results of the third sub hypothesis

Significant (T)	Calculated (T)	Tabulated (T)	(R) Square	(R)
0.003	11.00	1.960	0.326	0.571

4.5 Testing the Forth Sub-hypothesis

H04: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon education level.

It is noted from simple regression analysis results described in table (9) that there is an effect of social media in developing political awareness of the Jordanian youth upon education level.

This statistically significant effect at the statistically significant level ($\alpha = 0.05$), as the calculated (T) value is (17.766), which is higher than tabulated (T) value, is in line with the simple regression analysis results that explain the (55.80%) variance in the role of social media in developing political awareness of the Jordanian youth upon education level.

According to that the null hypothesis (H04) will be rejected and the alternative hypothesis will be accepted, that means at the level of significance ($\alpha \leq 0.05$), there will be a statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon education level.

Table 9. Testing results of the fourth sub- hypothesis

Significant (T)	Calculated (T)	Tabulated (T)	(R) Square	(R)
0.000	17.766	1.960	0.558	0.747

4.5 Testing the Fifth Sub-hypothesis

H05: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon specialization.

It is noted from simple regression analysis results described in table (10) that there is an effect of social media in developing social responsibility of the Jordanian youth upon specialization.

This statistically significant effect at the statistically significant level ($\alpha = 0.05$), as the calculated (T) value is (17.55), which is higher than tabulated (T) value, is in line with the simple regression analysis results that explain the (55.20%) variance in the role of social media in developing social responsibility of the Jordanian youth upon specialization.

According to that the null hypothesis (H05) will be rejected and the alternative hypothesis will be accepted, that means at the level of significance ($\alpha \leq 0.05$), there will be a statistically significant differences of the role of social media in developing social responsibility of the Jordanian youth upon specialization.

Table 10. Testing results of the fifth sub- hypothesis

Significant (T)	Calculated (T)	Tabulated (T)	(R) Square	(R)
0.002	17.550	1.960	0.552	0.743

4.6 Testing the Sixth Sub-hypothesis

H05: At the level of significance ($\alpha \leq 0.05$), there will be no statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon specialization.

It is noted from simple regression analysis results described in table (11) that there is an effect of social media in developing political awareness of the Jordanian youth upon specialization.

This statistically significant effect at the statistically significant level ($\alpha = 0.05$), as the calculated (T) value is (19.647), which is higher than tabulated (T) value, is in line with the simple regression analysis results that explain the (60.70%) variance in the role of social media in developing political awareness of the Jordanian youth upon specialization.

According to that the null hypothesis (H06) will be rejected and the alternative hypothesis will be accepted, that means at the level of significance ($\alpha \leq 0.05$), there will be a statistically significant differences of the role of social media in developing political awareness of the Jordanian youth upon specialization.

Table 11. Testing results of the sixth sub- hypothesis

Significant (T)	Calculated (T)	Tabulated (T)	(R) Square	(R)
0.000	19.647	1.960	0.607	0.779

5. Recommendations

In light of the findings of the study results and discussion, the researcher recommends the following:

1. Carrying out similar studies on different societies, to examine the impact of the use of social media in the development of social responsibility.
2. Spreading the awareness among young people about the role and impact of social media in developing their personalities and guiding them to optimize the use of social media in a social responsible context.
3. Conducting training courses for young people aimed at developing their skills in applying social media in the service of their social issues serving their nation, especially in the field of advocacy and pressure.

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The Interrelations among Self-efficacy, Happiness, Individual Values, and Attractiveness Promoting Behavior

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Received: December 6, 2017

Accepted: December 18, 2017

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p37

URL: <https://doi.org/10.5539/ass.v14n3p37>

Abstract

The paper aims to investigate the associations among self-efficacy, happiness, individual values and attractiveness promoting behavior. The impact of self-efficacy and happiness on individual values and attractiveness promoting behavior is analyzed through the partial least squared structural equation modeling (PLS-SEM). The findings provide important implications that both self-efficacy and happiness are important in one's life but they play different and independent roles. The results found that individual values and attractiveness promoting behavior are independent and they have no significant association with each other. In essence, there is no one perfect solution for all quests. In order for an individual to attain higher level of individual values, psychological and mental factor like happiness should be paid much more attention than perceived ability like self-efficacy. However, self-efficacy is the key factor for an individual to engage oneself in behavior that promote his/her attractiveness.

Keywords: Attractiveness promoting behaviors, Happiness, Individual values, PLS-SEM, Self-efficacy

1. Introduction

The paper aims to investigate the associations among self-efficacy, happiness, individual values and attractiveness promoting behavior. Firstly, it proposes significant impact of self-efficacy and happiness on individual values. Secondly, it tests whether self-efficacy and happiness lead to attractiveness promoting behavior through the interaction effect with individual values. The impact of self-efficacy and happiness on individual values and attractiveness promoting behavior is analyzed through the partial least squared method performed and cross-checked in WARPLS and R programs.

1.1 The importance of Attractiveness

Attractiveness is the perception of the physical traits of an individual human person as pleasing or beautiful. It can include various implications, such as sexual attractiveness, cuteness, similarity and physique. Judgment of attractiveness of physical traits is partly universal to all human cultures, partly dependent on culture or society or time period, partly biological, and partly subjective and individual (Hönekopp, 2006).

Although attractiveness seems to be subjective, contrary to popular belief, societies generally agree on who is and who is not attractive, even across different cultures. According to several studies, individuals that are more attractive are perceived to be healthier, having better genes, more persuasive, more intelligent, and more successful. In essence, attractiveness is rewarded by societies.

Attractiveness is not just given by nature but it can be self-developed. Behaviors that can promote attractiveness include doing exercise, having healthy food, using skin lotion, using proper perfume, putting on make-up, or having good personalities. This led to the motivation of this study, to determine the factors associated with behaviors that promote attractiveness in an individual.

Numerous research studies disclose that attractiveness delivers a surplus in terms of advantageous interview and resume evaluations, and ensuing opportunities to get employed including income and financial stability. Although outstanding qualifications are believed to be the most significant criteria in the employment procedure, good-looking individuals with average resumes are more frequently offered an interview than the unappealing individual. Hence, attractiveness seems to have an important influence on selection when several applicants have comparable qualifications. (Beehr & Gilmore, 1982; Judge, Hurst, & Simon, 2009; Mobius & Rosenblat, 2006; Riggio & Throckmorton, 1988; Watkins & Johnston, 2000; Jawahar & Mattsson, 2005). They are more

persuasive, in part, because they also possess or develop key personality traits like intelligence and social skills. They are also perceived as more likable and trustworthy.

Possessing personality traits that are attractive may be causal in making a face attractive (Little, et al., 2006). Abel, et al. (2009) reported that attractive people are surrounded by pleasant assumptions, for example, having more prominent careers, being more socially expert and intelligent, and better-off in general with their lives. Meta-analyses support the strong effect of physical attractiveness on positive impressions and the “what is beautiful is good” phenomenon (Dion, Berscheid, & Walster, 1972; Eagly, Ashmore, Makhijani, & Longo, 1991; Feingold, 1992; Hosoda, Stone-Romero, & Coats, 2003; Langlois et al., 2000) with the power of the influence apparently similar for both men and women (Langlois et al., 2000). The theory suggested to account for the “what is good is beautiful” phenomenon and with most support is the implicit personality theory (Eagly et al., 1991). Implicit personality theory proposes that people stereotype others on the basis of definite assumptions associated to physical appearances, and so, attractiveness is consequently connected to other positive dimensions of personality such as being more socially adept, interpersonally and occupationally successful, and intelligent. In addition, others seem to respond more positively to physically attractive individuals with subsequent positive outcomes.” (Abel et al., 2009).

Hosoda et al., 2003 revealed that there was a significant association between attractiveness and task-related outcomes in both research laboratory and field settings, for both men as well as women, and for both human resource professionals and college students in research laboratory settings. Furthermore, a work by Marlowe et al. (1996) showed that unattractive women are the most disadvantaged on evaluations of job hiring process and possibility of development toward an executive level organizational position which is opposite to the concept of “beauty is beastly” effect suggested by Heilman and Saruwatari (1979). Additionally, Jawahar and Mattsson (2005) showed that a more attractive applicant irrespective of sex is more likely being employed regardless of whether the occupation is male-dominated or female-dominated. In essence, behaviors that promote attractiveness are fruitful and rewarded by societies.

1.2 Self-efficacy

Bandura (1997) formally defined perceived self-efficacy as personal judgments of one’s capabilities to organize and execute courses of action to attain designated goals, and he sought to assess its level, generality, and strength across activities and contexts. Strength of perceived efficacy is measured by the amount of one’s certainty about performing a given task. These properties of self-efficacy judgments are measured using questionnaire items that are task specific, vary in difficulty, and capture degrees of confidence. “Self-efficacy is the extent or strength of one's belief in one's own ability to complete tasks and reach goals” (Ormrod, 2006).

According to Caprara et al. (2006), “perceived self-efficacy has proved to play a pivotal role in self-regulation processes” “The findings from diverse lines of research have documented the influential role of self-efficacy beliefs in various domains of functioning such as learning, work, sports, health, social adjustment, and well-being” (Bandura, 1997; 2001).

1.3 Happiness

Happiness is one among the most essential elements in life and also this fact has been confirmed by a number of researchers (Aumeboonsuke, 2017). Some of these research studies are the followings. Chida and Steptoe (2008) found that “positive moods such as joy, happiness, and energy, as well as characteristics such as life satisfaction, hopefulness, optimism, and sense of humor, were associated with reduced risk of mortality in healthy populations, and predicted longevity, controlling for negative states” (Diener & Chan, 2011). Brummett et al.’s (2006) investigation of 4,989 students revealed that optimistic individuals had higher longevity rates compared with pessimistic individuals. Guven and Saloumidis’s (2009) “panel study found that the impact of marriage on longevity appeared to be mediated by happiness” (Guyen & Saloumidis 2009). Diener and Chan’s (2011) research, entitled “Happy people live longer: Subjective well-being contributes to health and longevity,” provided extensive reviews on a number of studies about the benefits of happiness and concluded that there now are sufficient studies about the influence of happiness on health. The effect sizes of subjective well-being are large and therefore happiness should be worthy of attention. Numerous studies found the relationship between happiness and health. This research expands the field of studies on happiness by providing the model that relates happiness with self-efficacy, individual values, and behaviors that promote attractiveness.

1.4 Individual Values

Important theorists in a variety of fields have emphasized the importance of people’s value priorities in understanding and predicting attitudinal and behavioral decisions. For example, Gordon Allport (1961)

suggested that value priorities were the “dominating force in life” (p. 543) because they directed all of a person’s activity toward their realization (Rohan, 2000). See Appendix A for a selection of values definitions.

According to Rohan (2000), “Schwartz (1992) identified a comprehensive set of basic values that are recognized in all societies and defined basic values as trans-situational goals, varying in importance, that serve as guiding principles in the life of a person or group. He theorized that basic values are organized into a coherent system that underlies and can help to explain individual decision making, attitudes, and behavior. This coherent structure arises from the social and psychological conflict or congruity between values that people experience when they make everyday decisions (Schwartz, 1992, 2006). The 10 basic values identified in the theory are self-direction, stimulation, hedonism achievement, power, security, conformity, tradition, benevolence, and universalism. (see Appendix B for definitions of each one)”. These values are likely to be universal because they are grounded in one or more of three universal requirements of human existence with which people must cope: needs of individuals as biological organisms, requisites of coordinated social interaction, and survival and welfare needs of groups. Each value is grounded in one or more of these three universal requirements of human existence. All of the studies that employ the theory of basic values treat the 10 values as discrete entities.

This research measured value in each aspect regarding previous literatures and tested the impact of individual’s happiness and self-efficacy on one’s value, and also whether individual values encourage him/her to engage in behaviors that promote his/her attractiveness (see figure 1).

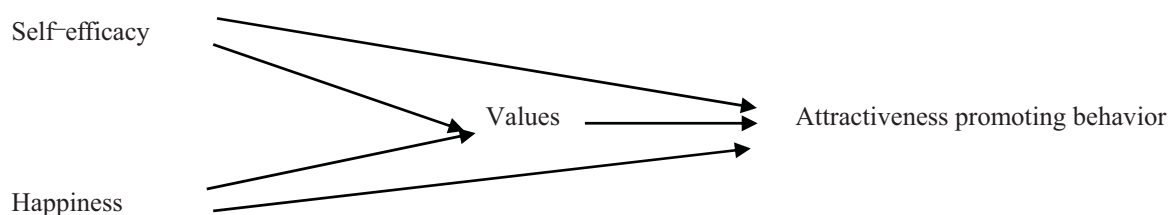


Figure 1. Research Model

In addition, the analysis of whether the individual values contribute to the moderating effect between each predictor and attractiveness promoting behavior was also examined.

Control variables include physical background, demographic background and geographic background such as age, gender, type of city where participant grows up, academic grade, and weight-height ratio.

Hypotheses in this study were the followings:

Hypothesis 1: There is a positive relationship between self-efficacy and individual values.

Hypothesis 2: There is a positive relationship between happiness and individual values.

Hypothesis 3: There is a positive relationship between self-efficacy and attractiveness promoting behavior.

Hypothesis 4: There is a positive relationship between happiness and attractiveness promoting behavior.

Hypothesis 5: There is a positive relationship between values and attractiveness promoting behavior.

2. Data and Methodology

2.1 Data

The participants of this research are undergrad students from several leading universities in Thailand whose age range between 18 to 24 years old. The data were collected through self-administered questionnaires survey. The total of 360 usable questionnaires were obtained. Descriptive statistics of demographic information of the sample are reported in Table 1.

Table 1. Demographic Information of Sample

Gender	Male: 72 (28%) Female: 185 (72%)
Age	Mean: 21.34 Standard deviation: 3.20
City	Urban: 127 (49.42%)

	Suburban: 75 (29.18%) Rural: 55 (21.40%)
Average grade	A: 32 (12.45%) B: 133 (51.75%) C: 89 (34.63%) D: 3 (1.17%)
Height	Mean: 164.13 cm. Standard deviation: 8.73
Weight	Mean: 53.51 kg. Standard deviation: 10.41
Height/weight ratio	Mean: 3.17 Standard deviation: 0.62

2.2 Measures

Behaviors that promote attractiveness was measured by asking the respondents to indicate how often they are engaged in a set of twelve items of behaviors. The level of frequency in each item was measured using an ordinal scale ranged from 1 (not at all) to 5 (everyday). The sample items included “How often do you engage in doing exercise?”, “How often do you engage in eating healthy food?”, “How often do you use skin lotion?”, “How often do you use body freshener/perfume?”, and “How often do you put on make-up?”.

Individual values were measured by asking the respondents to indicate the level of their values on a set of twenty items. The level of values in each item was measured using an ordinal scale ranged from 1 (not at all) to 5 (very much). The question was “How much each aspect is important for you?” and the sample aspects included having good looks, being beautiful, being sexy, being talented, having a good personality, having a sense of humor, having good social skills, and having close friends you can confide in.

Self-efficacy was measured by asking the respondents to indicate the level of their self-efficacy on a set of eighteen items based on Bandura (2006). The level of self-efficacy in each item was measured using an ordinal scale ranged from 1 (not at all) to 7 (very well). The sample items included “How well can you bounce back after you tried your best and failed?,” “How well can you overcome discouragement when nothing you try seems to work?,” “How well can you develop good communication and social skills?,” “How well can you exercise to be healthy and full of energy?,” “How well can you maintain a sincere/true relationship with your friends?,” and “How well can you maintain a close relationship with your parents?”

Happiness was measured by asking respondents to indicate how happy they are with several aspects in their lives by using a set of sixteen items, including “I have a happy family,” “I have close friends that understand me,” “I am healthy,” “I am proud of what I have achieved,” “I am happy with my job prospects,” and “I am liked by the people around me.” They were scored on seven-point frequency scale ranging from 1 (not at all) to 7 (very much).

The items in each factor were used to construct a reflective latent variable of their construct and were tested for reliability and validity.

2.3 Statistical Analysis

The impact of self-efficacy and one’s happiness on individual values and attractiveness promoting behavior was analyzed through the partial least squared structural equation modeling (PLS-SEM). The PLS-SEM analysis was performed by using the R program.

PLS-SEM is a causal modeling method with the objective to explain variance of the dependent latent constructs. There are two components in the PLS-SEM Algorithm. The first component is the structural model (the inner model) that expresses the relationships (paths) between the latent constructs which can be exogenous or endogenous constructs. Exogenous describes latent constructs that are explained by other constructs via structural model relationships. The second component comprises the measurement models (the outer model) which include the unidirectional predictive relationships between each latent construct and its associated observed indicators (Hair et al., 2011).

PLS was appropriate for the data used in this research because of three reasons. First, the independent variables and dependent variables in the study are latent variables that quantify attitudes and the PLS-SEM analysis is suitable to perform path model on cause-effect relationships among latent constructs (Hair et al., 2011). Second, it is not the requirement for PLS-SEM to have a large sample size, unlike other SEM techniques (Chin, 1998; Goodhue et al., 2006). And third, PLS-SEM does not assume that the data is normally distributed (Bovaird et al., 2007).

3. Findings & Discussions

The first and the second model analyzes the relationship among the variables without interaction terms. Convergence validity was analyzed by using factor loadings. Hair et al. (2006) suggested that the value of factor loadings should be higher than 0.5. The results shown in Table 2 to Table 4 indicate that all factor loadings except for one item of self-efficacy and two items of value were above the minimum requirement. The three items that had low loading were removed from the analysis. Table 5 indicates that three factor loadings were above the threshold requirement so these three items were included in the analysis.

Table 2. Factor Loadings for Eighteen Items in Self-Efficacy (x1)

Name	Weight	Loading
Section4.1	0.0791	0.5250
Section4.2	0.0683	0.5260
Section4.3	0.0805	0.5800
Section4.4	0.0566	0.5280
Section4.5	0.0500	0.4820
Section4.6	0.0870	0.6000
Section4.7	0.1972	0.7100
Section4.8	0.0342	0.6180
Section4.9	0.0617	0.5070
Section4.10	0.1200	0.6340
Section4.11	0.0833	0.6310
Section4.12	0.0756	0.6010
Section4.13	0.2014	0.7470
Section4.14	0.0956	0.6870
Section4.15	0.0634	0.5870
Section4.16	0.0370	0.5220
Section4.17	0.0643	0.7420
Section4.18	0.1268	0.6540

Table 3. Factor Loadings for Sixteen Items in Happiness (x2)

Name	Weight	Loading
Section.6.1	0.0867	0.5500
Section.6.2	0.1042	0.5470
Section.6.3	0.1325	0.7130
Section.6.4	0.1497	0.7910
Section.6.5	0.1021	0.6880
Section.6.6	0.0722	0.6050
Section.6.7	0.0989	0.6740
Section.6.8	0.0701	0.5880

Section.6.9	0.0778	0.6420
Section.6.10	0.0438	0.5720
Section.6.11	0.1014	0.6230
Section.6.12	0.0773	0.6360
Section.6.13	0.1084	0.7320
Section.6.14	0.0863	0.6930
Section.6.15	0.0752	0.5950
Section.6.16	0.1188	0.7500

Table 4. Factor Loadings for Sixteen Items in Individual Values (y1)

Name	Weight	Loading
Section.9.1	0.0780	0.7180
Section.9.2	0.0615	0.7430
Section.9.3	0.0490	0.5690
Section.9.4	0.1241	0.8130
Section.9.5	0.1330	0.7340
Section.9.6	0.1353	0.8200
Section.9.7	0.1310	0.6850
Section.9.8	0.1378	0.7530
Section.9.9	-0.0179	0.3500
Section.9.10	0.0601	0.6240
Section.9.11	0.0790	0.6470
Section.9.12	0.1008	0.6340
Section.9.13	0.0939	0.5900
Section.9.14	0.1399	0.7800
Section.9.15	0.1025	0.5620
Section.9.16	-0.0034	0.2220

Table 5. Factor Loadings for Sixteen Items in Attractiveness Promoting Behavior (y2)

Name	Weight	Loading
Section.10.1	0.0252	0.1130
Section.10.2	-0.0188	0.0544
Section.10.3	-0.0020	0.1268
Section.10.4	0.3254	0.7870
Section.10.5	0.3539	0.7804
Section.10.6	-0.0902	-0.1260
Section.10.7	-0.1418	-0.3375
Section.10.8	-0.0036	-0.1049
Section.10.9	-0.1194	-0.3093
Section.10.10	0.3089	0.8061
Section.10.11	0.0751	0.2885
Section.10.12	0.2403	0.4116

Diagnostic tests have been performed by discriminant validity, construct validity, and reliability. Discriminant validity was analyzed by comparing the average variance extracted (AVE) to the squared correlation coefficient. Fornell and Larcker (1981) suggested that the square root of the AVE must be greater than correlations between the constructs in order for discriminant validity to be satisfied. The results shown in Table 6 indicate that all the values of the square root of the AVE (values in the main diagonal line) were greater than the correlations between the constructs except for one case in p1 where the difference was trivial. Construct validity was analyzed by applying Cronbach’s alpha coefficients and Dillon–Goldstein’s rho. The minimum requirement for these two indicators was 0.7. The results shown in Table 7 show that the reliability indicators of all latent variables were acceptable according to Nummally (1978).

Table 6. Squared Root of the AVE and Correlations Between the Constructs

	x1	x2	z1	z2	z3	z4	z5	y1	y2
x1	0.5933								
x2	0.6293	0.6550							
z1	0.1989	0.1647	1.0000						
z2	-0.0222	0.0621	-0.0730	1.0000					
z3	0.0818	0.0015	0.0325	0.1275	1.0000				
z4	-0.0693	-0.1196	-0.0783	0.0163	0.2807	1.0000			
z5	0.1799	0.1647	0.4892	-0.1699	0.0226	-0.1554	1.0000		
y1	0.2409	0.3223	-0.1021	0.1031	-0.1546	-0.1704	-0.1044	0.6841	
y2	0.2712	0.1601	0.5719	-0.0522	0.1185	-0.0264	0.4401	0.0230	0.4461

Table 7. Cronbach’s Alphas Coefficient and Dillon–Goldstein’s Rho

	C.alpha	DG.rho
Self-efficacy	0.8970	0.9118
Happiness	0.9100	0.9227
Individual values	0.9180	0.9300
Attractiveness promoting behavior	0.2120	0.0004

The results from the PLS analysis of the first model are summarized in Table 8. Standardized path coefficients and p-values are reported. Table 8 and table 9 report the results from model one and model two, respectively. Model one focuses on the impact of self-efficacy and happiness on individual values whereas model two emphasizes on the impact of self-efficacy and happiness on attractiveness promoting behavior. The results show that happiness has a significant positive association with individual values whereas self-efficacy has a significant positive association with attractiveness promoting behavior.

Table 8. PLS results on Model One

	Estimate	Std. Error	t value	Pr (> t)	Sig
Intercept	0.0000	0.0690	0.0000	1.0000	
Self-efficacy	0.0895	0.0908	0.9859	0.3256	
Happiness	0.2421	0.0919	2.6326	0.0092	***
z1	-0.1290	0.0795	-1.6228	0.1064	
z2	0.0920	0.0715	1.2868	0.1999	
z3	-0.1452	0.0732	-1.9818	0.0491	**
z4	-0.1247	0.0734	-1.6995	0.0910	*
z5	-0.0924	0.0814	-1.1360	0.2575	

Note. ***= p < 0.01, **= p < 0.05, * = p < 0.10,

z1–z5 are control variables including gender, age, type of city grown from, and academic performance.

Table 9. PLS Results on Model Two

	Estimate	Std.Error	t value	Pr ($\leq t $)	Sig
Intercept	0.0000	0.0581	0.0000	1.0000	
Self-efficacy	0.2370	0.0735	3.2260	0.0015	***
Happiness	-0.0597	0.0716	-0.8336	0.4057	
z1	0.4132	0.0683	6.0510	0.0000	***
z2	0.0074	0.0598	0.1235	0.9019	
z3	0.0707	0.0616	1.1469	0.2530	
z4	0.0252	0.0619	0.4070	0.6845	
z5	0.2025	0.0687	2.9471	0.0036	

Note. *** = $p < 0.01$, ** = $p < 0.05$, * = $p < 0.10$,

z1–z5 are control variables including gender, age, type of city grown from, and academic performance.

The third model analyzed the associations among variables with interaction terms. Convergence validity and discriminant validity were analyzed in a way similar to that in the first model. Most of the factor loadings were satisfactory and the items that had a low loading were removed from the analysis. Construct validity was analyzed using Cronbach's alpha coefficients and Dillon–Goldstein's rho. The results indicate that the reliability indicators of all latent variables were satisfactory.

The results from the PLS analysis on the third model are presented in Table 10. Standardized path coefficients and p-values are described.

Table 10. PLS Results on Model Three

Dependent variable = Individual values					
	Estimate	Std.Error	t value	Pr ($\leq t $)	Sig
Intercept	0.0000	0.0707	0.0000	1.0000	
Self-efficacy	0.0631	0.0909	0.6936	0.4888	
Happiness	0.2826	0.0909	3.1088	0.0022	***
Dependent variable = Attractive promoting behavior					
	Estimate	Std.Error	t value	Pr ($\leq t $)	
Intercept	-0.0000	0.0589	-0.0000	1.0000	
Self-efficacy	0.1646	0.0775	2.1231	0.0352	**
happiness	-0.0821	0.0788	-1.0417	0.2990	
z1	0.4579	0.0685	6.6817	0.0000	***
z2	0.0042	0.0611	0.0688	0.9453	
z3	0.0901	0.0632	1.4256	0.1558	
z4	0.0358	0.0631	0.5670	0.5714	
z5	0.2146	0.0699	3.0675	0.0025	***
Individual values	0.0985	0.0654	1.5074	0.1335	

Note. *** = $p < 0.01$, ** = $p < 0.05$, * = $p < 0.10$,

z1–z5 are control variables including gender, age, type of city grown from, and academic performance.

Table 10 illustrates the results of the third model that simultaneously analyzed the impact of self-efficacy and happiness on individual values and attractiveness promoting behavior. The empirical hypothesis examined under the third model is summarized in the following section:

Hypothesis 1 predicted that *self-efficacy* increases *individual values*. The results from the PLS estimation indicated that the association these two variables were statistically insignificant ($\beta=0.0895$; $p=0.3256$ for the first model and $\beta=0.0631$; $p=0.4888$ for the third model). Thus, hypothesis 1 was not supported.

Hypothesis 2 predicted that *happiness* increases *individual values*. The results from the PLS estimation indicated that these two variables were positively related; the association was also statistically significant ($\beta=2.2421$; $p=0.0092$ for the first model and $\beta=0.2826$; $p=0.0022$ for the third model). Thus, hypothesis 2 was supported.

Hypothesis 3 predicted that *self-efficacy* increases *attractiveness promoting behavior*. The results from the PLS estimation indicated that these two variables were positively related; the association was also statistically significant ($\beta=0.2370$; $p=0.0015$ for the second model and $\beta=0.1646$; $p=0.0352$ for the third model). Thus, hypothesis 3 was supported.

Hypothesis 4 predicted that *happiness* increases *attractiveness promoting behavior*. The results from the PLS estimation indicated that these two variables were statistically insignificant ($\beta=-0.0597$; $p=0.4057$ for the second model and $\beta=-0.0821$; $p=0.2990$ for the third model). Thus, hypothesis 4 was not supported.

Hypothesis 5 predicted that *individual values* increases *attractiveness promoting behavior*. The results from the PLS estimation indicated that these two variables were statistically insignificant ($\beta=0.0985$; $p=0.1335$ for the third model). Thus, hypothesis 5 was not supported.

The results show that happiness has strong significant positive impact on individual values but not on attractive promoting behavior. Whereas self-efficacy has strong significant positive impact on attractive promoting behavior but not on individual values.

The findings provide important implications that both self-efficacy and happiness are important in one's life but they play different and independent roles. The results found that individual values and attractiveness promoting behavior are independent and they have no significant association with each other. In addition, in order for an individual to achieve higher level of individual values, psychological and mental factor like happiness should be paid much more attention than perceived ability like self-efficacy. However, in order for an individual to engage oneself in behaviors that promote his/her attractiveness, perceived ability like self-efficacy is the key factor. In other words, a person who is happier but has lower level of self-efficacy tend to have more value in oneself. Whereas a person who has higher level of self-efficacy but is less happy tend to involve more in behaviors that promote his/her attractiveness.

4. Concluding Remarks

The objective of this research was to investigate the role of self-efficacy and happiness in promoting individual values and how one engages in behaviors that promote attractiveness. The author proposed that self-efficacy and happiness would contribute to individual values and individual's engagements in behaviors that promote attractiveness. In addition, the author also proposed that there is interrelationship between individual values and engagement in behaviors that promote attractiveness. The statistical evidence revealed that happiness had a strong positive impact on individual values whereas happiness was not significantly related to one's engagement in attractiveness promoting behavior. On the contrary, self-efficacy had a strong positive impact on one's engagement in attractiveness promoting behavior whereas self-efficacy was not significantly related to individual values. In addition, individual values and engagement in behaviors that promote attractiveness are independent to each other.

In conclusion, the results from this research provide some recommendations for individuals regarding the approach to individual values and engagements in behaviors that promote attractiveness. The results indicated that both self-efficacy and happiness are significant factors but they play different roles and they are independent. A person who is happy tend to have more value in oneself even though he/she has low self-efficacy. Whereas a person who is less happy tend to involve more in behavior that promote attractive, given that he/she has higher level of self-efficacy. It can be seen clearly that there is no one perfect answer for all quests. In essence, individuals who emphasis more in one's value should pay more attention to how to make oneself be happy while individuals who emphasis more in engaging oneself in behaviors that promote attractiveness should focus on improving their self-efficacy.

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Appendix A

A Selection of Values Definitions

Conceptual Definitions of 10 Basic Values According to Their Motivational Goals and Components of the Definitions That Suggest Subtypes of Values

Value	Conceptual definition*	Definition components
Self-direction	Independent thought and action—choosing, creating, exploring	Autonomy of thought Autonomy of action
Stimulation	Excitement, novelty, and challenge in life	Excitement Novelty Challenge
Hedonism	Pleasure and sensuous gratification for oneself.	Single component: Pleasure
Achievement	Personal success through demonstrating competence according to social standards	Personal success Demonstrating competence
Power	Social status and prestige, control or dominance over people and resources	Dominance over people Control of material resources Face: Status and prestige
Security	Safety, harmony, and stability of society, of relationships, and of self	Societal security Personal security
Conformity	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms	Interpersonal: Avoiding upsetting others Compliance with social norms
Tradition	Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provides	Single component: Maintaining cultural and religious traditions
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact	Single component: Caring for ingroup members
Universalism	Understanding, appreciation, tolerance and protection for the welfare of <i>all</i> people and for nature	Tolerance Societal concern Protecting nature

* Definitions in column 2 are adapted from "Are There Universal Aspects in the Content and Structure of Values?" by S. H. Schwartz, 1994, *Journal of Social Issues*, 50, p. 22. Copyright 1994 by John Wiley & Sons, Inc.

Source. Schwartz, S. H., Cieciuch, J., Vecchione, M., Davidov, E., Fischer, R., Beierlein, C., ... & Dirilen-Gumus, O. (2012). Refining the theory of basic individual values. *J. of personality and social psychology*, 103(4), 663.

Appendix B

Definitions of 10 Basic Values

Theorist	Definition
Lewin (1952, p. 41)	Values influence behavior but have not the character of a goal (i.e., of a force field). For example, the individual does not try to "reach" the value of fairness, but fairness is "guiding" his behavior. It is probably correct to say that values determine which types of activity have a positive and which have a negative valence for an individual in a given situation. In other words, values are not force fields but they "induce" force fields. That means values are constructs that have the same psychological dimension as <i>power fields</i> .
C. K. M. Kluckhohn (1951, p. 395)	A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable that influences the selection from available modes, means, and ends of actions.
Heider (1958, p. 223)	We shall use the term <i>value</i> as meaning the property of an entity (<i>x</i> has values) or as meaning a class of entities (<i>x</i> is a value) with the connotation of being objectively positive in some way.
Rokeach (1973, p. 5)	A <i>value</i> is an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence.
Feather (1996, p. 222)	I regard values as beliefs about desirable or undesirable ways of behaving or about the desirability or otherwise of general goals.
Schwartz (1994, p. 21)	I define <i>values</i> as desirable transsituational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity.
Schwartz (1999, p. 24)	I define values as conceptions of the desirable that guide the way social actors (e.g., organizational leaders, policy-makers, individual persons) select actions, evaluate people and events, and explain their actions and evaluations.

Source. Rohan, M. J. (2000). A rose by any name? The values construct. *Personality and social psychology review*, 4(3), 255-277.

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Moral Values of Javanese Leader in Serat Wedhatama

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Received: December 22, 2017

Accepted: January 16, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p49

URL: <https://doi.org/10.5539/ass.v14n3p49>

Abstract

This study aims to seek moral values of leadership in the Javanese culture derive from Serat Wedhatama (Wedhatama Script) by Mangkunagara IV. The Indonesian local wisdom of literary works was intellectual asset must be explore and transform in the daily life in order to realize prosperous of Indonesian society. This research used philosophical research method in which of Serat Wedhatama by Mangkunagara IV as a primary data source. The technique of data analysis used hermeneutical method with three procedure: verstehen, interpretation, and hermeneutik. The results showed that the moral values in Serat Wedhatama work of Mangkunagara IV consist of the value of courage (*satriya*), simplicity (*prasaja*), the kindness (*setya budya*), sincerity, and the religious values. Panembahan Senapati is the ideal Javanese leader who succeeds bringing happiness and prosperity to all Javanese people. The implementation of leadership based on these moral values by Mangkunagara IV succeed brought prosperous for Mangkunegaran people.

Keywords: Serat Wedhatama, Mangkunagara IV, Javanese leader

1. Introduction

Indonesia has a complex problem with regard to ethics and morality such as criminality, violence, drug abuse, and corruption which show no sign of ending. Many leaders and officials are involved in the practice of corruption, collusion, nepotism, and manipulation. Executives and legislatures even collectively commit corrupt acts, plundering state money for personal gain. People's representatives only promised beautiful promises during the election campaign, but forgot after being elected. Most of the people's representatives are concerned only with self-interest and their party, seeking to perpetuate their position regardless of the fate and prosperity of the people it represents. Bertens (2004: 33) states that members of the Indonesian House of Representatives who should be vicious eradication symptom of corruption, apparently themselves have been infected with the national disease. They had fellowshipped with enemies who were supposed to be fought bitterly.

Establishing ad hoc commission to combat corruption called Commission of Corruption's Eradication (KPK) have not been successful. Corruption, crime, violence, and murderer become inexhaustible news in the Indonesian mass media. This phenomenon similar to the condition in the mid-nineteenth century where social deviations occurred massively in Indonesia, especially in Java. The poverty that hit Java's rural area encouraged criminal acts such as theft, robbery, murder, and violence. Furthermore, monetization encourages the middle class and the Javanese aristocrats to become consumerists. Luxury goods such as: vehicles, clothing, and home furnishings became a pride for the Javanese aristocrats to show their true identity as the ruling class. Opium, concubine, gambling, and prostitution are also symptoms that reinforce the occurrence of cultural deviations so that the poet Ranggawarsita called it as "a crazy era". Furthermore, in the field of politics, traditional elite has alienated the role and authority where they must comply and obey the will of the colonial government as the guarantor of the king's power. The inability of traditional Javanese leaders in carrying out their roles and duties has inspired the idea and thought of the Javanese nobility to improve the leadership qualities of the kingdom.

These conditions inspired the ideas, notions, and thinking of the nobles and poets to find out the best ways to improve Javanese leaders conditions. Yasadipura I, a poet of Surakarta Palace proposes a theory of leadership called *Astabrata*. He argued that the king should be able to carry out his duties and responsibilities if they hold the teachings of the "Eight-behavior" (*Astabrata*). Moertono (1985: 52) suggests that the kings should have moral, values, and characters of the "eight-guardians of the wind-direction" or *astalokapala* namely *Indra* (benefactor), *Yama* (combating evil), *Surya* (wise), *Candra* (merciful), *Bayu* (meticulous), *Kuwer* (entertaining),

Baruna (smart), and *Brama* (brave). Another kings and Javanese philosopher who taught the virtue and morality is Mangkunagara IV. He was a bright king that carry out Mangkunegaran kingdom to the peace, welfare and prosperity era in nineteenth century. His succed for developing economy by establishing plants and industries, especially sugar industries, shown his capacity as the Javanese great king. In addition, he has great ideas to define the highly-valued literary and cultural works such as: Serat Wedhatama, Tripama, Yogatama, Paraminta, Paliwara, and so on (Siswokartono, 2006).

Serat Wedhatama was the famous literary work contains principles, guidance, and advice about the goodness. Its quoted in everyday life conversation, especially for Javanese villager who appropriate traditional Javanese moral values. It poem interpreted as a doctrine of wisdom, psychological mind, character, and soul for Javanese nobleman to be an ultimate human being. "Serat" was script, "wedha" means *kawruh*, knowledge, science or principles, while "tama" means primary, good, noble and perfect (Sumantri, 2005: 35). Serat Wedhatama written in the form of Javanese song, a style of Javanese poetry called *macapat*. Its have highly soul of religious thrill heart, so the values and teachings easily understood. It will be very different results if we just reading, not only misunderstanding of meaning but also vacuous of soul and spirit. Its literary works encourage moral values acknowledgement within Javanese human being when read and sung in the traditional ceremony.

The Javanese society regulates interactions by two main principles: harmony and respect. It was not only forbids Javanese human doing on the basis of his own interest, but also cares others in order develop harmony in society (Endraswara, 2010: 14). The principle of harmony prohibits someone take positions causes conflict with others. Its placed as ultimate regulation, preceding a positive law binding the power and ethical implications demands individuals to maintain good relations with others in order to develop order and harmony in society. The Javanese have principle that nature and life was relative uncertain. Relativism of the Javanese understood that the truth as something uncertain has a relative nature, except the truth of God, the creature of universe (Santoso, 2012: 19). The concept of power in Javanese culture rooted on Hindhu cosmology emphasizes harmony between macrocosm (the God world) and microcosmos (the Human world). Humans were under influence supranatural forces sourced in the direction of wind, stars, and planets. These forces not only produce prosperity but also destruction for nature. Harmony between the kingdom (microcosm) and the universe (macrocosm) accomplished by arranging kingdom as universe at the miniature (Soeratman, 2000: 2). The leaders overwhelming duty for create synchronization between micro and macrocosm, so appropriate for the great powers and sovereignty. As the representative of God (*khalifatullah*) who knows exactly what to do, the king get knowledge and revelation from the God, consequently his decisions can not denied by anyone (Ali, 1986: 27). While having the great privileges and powers, the king has a substantial duties and obligations commonly referred as *dharma*. The main mission was carry out harmony and balance to reach a prosperous, peaceful, and wealthy. The enormous power of the king expected provide great space and authority in order compeling peace and wealthy. The doctrine of virtue about the moral values of leadership in Serat Wedhatama, expected to be a lighter change in Indonesian political life. Leaders become important agent of change in organizations since they are in the best position to facilitate cultural changes (Yusof, Kadir & Mahfar, 2014). So, revitalization of moral values of leadership in the society by inculcation and internalization expected as long as enlightenment for the civilization and increasing the quality of leadership within Indonesian political institutions.

2. Methodology

This research used philosophical research method that seeks to find facts with appropriate and systematic interpretation of cultural structure or philosophical thinking. The Qualitative research are relevant to reveal the meaningfulness data in a philosophical, theoretical, and cultural domain (Muhadjir, 1996: 159). The research data source is Serat Wedhatama consists of 100 verses collection of Reksopustaka library, Surakarta, Indonesia.

Data collecting techniques was done by reading symbolic and semantic levels, recording, and codifying data. Data analysis techniques were performed with *verstehen*, interpretation, and hermeneutics. The researchers used historical approach to explain history, social, and cultural background of Mangkunagara IV's ideas about primal Javanese leaders.

3. Finding and Discussion

3.1 The Ideal Leader

The ideal leader according to Serat Wedhatama is a someone ables to create happiness, prosperity, and peacefull for all human-being (*amemangun karyenak tyasing sasama*) as the embodiment of the Javanese worldview adorned the world with kindness and beauty (*hamemayu hayuning bawana*). The ability of leader to conduct of duty (*dharma*) determined by his ability to cultivate inner ability through live as an ascetic (*samadi*) therefore strong personality who has divine character. Panembahan Senapati, the founder of the Islamic Mataram dynasty

in Yogyakarta, was a historical figure identify as the ideal Javanese leader. He was a *satriya* who have capability to reducing the desire of the world to develop inward through the path of ascetic or meditation in a lonely places. In addition, he was able to control the ruler of the Queen of the South (*Ratu Kidul*) and Mount of Merapi (*Gunung Merapi*) help maintaining peace and political stability in Mataram. The unity between Panembahan Senapati and Queen of South (*Ratu Kidul*) was an expression of the king's power not only in power on the visible world, but also in power over the invisible world. In Serat Wedhatama, Mangkunagara IV state in follow:

Exemplifies the main behavior, for the Javanese, the Great Man in Mataram, Panembahan Senapati, who sincerely, reducing the lust, with concern, day and night, developing the pleasure for all human-being (Mangadeg Foundation, 2010: 6).

The way to building of peace for all human-beings can be done by promoting harmonious, balance, and peaceful without disputes, and help each other (*anawur gawe enaking atining sapada*). The next ways is building agreement through appreciate and honor with others characterized by a manner of speaking and self-giving shows respect according to position and degree in Javanese social structure (Suseno 1985: 60).

The ideal of Javanese leader is someone have great power to alienate conflicts by reducing contradiction interests in society. The ways are building values and norms of behavior aimed to preventing the emergence of emotions and conflicts. Through these values and norms would emerge character of love (*tresna*) that consider from the way of speaking and careful (*ngati-ati*). Building and creating happiness, delight, and well-being is the main duty (*dharma*) of leaders. The idea Mangkunagara IV represents an ideal leaders not only capable for developing harmony, welfare, and salvation but also avoiding possibility of disturbances, conflicts and frictions. The Javanese peoples share assumption that ideal king is someone who controls infinite power and reflects the spirit of God (*Hyang Sukma Kawekas*), he is also supposed to control his personal will. The king is intermediary who has power to organize relationship between human and human, human with their God, and human with nature (Moertono, 1985: 49).

In the Javanese culture, the king is the center of micro cosmos which occupy the top of hierarchy in the stratification of social status, and leading all humankind. The king regarded as God (in the time of Indonesian Hindu Buddhist kingdoms) and as representative of God (*khalifatullah* in the era of the Islamic kingdom). He became medium or intermediary between the microcosm and the macrocosm. Therefore, the king has important role in order to maintaining, preserving, and protecting the kingdom. Herusatoto (2008: 133) states that attitude of the Javanese leader called religious knight (*satriya pinandhita*) which not depend on treasure (*arta*), degrees (*derajat*), power (*kramat*), and and sovereign (*kuasa*). The ideal leader has passionate attitude, selflessness, rich without property (*sugih tanpa banda*), and to be winner without humiliate (*menang tanpa ngasorake*). Mangkunagara IV states that the leader must have three things: the noble descendants (*wirya*), the treasures (*arta*), and the cleverness (*winasis*) in order to be an ideal leader (Mangadeg Foundation, 2010). These three aspects are basic capital for the king implementing duty in order achieve degree of the great king (*ratu gung binathara*).

3.2 Moral Values of Javanese Leaders

Serat Wedhatama recommends the Javanese leaders having policies and behaviors based on dignified values. Leader must have moral values: courage (*satriya*), simple (*prasaja*), sincere (*rila*), nobility (*setya budya*), and religiosity (*agama ageming aji*). The leader possesses these moral values is primal leader not only enable to destroy the evil (*angkara*) and evil desires to demolish the order of human life, but also developing happiness and prosperity for all human-kind.

The leaders regarded as *satriya* by two indicators: the first holy or clean personality, and the second possession high dedication to their kingdom (Endraswara, 2013: 87). The leaders must liberate herself from personal motivations to be fair to all people. The courage of Mangkunagara IV shows in the case of taking over the royal lands of kingdom for the sake of the country's economy. The nature of *satriya* also indicate by her decision to fight against Prince Dipanagara (1825-1830) considered to destroy order and cause misery for Javanese (Siswokatono, 2006: 81). The *satriya* does not dependent others in taking policy or accepting the consequences. The courageous and unrely to others are the main personality of Javanese *satriya*. Mangkunagara IV states it in Serat Wedhatama (1: 7) as follows:

His fortitude so trivial, finally relying on his father and mother, the esteemed and the noble descendants, is that your father, while you are hang out not yet alone, do not understand the etiquette, which is the main of religious teaching (Mangadeg Foundation, 2010: 3).

Courages was a strong ethical outlook dealing problems based on truth and justice. The dare properly was high

ethical morality indicate the virtue of leader. In the view of Seneca (Suseno, 1998: 64) the brave people do not just overcome the feelings of fear, but unrecognize the feelings of fear. He refuses to surrender over the threats and tried to broke. Whatever threatens will be confronted he stand facing with calm, shows the unanimity of the leadership soul to uncapitulate to external threaten. *Satriya* is terminology for people who have inner determination manifested in positive attitudes: honest, not easily swayed by the circumstances surrounding, not dragged into the flow of bad habits such as corruption, collusion, and other habits that violate ethics and morality. *Satriya* was dare doing right in the midst of people who have been carried away by the unhealthy stream of life (Chodjim, 2016: 127).

In fact, it been blessed God, returning to empty world, unworldly drunkenness, whose nature master-power, back to origin ... (Mangadeg Foundation, 2010: 15).

The second moral value taught by Mangkunagara IV is simple attitude and lifestyle (*prasaja*). Simplicity is one of the Javanese attitudes that view life as an effort to fulfill their minimal needs, not exaggeration, and to see inner happiness as the ultimate goal. Simple life is representation of Javanese culture does not pursue worldly pleasures, simply life, honest in doing the job, and full of commitment. The simple attitude of a leader is produce of his perseverance in inner that no longer dazzle by the glitter of worldly possessions, prefers to enjoy the inner clarity to bring happiness and prosperity. One of moral values of simplicity is avoiding arrogant. The Javanese language recognizes some terminology, namely: *adigang*, *adigung*, and *adiguna*. Arrogant caused by relying on position, rank, or degree called *adigang*. Its brings to badness for leader and invites contempt from others. Excessive self-belief ability to cultivate is excessive arrogance that is self-forgetful and does not attention on shortcomings and weaknesses. *Adigung* is an arrogant character causes relying on intelligence and cleverness of one-self so underestimate another people who are just to cover up his stupid state and have no advantages. *Adiguna* is an arrogant character for relying on courage and cleverness in tongues (Herusatoto, 2008: 146).

The third moral value teaching of Mangkunagara IV is nobility (*setya budya*) based on esoteric knowledge about the nature of something or *ngelmu*. The dignified spirit is character of *satriya* foster attitude of humility, respect for others, and fair to all people. Serat Wedhatama (5:13 and 3: 1) writes as follows:

The famous noble man is, when it can adapt to the circumstances, it is the bud, which will grow on the principal deeds, even though his opinion is true, will still appreciate when there are different opinions.

The science can be realized by behavior, begins with the will, the will means tranquil, good mind of destroyer the evil. (Mangadeg Foundation, 2010: 13)

Goodness based on *ngelmu* encourages people to ethical-morally doing something. Virtue is a fixed tendency; a disposition keeps that the will fixed in certain direction. Chodjim (2016: 190) states that the leader who is spiritually virtuous always steadfast, not worried, and not tossed around by changing circumstances. Constancy in the face of distractions and temptations will actually establish itself as a person who has real tranquil. Human being who is able defeat the evil will be a forgiving person because realizes that everyone has the possibility doing wrong. Persons will be a dignified spirit when making themselves humble as manifestation of their responsibility of soul.

The fourth moral value is sincere, willing, acceptance of destiny has been determined by God. The sincere leader allow act equitably because has no interest for policy. Sincere value mentioned in Serat Wedhatama (3: 11) as follows:

Shame if, losing without dissatisfied, accepting if gets unpleasant behavior, hatred from fellow, and surrendering all to God (Mangadeg Foundation, 2010: 15).

Willing (*rila*) is basic attitude of Javanese in order to developing harmony in the world. Its depart from assumption that everything to be and attached to human being as deposit, then any time taken by the owner must be willing to release. It is contained tolerance and patience deal with others who even hurt or harm. For the small people (*kawula*), it is expressed by eagerness to serve and carry out their leader (*priyayi*). They become conscious it has destiny for the small people to doing to, work to, and serve the leader. Everything is destiny by the will of God, and must be accepted with sincerity and uncomplaining because basically human must to accredit his own destiny.

The Javanese appreciate one's ability to conceal the circumstances of those who are actually suffering. Commonly, techniques used by the Javanese are habit of pretending or *ethok-ethok*. Its attempt to keep the level of intimacy, a warmth relationships in which all the exact outlook can be effectively hidden (Suseno 1985: 43). Sincere makes people as the main creature, complete admission of defeat in life, an attitude surrendering to God. In the Javanese culture was called to look at oneself (*mulat sarira*) and look himself (*hangarasa*). Sincere will

not affect disappointment in the life even vice versa, and will convey someone to get closer association with the God (Chodjim, 2016: 241).

The fifth moral value is religiosity by carrying out the behavior the four worship (*catur sembah*) that is: the bodily worship (*sembah raga*), the mind worship (*sembah kalbu*), the spiritual worship (*sembah jiwa*), and the sense worship (*sembah rasa*). Serat Wedhatama (4: 1) stated as follows:

Now I say, four prayers (inherit) to be imitated, first: body, creation, soul, and sense, of my son, there when they are achieved, a sign of God's grace (Mangadeg Foundation, 2010: 17)

The teaching of four worship basically a teaching of mysticism or *tasawuf*. It is a philosophically life meant as the way to improve a human soul through certain religious rituals and practices. Through a mystical religious experience human being tries to get a closer and unify with his God (*manunggaling kawula-gusti*). The religious experience means an awareness of the unseen world, spiritual or spiritual, as the worldview and the proof of spiritual facts in the physical world. It becomes a reference for describing the unseen reality as a world or spiritual worldview whereby man deals with his fellowman (Daryono, 2007: 126). Through the behavior or ritual of “tapa brata” as attitude askesis one can find a sense that can be made as way of life, guide for will and behavior of human being. The conduct and rituals performed by the Javanese to find the exactly truth called “the religion of sense”.

Sumantri (2005: 58) states that for Javanese, sense is a central part the meaning of all the genuine norms as a standard to be obey. It has an important role not only as a feeling, emotion, or human response receiving sensory stimuli such as: bitter, sweet, and salty but also the deepest nature, delight or charm, as the “holy voice” of the nature divine. Sense likened to conscience, the core of the deepest norm, the standard to be obeyed, as a regulator in performing religious, legal, or aesthetic actions. Sense is associated with life despite human being has no sense being an old man, who is considered as a useless man, no taste, and wasted (*sepa lir sepa samun*). Daryono (2007: 130) state that the purpose of sense is eliminate the misery of life (*supadi nir ing sangsaya*) and passion of human hearts (*mbengkas kahardaning driya*). It is right for anyone who wants, and the willing to empower or develop through four worship (*catur sembah*). Leaders who are enabling a genuine sense will be able to act reminiscent of God who is able bring goodness and well-being of life in the world. He acts in the name of Deity with a mission to control the world for life going should be.

4. Conclusion

The teaching of leadership in Serat Wedhatama represent the concept of Javanese power emphasizes rights of king's power to govern life and obligations to bring peace and prosperity. Mangkunagara IV taught that leader does not have to rely on his life, but must be able to bring happiness and inner welfare. To enable performing their duty, leaders should base their behavior and policy on moral values that have the courage (*satriya*), simplicity (*prasaja*), nobility (*setya budya*), sincere (*rela*), and religiosity. Panembahan Senapati is ideal example, a leader who is seeks to control his passions to pursue inner happiness. He always take ascetic ways (*samadi*), going in the lonely places to develop the inner cultivate the spiritual aspect.

The findings provide an additional leadership models relevant to Javanese traditions and culture. The moral values leadership taught by Mangkunagara IV in Serat Wedhatama emphasize that the great authority and power of a leader must be balanced by the virtues of noble to not abuse. The values of courage (*satriya*), nobility (*setya budya*), simplicity (*prasaja*), sincerity (*rila*), and religiosity values are the basic of Javanese culture that emphasizes harmony and togetherness. Political elites expected understand that they have hard duty to realizing prosperity and happiness for all. In addition, they are expected to act and behave ethically in order to realize a just, peaceful and prosperous life.

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Palestinian State through the Official and Unofficial Israeli Perspective

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Received: December 26, 2017

Accepted: December 28, 2017

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p55

URL: <https://doi.org/10.5539/ass.v14n3p55>

Abstract

The study focused on the Palestinian state as depicted in the Israeli political discourse. It showed that the Israeli strategy is based on denying the establishment of a Palestinian state alongside the Israeli one. Israel's main concern is to protect its national security at all costs. The study showed the Israeli political factions' opposition to the formation of an independent Palestinian state in addition to their refusal to give up certain parts of the West Bank due to religious and geopolitical reasons. To discuss this topic and achieve the required results, the analytical descriptive approach is adopted by the researcher. The study concluded that the Israeli leadership and its projects to solve the Palestinian issue do not amount to the establishment of a Palestinian state. This leadership simply aims to impress the international public opinion that Israel wants peace. In contrast, the Israeli public has shown that it cannot accept a Palestinian state, and the public opinion of the Palestinian state is not different from that of the political parties and leaders in Israel.

Keywords: Palestinian State, settlement, Israeli Political Parties, Israeli National Security

1. Introduction

The idea of the Palestinian state went through several stages. The stage where Palestine was divided and Israel was established was not a spur of the moment thing. It was a stage with historical dimensions that first started with the declaration made by Arthur Balfour, British foreign affairs minister, in 1917. The United Kingdom transferred the file to the United Nations, which was influenced by the influence of the major powers. This resulted in Resolution 181 of the General Assembly of the United Nations on November 29, 1947, dividing Palestine into Jewish and Arab states.

Israel has occupied the part of the land given to it by the UN resolution and more than half of the area allocated to the Arab state. This made all the actions based on this decision illegal because Israel refused to recognize the establishment of an Arab state in Palestine. This refusal arose from the fear of the demographic threat and security for the Israeli population. The Palestinian Israeli negotiations began and were culminated in the Oslo Accords on the Palestinian willingness to recognize the State of Israel on the basis of UN Security Council Resolutions 242 and 338. The Declaration of Principles was reached on 13th September 1993. However, the core issues of borders, refugees, Jerusalem and settlements were not resolved.

The conflict between Palestinians and Israelis have escalated after the outbreak of the Al-Aqsa Intifada in 2000, following which the negotiations between the two sides ended and the situation returned to what it was. The United States began to find a way to resolve the conflict, which was announced by President George W. Bush on June 24, 2002, American settlement in the Middle East, which included the establishment of a Palestinian state alongside Israel, did not address the vision of prejudice to some of the Palestinian constants, but after about two decades the parties were unable to reach a settlement leading to the declaration of a Palestinian state alongside the State of Israel. Israel has seen that the idea of establishing a Palestinian state is not a realistic option to achieve its security and stability.

2. Israeli Policy towards the Palestinian State

Despite the nature of the changes in Israeli policy in the context of the peace process, the goals remain the same: protecting Israel's existence and the security of its citizens, which can be summarized in ensuring Israel's security and survival. Israeli governments have focused on the benefits that can be gained from achieving peace between Palestinians and Israelis. In ensuring Israeli security, we can say that three fundamental factors are the cornerstone of Israeli politics.

2.1 Israeli Strategic Goals

Since the declaration of the establishment of Israel on May 15, 1948, Israel has sought to establish the Jewish state as the starting point for controlling more land and evoking Jews from all over the world. The Israeli religious and secular parties were a clear example of this policy in ensuring Israel's strategic objectives. The principles of the Israeli strategy for structural changes beginning with the October 1973 war, and it failed to employ the principle of war and the war in Lebanon in 1982 which was called the Peace of Galilee War, which proved that the wars of choice, as the Israeli Prime Minister "Menachem Begin" named it at this time, it may entail a political repercussions threatening the security of Israel, and may increase its regional isolation, with mounting the international pressure to end it, if it is not determined by the objectives of the political level and to provide a sufficient justification to start it (Efraim, 2008).

Israel has limited the options to the de facto status quo, which has negative repercussions on Israel, the increase in the number of Palestinians in Israel, and the threat of the demographic balance of the Jewish state. The most prominent factor in the structural change in the Israeli strategy was the 1991 Gulf War, Security and strategic depth following the infiltration of Israeli Scud missiles into Israeli airspace, prompting Yitzhak Rabin to assert that geography is no longer a security factor with the spread of short- and medium-range missiles in the Arab countries (Dore, 2003).

The Israeli strategy has undergone many changes as a result of the changing nature of the threats, with the diminishing probability of armed conflicts with neighboring countries, in maintaining the strategic constants, namely, Israel's survival and its military superiority as a de facto state of neighboring countries, its monopoly on acquiring nuclear weapons and the war of war. This avoids the Israeli internal front the consequences of military confrontations, and long-term wars of attrition that test the state's ability to afford material and human costs that it cannot afford in the absence of strategic depth.

2.2 Israeli National Security

Israeli National Security is established on three main principles: risk alert, deter enemy from attack and resolve the battle quickly if a war breaks out. The Israeli security strategy is central to Israeli security thought, but the military factor is one of the most decisive factors in the Arab-Israeli conflict. The Israeli leaders, after the June 1967 war, frequently referred to as the safe border, and the leaders sought to preserve the territories which they occupied it in 1967. Golda Meir, the former Israeli prime minister, said that if Arab leaders agreed to sign a full peace agreement with Israel, all the territories it occupied in 1967 would not be returned because we want a secure border. Israel's secure borders are considered to be changing and expanding concepts in line with the requirements of Israeli security (Al-Masri, 2008). The importance of secure borders lies in the fact that they provide for the defense of the State without resorting to pre-emptive warfare, so the idea of safe borders has allowed the abandonment of the strategy of the first offensive strike. (Mansour and Nahas, 2009)

Israel's idea has relied upon many security advantages which has gained from controlling the Golan Heights and the West Bank. Israel's withdrawal from the West Bank is an Israeli loss and a strategic retreat, because the West Bank is characterized by mountainous mountains overlooking the coastal area. In addition to that the area will be in the Arab line of fire and artillery, and if the area falls under Arab artillery will divide the coast to two parts because the distance between the mountains of the West Bank and the coast is approximately 15 km. This gives rise to Israel's need to carry out a preemptive attack in the event of the concentration of Arab hostile crowds on the Israeli border or any threat to Israeli national security (Mahmoud, 2007).

The Israeli thought depends on preemptive strikes and the transfer of the battle to the enemy's territory. This includes flexibility and dynamism that makes it more suited to the strategic positions that Israel may face (Mansour & Nahas, 2009). After the 1967 war, it managed to acquire the necessary strategic depth, the topographic barrier in the West Bank's mountains, and therefore Israel has removed its population and vital installations from any sudden ground attack (Al-Emla, 1990).

Most Israeli army commanders believe that recognizing a Palestinian state would entail several risks from a security point of view, because the establishment of a Palestinian state would reduce Israel's strategic depth (Shiva, 1999). The vision was that the army would control the main roads connecting the Jordan River in the West Bank. In order to provide sufficient time to mobilize Israeli forces in the event of any possible Arab attack, the Israeli leadership in the 1990s worked to redesign and structure the Israeli army and build its components. This strategy focused on the existence of a smaller, more advanced army. The main goals of the expanding Zionist project remain stable and unchanging (Sha'ban, 1993). Israel sees that removing arms, security cooperation and controlling land, air and sea ports are necessary steps needed before peace is achieved. Without these steps, the conflict will find no solution and conflict management will revolve around gaining more time

and settling matters depending on the status quo (Hussein, 2015).

2.3 Settlement

The Zionist project in Palestine is based on immigration, expropriation and settlement of the Palestinian territories. After the occupation of Jerusalem, the West Bank and Gaza Strip, successive Israeli governments and military forces have worked to build settlements in areas of security and military importance. They have also worked to expand them, seize land and increase the number of settlers.

Israel has occupied more than 85% of the historical area of Palestine, which is about 27000 km², which is rich in natural resources. Israel prevents Palestinians from benefiting from these resources. The number of settlement sites and military bases in Israel in the beginning of 2016 in the West Bank is 413 sites, including 150 settlements and 119 random settlement outposts and 144 sites and military base. And Israel has built the apartheid wall, which isolated more than 12 percent of the West Bank with the goal of severing the West Bank and preventing the establishment of a Palestinian unit between its areas. Israel has isolated these areas from each other through the apartheid wall (Wafa, 2016).

In the West Bank and Jerusalem, the number of settlers and settlements has increased by 600 percent since the signing of the Oslo Accords in 1993. The number of settlers in the West Bank and Jerusalem at the end of 2016 is more than 765,000 Jewish settlers in various locations. These locations were demolished by the occupation forces in the West Bank from the occupation of 6000 residential and non-residential facilities until mid-2016. The Israeli occupation intensifies through the intensification of settlement, and construction in East Jerusalem will continue to be an essential part of the eternal capital of Israel. The city of Jerusalem has, ever since its occupation in 1967, been subjected to the process of subversion and deportation of Palestinians, including the demolition of houses, which amounted to 2599 houses and the seizure of others in a settlers' neighborhood in Eastern Jerusalem (Wafa, 2016). Since Netanyahu took over as prime minister in March 2009, a government that included parties from far-right Israel that has been turned into a settler government, the pace of settlement has grown so unprecedentedly that it can be described as alienating the Palestinian people and their lands. The right-wing government headed by Netanyahu has worked to blur the Arab character in Jerusalem by intensifying Jewish settlement in the city and changing the names of streets and neighborhoods with the aim of destroying them.

The settlement issue was discussed at the Camp David talks in 2000. The Israeli proposals included the annexation of these settlements to three settlement blocks inhabited by approximately 250,000 settlers who would retain Israeli citizenship, while approximately 100,000 Palestinians residing in those areas would be denied their minimum political rights when they are included in the Israeli state (Tamari & Hamami, 2001). These facts which were imposed by Israel on the ground represented an obstacle to reaching political solutions between the Palestinian and the Israeli side. Israel raised the idea of adjustment of the border in the exchange of land. This issue of adjustment of borders is another form of Israeli dictations, so that all foreign and security affairs of the self-government will be placed under the Israeli responsibility, in addition to the process of population exchange without evacuating the settlements (Sha'ban, 2004), these proposals were dictated by Israeli policy based on Israel's security requirements.

The issue of keeping the settlements gained the approval of all the various political ideologies in Israel. The Israeli settler-policy aims at making the settlement blocks and settlements in the Jordan valley as a part of Israeli land. Israel, through its own security concept of settlements and including the three settlement blocks to its territory, to preserve the Jewish nature of the country. This can be done through the removal of Palestinian villages from their position on the Green Line to the Palestinian state borders as well as Israel's retention of control of the West Bank Heights and the establishment of early warning stations. These steps came to achieve the constants of the Israeli security theory of safe borders and strategic depth. In the West Bank, Israel is not serious about achieving a political settlement that meets the minimum demands of the Palestinian leadership. Israel has worked under the cover of settlement and negotiations to impose facts on the ground through settlement in the West Bank, especially East Jerusalem.

3. The Political and Public Israeli Opinion of the Palestinian State

The Israeli views regarding their attitudes of the Palestinian State varies, in addition to Israeli public opinion, all views do not rise to an independent and sovereign Palestinian State, and therefore this suggested state must meet Israel's national security and political interests. Political parties along with religious parties, Israeli movements and organizations play an important role in the process of making internal and external political state, and the position of the Palestinian State.

3.1 *The Party System in Israel*

Security concern remains in control of the program of the political parties in Israel with the approaching of the electoral process; security principles have been repeatedly mentioned in the election. The majority of Israeli parties whether leftist, rightist or religious, which shape the security-political policy in Israel, refuse to give up some Palestinian areas under the pretext of securing Israeli borders. Israel considers these areas, particularly Jordanian River, border regions, mountainous and fertile regions, in terms of strategic importance. This security pretext is an attempt of Israel to cling to the land.

Differentiation between Israeli political parties began since the 1990s. This differentiation was based on the ideological position which is based upon foreign affairs and security in addition to the party's opinions on peace agreements, settlements, Jerusalem, refugees and the Palestinian State (Newberg, 1991). However, Israeli parties stand on the conviction of having a Jewish state, and there is a broad consensus among political parties in Israel that rejects the establishment of a Palestinian state within the territories controlled by Israel (Ya'er, 2002). These parties are divided into three political camps: right-wing and left-wing and religious.

3.1.1 Right-wing Parties

A number of political parties fall under the Right camp of Israel including the "Likud", which was formed through the time as a result of alliances and merges between parties (Madi, 1999). "National Union" is a very extremist party which was found in 1999 from the merge of three smaller parties: the "Moledit Weherot", "Tacoma", and "Israel Baituna" party which joined in 2000 (Khalifa, 2004). This camp also has "Yaood" party, which was founded in February 1994 by a group who defected from the "Tasawamat" party, in addition to "Htehiya" which is an extremist nationalist party (Al-Jabbouri, 2009).

The vision of Right-wing parties, especially the "Likud" party, aims to give the Israelis the right to own land in the occupied territories. This project is based on three principles (Hajjaj, 2012):

1. Arabs in the West Bank and Gaza Strip are a minority and have the right to enjoy autonomy within the State of Israel.
2. The Intended autonomy is administrative in nature and relates to religious, cultural and Social Affairs.
3. The autonomy includes people not land which means that Israel's control over land and building settlements continues. The project cannot lead to a Palestinian State.

The "Likud" party supports settlement projects in the West Bank and Gaza strip, and it opposes withdrawal from the territories occupied by Israel in 1967. Several withdrawals occurred during the time of this party one of which was when "Camp David" agreement was signed under Prime Minister "Menachem Begin" which ended in Israel's withdrawal from Sina'. When Sharon, who had led the "Likud" party and founded "Kadima" party, separated from the party in 2005, a unilateral withdrawal from the Gaza strip took place.

The "Likud" party opposed the Oslo agreement and did not recognize the Israeli-Palestinian negotiations. As a result, it does not support a compromise under which the land is waived nor does it support the creation of an independent Palestinian state. The party's platform is based on allowing limited autonomy in the occupied Palestinian territories and improving the economic life of Palestinians. "Netanyahu's" plan in 2009 considered Israel as a Jewish State and Jerusalem as the capital of Israel. The plan included the construction of close to 80 percent of the West Bank and delaying negotiations on the city of Jerusalem and the refugees (Shalhat, 2009).

The policy of the Likud party and the right-wing parties oppose the creation of a Palestinian state. It doesn't allow Palestinians to control their borders and their field; it prevents them from holding military agreements with other countries and it does not allow them to be armed or to control water resources. Palestinian refugees are also deprived of their right to return to the 1967 lands. In addition, this policy stands against the division of Jerusalem and calls for a united Jerusalem as the capital of Israel.

3.1.2 Left-Wing Parties

Israeli parties which fall under the camp of the left party include: the "Labor" party and "Meretz" bloc which is a merger of the "Mbam" and "Shinui" parties, and two small groups "Shaher" movement and "The Democratic option" party in addition to the "one people" party which is a political expression of "Histadrut". Left parties reject the establishment of a Palestinian State in the occupied territories. Golda Meir, the party's leader, pointed up her repudiation of having a Palestinian state within the occupied territories, and she stressed that from Iraq to the Mediterranean it is not possible for two independent states, a Jewish and an Arab state, to exist (Khalifa, 2004).

Both of "Yitzhak Rabin" and "Abba Eban" saw that the idea of having a Palestinian State is not a realistic one,

and the return of Jordanian sovereignty over the West Bank is the only possible choice. "Moshe Dayan" suggested, in 1968, the establishment of a Palestinian autonomous administration under Israeli occupation, and in 1973, he showed intense opposition to the idea of a Palestinian state. In 1971, "Yigal Allon" suggested a Confederation between Jordan and Israel taking in Palestinians. In 1972, "Shimon Peres" suggested having a federal Union between Israel and the Arabic countries in the West Bank, and establishing a federal government to handle finance and security. He demonstrated that dividing the land will not bring peace. During this epoch, political parties, especially the "Labour" and "Likud", portrayed the Jordanian option as the key to peace. However, a number of changes and developments overturned the Israeli view and brought into attention the two-states solution. These changes include: "The stone Intifada" in 1987, the Palestinian National Council in 1988, and the Declaration of independence. They were followed by the legal and administrative disengagement between Jordan and the West bank which resulted in the nullification of the Jordanian option (Khalifa, 2004).

The policy of the "Labor" party rejected the withdrawal from the occupied territories of 1967. The party is supportive of the establishment of two states living side by side in peace where the settlement blocs of high Jewish density remain under the Israeli authority. It also considers Jerusalem, with all its Jewish neighborhoods, the eternal capital of Israel. In addition, the party seeks to gain international recognition of Jerusalem as the capital of Israel, and it emphasizes that a political settlement between the two sides should ensure the Palestinian Authority's intention to maintain calm and security in all its territories including the Gaza strip. The party has opposed the return of refugees to the 1948 lands since the Palestinian Authority is responsible for accommodating every Palestinian within its territories.

3.1.3 Religious Groups

Religious groups in Israel are divided into two parts: the religious Zionists who are referred to as "Htsionim" in Hebrew, and religious puritans who are called "haridim" and they both belong to the Orthodox current in Judaism. The first part represents "The National Religious Party (NRP)" and "wemimad" while the other part represents "Agudat Israel", " Degel Hatorah" and "defiant" in one block called " YEHOTUT HETURAORA", in addition to "Chas" party. (Zughaib, 2005)

Religious groups have their own view regarding the compromise. It is based on their religious doctrine which is known of the intolerance that originates from the legend of the holy book; the changes in the surrounding circumstances do not change it. As a result, religious groups believe in the Jews' right to settle in the land of Israel. This right is given priority over any political, strategic or economical consideration. In addition, religious groups reject the idea of giving up the occupied territories after 1967, and they oppose the creation of a Palestinian State. "NRP" party refuses to cede the occupied territories deeming them as Israeli territory, and demands the establishment of Israeli sovereignty over the West Bank and Gaza Strip. "aguadt Israel" party calls the Israeli government for encouraging Arabs to leave by offering them material inducements (Madi, 1999).

It could be said that there is consensus among Israeli political parties, right-wing or left-wing, and religious groups about the Palestinian State because there are fixed principles which Israeli parties cannot exceed. Although the statements and projects vary but the core principles are invariable. The following are foundations and considerations upon which the Israeli parties rely:

1. The failure of a sovereign Palestinian State.
2. Jerusalem is not a negotiable subject, and it is Israel's eternal capital.
3. The return of refugees to their towns and villages is not possible.
4. Israel will keep the settlement blocs in the West Bank

4. The Israeli Public Opinion on the Palestinian State

In March 2007, the Institute of National Security Studies held a study on the Palestinian State. The study proved that 63% of the adult population in Israel is in favor of a two-State solution for two people. However, as long as the Palestinian leadership refuses to recognize the State of Israel as a Jewish State, there will be no solution to the conflict, and the Jewish people should not submit a waiver unless a correspondent Palestinian declaration acknowledge Israel as the national State of the Jewish people (Ghanem et al., 2011).

An Israeli public opinion poll, carried out by Institute of National Security Studies at the University of Tel Aviv in 2009, showed the willingness of the Israeli public to approve a permanent settlement on the establishment of a Palestinian State in the West Bank and Gaza Strip has increased steadily over the past two decades. The proportion of supporters increased from 21% in 1987 to 61% in 2006, and then decreased to 55% in 2007, and then to 52% in 2009. However, support for the two-State solution is still high; 63% of the Israeli public approve

it, and in 2009 the proportion amounted to 64%. The interpretation of this divergence is that the term "Palestinian State" still terrifies the Israeli Public, but "the two-State solution for two peoples" was acceptable to the majority of the Israeli public as the only realistic solution to the conflict (Shalhata, 2009). Netanyahu's acceptance of the two-State solution reflects the consistent with the dominant opinion among the Israeli public.

Yehuda Ben-Meir, researcher at the Institute of national security studies, said that some press reports affirm that Palestinians are opposed to the "Two-states for two peoples" wording, and are supporting the "Two states" only term. The topic here is not a discussion of wording yet it revolves around the core of the conflict. This topic is here that Israel cannot compromise or discuss under any circumstances as it relates to its real existence (Ghanem et al., 2011).

The journalist "Raviv Drucker" sees that the requirement of recognition of Israel as a Jewish State saw the light for the first time during the reign of Israeli Prime Minister Ariel Sharon 2001-2005. He adds that Israel's leaders should consider putting up a precondition for negotiations. Professor "Urammital", Middle Eastern Studies Professor at Ben Gurion University, believes that "Netanyahu's tent, which is that the recognition of Israel by the Palestinian State as the national state of Jewish people is the cornerstone of peace, and reveals the ideological basis for the head of Government. Most Israelis believe that the Arab general opposition of the recognition of this request questions the existence of the State of Israel, and reflects an initial opposition to the recognition of their sovereignty. The journalist Gideon Aishet Israel's political leaders adopt a requirement for recognition of Israel as national State of the Jewish people, hence the great importance of this demand lie in front of the Israeli public.

Professor Yehuda shanhav, a sociologist at Tel Aviv University, called for adaptation of the one-State option believing that a two-State solution is not viable due to the Israeli policies, and that the best solution to the Palestinian issue is to ensure the rights of citizenship in a democratic State for all its citizens. In addition, the two-states solution in light of the political condition in the region is not viable as it puts Palestinians in Israel in danger. (Shanhav, 2013)

The Palestinian Center for political and survey research and the Israeli democracy Institute held a public opinion poll in June 2016 which showed that nearly half of Israelis support a two-state solution because both of the sides, Palestinian and Israeli, don't trust each other and have diverse views of a settlement. Israelis see that the intentions of the Palestinian side are a threat to them. The survey demonstrated that nearly 58% of Israelis support a two-State solution, and that nearly 46% of them support a peace agreement based on a single package, unarmed Palestinian State and an Israeli withdrawal from 1967 borders. It also showed that nearly 68% of Israelis agree to a mutual recognition and to live within two States for two peoples and to fight against terrorism.

Another Israeli public opinion poll, carried out in December 2016 by the Palestinian Center for political and survey research and Tammy Shtaimz peace research center in Tel Aviv, found that nearly 55% of Israelis support a two-State solution and this support was based on a settlement between Palestinians and Israelis which should end in the creation of unarmed Palestinian state. Regarding the annexation of the west bank to Israel without giving Palestinians full citizenship rights, nearly 46% Jewish settlers support the idea of annexation while 45% oppose it (Pulse of Palestinian and Israeli Public Opinion, 2017). It's noticeable that the majority of Israelis support the principle of two-State solution within a comprehensive and detailed package to implement this solution. However, Israeli fears and the absence of trust prevent any peace agreement between the Palestinian and Israeli sides.

The Israeli notion of a Palestinian State is not to recognize it which enhances the Israeli actions of expanding settlements, building the apartheid wall, alteration of Jerusalem, in addition to the alignment of the Israeli society towards extremist Rightist party. All those preclude the creation of an independent and sovereign Palestinian State.

5. Conclusion

The study illustrated the Israeli formal and informal position of the Palestinian state. It also discussed the Israeli political thought and strategy on the Palestinian State which includes the preservation of national security and settlements in the 1967 occupied Palestinian territories. This is in spite of all international and regional calls to withdraw from the 1967 borders. Israel aims through this to prevent any political plan to establish an independent Palestinian state.

The study also dealt with the attitude of the Israeli political parties; it found that all the Political groups in Israel stand against the creation of a Palestinian state. The effort they make to prevent this can be seen through the different projects which the parties put forward every once in a while. The goal of these projects always revolves

around rejecting the creation of a Palestinian state, shutting down negotiations about Jerusalem, opposing the return of Palestinian refugees, and focusing on not to evacuate settlements in the West Bank.

Furthermore, the study pointed out the Political leadership and public opinion in Israel regarding the Palestinian State. The Israeli thoughts and view vary but they don't amount to the creation of a Palestinian state. Such State should follow political and security demands of Israel. Israel has sought to settlement expansion in the West Bank and Jerusalem and the Jordan Valley in addition to the construction of the apartheid wall aiming to prevent the rise of a geographically contiguous Palestinian state.

The results of this study are as follow:

1. Israel creates obstacles to the establishment of an independent and sovereign Palestinian State.
2. The Israeli political ideology is based on the legends of the Torah and the Talmud where the land is considered the Promised land of the ancestors and thus should not be abandoned.
3. All political parties in Israel agree on not to cede the territories occupied by Israel since they guarantee it a secure border and provide strategic depth.

Israel gives the world the impression of being a peace seeker while its actions show the opposite.

The remaining question is: will Trump's government be able to revive the peace making process between Palestinians and Israelis to achieve a two-States solution and establish a Palestinian State on the 1967 borders after the suspension of negotiations?

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Research on the Public Cognitive Differences of Healthcare Functions of Silk Fabrics for Garment: Based on Research Data from Hangzhou, China

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Received: January 8, 2018

Accepted: January 29, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p63

URL: <https://doi.org/10.5539/ass.v14n3p63>

Abstract

Silk fabrics own a number of excellent qualities, while the public cognition status of on property regarding silk fabrics of the garment is unclear. In this paper, three indicators based on healthcare function as breakthrough point such as anti-mite, anti-bacteria and anti-allergy, healthy and environmentally friendly function, and skin-care function, were used to analyze the status of the public cognition on healthcare function of silk fabrics through questionnaire investigation and statistical analysis based on surveys conducted from the public of Hangzhou, China as core respondents. The result shows that the public owns high cognition on the healthy and environmentally friendly function of silk fabrics of the garment. Factors such as personal preference, purchase and use experience, whether the silk industry practitioners are of a significant impact on healthcare cognition, while gender, age, and years of residence in Hangzhou are of no significant impact.

Keywords: silk fabrics, healthcare function, cognition degree, questionnaire investigation

Under the modern social background of pursuing high quality and healthy life, the consumer attitudes advocating green and returning to nature lead people to put forward higher requirements on garment materials. Being difficult to be satisfied with the dressing needs of comfort, beauty, and durability, people pay more attention to the garment function of safety and health, and hygiene. The main component of silk fiber which possesses the excellent characteristics that other fiber cannot compare in healthcare function from the medical point of view is protein, of which the molecular structure is similar to collagen in human skin. Therefore, silk fabrics with its natural and environmentally friendly materials, soft and comfortable wearing experience, and noble and elegant appearance etc. become the first choice of high-grade garment materials.

Functional fabrics refer to fabrics with special functions such as anti-mite and mosquito repellent, waterproof, oil proof and stain proof, fungi proof and anti-microbial, aroma and deodorization, anti-static, radiation proof and flame retardancy besides satisfying the basic use value. According to different needs, special functions of garment fabrics mainly include healthcare function of comfort, hygiene, protection, and others. The paper will study the healthcare cognition degree of silk fabrics of the garment as a breakthrough point in means of questionnaire investigations and field interviews to understand the current public cognition status on the healthcare function of silk fabrics of the garment in daily life, aiming to provide some reference data for the development and marketing of silk garment products.

1. Research Conception and Method

Based on the previous studies, the author extracted related quantization indicators to develop a cognitive quantization table for healthcare function of silk fabrics of the garment and then collected standard quantitative data through questionnaire survey by means of subjective evaluation method based on individual perception. At last, possible statistical law and phenomenon worthy of attention or further to be explored from the data through the analysis of survey results by means of SPSS statistical method after collection of questionnaires.

1.1 Principle of Healthcare Function of Silk Fabrics

Deriving from the special physical and chemical structure of silk protein fibers that are porous fibers of which the internal structure is pretty loose and the silk peptide chain contains a large number of hydrophilic groups (-OH, -COOH, -NH₂, etc.) to provide silk fabrics with excellent function of microclimate regulation for garment, silk and silk fabrics possess well-behaved healthcare function, (Xu & Liang, 1995, pp. 54-57). Therefore, silk fabrics can absorb and remove sweat and discharge from the skin quickly, maintaining the skin dry and clean and inhibiting bacterial production. Containing a large number of useful amino acids, silk fiber possesses functions of defense of ultraviolet radiation, treatment of skin pruritus and others. Silk fiber moisture content is around 11%. Wearing silk fabric next to skin helps to maintain a certain amount of moisture for the skin – not only to maintain skin moisture but also to prevent skin dryness.

With the progress of science and technology, fabrics can be endowed with more special functions through methods of auxiliaries finishing and fiber blending, meanwhile, healthy and environmentally friendly safety features of natural fiber being destroyed to some extent. Therefore, the author will not discuss the healthcare functions of the postnatal treatments. According to relevant information, the author extracts seven common indicators of healthcare effects for human bodies as follows that silk garments mainly possess including defense of ultraviolet radiation, adsorption of harmful gases, treatment of skin pruritus, anti-mite, mildew proof, anti-microbial, anti-allergy to develop the cognitive quantization table for healthcare functions of silk fabrics of garment.

1.2 Development of the Quantization Table

1.2.1 Resistance to UV Radiation

Sunlight contains a lot of ultraviolet rays, easily leading to skin aging, pigmentation, dark spots and eye disease if with too much exposure. Compared to other fabrics, silk fabrics that prevent and reduce UV-induced skin irritation by reflecting and absorbing ultraviolet rays are with strong function of defense of ultraviolet radiation (Wan & Hu, 2012, p. 111-113). Studies confirmed that silk fabrics own the lowest ultraviolet transmission (0.0272% only) among different fabrics of similar thickness (Leng, 1988, p. 34-36; Li, Zhang & Li, 2007, p.45-47). The tryptophan and the tyrosine in the fiber protein of the silk fiber absorb the ultraviolet rays in the sunlight and generate photochemical reaction with ultraviolet, resulting in the yellowing phenomenon of silk fabrics and thereby protecting the skin from or being less affected by radiation.

1.2.2 Adsorption of Harmful Gases

Up to 38% porosity inside the silk fibers provides the silk fabric a high adsorption capacity to absorb some of the harmful constituents of the air such as ammonia, formaldehyde, SO₂ and carcinogenic substances contained in tobacco smoke (He, 1998, pp. 26-28), reducing the chances of microbes breeding on the skin. Under the circumstances of increasingly serious atmospheric pollution, silk garments can effectively block the infringement of harmful gases, providing the human body with a safe, clean environment to ensure that the skin health.

1.2.3 Treatment of Skin Pruritus

Silk fibers are truly "natural healthcare fibers" as clinical research have shown that silk garments have a good antipruritic and adjuvant therapeutic effect on various types of skin diseases (Yang, 2001, p. 8). Silk fabric underwear has an effective treatment rate of more than 90% for a variety of skin Pruritus, comparable to or superior to medical treatment (Yang, 2001, p. 9) and skin diseases can be effectively prevented by wearing silk garments.

1.2.4 Anti-microbial

Antibacterial properties of silk garments behave in three aspects: firstly, inhibiting the bacteria bred from human bodies and fabrics; secondly, preventing bacteria outside permeation through the fabrics; and thirdly, killing pathogens; to ensure skin health and health. Xueqian Wang (1989, 1999) conducted a comparative test on the antimicrobial properties of various fabrics by the method of the paste and bacteria permeation through the fabrics, and confirmed that the antimicrobial and antibacterial effects of silk fabrics are significant (Wang, Ji & Xie, 1989, pp. 31-32). Mingying Yang (2001), through the antibacterial test on a variety of fabrics, concluded that "amino acids in silk protein antibacterial inhibits the bacteria on microorganisms". In addition, sun-dried silk garments absorb a certain amount of ultraviolet rays. Therefore, the silk fabrics can absorb sweat discharged from human bodies on one hand and kill pathogens by releasing ultraviolet slowly during wearing (Yang, 2001, p. 14). Moreover, fibrillation of silk also helps to remove the dirt and bacteria attached to the human skins, playing an anti-bacteria effect.

1.2.5 Anti-mite, Mildew Proof, Anti-allergy

With excellent garment microclimate adjustment function, the silk fabrics absorb and discharge sweat quickly when human body sweats, keeping the skin dry and clean to maintain normal physiological state. Wearing next to the skin, garments of silk fabrics can prevent mites and molds from breeding (Yang, 2001, pp. 7-14), to eliminate or reduce the damage of bacteria to human skins.

1.2.6 Function of Skin Care and Beatifying

The water content of healthy skin stratum corneum is 10 to 20%, and then the skin is smooth, moist and flexible. If the water content of skin stratum corneum is not enough for a long time, phenomena of coarseness, cracking, the wrinkle will appear, accelerating skin aging.

Containing a variety of amino acids beneficial to the human body, silk fibroin of silk fabrics is capable to enhance human skin cell vitality through its own mechanism, playing a role of skin nourishing and anti-aging (Lu, 2013, p. 7; Gu, 1990). Such as threonine and serine can improve skin blood circulation, and leucine can maintain the metabolism of the skin surface lipid and membrane, keeping the skin smooth, moist and elastic (Ou, 2015, p. 12; Ou, 2002, pp. 42-44). Serine can nourish skin, helping to treat symptoms such as cracking and chapping of the skin (Ou, 2002, pp. 42-44). Glycine can protect against ultraviolet sunburn and methionine, valine and isoleucine etc. can withstand the sunshine radiation, reducing skin pigmentation and so on.

Furthermore, clinical trials demonstrated that silk knitwear is well adapted to regulate body temperature to the effect of relaxation during wearing (Mao, 1999, p. 54), and to prevent vascular sclerosis, hypertension, cerebral thrombosis, and senile stroke to some extent (Li, 2014, pp. 47-50). These functions will not be explored in the study due to rare mention by consumers in the follow-up interviews.

Due to the inherent correlation between various indicators, it is found that some consumers can not accurately distinguish between the various functions during the small sample survey. Therefore, "anti-ultraviolet radiation", "adsorption of harmful gases", "treatment of pruritus", "skin care" were combined as "silk fabrics have a certain effect of skin protection and beatifying". "Anti-bacteria" and "anti-mite, mildew proof, anti-allergy" were combined as "silk fabrics have a certain function of anti-mite, anti-microbial, anti-allergy". Meanwhile, "silk fabrics are natural, healthy and environmentally friendly" was added considering proposals from respondents. At last, cognitive quantitation table of healthcare function of silk fabrics came into being as shown in Table 1.

Table 1. Cognitive Quantitation Table of Healthcare Function of Silk Fabrics

SN	Questions	No Understanding	Little Understanding	Uncertain	Basic Understanding	Full Understanding
1	Silk fabrics have a certain function of anti-mite, anti-microbial, anti-allergy.	1	2	3	4	5
2	Silk fabrics have a certain effect on skin protection and beautifying.	1	2	3	4	5
3	Silk fabrics are natural, healthy and environmentally friendly.	1	2	3	4	5

1.3 Research Methods and Principles

The questionnaire consists of two parts. In the first part of which is perception status of the healthcare function of silk fabrics from respondents consisted of three structural questions detailed as three "items" of which are all single selections in the cognitive scale (Table 1). In the second part of which is the demographic characteristics of the respondents in the form of single selection structural questions for the comparison of cognitive differences, including nine aspects as gender, age, the highest education, income, occupation type, personal preferences, years of residence in Hangzhou, silk fabrics purchase experience, whether silk industry practitioners.

In order to make a statistical analysis of survey results, scores degreed as 1, 2, 3, 4, 5 to "no understanding", "little understand", "uncertain", "basic understanding", "full understanding" respectively according to perceived degree on each indicator of respondents' perception of healthcare function of silk fabrics of garment to obtain the perceptual score S_{ij} of the respondents i on the natural attributes j of the silk fabrics and then calculate the individual perceptual degree S_i and the single item average perceptual degree MS_j and average perceptual degree of all the samples. The formula is as follows:

$$S_i = \sum_{j=1}^5 S_{ij} \tag{1}$$

$$MS_j = \frac{1}{n} \sum_{i=1}^n S_{ij} \tag{2}$$

$$MS = \frac{1}{n} \sum_{j=1}^5 \sum_{i=1}^n S_{ij} \tag{3}$$

The questionnaire data were recorded and analyzed with statistical software SPSS19.0 and charts were drawn with excel13.0.

2. Survey Results and Analysis

2.1 Sample Composition

A total of 400 questionnaires were distributed at shopping malls, colleges and subway stations in Hangzhou, and 333 valid questionnaires were collected, of which the effective recovery rate was 83.25%. The surveyed population with the demographic characteristics shown in table 2 covered by the questionnaire can basically represent the average cognitive status of the public.

Table 2. The Demographic Characteristics of the Surveyed Population

Item		Group	Sample	Effective Percentage (%)
Gender	1	Male	109	32.7
	2	Female	224	67.3
Age	1	Below 25	70	21.0
	2	Between 26~35	118	35.4
	3	Between 36~45	81	24.3
	4	Between 46~55	42	12.6
	5	Above 55	22	6.6
The highest education	1	College and below	94	28.2
	2	Bachelor	143	42.9
	3	Postgraduate and above	96	28.9
Occupation type	1	Working in enterprises or institutions	215	64.6
	2	Freelancer or other	33	9.9
	3	Student	85	25.5
Monthly Income	1	Less than 3500 RMB	101	30.3
	2	Between 3501~6000 RMB	89	26.7
	3	Between 6001~10000 RMB	85	25.5
	4	Above 10000 RMB	58	17.4
Whether silk industry practitioners	1	Consumer	239	71.8
	2	Silk industry practitioner	94	28.2
personal preferences	1	Like	210	63.1
	2	Not like	123	36.9
years of residence in Hangzhou	1	Less than one year	209	62.8
	2	1~3 years	18	5.4
	3	4~10 years	35	10.5
	4	More than 10 years	71	21.3
silk fabrics purchase experience	1	Yes	262	78.7
	2	No	71	21.3

2.2 Reliability Analysis

In this study, Cronbach's internal coherence coefficient (α coefficient) was used to analyze the reliability of the quantization index. When Cronbach's α was less than 0.7, it belongs to low reliability and should be rejected to use. Reliability analysis results show that the α coefficient is 0.870 (Table 2) of the study data through a small

sample survey, higher than 0.7 obviously, indicating that the questionnaire as a whole with a high degree of reliability to be used.

Table 3. Scale Reliability Analysis

Item	No of Items	Cronbach's Alpha
Healthcare function cognition	3	0.870

2.3 Cognitive Differences

The average score of public cognition on the healthcare function of silk fabrics of garment is 3.92, ranging from high to low natural, healthy and environmentally friendly function (4.25), skin protection and beautifying (3.76), function of anti-mite, anti-bacteria and anti-allergy (3.75) respectively, shown as black fold line in Figure 1.

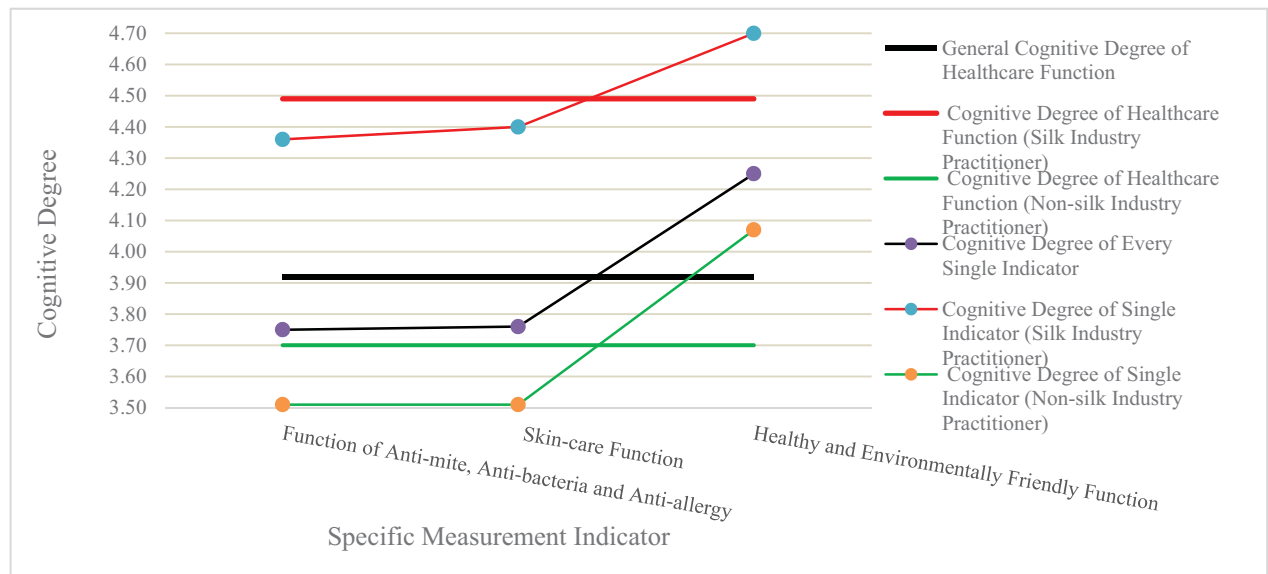


Figure 1. Cognitive Degree of Healthcare Function of Silk Fabrics of Garment

Regarding the calculation of average cognitive degree MS of healthcare function of silk fabrics of the garment, it was calculated by groups with items of gender, age, income, occupation, industry, purchase and use experience, and whether the silk industry practitioners or not etc. respectively (see Figure 2).

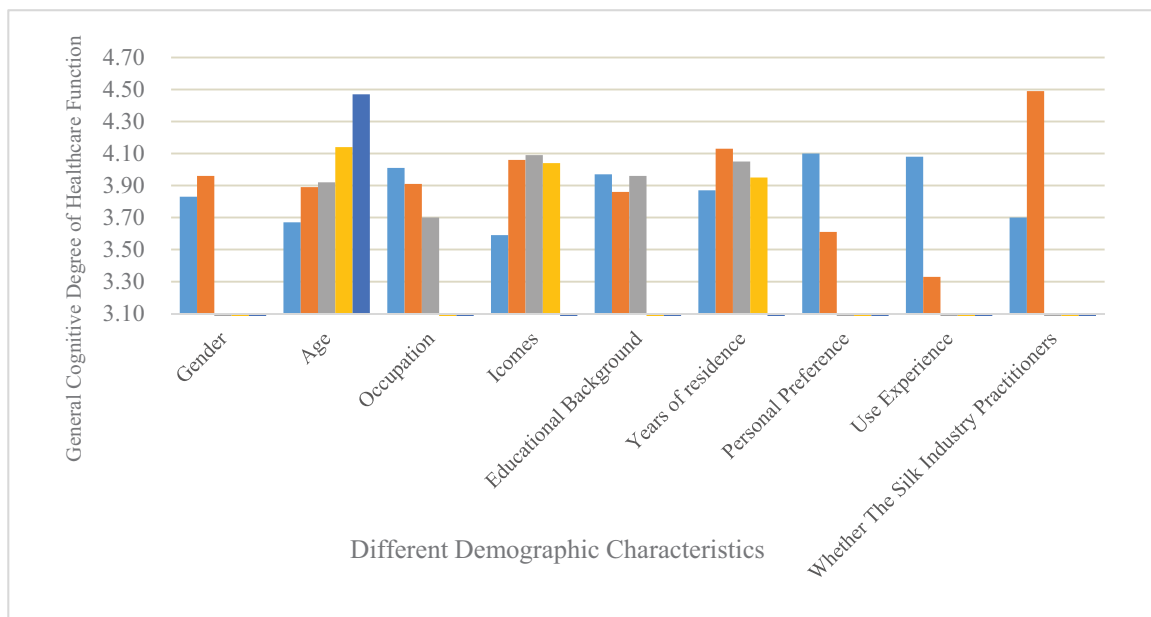


Figure 2. Average Cognitive Degree of Different Demographic Groups

Using individual cognitive level S_i of different groups as data sample, T test of independent samples will be taken for those groups with only two comparative data (gender, personal preferences, use experience, whether the silk industry practitioners), and F test ($P > 0.05$, there is no significant difference) will be taken firstly those groups with three and more comparative data (age, career, income, educational background and years of residence in Hangzhou) and then further T test of independent samples on the maximum and minimum population within the group. The results are shown in Table 3.

Table 4. Diversity of The Average Cognitive Difference Between Groups with Different Demographic Characteristics

Item	t-test for Equality of Means						Remarks (Comparative Group)	
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
						Lower	Upper	
Gender	-1.160	331	.247	-.131	.113	-.353	.091	—
Personal Preference	4.612	331	.000	.492	.107	.282	.702	—
Use Experience	6.116	331	.000	.752	.123	.510	.993	—
Whether The Silk Industry Practitioners	-7.239	331	.000	-.793	.110	-1.009	-.578	—
Age	-2.408	110	.018	-.476	.198	-.868	-.084	Group 1 & Group 4
	-3.551	90	.001	-.803	.226	-1.252	-.354	Group 1 & Group 5
Occupation	-2.786	138	.006	-.580	.208	-.991	-.168	Group 2 & Group 5
	2.571	298	.011	.311	.121	.073	.550	Group 1 & Group 3
Income	-3.194	188	.002	-.465	.146	-.753	-.178	Group 1 & Group 2
	-3.539	184	.001	-.496	.140	-.772	-.219	Group 1 & Group 3
Educational Background	-2.669	157	.008	-.449	.168	-.782	-.117	Group 1 & Group 4
	.911	235	.363	.114	.125	-.132	.360	Group 1 & Group 2
Years of residence in Hangzhou	-1.127	225	.261	-.259	.230	-.711	.194	Group 1 & Group 2

Note: only the data under the condition of "hypothetical mean difference equals"; sig for the P value.

2.3.1 Gender

Based on the P value, it can be concluded that gender differences have no significant effect on the cognition of health function ($P > 0.05$) at the 5% confidence interval (see Table 3).

2.3.2 Personal Preference

Personal preference has a significant effect on the cognitive function of health care ($P < 0.05$), and the cognition degree of people who love silk garments (4.10) is significantly higher than that of the people who do not like silk garments (3.61) (see Table 3).

2.3.3 Purchase and Use Experience

The purchase and use experience of silk garment has a significant effect on the cognition of health function ($P < 0.05$), and the cognition degree of people who had the experience of buying and using silk garment (4.08) was significantly higher than that of those who did not (3.33) (see Table 3).

2.3.4 Whether the Silk Industry Practitioners or Not

The author analyzed the cognitive difference on each indicator based on the comparative survey targets of the

silk industry practitioners and non-silk industry practitioners. It was shown that whether the silk industry practitioners or not has a significant effect on the cognition of healthcare function of silk fabrics ($P < 0.05$) in Table 3. The average cognition degree of the silk industry practitioners (4.70) is significantly higher than the non-silk industry practitioners (4.07), moreover, higher on every indicator (see Figure 1). On one hand, questions in the quantization scale questionnaire have been recognized by the silk industry and given a high score; on the other hand, the cognition state of the silk industry practitioners has pulled up the average value even though the general consumer's cognition degree is relatively low (4.07).

2.3.5 Age

The general cognition degree of the healthcare function of silk fabrics is shown in Figure 2 that 3.67 for people aged 25 and below, 3.89 for people aged between 26 and 36, 3.92 for people aged between 36 and 45, 4.14 for people aged between 45 and 55, and 4.47 for people aged 55 and above. The result shows a clear positive correlation that the higher the age of the respondents the higher cognition degree of the healthcare function of silk fabrics.

2.3.6 Occupation

There is a certain difference in the groups of different occupations regarding the cognition state of the healthcare function of silk fabrics. The cognition degree of people work in enterprises and institutions (4.01) is significantly higher than that of students (3.70).

2.3.7 Income

There is a certain cognition difference within the group on the healthcare function of silk fabrics when coming to people with different income. The cognition degree of people with monthly income of 3,500 yuan or less is significantly lower than that of other groups (see Table 3). Meanwhile, there is a certain positive correlation between the level of income and cognition degree. The higher the monthly income of respondents, the higher cognition degree shows on the healthcare function of silk fabrics. The highest point appeared groups with monthly income between 6001RMB and 10000 RMB, and then slightly fell (see Figure 2).

2.3.8 Educational Background

The survey results show that there is no significant difference ($P > 0.05$) in cognition degree on healthcare function of people with different educational backgrounds (see Table 3).

2.3.9 Years of residence in Hangzhou

Hangzhou with a long history of producing and consuming silk garments has always enjoyed the reputation of "the capital of silk and the capital of women's dress". Therefore, the group comparison was set based on the consumption that the cognition degree of Hangzhou people is significantly higher than that of non-Hangzhou people, and then four groups were set up for the respondents based on their years of residence in Hangzhou as shown in Table 2. However, the survey results showed that the years of residence in Hangzhou has no significant effect on the cognition of the healthcare function of silk fabrics ($P > 0.05$) as shown in Table 3. Furthermore, the highest cognition degree appeared in those who lived in Hangzhou between 1 and 3 years, higher than those living in Hangzhou between 4 and 10 years (4.05) and those over 10 years (3.95).

3. Conclusions and Recommendations

This paper has developed a quantization table of three indicators for the cognition of healthcare function of silk fabrics of garment including anti-mite, anti-bacteria and anti-allergy, healthy and environmentally friendly function, and skincare in means of streamlining related literature on healthcare functions of garment and consumer interviews. Through the questionnaire survey, the statistical analysis of the 333 collected data shows that: (1) among three indicators reflecting the healthcare functions of silk fabrics, "natural, healthy and environmentally friendly" (4.25) is relatively high in public cognition, while "anti-mite, anti-bacteria and anti-allergy" (3.75) and "skin-care function" (3.76) are less recognized. (2) Factors including personal preferences, purchase and use experience, and whether the silk industry practitioners have a significant impact on the cognition degree of the healthcare function of silk fabrics of garments, while gender, educational backgrounds, years of residence in Hangzhou and other factors have no significant effect. (3) Low cognitive degree of healthcare function of silk fabrics (less than the average of 3.92) appeared in people with characteristics as men, aged younger than 35 years old, not working in enterprises or institutions, monthly income less than 3,500 RMB, bachelor degree, years of residence less than 1 year in Hangzhou, non-silk lover, no silk clothing purchase experience, non-silk industry practitioners.

There are three aspects in need of further research in this paper. First, in the downward aspect, cognitive scale

items in the quantization table for the cognition of healthcare function of silk fabrics of the garment should be refined. Considering public's limited general cognition of silk fabrics of garment, this study combined some easily confused scale items after the small sample survey, for instance, "silk fabrics has certain anti-mite, antibacterial and anti-allergic functions" containing three functions, resulting in difficulty in answering due to high degree of summarization, of which the public partially recognized while partially rejected. Indicators can be developed and refined in the healthcare functions of comfort, hygiene, and protection respectively for the quantization table. Meantime, the author should trace back to the source for authentication to support each quantization indicator that lacks literature support through specific scientific experiments and research data. Second, from the demographic point of view, there is a certain effect on the significance of the cognitive difference of comparison within groups due to uneven distribution of samples. For instance, there were 6 alternative answers for "years of residence in Hangzhou" at the beginning of the survey including no living experience in Hangzhou (tourists, by-passers), 1 year or less, 1 to 3 years, 4 to 10 years, 11 to 20 years, more than 20 years. However, numeric results of no living experience in Hangzhou (tourists, by-passers), 11 to 20 years, and more than 20 years were only single digits. Therefore, corresponding samples were deleted or merged. Samples of no living experience in Hangzhou can be increased for further research to conclude cognitive difference between Hangzhou people and non-Hangzhou people. Third, the reasons behind the cognitive differences and the application of research findings need further study.

Acknowledgments

The authors would like to thank Donghua University, Hangzhou Vocational & Technical College and Shanghai University of Engineering Science. Also, many thanks for the supporting of the project of school-enterprise cooperation of visiting engineer from College and University of Education Department of Zhejiang Province (Project name is *the research and development of knitwear fabric*). Meanwhile, thanks to the editor and the readers of *Asian Social Science*.

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E-service Quality and Perceived Value as Predictors of Customer Loyalty towards Online Supermarkets

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Received: January 11, 2018

Accepted: January 23, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p71

URL: <https://doi.org/10.5539/ass.v14n3p71>

Abstract

Service quality is progressively acknowledged as an important characteristic of e-commerce. As online comparison of the technical attributes of products is largely costless, viable, and easier than comparison of merchandises through traditional networks, service quality is perceived as the strategic element of customer loyalty in electronic commerce spectrum. A conceptual model explaining the correlation among e-service quality dimensions, customer's perceived value and loyalty towards online super markets is proposed and discussed in the present study. The research design adopted for the current study was descriptive in nature. The research approach used was field survey, by employing a structured questionnaire. Online survey method was adopted for data collection, so the data source is online shoppers in India. The study pinpointed that the four aspects of e-service quality, namely, fulfilment, system availability, efficiency and privacy positively influence the perceived value. It also disclosed that perceived value positively contributed to customer loyalty. The study results brought about the catalytic role of e-service quality and perceived value in online shopping framework. While designing websites of online supermarkets, the four pillars of electronic service quality needs to be focused on, considering their potential to promote customer loyalty to the store.

Keywords: E-service quality, perceived value, customer loyalty, online super market, virtual market place, website quality

1. Introduction

Even though service quality is an over researched subject in marketing academics over the last thirty years, application of the same concept in electronic commerce framework is somewhat recent. Juxtaposing the idea of virtual trading and the measurement of service quality offered by the customary settings, online service quality is better explained as the quality and the worth of online service contributions in the online market space by the customer's general evaluation and explanation (Santos, 2003). Indeed, Zeithaml et al. (2000; 2002) explained electronic service quality as the level up to which the platform expedite proficient and cost-effective purchase, and supply of goods and services. This definition is observed to be more popular and acceptable in the e-commerce spectrum, as the virtual platform is basically unique and different from that of the traditional market space. Traditional commerce, do not offer the customers to have all rudiments of the service, whereas in virtual scenario each element has a better chance to be appreciated by the customers. They can spend more time with the virtual retailer (Lee & Lin, 2005). Moreover, the buying process is not directed by any sales executive and hence, the customers have to experience the whole process by themselves. So, customers are perceiving the e-service essentially as both a complete process as well as an outcome. Rowley (2006) comes out with a definition of e-service by concluding the opinion of many scholars in the subject area as a service, based on information and communication technology, including the supply of information, system support, the logistics and sharing of information. Electronic service are generally provided through electronic stores. Online supermarket or e-supermarket is a web-enabled system of retailing through which customers can order products and services. E-retailing is the online edition of traditional retail shop and is conceived as a virtual retail shop. Thus online super market talks about the virtual place of market offered by e-stores. This study, particularly focuses on online super markets, operating in India.

With rapid development and extensive application of the internet in the marketing tactics of firms, ensuring service quality in virtual space becomes a crucial problem for vendors in the e-commerce sector. Electronic service quality is turned out to be an important factor in deciding the destiny of e-commerce sector. Electronic

retail industries face problems in fascinating the users. Unlike old-fashioned retail markets, e-retail store is characterized by the dearth of direct oral communication and direct individual supervision. Researchers recommend that building and expanding customer loyalty in virtual commerce framework is more strenuous than in conventional business setting (Chang, Wang, & Yang, 2009). Loyalty of consumers results in re-purchase through the same supplier, if they guarantee satisfaction (Chang et al., 2009). Reliable customers often are central to the progress of businesses. In electronic commerce context, customers are having fewer chance to do repeat purchase through the same website, unless they experience the best value, even if they are satisfied. As an alternative to this, they will pursue other websites to find better value. It is just a question of single mouse click in virtual settings, hence it is crucial that firms realize how to build up and sustain loyalty in electronic retailing. The role of service quality in enhancing consumer satisfaction, consumer trust, and consumer loyalty is widely deliberated in many research papers. Retailers are quickly adapting cutting edge e-retail services through their web platforms. But, less number of studies are actually contributing to the explicit correlation between online service quality and customer loyalty in e-retail context. It is against this background, this study attempted to research and look into the link between these variables in Indian online supermarkets. E-service quality is observed to be a significant predictor of loyalty which is really essential for the progress and performance of businesses irrespective of its nature. In this study, e-service quality is conceived as a construct with four pillars such as privacy, efficiency, fulfilment and system availability as mentioned by Parasuraman, Zeithaml and Malhotra (2005). The study approach is quantitative in nature and is designed to answer the research question, what is the effect of electronic service quality on customer loyalty towards online super markets in India? The specific objectives pertinent to the study are to analyze the impact of four elements of e-service quality such as, system availability, efficiency, privacy, and fulfilment on perceived value and to find out how perceived value influences customer's loyalty towards online supermarkets.

1.1 Literature Review

E-service quality is largely conceived as general customer assessment, evaluation and judgments pertaining to the fineness and excellence of e-service delivery approach in the online markets (Lee & Lin, 2005). Barnes and Vidgen (2002) has come out with five components of e-service quality - trust, design, usability, information, and empathy. Usability is concerned with the manifestation, user-friendliness, navigation, and the concept communicated to the end user. Design implies pleasing and artistic appearance. Information is about the pertinence of the information to the end user's requirements. Trust pinpoints the reputation and safety of transactions, while empathy is about message, society and personalization. Santos (2003) identified some predictors of e-service quality like appearance, ease of use, linkage, content, structure and layout, reliability, support, efficiency, communication, incentive and security. Wolfenbarger and Gilly (2003) found out four antecedents of e-quality including website design, fulfillment/reliability, security/privacy and customer service. Ribbink, Van Riel, Liljander and Straukens (2004) came out with five antecedents of e-service quality namely, customization, ease of use, e-escape, assurance and responsiveness. Customers of e-services anticipate spontaneous feedback on demands, and also, when they recommend modifications. Security and privacy are significant concerns of e-service customers. Lee and Lin brought out (2005) five factors of e-service quality. Their dimensions include reliability, website design, trust, responsiveness and personalization. Parasuraman, Zeithaml and Malhotra (2005) argued that two distinctive measures should be adopted for assessing e-service quality, the general E-S-QUAL scale and the revised E-RecSQUAL. The basic E-S-QUAL scale consisted of four aspects: fulfillment, efficiency, privacy and system availability. Efficiency talks about the easiness and quickness of getting and operating the site. Fulfillment is regarding the extent, to which the site's assurance on delivery and availability of the particular item are satisfied. System availability denotes the prompt technical performance of the site. Privacy indicates the security offered by the site and the level to which it safeguards information about the customer. E-S-QUAL is important for a website's aggregate customer base. E-RecS-QUAL is designed as a subscale of the general E-S-QUAL and involves various things like managing service problems and queries. E-RecS-QUAL is relevant just to consumers having non-customary use of the sites. It deals with three quality elements, namely responsiveness, compensation, and contact. Responsiveness is about the effectiveness in handling issues and reverts through the site. Compensation denotes how the site recompense customers for predicaments. Contact is conceived as availability of help over telephone or through the customer care executives. Raman, Stephenaus, Alam and Kuppusamy (2008) recommended six components of e-service quality viz. ease of use, communication, reliability, customization, appearance and incentive. Swaid and Wigand (2009) brought out another set of electronic service quality dimensions - usability, reliability, information quality, assurance, responsiveness and personalization.

Farnaz Beheshti Zavareh et al., (2012) the concepts and theories regarding e service quality are simply based on

consumer perceptions. They attempted to test whether, these perceptions translate well to countries like Iran, and whether it is possible to use e-service quality dimensions in Iranian Internet banking context. There is an enduring debate in the existing literature regarding the similarity and underlying difference between quality perceptions and satisfaction of customer in online service delivery context. Some studies established that explicit website e-services positively influence customer satisfaction towards the website and online procuring in the long run. Review on the evaluation of scales developed to gauge e-SQ, such as E-SERVQUAL, WebQual and eTailQ focused the need to authenticate the scales and to restructure the variables and constructs used, particularly in different service backgrounds and countries. The four dimensions of E-S-QUAL used in the study were system availability, fulfilment, efficiency, privacy and security with 22 items, constructed by Parasuraman et al. (2005) under the 4 dimensions.

In many of the research articles, published in the field of marketing, customer satisfaction, trust, and loyalty are found to be linked. Some papers investigated into the association among e-service quality and customer satisfaction while some other papers examined the effects of the service quality on customer satisfaction from different perspectives (Sheng & Liu, 2010). Very few studies are conducted to investigate the direct association among e-service quality and customer loyalty (Ribbink, van Riel, Liljander, & Streukens, 2004), particularly in online super markets the researcher found no such study. Some studies have been carried out on the same topic in other sectors. Thus, the researcher believes that it is useful and sensible to put an effort to establish the correlation among service quality dimensions and perceived value on customer loyalty for online supermarkets.

Hossain & Hossain (2011) investigated the liaison among e-service quality and consumer loyalty in Swedish consumer electronic retail industry. E-service quality is proved to be a significant determinant of consumer loyalty which in turn is highly significant for the progress of any venture irrespective of the nature of the industry. The study was based on four central dimensions of e-service quality namely, reliability, responsiveness, ease of use, and security. They pointed out that all these dimensions of e-service quality have robust relationship with consumer loyalty which indicates that they have substantial influence on the loyalty of consumers in electronics retail industry. They pointed out that the customers attach highest priority to the organization of website contents and security of transaction. If the company organize the e-retailing website persuasively and guarantee security of transaction, the customers have more probability to show loyalty towards that organization. They also revealed that reliability is less important than the three other factors according to multiple regressions analysis result; though all the four factors found to be significant according to simple regression.

2. Material and Methods

The dominant methodology adopted for this study was descriptive in nature. The study is designed to be carried out through a field survey, by using structured questionnaire. Data collection was done through online survey method, so population is taken as online shoppers in India. The sample respondents were picked by using convenience sampling technique. As the exact size of population is unknown, a sample size that is representative, irrespective of the population size is taken for the study. As the research problem in the current study addresses the online super markets functioning in India, online shoppers of India who had ever purchased products through the internet forms part of the sample. 300 such online shoppers were selected, from the entire country, to constitute the sample. Thus, the sample for the current study was 300 online shoppers from different parts of India, including Kerala, Karnataka, Madhya Pradesh, Gujarat, New Delhi and Assam. Structural Equation Modelling was used for data analysis. The questionnaires were adapted from E-S-Qual scale of Parasuraman, Zeithaml and Malhotra (2005) and Marimon et al. (2010).

2.1 Conceptual Model

The theoretical model of the study is given in Figure 1.

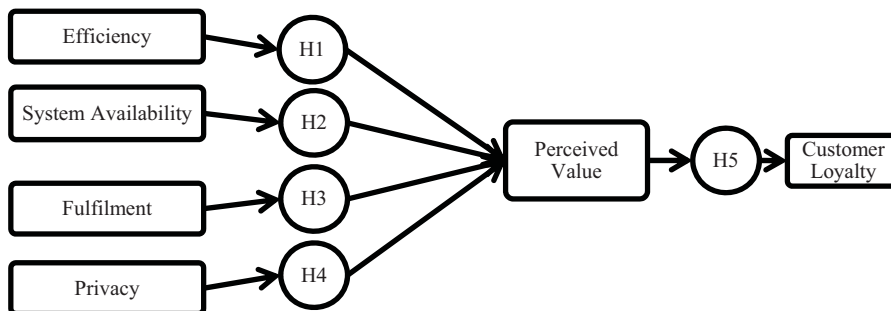


Figure 1. Conceptual Model

2.2 Research Hypotheses

Five hypotheses were formulated for the present study such as:

- Efficiency positively contributes to perceived value.
- System availability positively contributes to perceived value.
- Fulfillment positively contributes to perceived value.
- Privacy positively contributes to perceived value.
- Perceived value positively contributes to customer loyalty towards online super market.

3. Results

To investigate into the relationship between the variables, and to test the research model, SEM based PLS analysis was used. The analysis results are given below.

Table 1. Descriptive Statistics

	System Availability	Efficiency	Fulfillment	Perceived Value	Privacy	Customer Loyalty
N	300	300	300	300	300	300
Mean	3.8	3.8	3.8	3.6	3.8	3.8
Standard Deviation	0.820	0.244	0.536	0.766	0.587	0.693

Source: PLS Analysis

From the mean scores of the constructs listed above, it can be observed that, on an average, the participants responded positively to the research constructs (the averages are greater than 3). It is also evident that the mean scores for efficiency, system availability, fulfillment, privacy and customer loyalty are 3.8 and for perceived value it is 3.6, this lies between the options “Neutral” and “Agree” (which is relevant to the ratings 3 and 4 on the Likert scale) but more lenient towards the “Agree” option.

Table 2. General Results of SEM Analysis – Model Fit

Model Fit Indices	P values
APC = 0.45, P<0.001	Less than 0.001
ARS = 0.63, P<0.001	Less than 0.001
AVIF (Good if < 5)	3.12

Source: PLS Analysis

The general results regarding the model fit are given in the above Table 2. Both APC and ARS p values are less than 0.001 and Average variance extracted (3.12) is less than 5. Hence, it is concluded that the model is statistically reliable for analysis.

Table 3. Latent Variable Coefficients

	Perceived Value	Customer loyalty	Efficiency	System availability	Fulfillment	Privacy
R - Squared	0.79	0.95				
Adj. R - Squared	0.73	0.97				
Composite Reliability.	0.86	0.79	0.92	0.88	0.92	0.89
Cronbach's Alpha	0.72	0.85	0.91	0.85	0.89	0.80
AVE	0.65	0.67	0.74	0.86	0.63	0.66
Q - Squared	0.66	0.86				

Source: PLS Analysis

3.1 Reliability of the Constructs

A construct is said to be reliable if all the statements about the variable in the questionnaire are understood in the same way by different respondents. Fornell & Larcker, 1981; Nunnally & Bernstein, 1994, are of the opinion that both the composite reliability and Cronbach's alpha should be at least equal to or higher than 0.70, for a

measurement instrument to be considered as reliable. Field (2005), argued that a Cronbach’s alpha value between 0.70 and 0.80 are acceptable. Table 3 given above, revealed that the composite reliability coefficients of the variables used in the study ranged from 0.76 to 0.92 and the Cronbach’s alpha coefficients ranged between 0.72 and 0.92. It was so concluded that the instrument has acceptable level of reliability.

3.2 Path Coefficients and P values

The estimated model with path coefficients and corresponding P values are provided in Table 4.

Table 4. Pathways and Beta Values of the constructs

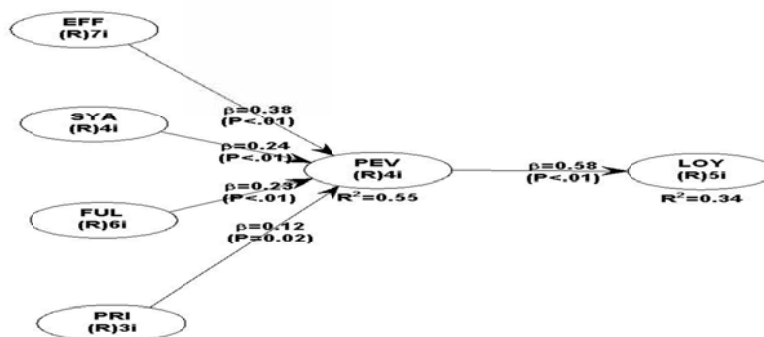
Pathways	Beta Value
Efficiency → Perceived value	0.38
System availability → Perceived value	0.24
Fulfilment → Perceived value	0.23
Privacy → Perceived value	0.12
Perceived value → Customer loyalty	0.58

Source: PLS Analysis

Efficiency is positively related ($\beta=0.38$) to perceived value, which indicates that as the efficiency increases, customer’s perceived value towards the website also increases. It also indicates that one unit change in the efficiency of the website would change perceived value by 0.38 units. System availability is also positively related ($\beta=0.24$) to perceived value, which indicates that as the system availability increases, perceived value also increases, revealing that one unit change in the system availability would increase perceived value by 0.24 units. In similar lines both fulfilment and privacy have positive relationships with perceived value ($\beta=0.23$ and 0.12 respectively). Perceived value do have a positive association with customer loyalty ($\beta=0.58$), pointing out a 0.58 unit change in customer liability when there is one unit change in perceived value.

3.3 Research Model

The derived model with path coefficients as well as corresponding P values are provided in Figure 2. E-service quality dimensions together explained 55 percentage of the variation in perceived value. P values are lesser than 0.05, hence, it can be inferred that the linkage between E-service quality and perceived value is statistically significant. All the e-service quality aspects (efficiency, system availability, fulfilment and privacy) have got positive relationships ($\beta=0.38, 0.24, 0.23$ and 0.12) with perceived value, indicating that increase in efficiency of the website, system availability, fulfilment and privacy offered by the website increases the perceived value of the customers. The model also indicates that perceived value accounts for almost 34 per cent variation in customer loyalty. A one unit change in perceived value accounts for nearly 0.58 units change in customer loyalty. Beta value is positive ($\beta=0.58$) and P value is less than 0.01, hence it can be inferred that the relationship between perceived value and customer loyalty is statistically significant and positive.



Source PLS Analysis

Figure 2. Research Model

All the structural models were examined to test the hypotheses developed for the study. There were 5 hypotheses to test the various relationships mentioned in the research model, all of them were supported. The outcomes of hypotheses testing are given in Table 5.

Table 5. Details of Hypotheses Testing

Sl. No.	Hypothesis No.	Hypothesis	Path Coefficient	P Value	Result
1.	H1	Efficiency positively contributes to perceived value.	$\beta = 0.38$	$P < 0.01$	√
2.	H2	System availability positively contributes to perceived value.	$\beta = 0.24$	$P < 0.01$	√
3.	H3	Fulfilment positively contributes to perceived value.	$\beta = 0.23$	$P < 0.01$	√
4.	H4	Privacy positively contributes to perceived value.	$\beta = 0.12$	$P < 0.01$	√
5.	H5	Perceived value positively contributes to customer loyalty towards online super market.	$\beta = 0.58$	$P < 0.01$	√

Source: Prepared by the author

√ indicates hypothesis supported

The current study found that efficiency, system availability and fulfilment do have a statistically significant effect on perceived value, thus confirming H1, H2 and H3. Parasuraman *et al.* (2005) also pointed out that these dimensions are critical contributors to what customers' perceived as value. The present analysis also pointed out that privacy had a substantial effect on perceived value, thus confirming H4. Similarly, Parasuraman *et al.* (2005) found that efficiency and fulfilment were the most critical (and equally important) dimensions of website service quality. The study also revealed that customer's perceived value has got a statistically significant and positive relationship with customer loyalty towards online super markets, thus confirming H5.

4. Discussion

The study revealed that there exists a statistically significant and direct positive linkage between e-service quality and perceived value. E-service quality dimensions together contributes to more than half of the variation in perceived value. Perceived value explains more than one-third variation in customer loyalty. The results of the study revealed the importance of e-service quality and perceived value in online supermarkets. While designing websites of online supermarkets, the four aspects of e-service quality needs to be focused on, considering their potential to influence customer loyalty towards the online store. The study also analyzed the potential contribution of perceived value to customer loyalty and concluded that customer's perceived value considerably influences customer loyalty. The researcher also tried to develop a model explaining the link among e-service quality, perceived value and customer loyalty towards virtual supermarkets. These findings are conforming to the outcomes of earlier studies conducted by Parasuraman *et al.* in 2005. The overall findings of the study brought about the significant contribution of e-service quality and perceived value to the customer loyalty towards the online supermarket.

5. Conclusion

The result of the current study signals that e-service quality and perceived value matters in describing the customer's loyalty in the context of online supermarket. The findings of the study will help the practitioners, academicians, students, researchers and consultant trainers to identify new means of designing the website, considering the relationships revealed by the study. It will also help them to focus on novel ways to increase the efficiency, system availability, fulfilment and privacy of the website and to bring about tailor-made platforms to the online supermarkets. It is also important to have an understanding of the elements of e-service quality and perceived value which ultimately influences customer loyalty in electronic platform, which ultimately provide a competitive edge to the online supermarkets. The present study has demonstrated signals of association among e-service quality dimensions, perceived value and customer loyalty to online supermarkets and has confirmed that the four elements of the e-service quality are positively contributing to perceived value, which in turn has got a positive and statistically significant relation with customer loyalty towards online supermarkets. The study findings are thus generally in accordance with the findings of earlier researchers in the field who have pinpointed the effectiveness of these constructs to arrive at customer loyalty. More specifically, the efficiency component has been proved to have an important impact on customer loyalty, while perceived value is adjudged as mediator in the relationship.

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The Relationship between Happiness and Economic Development in KSA: Study of Jazan Region

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Received: January 16, 2018

Accepted: January 24, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p78

URL: <https://doi.org/10.5539/ass.v14n3p78>

Abstract

It is generally assumed that happiness is a major source of motivation. Though economic growth remains the main goal of all nations, nowadays a society with happy people is an objective to aim at. From this raises the issue of the relationship between happiness and economic growth.

In this paper, researchers try to find how people's happiness influences GDP and economic development. But before that they focused on the question of how happiness is achieved. In order to do so, we start by directly asking Jazan's habitants through a survey about the source of their subjective well-being and what themselves say about what makes them happy. Then how do these sources of happiness influence their economic performance and participation in GDP growth. The sample's answers have been formed according to the quintuple likert scale. We used the statistical technique of Cronbach's Alpha to measure the credibility of the sample's answers.

Researchers used the analytical descriptive methodology in order to analyze all collected data. Results show that social factors are the most important factors drivers of happiness and therefore influencing positively individual's contribution in economic development of Jazan region. However, economic factors and political factors show that social factors are the main sources of happiness for our sample leading to a better economic development.

Keywords: happiness, SWB, Jazan, economic development, survey

1. Introduction

Economic theory endorsed the view that money makes you happier. Therefore, those with higher income are happier than those with less. Consequently, one can improve its life satisfaction by getting more money. Moreover, if public policy measures aim to increase the society income as a whole, then, there will be an increase in the well-being.

In the same context, some analysis of developed countries, transition countries and less developed countries stated that there exist a positive association between happiness and income in the short run. According to the world happiness report, citizens of countries that are more stable economically have higher happiness levels.

The economist devised a chart which presents that the link between per capita GDP and happiness is quite robust. Though, the importance of GDP growth in increasing living standards and creating new jobs, Gross National Happiness GNH approach, stated that a country's progress does not only depend on the economic development but also on non-economical factors of well being.

Many surveys deduced that contrary to what economic theory assumes about money and happiness is not correct. They found that more money doesn't make people happier. There are other life events such as marriage, divorce, disease, health...do have lasting effects on happiness.

Therefore, knowing what influences happiness can help us all lead happier lives. However judgments of personal well-being differ from one person to another, each person's assessment of their own level of well-being is called subjective well-being. The raised questions are: what are the sources of happiness and how does happiness influence individual contribution in economic growth?

According to the world happiness report of 2017 which contained 155 countries all over the world, Saudi Arabia stands in the rank 37th internationally and 3rd among Arabic countries after Emirates and Qatar. This world happiness report is the fifth annual report since 2012. It has been based on six factors: per capita GDP, health, social support, trust and lack of government corruption, freedom and generosity.

In this paper we will study the relation between happiness and economic growth which is the annual growth rate of real gross domestic product GDP per capita. Our study focuses on one Arabic country, Saudi Arabia and precisely on Jazan region which is located on the tropical red sea cost in its southern part. Jazan covers an area of 11671 km², including about 5000 villages and towns¹.

It is important to mention as well, that in 2015, the king issued a decree to assign the royal commission of Jubail and Yanbu in order to manage Jazan econic city renamed recently, Jazan City for Basic and Transformational industries.

Jazan City for Basic and Transformational industries will focus on heavy industries, secondary industries and human capital and life style. It is expected to create 72000 new jobs by 2030.

Jazan City for Basic and Transformational industries is very crucial for the global development of Jazan region. It is an important strategic tool supporting basic and transformational industries. It will provide opportunities to establish relations between Asia and Africa, as well as facilities for navigation and shipping.

This economic city is expected to provide a distinct environment for basic industries, technology exchanges, trade, employment opportunities, education, training and a wide range of socio-economic activities.

Governmental institutions are working on the development of infrastructure and creation of an attractive environment for investment varied between sea façade, urban centers and investment schemes. Many economic indicators proved the promotion of investment in Jazan region during the last ten years: investment contracts increased by 7.32% and revenue by more than 7.14%.

Researchers have chosen Jazan as a case study as it represents an important step in the economic development and maturation of the kingdom's economy.

In order to do so, we start by directly asking Jazan's habitants through a survey about the source of their subjective well-being and what themselves say about what makes them happy. Then how do these sources of happiness influence their economic performance and participation in GDP growth.

2. Literature Review

Happiness has not been adopted previously, even in the reports issued by the United Nations. Happiness is one of the most controversial and popular topics of recent times. Recently many economists are looking for sources of happiness. Oswald AJ (2006), Pointed out that Politicians made a mistake when they linked economic growth to happiness, where increased economic growth is not linked to individual happiness. And demonstrated through the results of which surveyed explained that industrial countries have not become happier over time, as well as the high rate of depression of such countries, especially the United Kingdom. Though the high income levels in the United States, which exceeds six times the United Kingdom, the suicide rate ratio is the same.

According to Maddison (1991), despite the improvement and increase of per capita gross domestic product (GDP), happiness has not achieve any improvement through his study.

While Easterlin (1995), Explained through a survey that increased income does not mean the existence of happiness during a certain period, where he presented his evidence after a series of studies nine different European countries, after the World War, that is, during the 1970s. He began his questionnaire in 1972 and ended it in 1991 and found the increase in per capita disposable income in this period was more than one-third. Also reported that happiness varies directly from person to person according to the income of the individual and upon the arrival of the community to a state of justice in the distribution of income g in this case will be achieved happiness. Happiness as a result of increased income and non-achievement will be caused by low income and lack of access to an appropriate level of well-being.

While Hans Messinger (1997), Focused on gross domestic product (GDP) and pointed out that gross domestic product (GDP) was sufficient for the index of social well-being, as well as the measure of economic welfare, which some economists as Tobin and Nordhaus (1972), Explained the measures of economic welfare and defined the requirements of growth as any country in net national product. Also pointed out that there is a GDP gap and

¹- Ismail, A. A., Mahfouz, M. S., & Makeen A. (2014). Injection safety among primary health care workers in Jazan region, Saudi Arabia. *The international Journal of Occupation and Environmental Medicine*, 5(3). www.theijoem.com

economic welfare in San Francisco.

During the beginning of the millennium Richard A. Easterlin (2002: 2003) Reached through his questionnaire that the data of the social survey of happiness according to social studies by psychologists such as marriage, divorce and disability most of the results are inaccurate because of their direct impact on happiness.

Also in another study Richard A. Easterlin et al (2011), Proved that there is a contradiction between happiness and income in the long term through his various questionnaires, which included many questions about happiness and satisfaction of life. Happiness from their point of view does not increase with the rising incomes of the country.

The research continued through Easterlin using long time series to provide evidence that happiness and economic growth would not be realized in the short term but would extend in the long term and the relationship would be positive in developing countries. China has been excluded from these results because of the doubling of GDP growth rates, but the members of the community still do not feel happy and satisfied (Easterlin, 2015).

Differences of views that look at how to achieve happiness Richard Eckersley (2009), Need to achieve the health of the individual and all society, happiness lies in the welfare of society, And to compare happiness among countries through the success of their goals and trends, where the questionnaire of this study based on their own lives and social circumstances. The study showed contradictory results in the statement what is happiness?

Teng Guo, and Lingyi Hu (2011), investigated the relationship between happiness and different economic variables in the United States. Their results showed that individual well-being can be predicted and measured. Authors concluded that there is an inverse relationship between happiness, unemployment and inflation, and this has been proven by many previous studies.

Many researchers in development science usually use the word happiness and relate it to personal well-being, which measures the satisfaction of their lives with happiness. Where Roy F. Baumeister et al. (2013), explained that there is a difference between happiness as life and happiness as meaning, by surveying a sample of 397 adults. He analyzed various aspects of their lives with their behavior, temperament, creative practice and more. The result of study showed that giving is the cause of happiness.

Before studying the assumed link between subjective well-being –happiness- and economic growth in Jazan region, we should start first by analyzing the various sources of happiness.

Recently studies have found the role of technology, especially the use of smart devices in creating happiness to individuals Rossi Kamal and Choong Hong (2015). Also Zining Peng and Maolin Ye (2015) described the relationship between buying process and happiness whereas meeting needs considered as part of happiness, Not only buying supplies but also highlighting the possibility of buying experience will contribute to increasing happiness.

On other hand Shoval D. H., Morag H. (2017) analyzed the possibility of a relationship between Jewish in Israel and Arabian students of nursing schools to find out whether there is happiness or not in dealing with them using questionnaire.

3. Sources of Happiness

3.1 Social Factors

The social factors affect deeply people's well being and happiness. The factors that can be considered as sources of happiness and show the quality of life are: health, education, unemployment and marital status.

-Health:

Since long decades many analysis presented the interaction between health and happiness. A good health will make people feel more cheerful and causes a greater contentment in their daily life. However having a bad physical or mental health leads to more restrictions in people's daily activities and causes a pessimistic view of life.

Emotional health is also one of the strongest factors of happiness and well being. Therefore, developing the ability to cope with feelings of anxiety and depression is very beneficial.

For example, a serious accident or dangerous disease reduces one's happiness. However, when there is medication, health devices such as wheel chairs and a support network of friends and relatives, people can surpass this sadness and become happier. But even with adaptation, still there is a negative effect of poor health on happiness.

In the United States and Europe, governments believe in the strong link between individual happiness and good

quality of health care services received. People's satisfaction is playing an important role in improving the quality of health care reforms.

Health care system in Saudi Arabia can be classified as a national system, as the government provides health care services through government agencies with an increasing role of the private sector. The development of health care services in Saudi Arabia has been given a major priority by the government. Consequently, Saudi population's health has greatly improved in recent years.

However, the Saudi health care system still faces many challenges such as the lack of Saudi health professionals, multiple roles of health ministry, limited financial resources, and high demand due to free services.

In the Jazan region there are 21 hospitals, 3 specialized medical centers, 177 primary health care centers distributed to all governorates, cities, villages and desert areas. Despite these achievements, health care system in Jazan still faces many challenges and difficulties and therefore providing average health care services.

-Education:

Happiness and education are strongly connected. A good education contributes significantly to personal and collective happiness. It is generally admitted that education improves people's lives in many aspects. Education enhances people's lives as higher educational attainment is linked to better career paths and is also believed to enhance outcomes in other life domains, such as health and relationships².

Education is considered as the most important activity in modern man life. In many countries it is one of the biggest items of public spending.

The well-being of modern society is dependent not only on traditional capital and labour but also on the knowledge and ideas possessed and generated by individual workers. Education is the primary source of this human capital³.

However, some recent empirical studies stated the opposite empirical relationship between education and happiness in developed countries. These studies observed that higher levels of education are allied with lower life satisfaction and subjective well being and this is because of high expectations and aspirations of well educated people towards their lives' conditions and jobs. Therefore, we can assume that education affects well-being in part through its effect on income. Determining how does education influence happiness, depends on how one defines "education" and measures its personal happiness.

The Saudi educational policy aims to afford more efficient education to its population in order to meet religious, economic and social requirements of the country and to eliminate illiteracy among Saudi adults. Many government agencies contributed in planning, administrating and implementing the overall governmental educational policy in Saudi Arabia. The Ministry of Education sets overall standards for the country's educational public and private system and oversees special education for the handicapped⁴.

In this research we investigate on the rate given by Saudi people living and being educated in Jazan region to their self-related happiness towards educational system conditions and their levels of education as well as their own child's education. This sounds interesting especially in a country where boys and girls do not attend schools together.

Unemployment:

Happiness and work was the subject of various empirical economic studies. Jobs are very important for sustaining individual's living, family and health which are the main elements shaping people's happiness. Accordingly, many studies stated a negative effect of unemployment on happiness.

A high unemployment rate can be an indicator of a failing economic system and a call for policy action; this has been illustrated by the Arabic Spring where people suffered from difficult life conditions because of the high unemployment rate. In order to prevent high unemployment rates, governments should create new jobs.

An important finding from the more recent literature is that there are large differences in the effect of unemployment among people—not all people are equally unhappy⁵. As some individual choose voluntary to be

² -Alfred M. Dockery. (2010). Education and happiness in the school-to-work transition. Centre for Labour Market Research, Curtin University of Technology.

³ -Crocker, R. K. (2002). Learning Outcomes: A Critical Review of the State of the Field in Canada, Canadian Education Statistics Council, Ottawa.

⁴ -<http://www.sacm.org/Education.aspx>

⁵ -Rainer, winkelmann. (2014). Unemployment and happiness. Successful policies for helping the unemployed need to confront the adverse

unemployed because they prefer to receive unemployment benefits and enjoy leisure time.

Another important point to be mentioned is job security, which if declines it affects negatively workers happiness. High unemployment rates increase the fear of losing one's job and lead consequently to lower levels of happiness even for employed people. This means that employed and unemployed workers living in countries with high unemployment rates tend to be more unsatisfied.

One of the most prosperous economies in the world today is Switzerland with a very low unemployment rate. The Swiss applies several tools in order to keep its economy strong, such as, implementing low interest rates, a short immigration policy and a strong banking system.

Unemployment Rate in Saudi Arabia decreased to 5.60 percent in the fourth quarter of 2016 from 5.70 percent in the third quarter of 2016⁶.

In order to keep this rate in its lowest levels, Saudi Arabian government launched wide reform strategy known as 2030 vision. This vision aims to reduce unemployment rates among Saudis. The applied strategies are Saudization which means replacing foreign workers with Saudis and creating jobs for Saudi women in retail.

-Marital status:

Generally, healthy and supportive relationships contribute greatly to higher happiness levels. The last world happiness report stated that, in western countries, having a partner has a strong positive impact on individual's happiness.

However, marriage or divorce doesn't have the same impact on all individuals. If the person is satisfied with his or her life due to having a rich social network, marriage will not have a strong impact on his or her happiness. But, in the case of a lonely person, marriage will influence positively his or her happiness. Moreover, losing a partner of a happy marriage will impact negatively people's satisfaction.

In a study of multiple regression analysis conducted by Steven Stack and J. Ross Eshleman (1998), they found that marriage increases happiness equally among men and women and this positive impact is due to three facts⁷. First, marriage provides a financial satisfaction as married people combine two incomes and may enjoy a higher standard of living. Second, it leads to the improvement of health through the support encouraging partners to follow a medical treatment in case of illness, quitting bad behaviors such as drinking and smoking and helping spouse to follow a healthy diet. Finally, marriage provides greater emotional support which refers to being esteemed, cared about and valued as a person.

However, the extent to which marital status is linked to individual's level of happiness is not the same for all nations.

In Saudi Arabia where Sharia Law is applied, relations between men and women are strictly forbidden outside marital life. Unmarried couples are not allowed to live together or have intimate relationships outside the marital bond as is pregnancy.

Traditionally, the ideal marriage was tribal, related families encourage their children to marry cousins or relatives in order to increase and strengthen the tribe. Another reason for such marriages was that families knew the background of the partner.

According to Sharia law, a Muslim man can have four wives, provided that he can treat them equally. This practice is now decreasing mostly because women are becoming more independent and self-confident and many refuse to accept it. In Saudi Arabia, nowadays, both man and wife are increasingly going out to work, due to the elimination of restrictions on women working.

Standing in the third rank of happiest Arabic countries, Saudi Arabia is one of the top ten Arabic countries in divorce percentage. This fact stresses on the question about the relationship between happiness and marital status in this country.

3.2 Economical Factors

- GDP:

Economic growth is one of the main objectives of any economy. High economic growth rates and low economic

effects of unemployment on feelings of life satisfaction. IZA World of Labor 2014: 94.

⁶-<https://tradingeconomics.com/saudi-arabia/unemployment-rate>

⁷- Stack, S., & Eshliman, J. R. (1998). Marital status and happiness: A 17-nation study. *Journal of Marriage and the Family*; May 1998; 60,2; Research Library pg.57.

growth contribute to economic development.

Rising GDP and income per capita for individuals in oil countries, especially Saudi Arabia, is always related to high oil revenues. But after the unexpected global drop in oil prices and the emergence of the budget deficit, we find some people feel unhappy regarding that event.

Richard A. Estreliens' researches showed that there is a relationship between happiness and the total income of the country. Therefore, the governments of Saudi Arabia have tended to diversify their sources of income.

The Kingdom's efforts will have a great impact on increasing economic growth rates and thus increasing the income of its members to achieve the required level of happiness.

-Infrastructure:

Infrastructure is the backbone of many economic, social and political life activities in societies. Countries that do not care about infrastructure will be affected by the decline of its growth and development.

China, Singapore, Malaysia and Thailand are considered the best performers among the world's economies today because they improved their infrastructure. As infrastructure services are important in achieving sustainable development, Also the United States spends more than \$ 150 billion a year to improve its infrastructure in its various states.

Therefore it is necessary to shed light on the Kingdom of Saudi Arabia's infrastructure and its impact on facing the increasing competition with other countries to attract foreign investment, with all the associated techniques and knowledge of markets and that contribute to the achievement of economic and social development.

Saudi Arabia has the physical resources to implement the infrastructure in some areas and already has an ambitious plan for improvement, but we find there is a lack of infrastructure, especially sanitation and roads to some cities such as Jazan as a case study.

3.3 Political Factors

-Freedom:

It is always believed that people could live happier if their society practices freedom, equality and brotherhood.

Freedom is considered as having the opportunity to choose and being able to. This means that being free requires the absence of restrictions in economic, political and personal life. Absence of economic and political restrictions can be used to measure differences across nations in their degree of freedom.

According to previous studies, freedom is positively linked to happiness in rich countries. There are different opinions about the impact of freedom on happiness. Different philosophies express different effects and suggest different analysis.

A conservative thought asserts that freedom might have negative consequences. According to this vision, people don't know what is best for them and their freedom has gone too far and about to destroy vital institutions. However, other schools have different opinion; they emphasize that only economic freedom which improves human well being but not political freedom. According to other thoughts, freedom leads to happiness under specific conditions such as people maturity.

The comparative study conducted by Ruut Veenhoven (2000) ranked nations according to the measure of two indexes "opportunity to choose" and "capability to choose". These indexes were combined in a comprehensive measure of freedom. The rank order on that overall index shows that Nigeria, India, and China are the lowest scorers and the top ones are the US, Switzerland, and Canada⁸. These top countries are among the countries that have the happiest populations according to the world happiness report. A Comparative survey data conducted by Inglehart et al.(2008) shows that the effect of political freedom is highly linked to an increase in happiness⁹.

These studies were basically conducted among Western populations where political freedom is a constant background. In Saudi Arabia restrictions on dissent and freedom of expression are high. Though, the country combines a very low political freedom index with a fair degree of happiness. This fact can confirm the hypothesis that political freedom has a slight impact on people's happiness.

⁸- Veenhoven, R. (2000). FREEDOM AND HAPPINESS A comparative study in 46 nations in the early 1990's. In Diener, E. & Suh, E.M. (Eds.), Culture and subjective wellbeing (pp. 257-288). MIT press, Cambridge, MA USA, 2000, ISBN 0 262 04182 0.

⁹-Bavetta, S., Patti, A. M., & Navara, P. (2014). Autonomy, Political Freedom, and happiness. Mimeo, PPE Research Unit, University of Pennsylvania.

-Corruption:

Corruption is generally considered as an important factor which defines the quality of countries' governance. It doesn't have any geographical limits and exists everywhere. As shown by Abed and Gupta (2002), even though corruption is more spread in poor countries, it isn't restricted to specific region or levels of economic development¹⁰.

According to economic theories, corruption at the macroeconomic level can be beneficial as well as harmful to economic progress and consequently can affect SWB. Boon vision asserts that corruption can serve to overcome institutional inefficiencies which in turn promote economic growth. Whereas, bone theorists propose that inefficiencies are originally caused by corruption itself and consequently restrict growth.

In corrupt societies, wealthy residents have more freedom in their behavior and decisions than poor ones because their wealth helps them in purchasing conveniences. Therefore, in these societies, income matters more than SWB. In general, corruption reduces the institutional trust which in turn erodes SWB.

Living in a country reigned by corruption and discriminatory institutions can lead to unhappiness. This is illustrated by a report released by the United Nations Human Development program about the case of Bosnia and Herzegovina in 2002. The reported survey showed that 70% of people in these countries strongly believe that their local authorities and international aid organizations are corrupt.

The report concluded that citizens of these countries are not happy because of corruption which in their point of view has broken all barriers and rules of life.

As corruption represents a serious obstacle to good governance, economic growth and stability, international organizations such as United Nations and International Monetary Fund, launched guides of anti-corruption strategy in order to help countries enhance transparency and justice.

In Saudi Arabia there is a growing feeling among Saudis that corruption is spread in all sectors because of the delay of implementing many projects and the deterioration of existing projects. According to the corruption Perceptions Index reported by Transparency International in 2016, Saudi Arabia occupies the rank 62 of least corrupt nations out of 175 countries¹¹. This classification motivated the Saudi government to launch a national anti-corruption commission "Nazaha" in 2011.

The Saudi Royal order gave to Nazaha all the authority to control all governmental sectors of the kingdom. Its main objectives are to protect the integrity, increase transparency and eliminate corruption. However, this commission still has not achieved any significant results and public opinion still has the same feeling of widespread corruption.

4. Research Methodology

In this paper, researchers used the analytical descriptive methodology, which is based on the collection of facts and information, compare, analyze and interpret them to find solid conclusions.

After reviewing multiple previous findings treating the same subject from different framework, we designed a questionnaire of 37 questions classified to three sections, social factors, economic factors and political factors of happiness. The sample's answers have been formed according to the quintuple likert scale.

The questionnaire has been distributed to Jazan region habitants in order to collect opinions about the impact of the different mentioned factors on people's happiness and well being, as well as, to focus on information about the impact of happiness realized due to a specific factor on economic development. We used the statistical technique of Cronbach's Alpha to measure the credibility of the sample's answers. Our study has been based on following hypothesis:

H01- There is no correlation between individual's happiness and economic development.

H1- There is a correlation between individual's happiness and economic development.

H02- There is no relationship between social factors influencing people's happiness and economic growth.

H2- There is a relationship between social factors influencing people's happiness and economic growth.

H03- Unlike social factors, economic and political factors do not influence people's happiness.

H3- Economic and political factors have a low impact on people's happiness.

¹⁰-Abed, G., & Gupta, S. (2002). Governance, Corruption, and Economic Performance, Washington, DC: International Monetary Fund.

¹¹-<https://tradingeconomics.com/saudi-arabia/corruption-rank>.

5. Finding and Analysis

We tested the reliability of the sample’s answers to all the survey’s question by applying Cronbach’s Alpha method.

Cronbach’s Alpha is equal to 67%, this value is acceptable and confirms the stability and reliability of the sample. In order to get higher Cronbach’s Alpha which reached the value of 76%, we recommended to remove few questions with low credibility which are q7, q19, q20, q22 from social factors section, that asked the sample about the impact of marriage in their well being and performance at work, study or home as well as their opinion about unemployment and its economic impact in the region; q4,q5 from economic factors about the impact of the increase of salary and the status of infrastructure on individual productivity and q4,q5,q6 from political factors about existence of corruption and its impact.

Therefore answers given by the sample to the remaining questions have a high credibility and allow us to build strong conclusions. That means, results are stable and even if we distribute the same questionnaire in the same society, we will receive the same answers.

Then we analyzed the correlation between the three sections of the questionnaire. The results are shown in the following table:

		Total factors	Social factors	Economic factors	Political factors
Total factors	Pearson Correlation	1	.917**	.633**	.360**
	Sig. (2-tailed)		.000	.000	.000
Social factor	Pearson Correlation	.917**	1	.426**	.093
	Sig. (2-tailed)	.000		.000	.238
Economic factor	Pearson Correlation	.633**	.426**	1	-.023
	Sig. (2-tailed)	.000	.000		.773
Political factor	Pearson Correlation	.360**	.093	-.023	1
	Sig. (2-tailed)	.000	.238	.773	

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

We found that there is a strong positive correlation between social factors and total factors that determine happiness. However for economic factors the correlation with total factors that determine happiness is average. On the contrary, answers given by the sample in the political section has a very low credibility as well as a low correlation.

In order to examine deeply the reliability of the sample we divided the questions of every section to two through a split-half test. The results of this test are shown in the table below.

Happiness Factors	Number of questions	Correlation between forms	Spearman-Brown coefficient
Social Factors	22	76%	86%
Economic Factors	8	60%	75%
Political Factors	7	42%	59%

After applying the split-half test, results show that social factors, economic factors and political factors’ correlation increased reflecting a higher reliability.

Our findings prove the confirmation of the hypothesis that happiness impacts positively the economic development. However, happiness is realized by the improvement of social factors confirming our second hypothesis. Therefore, economic and political factors do not have the same effect as social factors.

The economics of happiness is an approach to assess the social dimension which combines the theories used by economists and psychologists. The Index of Happiness is one of the indicators developed from 33 indicators by the United Nations, Where classified under the nine areas: mental health, health, education, cultural diversity,

flexibility, and the use of time and good governance, community vitality, environmental diversity, flexibility and living standards (United Nations: 2017).

Happiness is the integration of social progress indicator because there is no distinction or difference in meaning between a large measure of happiness or measure social progress.

6. Conclusion

According to our sample's answers, social factors are the main source of happiness that drives economic development. Therefore, we can conclude that there is a strong relationship between social factors which are in our survey: health care, education, unemployment and marital status, and economic development.

Development efforts in Jazan region must focus on inclusive growth strategies that target social progress, several measures have been proposed to measure the social dimension of development, combined together or independent of economic indicators. These indicators are tools for measuring the extent to which countries contribute to the social economic and environmental progress of their citizens.

Governmental societies should accord happiness a major importance as an input not just an output. As happiness is now an accepted and crucial policy to implement and execute the objectives of the government targeting big aggregates such as economic growth or unemployment.

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The Extent to Which Contracting Companies in Kuwait Comply with International Accounting Standards from the Point of View of the Internal Auditors

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Received: October 1, 2017

Accepted: November 20, 2017

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p88

URL: <https://doi.org/10.5539/ass.v14n3p88>

Abstract

The study aims to demonstrate the degree to which contracting companies in Kuwait comply with the requirements of IAS 11 in terms of applying accounting disclosure requirements and applying the requirements for recognition of revenues and expenses of construction contracts. The study group consists of Kuwaiti contracting companies in the first category. The sample of the study consisted of accountants and internal auditors in contracting companies. The contracting companies in the State of Kuwait apply the requirements of accounting disclosure for construction contracts in accordance with the requirements of International Standard No. 11, and the contracting companies in the State of Kuwait apply the requirements for recognition of the revenues and expenses of construction contracts in accordance with the requirements of International Standard No. 11. The most recommendations: The necessity of contracting companies in the State of Kuwait to disclose the methods used to determine the level of completion of construction contracts under implementation, which helps in the application of full disclosure of construction contracts in addition to the possibility of integration of information elements of the financial statements. And the contracting companies to disclose the total amounts due to customers for the work of construction contracts as an asset within assets.

1. Introduction

The project of establishing a contracting company specialized in architectural construction is one of the projects that need sufficient capital to manage the project, organize suitable labor, and also need some equipment for it. A contracting company is a company specialized in construction, construction and finishing on demand through workers, civil engineers, management engineers, maintenance and other fields. It depends on the organization and implementation of various projects, from large contracting companies or small companies. It depends on the results of the market study, its requirements, the absorptive capacity of the company, as well as the knowledge of the market and the customers it targets. It also determines the size of the project production according to the forecast of the demand and special sales of the project.

The International Accounting Standards (IAS) were based on the study of construction contracts and the requirements of contracting contracts were determined in terms of contract costs, the recognition of the revenues and expenses of each contract and the determination of the requirements for disclosure of the costs of the contract in the sense that the international accounting standards set the full accounting framework for all the costs of contracting contracts. The State of Kuwait is one of the countries that carried out large-scale contracting and construction projects with the aim of developing infrastructure and providing public projects for various groups of society. This leads to the necessity of knowing the stakeholders to benefit from these projects and to ensure their social, financial and accounting accuracy. Therefore, this study aims at determining the degree of application of the accounting requirements according to international accounting standards in the contracting companies in terms of accounting disclosure requirements and in terms of recognition of the costs of construction contracts and revenues.

1.1 Problem of the Study

The problem of the study is to answer the following question: "Do Kuwaiti contracting companies apply the requirements of international accounting standards?"

1.2 Elements of Study Problem

1. Do Kuwaiti contracting companies apply accounting disclosure requirements for construction contract costs in accordance with the requirements of IAS 11?
2. Do Kuwaiti contracting companies apply the requirements for the recognition of the expenses of contracting contracts and their revenues in accordance with the requirements of IAS 11?

1.3 Hypotheses of the Study

Based on the study problem, the following hypotheses can be formulated:

1. Kuwaiti construction companies do not apply the accounting disclosure requirements for construction contract costs in accordance with the requirements of IAS 11.
2. Kuwaiti contracting companies do not apply the requirements for the recognition of the expenses of contracting contracts and their revenues in accordance with the requirements of IAS 11.

1.4 The Importance of Studying

The importance of the study stems from the following:

1. The contracting companies are considered one of the main pillars in the Kuwaiti economy because of the activities provided by these companies which achieve the public benefit and the private benefit, which means the need to pay attention to this sector.
2. International accounting standards have established an integrated accounting framework to identify the owners of contracting companies with the real profits of their activities, which means the existence of great concerns for this sector both in Kuwait and abroad.
3. Assisting accountants and analysts in the application of international accounting standards, especially with the presence of foreign companies inside Kuwait working in the field of contracting, which contributes to the integration of the ideas of international requirements with the accounting principles in the State of Kuwait.

1.5 Objectives of the Study

The study aims to achieve the following objectives:

1. To know the reality of the contracting companies in the State of Kuwait in terms of identifying the basis of the cost of contracts and the basis for recognition of expenses and revenues of contracts.
2. To achieve the degree of accounting integration in the application of accounting principles in the cost of contracts between the currently applied with what is required in accordance with international accounting standards.
3. Outcomes and recommendations to help determine or establish an appropriate accounting and financial framework for Kuwait's economic and financial environment.

1.6 Previous Studies

1. Study of Badawi 2007 entitled "Effect of the application of IAS 11 on financial statements in Sudan"

The study dealt with the accounting of construction contracts and is one of the types of accounting of companies with privacy due to the length of their implementation period, which may extend for more than a financial period and related to the problem of estimating revenue and cost of contracts during the accounting period. The problem of the study is the lack of commitment of contracting companies to implement accounting standards, especially the standard of accounting for international construction contracts No. (11), which leads to irregularity of accounts. To solve this problem, the researcher formulated a number of hypotheses, the most important of which are: 1. the application of the International Construction Contracts Accounting Standard No. (11) Leads to the presentation of the financial statements of Salam Housing Company in a fair and correct manner. 2. Failure to apply the requirements of the accounting standard for construction contracts in the company due to the lack of qualification and adequate training of human frameworks financial departments of contracting companies. The research aims at showing the effect of applying accounting standards on the financial statements of the contracting companies, especially the importance of showing the results of the performance of the company in a real, fair and consistent manner. The researcher used the analytical descriptive approach in addition to the deductive and inductive method in the collection and analysis of data from primary and secondary sources. The study found the following results: The application of accounting standards, especially the accounting standard for construction contracts, results in the presentation of the financial statements of Salam Housing Company and its counterparts in a true, fair and consistent manner. The method of proportion of completion of the entire

contract based on the field survey is the most appropriate method to calculate the revenues and costs of long-term construction contracts that are recognized during the financial year and the consequent determination of profits. 3. Method of percentage of completion based on the ratio of actual cost to total estimated total costs of construction contracts is not accurate in the unstable economic conditions. Among the recommendations of the study are the following: 1 - The necessity of applying construction companies to accounting standards, in particular the criterion of accounting of construction contracts and the use of the field survey method in evaluating the contracting activity correctly. 2. The necessity of training accountants of contracting companies in the application of accounting standards and training them to keep up with the professional developments in the field of accounting.

2. Study of Humaidan 2010 "The extent to which industrial cities companies comply with international accounting standards"

The study aimed to identify the concept of international accounting standards, the means of accounting disclosure and accounting measurement in accordance with international accounting standards, in addition to the extent to which the industrial cities in Jordan are committed to applying the means of disclosure and financial reports according to international accounting standards. The researcher relied on two sources: the primary sources represented by the questionnaire and the secondary sources of books and references related to the subject of the study. Standard deviation and sample testing were used. The most important results of the study: There is a commitment by the Industrial Estates Corporation to the requirements of accounting measurement and disclosure according to international accounting standards. Among the most important recommendations of the study: to guide the Industrial Estates Corporation with financial and administrative independence to raise awareness of the application of international accounting standards because of the benefit it achieves for stakeholders, especially ways to disclose financial reports.

3. Study of Abu Rumman 2014 "The impact of the criterion of recognition of revenue on accounting problems in the Jordanian contracting companies"

The study aimed to identify the problems of recognition of revenues in construction companies in Jordan and to know the role of international accounting standards to increase confidence in the financial statements. The questionnaire was based on its distribution to accountants and internal auditors in 50 companies in Jordan. The most important results of the study are the low rate of application of construction companies in the application of the requirements of International Accounting Standard 11 and 18, and the existence of problems facing the construction sector in Jordan is a weak stability on the methods of accounting measurement according to international accounting standards. The most important recommendations of the study: the need to clarify the mechanism of preparation of construction contracts and prepare details of the recognition of revenue in each contracting contract alone, and the need to document each contract of a unit of the contract separately from other contracts.

4. Study of Juma 2013 "The extent to which companies listed on the Kuwait Stock Exchange comply with international accounting standards relating to measurement and accounting instruments"

The objective of the study was to identify the degree of application of international accounting standards in Kuwait by focusing on the means of disclosure and accounting measurement of IAS 39. The questionnaire was used to obtain preliminary information through the distribution of a questionnaire to financial managers and accountants in companies traded on the Kuwait Stock Exchange. The most important results of the study: the existence of a medium application of the methods of accounting measurement according to International Standard No. 39. The most important recommendations of the study: the need to work conferences focused on the application of international accounting standards in various sectors in the State of Kuwait.

1.7 The Current Study Differs from Previous Studies

1. This study focuses on the international accounting standard in terms of recognition of the revenues and expenses of each article contract alone, which helps to show the success of each contract alone
2. This study focuses on the contracting companies in the State of Kuwait, which have a positive reflection on the state economy
3. This study focuses on the methods of accounting disclosure in accordance with the requirements of IAS 11 because of the benefits achieved by the accounting disclosure to increase the credibility of the financial statements

1.8 The Theoretical Framework of the Subject of the Study

The International Standards Committee defines accounting standards as: "Guidelines for professionals to support their judgment and wisdom, but they never eliminate wisdom or diligence, and are a high-level professional description of generally accepted professional practices aimed at reducing the degree of variation in expression or practice in similar circumstances , And is adopted as a general framework for evaluating the quality and efficiency of the technical work and to determine the nature and depth of professional responsibility. Accounting standards can also be defined as: "Standards, models, principles or general guidelines that guide and rationalize practice in accounting, (Yosefy, 2011, p. 46). Thus, they differ from procedures. The former have the status of general guidance or guidance, while the procedures address the operational formulation of these standards in particular cases of application. For example, an auditor may collect and evaluate evidence in preparation for expressing his opinion on the financial statements. The executive procedures of this standard include the sending of positive or negative approvals to debtors to assess debt collection.

1.9 Justifications for Attention to International Accounting Standards

The emergence of accounting standards emerged for the following reasons (Alexander, 1999, p. 68):

1. Financial transactions between international companies are doubled.
2. The diversity of the work carried out by the international companies.
3. The need for international accounting standards to be a reliable basis for the preparation of financial reports.
4. Increase foreign currency transactions among the countries of the world.

1.10 Concept of Construction Contracts

A contract entered into specifically for the creation of an asset or a group of assets that are interrelated or interdependent in terms of design, technology, functionality or purpose or the end use thereof. Costs directly related to the specific contract include: (International Accounting Standards 2014, p. 425)

- Cost of site staff including supervision costs.
- Cost of materials used in construction.
- Depreciation of fixed assets used in the contract.
- The cost of moving fixed assets and materials to and from the location of the contract.
- Rental cost of fixed assets.
- Cost of engineering designs and technical assistance directly related to the contract.
- Estimated cost of warranty works including expected maintenance costs during the warranty period
- Costs that are not related to contract activity or which cannot be charged to the contract are excluded from construction contract costs, which include the following:
 - a- General administrative costs which are not expressly provided for in the contract.
 - b- Selling costs.
 - c- Research and development costs which are not provided for in the contract;
 - d- Depreciation costs of idle machinery and equipment not used in a particular contract;

Contract revenue and expenses are recognized

Revenue concept Revenue is defined as the inflows to a particular entity resulting from prior transactions that help increase assets or settle liabilities during a particular accounting period. The profit is characterized by the following characteristics: (Kieso, 2014, p. 249)

1. It represents an internal flow of the entity either by increasing assets or reducing obligations or both.
2. It represents the positive side in increasing the profit of any establishment.
3. It is achieved through the exchange of goods and services with third parties from outside the company mostly.

1.11 Conditions for Recognition and Measurement of Income

Revenue is a component of the financial statements that must be measured to the extent that the following conditions must be met: Arab Society of Certified Public Accountants, 2006.

1. Definition of the concept of revenue by type.

2. Measurement so that the revenue can be measured in an objective, quantitative and quantifiable manner.
3. Appropriate: that the revenue has a positive impact on the decision-making investment in a particular establishment.
4. Confidence and reliability of this information in terms of the truth of representation and the possibility of verification and impartiality.

1.12 Accounting Problems Facing Revenue Recognition in Construction Contracts

There are some problems that can be encountered when measuring or recognizing revenue in construction contracts, which can be summarized as follows (Abu Rumman, 2014, p. 23)

1. The problem of evaluating the complete work at the end of the accounting period.
2. Measurement of profits relating to construction contracts under implementation at the end of the fiscal year.
3. The problem of allocation and allocation of the cost of construction contracts, whether direct or indirect costs.

1.13 Contract Revenue and Expenses Are Recognized

IAS 11 specifies the requirements for recognition of revenue and expenses of construction contracts as follows: (IASB, 2016, P 345)

1. When the final outcome of the construction contract is estimated reliably, contract revenue and related costs can be recognized as revenue and expense respectively in light of the level of completion of the contract activity at the balance sheet date. Any expected loss in the construction contract should be recognized as an expense.
2. In the case of contracts with a fixed price, the final output of the construction contract can be estimated reliably if all the following conditions are met:
 - a- Where the total revenue of the contract can be measured reliably.
 - b- When it is probable that the enterprise will realize the economic benefits expected from the execution of this contract.
 - c- When both the costs required for completion of the contract and the level of completion of the contract can be measured reliably at the balance sheet date.
 - d- When contract-related costs can be clearly identified and reliably measured so that the actual costs incurred can be compared with those previously estimated.
3. In the case of cost-plus-plus contracts, the final output of the contract can be estimated reliably when all the following conditions are met:
 - a. It is probable that the enterprise will realize the economic benefits associated with this contract.
 - b. Costs relating to the contract, whether recoverable or non-recoverable, can be determined and quantified in a manner Trusted.
4. The process of recognition of revenue and expense recognition by reference to the level of completion of the contract is called the percentage of completion method. Under this method, the contract revenue is offset by the costs incurred in reaching the current completion level, which results in the income, this method provides useful information on the extent of contract activity and the level of performance during the period.
5. Under the percentage of completion method, income is recognized and included in income in the statement of income for the period in which the business was performed. Contract costs are usually recognized as an expense in the income statement for the same accounting period during which the work was performed. Any anticipated increase in the total cost of the contract over its total revenue shall be recognized immediately as an expense as set out in paragraph 35 of this Standard.
6. Where it is not possible to estimate the final output of the construction contract at an acceptable level,
 - a. Non-recognition of revenues except within the cost of contract expended which is expected to be recovered.
 - b. Proof of all contract costs as expenses in the period in which they are incurred.
7. The costs of the contract those are not likely to be incurred as an expense should be borne immediately. Examples of cases where contract costs may not be probable and which must then be recognized as expenses are immediately recognized as those expenses that:
 - a. It has not yet become fully binding, i.e. a serious question arises as to its validity.

- b. Their completion shall depend on a judicial decision or a legal position.

1.14 Disclosing Contracting Contracts

Disclosures: The requirements to include information in the financial statements in accordance with generally accepted accounting principles require that the appropriate disclosure element be included in these statements on all material matters (materiality). The disclosure component herein is closely related to the content and terminology of the financial statements, As well as the notes attached thereto, and the extent to which the details that make these lists an informational value from the point of view of users of these lists (Eldon, 2002, p 32).

Disclosure means clarifying the matter in order to be interpreted to serve the customers in a particular entity. Hence, the disclosure of the information by the entity shall protect the ordinary investor and other parties from misleading, fraud or trading in internal information, in addition to reducing the risk of investment (Khalafawi, 2008, p. 9).

1.15 Disclosure and Transparency in Joint Stock Companies (Spivey, 2004, p. 310)

International accounting standards addressed the basic requirements for disclosure and transparency to be complied with or observed by the joint stock companies, which emphasized the importance of disclosure in the financial reports of companies, including joint stock companies, and committed them to:

1. Prepare the analytical statements accompanying the basic financial reports and highlight the importance of the annual report of the department and the information contained in it in addition to the information contained in the financial reports, including a brief description of the company and its main objectives and the nature of the activities accomplished by the company during the year, Management and executive bodies.
2. Emphasize the importance of the auditor's role in expressing his opinion on the fairness and validity of the financial reports of the companies in his report, which defined the contents of these instructions, as well as a sample of what this report should be, in order to emphasize the importance of disclosure, transparency and disclosure. Any information that would affect the business results and the financial position of the companies concerned

1.16 Accounting Disclosure Requirements for Construction Contracts (Abu Rumman, 2014, p. 43)

1-The entity shall disclose:

- a- the value of contract revenue that has been recognized as revenue for the period.
- b- Methods used to determine the revenue of contracts that have been included in the income for the period.
- c- Methods used to determine the level of completion of contracts under implementation.

2. The entity shall disclose the following in respect of the contracts under execution at the balance sheet date:

- a- Total costs incurred and realized profits (less realized losses) to date.
- b- The total of the advances made.
- c- The value of the amounts retained by the customer.

3. An enterprise shall offer the following:

- a- The total amount due to customers for the contract as an asset in assets;
- b- The total amounts due to customers for the contract as a liability.

4. An entity shall disclose any incidental gain or loss (contingency). Potential profits or losses may result from such items as the cost of the warranty, claims, fines or possible losses.

2. Methodology of the Study

In order to achieve the objectives of the study, the researcher followed the descriptive analytical method and using the appropriate statistical methods for the purpose of presenting and analyzing the data and testing the hypotheses. The researcher designed an appropriate questionnaire to measure the role of electronic auditing in developing the external auditor's performance and distributing it to the target sample of the study. .

2.1 Sources of Data Collection

For the purpose of achieving the objectives of the study and data collection, the researcher in collecting the data required for this study relied on two types of sources:

First: Secondary Sources: The books, periodicals, master's thesis and Arabic and foreign doctoral dissertations related to the subject of the study included the role of electronic auditing in developing the external auditor's

performance to cover the theoretical part of the study, which is an essential part of conducting the field study.

Second: Preliminary Sources: To achieve the objectives of the study, the researcher collected the initial data by designing a questionnaire form and its paragraphs were formulated from the theoretical side to cover the dimensions of the study variables. This is done through a questionnaire that was prepared in a way that helps to collect data and test hypotheses

2.2 Society and Sample of the Study

The study society is one of the licensed construction companies to practice the profession of construction sector in the first category in the State of Kuwait and the 37 contracting companies licensed in Kuwait according to the publications in the State of Kuwait for the year 2015 and 23 companies were chosen by targeting the accountants and internal auditors in those companies, The number of accountants was 52, and the internal auditors were 29 internal auditors. A total of 69 questionnaires were distributed, 59 were retrieved and 82% were recovered. The target sample method was used.

2.3 Definition of the Study Tool

The study tool (questionnaire) consists of two sections that illustrate the basic idea around which the questions of the questionnaire revolve. The following is a brief explanation of these sections:

The first section aims at identifying the demographic characteristics of the study sample members through (4) questions containing the demographic and basic data of the respondent.

Section 2: The purpose of the contract is to determine the extent to which contracting companies comply with international accounting standards in terms of accounting requirements for the costs and terms of construction contracts, the requirements for recognition of revenues related to construction contracts and determining their impact on the financial statements.

2.4 Mechanism and Procedures for Analysis and Processing of the Questionnaire Data

The Statistical Package for Social Science (SPSS) version 17 was used to facilitate statistical data analysis. A range of responses was identified. The 47 paragraphs of the questionnaire covered the variables and hypotheses of the study. The researchers gave five alternatives to answer each question (Very agreeable, ok, somewhat agreeable, disagreeable, strongly disagree) to see the opinion of the study sample members on the extent to which each variable was used and measured using the Likert scale

Five Point Likert Scale for the sample of the study, where the numbers were determined (1,2,3,4,5)

2.5 Statistical Methods Used in Data Processing

The Statistical Package for Social Sciences (SPSS) was used to use the data obtained to achieve the objectives of the study and to test its hypotheses. In light of the study variables, methods of measurement and analytical purposes, the following statistical methods were used:

First: Descriptive Analysis, including:

1. Arithmetic mean: to measure the level of the variable if low, medium or high.
2. Standard deviation: to know the level of dispersion of answers.
3. Percentages: To identify the characteristics of the sample of the study.

Second: One Sample T-Test

3. Characteristics of Study Sample Individuals

Table 1. Study Sample by Specialization

Title	Frequencies	Percentages
Accounting	38	64%
Management	12	20%
Economic and Finance	6	10%
Others	3	6%
Total	59	100%

It is noted from the table above that the vast majority of the study sample who carry accounting specialization

and this result may be normal because the sample targeted the accountants and internal auditors in construction companies, and this percentage is a positive indicator of the validity of the study tool and understand the paragraphs and variables.

Table 2. Sample of Study by Academic Qualification

Title	Frequencies	Percentages
College	7	12%
University	44	75%
Post graduates	8	13%
Total	59	100%

It is noted from the above table that the great majority of the sample of the study according to the scientific qualification who hold a bachelor's degree and this is a positive indication of the results and recommendations of the results of the study.

Table 3. Sample of Study by Years of Experience

Title	Frequencies	Percentages
Less 5 years	13	22%
5-less 10 years	15	25%
10-less 15 years	18	31%
15 years and more	13	22%
Total	59	100%

It is noted from the above table that the majority of the sample of the study is from 10 to 15 years. This may indicate that there is suitable experience for the sample of the study to deal with the accounting of construction contracts. It is also noted that the rest of the years of experience are similar.

Table 4. Study Sample by Job Status

Title	Frequencies	Percentages
Accountant	22	37%
Internal Auditor	5	8%
Head of accounting	18	30%
Head of Internal Auditor	14	25%
Total	59	100%

The table above shows the following

The number of internal audit managers is much higher than that of the internal auditors. This is because there are a large number of contracting companies with one internal auditor and the title of audit manager.

2. There are some construction companies do not have internal auditors, because it depends only the offices of external audit.

4. Discuss the Statistical Results with the Hypotheses of the Study

Table 5. The views of the study sample in the first hypotheses

Number	Paragraph	Average	Standard deviation	Rank
1	Contracting companies are required to disclose the value of the revenues of construction contracts that have been recognized as revenues for the accounting period	4.02	0.75	1
2	Contracting companies shall disclose the accounting methods used	3.45	0.49	3

	in determining the revenues of construction contracts that have been included in the revenues of the accounting period			
3	Contracting companies shall disclose the methods used to determine the level of completion of construction contracts under implementation	2.29	0.67	8
4	Contracting companies shall disclose the total costs expended and the profits realized from the contracts under execution in the balance sheet	3.76	0.92	2
5	Construction companies shall disclose the amounts collected in advance relating to the construction contracts under execution	3.34	0.68	5
6	Construction companies disclose the total amounts due to customers for the work of construction contracts as an asset within the assets	2.79	0.55	7
7	Contracting companies shall disclose the total amounts due to customers for the work of construction contracts as a liability within the obligations	3.58	0.83	4
8	Contracting companies shall disclose any accidental (accidental) profit or loss from construction contracts	3.09	0.47	6
Average			3.29	

It is noted from the above table that the first paragraph represents the highest degree of application at an average of 4.02. This average indicates that the approved and approved ratios are higher than the non-approved and non-approved ratios. This paragraph is that the contracting companies in Kuwait disclose the revenues of the articles contracts that were executed during Accounting period. This indicates that the income statement represents the true representation of the construction contracts executed during the fiscal year, which gives an indication to the stakeholders that the income statement accurately reflects the financial events that took place during the accounting period, which means that the financial statements have characteristics of type As stipulated in International Accounting Standards. It is also noted that the fourth paragraph represents the second degree of application with an average of 3.76, namely that the contracting companies in the State of Kuwait to disclose the costs or expenses related to the contracts under construction, in addition to the disclosure of revenues achieved for construction contracts under implementation, The State of Kuwait is based on the implementation of the principle of revenue matching expenses, which helps to show the real assets in the contracts of construction under implementation, which reflects positively on the validity and fairness of the representation of financial statements of economic events during the accounting period. It is also noted that the second paragraph represents the degree of implementation of the third obligation at an average of 3.45, namely that the contracting companies in the State of Kuwait to disclose the accounting methods used to determine the revenues of construction contracts that were included in the revenues of the accounting period, and this helps to determine the commitment of construction companies to implement the principle of stability Accounting and thus determining the validity and fairness of the financial statements. It is also noted that the third paragraph represents the lowest acceptance of an average of 2.29, namely that the contracting companies in the State of Kuwait to disclose the methods used to determine the degree of completion of construction contracts, The transparency in the disclosure of ways to determine the degree of completion of construction contracts in construction contracts, which may be reflected negatively on the figures for the revenues and expenses of construction contracts. It also notes that the average hypothesis 3.29 is higher than the mean 3, indicating that the construction companies in the State of Kuwait apply Accounting disclosure requirements in accordance with International Accounting Standards

Number	Paragraph	Average	Standard deviation	Rank
1	When the final outcome of the construction contract is estimated reliably, the contract revenue and related costs can be included in the order in light of the level of completion of the contract activity at the balance sheet date	4.25	0.48	2
2	When contract-related costs can be clearly determined, actual costs spent can be compared with those previously estimated.	3.08	0.73	5
3	Under the percentage of completion method, revenue is recognized in the statement of income for the period in which the business was	3.48	0.79	3

	performed. Contract costs are usually included as expenses for the same accounting period during which the work was performed			
4	Where it is not possible to estimate the final output of the construction contract at an acceptable level, revenue should be recognized only within the contract costs incurred and which are expected to be recovered.	3.26	0.59	4
5	Where it is not possible to estimate the final outcome of a construction contract at an acceptable level, all contract costs must be recognized as an expense in the period in which they are incurred	2.43	0.62	6
6	Contracting companies load contract costs that are unlikely to be covered immediately	4.68	0.84	1
Average		3.53		

Note from the above table that the sample of the study confirms the application of the sixth paragraph at an average of 4.68, which indicates that the ratios of the strongly approved and the corresponding ratios are much higher than the rates of non-approved and ratios are not strongly approved, this paragraph is that the Kuwaiti construction companies are to load the costs of construction contracts, It is not likely to be covered directly in the statement of income. This indicates that expenses are recognized directly as expenses on construction contracts in accordance with the precautionary principle, which means that the expenses of the construction contracts represent all expenses, whether they are actually paid or expected to be paid on contract contracts. It is also noted that the second paragraph represents the second highest level of application with an average of 4.25, namely that when the final output of the construction contract is estimated reliably, contract revenues and related costs can be included in the order In light of the level of completion of the contract activity at the balance sheet date. It is also noted that the third paragraph represents the third degree of application at an average of 3.48%. Under the percentage of completion method, income is recognized in the statement of income for the period in which the work was performed. The contract costs are usually included as expenses for the same accounting period during which they were completed The average assumption is 3.53, which is higher than the average of 3, indicating that the contracting companies in the State of Kuwait apply the requirements of revenues and expenses of each contracting contract in accordance with the requirements of international accounting standards.

5. Test the Hypotheses of the Study

The first hypothesis is that "Kuwaiti construction companies do not apply the requirements for accounting disclosure of the costs of construction contracts in accordance with the requirements of IAS 11.

A one sample T test was used to test the hypothesis and the results of the test were as follows

Table 7. Results of the first hypothesis test

Variable	T computed	T scheduled	Average	Result for null hypothesis
Disclosure	16.19	1.977	3.29	Rejected

Since the rule of decision depends on accepting the alternative hypothesis if the calculated value is greater than the tabular value, the alternative hypothesis is accepted and the null hypothesis is rejected. This means that the contracting companies in the State of Kuwait apply the accounting disclosure requirements in accordance with the requirements of ISPM No. 11

The second hypothesis that "Kuwaiti contracting companies do not apply the requirements for the recognition of the expenses of contracting contracts and their revenues in accordance with the requirements of International Accounting Standard No. 11

A one sample T test was used to test the hypothesis and the results of the test were as follows

Table 8. Results of the second hypothesis test

Variable	T computed	T scheduled	Average	Result for null hypothesis
Requirements for recognition of revenues and expenses of construction contracts	11.76	1.977	3.53	Rejected

Therefore, the construction companies in the State of Kuwait apply to the Kuwaiti contracting companies the requirements for the recognition of the expenses of contracting contracts and revenues by the requirements of IAS 11.

6. Conclusions and Recommendations

6.1 First, the Results of the Study

The researchers found the following results

1. The contracting companies in the State of Kuwait is based on the loading of the accounting period revenues and costs of construction contracts within the accounting period, and this shows that the income statement includes and honestly the costs and revenues of construction contracts for contracts that were completed during the accounting period
2. Contracting companies in the State of Kuwait to disclose the total costs of contracts under implementation and this helps in the integration of disclosure methods used in determining the degree of completion or accounting methods in the disclosure of contracts for construction
3. Contracting companies shall disclose the accounting methods used in determining the revenues of construction contracts that have been included in the revenues of the accounting period
4. The contracting companies shall disclose the total amounts due to customers for the work of construction contracts as a liability within the obligations
5. Contracting companies in the State of Kuwait will charge contract costs that are unlikely to be recognized as expenses immediately in the statement of income. This indicates that there is a prospective outlook for the future or future circumstances of the contract costs, which shows the real profits of the construction contracts in the financial statements.
6. When the final outcome of the construction contract is estimated reliably, the contract revenue and related costs can be included in the order in light of the level of completion of the contract activity at the balance sheet date
7. Under the percentage of completion method, revenue is recognized in the statement of income for the period in which the business was performed. Contract costs are usually included as expenses for the same accounting period during which the work was performed

6.2 Second: Recommendations

Based on the results of the study, the following recommendations can be formulated

1. The necessity of contracting companies in the State of Kuwait to disclose the methods used to determine the level of completion of construction contracts under implementation, which helps in the application of full disclosure of construction contracts in addition to the possibility of integration of information elements of the financial statements.
2. The contracting companies to disclose the total amounts due to customers for the work of construction contracts as an asset within assets
3. Where it is not possible to estimate the final outcome of a construction contract at an acceptable level, all contract costs shall be recognized as expenditure in the period in which they are incurred
4. The need to provide contracting contracts in the State of Kuwait with the new international accounting standards so that it can keep up with the development of disclosure requirements, especially for companies that have areas outside the State of Kuwait
5. The need to hold conferences and seminars specialized international accounting standards to be taken from them suited to the environment of those companies and comply with the legal requirements in the State of Kuwait

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Service Performance in Public, Conventional Private and Specialized Private Banks in Bangladesh

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Received: November 15, 2017

Accepted: January 30, 2018

Online Published: February 26, 2018

doi:10.5539/ass.v14n3p100

URL: <https://doi.org/10.5539/ass.v14n3p100>

Abstract

Banking services play a key role in present competitive environment. Accordingly, service quality, satisfaction and performance have become an area of interest in such research field. An extensive review of the extant literature revealed that very limited explored/uncovered the borrower customers' perception of the conventional public, private and specialised private (Islamic) banking. Therefore, this research strives to integrate a developing country perspective where conventional and non-conventional Islamic banks are operating and providing services to their customers. Data have been collected from 78 borrower customers to examine perceived quality, satisfaction and performances of banks. The study revealed that service performance by the Islamic and conventional private banks were found well-organized and better than public banks. The study finally addressed the limitations and future research directions.

Keywords: service performance, private and public bank, Islamic bank, service quality, customer satisfaction

1. Introduction

The banking service literature is replete with theoretical and empirical works on a diverse range of issues pertaining to the financial activity of the banks. A systematic search of services marketing literature demonstrates striking imbalance where relatively little attention has been given to the service performance side of the public, conventional private and specialised private banking system. Lassar *et al.* (2000) argue that as a critical measure of organizational performance, service quality remains at the forefront of both the marketing literature, and the services marketing literature (Jensen & Markland, 1996; Kant *et al.*, 2017; Sivapalan *et al.*, 2017). Practitioners and academics are keen on accurately measuring service quality in order to better understand its essential antecedents and consequences, and, ultimately, establish methods for improving quality to achieve competitive advantage and build customer loyalty (Palmer & Cole, 1995; Saleh *et al.*, 2017). Service quality is commonly noted as a critical prerequisite for establishing and sustaining satisfying relationships with valued customers. In this way, the association between service quality and customer satisfaction has emerged as a topic of significant and strategic concern (Taylor & Baker, 1994). In general, research in this area suggests that service quality is an important indicator of customer satisfaction and performance (Spreng & Mackoy, 1996).

In sync with other business organisation, however, banking services play a key role in present competitive edge. In whatever way, either private/public or Islamic/non-Islamic banking service, customer satisfaction is a significant aspect to gain market share and retain in the market. Accordingly, service quality has become an area of interest in such research field (Lee *et al.*, 2000). It is important from many perspectives such as: first from the competitive context, bank as a service organisation can enhance its capability to retain with the existing customer and to attract new valuable customer through service performance. Second, from the profit orientation, bank can maximise its profit toward betterment of its long-term prospects. Third, from the self-existence context, bank services can ensure their own long-term benefits. However, in the context of Islamic bank, service provider has spirit of religiosity.

In addition, service marketing being the dominant part in customer satisfaction and performance outcome, there are opportunities to investigate the spectrum of comparative services in a specific context. Although the underlying notions of the Islamic banking system are not similar to the non-Islamic banking system, Islamic banks face strong competition from both Islamic and conventional public and private banks (Naser & Moutinho, 1997). Specifically, in the context of Bangladesh, the review of the literature shows that till date, so far there has very limited effort been made to investigate the service performance and customer satisfaction level in Islamic

bank in comparison to other conventional banks. Hence, it is of paramount importance to assess the marketing effectiveness as well as competitive services of the Islamic banks with other private and public banks. Accordingly, the central research question to be addressed in this proposed study is:

What are the levels of customer satisfaction in Islamic Bank Bangladesh Ltd. (IBBL) and other conventional (Public and Private) banks' services in Bangladesh and how do they impact on performance of those banks?

To answer the above research questions, the aims of this study are:

- i) To evaluate and measure the service quality and customer satisfaction; and
- ii) To find out the level of service competition between the IBBL and conventional banks (Public and Private)

2. Justification of the Study

Currently the banking industry is fronting stern competitive pressures and faces an increasingly sensitive clientele. This dynamic frontier allows a bank to differentiate itself tactically from its competitors by enlightening service quality, enhancing accessibility and responding to customer demands and improving performance (Yavas & Yasin, 2001). Furthermore, the gaps between the back and front stage service operations are common sources of complaints and dissatisfaction within and among bank customers (Coskun & Frohlich, 1992; Shemwell & Yavas, 1999). These, in turn, determine the overall banking performance or the strategic effectiveness of a bank as an effective operational system. So, it is justified to study banks' performance in terms of its providing services.

Furthermore, both that private and public-sector banks have been playing a key role in Bangladesh economy. More specifically, Islamic banking services have been playing a vital role in the economy of Bangladesh due to its favourable socio-economic condition. Being the second largest Muslim country in the world, Islamic banking system is very much popular due to the moral support of the people of Bangladesh. Although the expectations from public and conventional private banks are similar, the religiosity of the people of the country intensify the expectation of a cordial, sincere and heart-warming services from Islamic banks. Whether that expectation has been materialised is a question yet to be answered. The present study attempts to find out the actual situation of the institution introspect of their services.

3. Contributions of the Study

The study makes contributions in many ways. First, from the theoretical perspective, the current study aims to use current service marketing concept in the banking sector. As discussed earlier, there are so many directions of investigation in service sector. However, this study incorporates service marketing phenomena in banks specifically traditional conventional banking services and non-conventional banking services, for example Islamic banking services. Hence, this research validates the extant findings in different context by extending their tenets into new additional area. Second, the review appears to indicate discrepancies, and lack of consensus among researchers on the possible area of research. Although many inquiries have been made in different context, most of those appear ad hoc, without validating the results. Therefore, the study contributes to the literature by validating some of those aspects in a new context. Third, this study contributes to the literature by examining both private and public banking services toward comparing customer satisfaction in rendered services. Fourth, the study attempts to fill the contextual gap in the extant literature. As discussed in the review section, the theoretical development and empirical testing of the theories in this field has been based only on the developed country context. Nevertheless, understanding the services of banks from less developed and developing countries is equally important for clear comprehension of the phenomena for academics, managers and policy makers. Therefore, the study contributes to the literature by incorporating developing country phenomena toward empirical expansion of the findings.

4. Literature Review

An extensive search of literature shows 51 studies focused on banking services in different context. Among these, five studies emphasized on services from strategic point of view, eight studies focused on organization perspective, nine studies investigated electronic banking services, three studies examined competitive situation in service sector, four studies highlighted on Islamic banking practices in developed countries, 19 studies emphasized and investigated quality services in banks, and only three studies relate Islamic banking in Bangladesh. In this study, literature related to competitive scenario, Islamic banking, service quality and country context have been considered toward narrowing the research question. All those sequential but supportive streams provide impetus to specify the research gap.

Naser and Moutinho (1997) clearly focused on understanding of Islamic and non-Islamic banking. The purpose

of Islamic banks is to invest funds in accordance with the Islamic *Sharia'h* towards the advancement of the societies (Islamic and non-Islamic) in which they are operating. According to Siddiqui (1985), compared with the non-Islamic banking system, Islamic banking upshots in a more just and equitable distribution of resources. In a non-Islamic bank, the involvement of borrower investor (bank) is not profit sharing. Additionally, it has been repeatedly argued that the involvement of the Islamic bank in profit sharing ties between the bank and its customers. Whatsoever the theoretical arguments for the Islamic banking system may be, Islamic banks find themselves competing with well-established public and private conventional banks and with each other, and as competition grows up, a firm's life span becomes challenging. Thus, the Islamic bank should be able to mobilize its resources to achieve the relative competitive advantage. This can be dealt with through the formation of faithful business and trained personnel where quality services to the customer can play a most vital role.

Coskun and Frohlich (1992) emphasised that as competition increases and profitability affects, banks must develop a competitive advantage over other financial institutions. Henceforth, customer service plays a pivotal role in the development of high quality service and helps to face severe completion. In the same way, Michel (2004) argues that it is broadly accepted that superior bank service performance leads to higher client satisfaction. Conversely, service failures have a negative impact on satisfaction. Therefore, to face competition in banking sector, efforts should be made to increase customer satisfaction through better services in all respects.

Haron (1994) has analysed "Bank Patronage Factors of Muslim and Non-Muslim Customers". In his study, Haron (1994) outlined that banks are not only competing with themselves, but also with some other financial institutions within the same industry. In a plural developing society such as in Malaysia, the competition is becoming sterner with the existence of the Islamic bank that was established specifically to tailor the needs of the Muslim consumers in the country. To attract more clients/customers, both conventional and Islamic banks should have information on elements/factors used by customers in selecting their banks.

Furthermore, service quality is a key considerable factor in banking services in current era across the world. Thus, banks are trying to enhance their existing services with quality toward improving customer satisfaction. Mahadevan and Balasubramanian (2001) mentioned that service quality is a subtle and impede construct that is somewhat difficult to define and measure. In their article Yavas and Yasin (2001) analysed quality service and customer satisfaction. The research presents a framework, which has not been empirically tested. Teas (1993) asserts that service quality has received considerable attention in the marketing literature where service quality gap concept has received the most attention is the expected service and perceived service. This approach could be an instrumental to verify banking services in a developing country context. Although Parasuraman *et al.* (1985) defines quality as conformance requirement, which is very difficult to measure, because different bank customers have diverse requirements. Further, Parasuraman *et al.* (1991) investigated service quality scale and found dimensions of service quality measure such as tangibility, reliability, responsiveness, assurance, and empathy. However, Carman (1990) found five more additional service quality dimensions. These dimensions could be used in measuring banking services in any other context.

Similarly, Lassar *et al.* (2000) assert that research in the area of service marketing in bank has begun to address whether or not service quality differentially affects satisfaction. As a critical measure of bank performance, service quality remains at the forefront of both the services marketing literature generally, and the banking services literature specifically (Jensen & Markland, 1996). Practicing managers and academics are keen on precisely measuring service quality to better comprehend its essential antecedents and consequences, and, ultimately, establish methods for improving quality to achieve competitive advantage and build customer loyalty (Jaiswal *et al.*, 2017; Kant *et al.*, 2017; Palmer & Cole, 1995). Service quality is generally noted as a critical condition for establishing and sustaining satisfying relationships with valued bank customers. In this way, the association between service quality and customer satisfaction has emerged as a topic of significant concern (Heinberg *et al.*, 2017; Taylor and Baker, 1994). The study examines the effects of service quality on customer satisfaction from two perspectives. Overall, findings of their study are significance to service managers as they endeavour to identify effective approaches for improving quality. It is also argued that not only has quality in professional services in bank emerged recently as an important area of research, but customer satisfaction is known to be a critical element of success for banking services. As used in other studies (Blanchard & Galloway, 1994; Jabnoun & Al-Tamimi, 2003; Parasuraman *et al.*, 1991), five dimensions of service quality measures found significant impact of all those measures. Accordingly, Jabnoun and Al-Tamimi (2003) argue that banks service quality is commonly noted as a prerequisite for satisfying valued customers to uphold their market share.

In a different context, Allred and Addams (2000) have investigated customers' perception on service quality at bank and credit unions and to determine (bank and credit union) their service quality performance. By contrast, the findings of their study indicate that neither banks nor credit unions do a good job of satisfying customer

needs or retaining customers. This finding is still ad-hoc and could be validated in terms of service quality and customer satisfaction in any developing country context.

In addition, a comprehensive study by Kwan and Hee (1994) asserted that high service quality result in higher customer satisfaction. The finding of their study has emphasised on service quality in Singapore retail banking. It is found that overall; performance as perceived by customers was below their expectorations scores all service quality dimensions. It is also found that customer satisfaction in terms of service quality of bank is below average. However, it still falls short of customer expectations. This is an important impetus to validate this finding in Bangladesh context; especially comparative situation such as Islamic and conventional banking service quality could be examined.

A comparative study between publicly quoted bank and a government bank in Singapore has investigated bank service quality (Gerrard and Cunningham, 2001). The results showed that consumer inclinations about an outstanding bank's service quality were not significantly different as between the publicly quoted bank and government bank. The perceptions that consumers had about the service quality of the bank they supported, though, showed some considerable differences. The publicly quoted bank was perceived as having a better services portfolio, specifically regarding creating customers awareness of its services and offering a variety of services through its ATMs. This is an important finding which can be validated in a developing country context such as comparing services between private and public bank sector in Bangladesh.

Duncan and Elliott (2002) investigated customer service quality and financial performance among Australian retail financial institutions. The results of their study show that all financial performance measures are positively associated with customer service quality scores. This means that customer satisfaction through services increase financial performances in the banks. This finding needs to validate in any other context.

Lee *et al.* (2000) deals with three different issues in the area of perceived service quality. First, it compares the gap model with the performance model. Second, it examines the direction of causation between service quality and satisfaction. Finally, it investigates whether the influences of some dimensions of service quality differ across service business types. The result shows that perceived service quality is an antecedent of satisfaction, rather than the other way around. This result infers that service managers should place importance on performance perceived by customers rather than the differences between perceived performance and preceding expectation. This is similar to the research issue posed in this study.

As compare to a developing country India, banking services as well as perspective has investigated by Indian Institute of management, Ahmedabad (IIMA, 2002). The study states the public sector commercial banks contributed substantially to the social transformation processes but at the same time the process of qualitative transformation related to the service profile enthused in the reverse gear. The study found that most of the consumers prefer nationalized banks to open savings bank A/C followed with private and Co-operative Banks. Majority of them agreed with services like availability of staff, services as being provided to them and response to their quires. The study further tried to assess performance of various banks in terms of time taken by them in providing services. In brief, public banks were found efficient in providing services like cash deposit, issuance of demand draft, issuance of cheque book, and making entries in the passbook. But some of the customers felt long time taken by banks in completing transaction, opening a deposit account, cash withdrawal, and collection of outstation cheques. Majority of them were found satisfied in terms of time taken by banks in providing certain services viz., cash withdrawal, issuance of demand draft, issuance of cheque book, renewal of fixed deposit receipt, and making entries in the passbook. These findings are tentative and not validated in similar context. Thus, this is an impetus to investigate the spectrum of service marketing of banks in Bangladesh to verify the above findings in a different context.

In respect of Islamic banking services in Bangladesh there is dearth of literature even after twenty years of its existence. Huq (1996) studied "Islamic Banking in Bangladesh with a Brief Overview of Operational Problem." The study examined various aspects such as sources of funds, uses of funds, Shriah principles in investments, collateral policy etc. and some operational problems of the Islamic Banks. Loqman and Muhiuddin (1998) gave brief account of financial performance dependability on productivity, which is dependent on manpower productivity being bank service oriented sector. Rahman (2001) has categorically mentioned about the dearth of adequately trained manpower in the newly emerging Islamic Banking sector to dispense with services effectively. A recent study by Saleh *et al.*, (2017) examined the quality and image of public and Islamic banking services. This study also ignored the measure of various service performance outcomes.

The above review consolidates all directions of service marketing in banks in general and specific to the relevant context toward narrowing the research question posed in this study. Customer satisfaction and service marketing

have been received a substantial attention in investigating the phenomena in developed country context. Additionally, service tools and techniques also have been playing a significant role in the same direction of academic research. Quality, however, has taken most important place in the same context of research. By contrast, the above review indicates that so far there is little attempt has been made to investigate the phenomena whether any attention is going on with customer care in Bangladesh. Therefore, an endeavour has taken to investigate a comparative situation of services-customer satisfaction level between a specialized bank such as Islamic bank and other public and private conventional bank. The above discussion clearly indicates that customer satisfaction has a direct relationship with performance of bank and quality of bank services also has an influence on bank performance. In addition, quality of bank services may have some impact on customer satisfaction.

5. Methodology

Researchers (for example, Strauss, & Corbin, 1990) emphasised and indicate the justification of combining both qualitative and quantitative within a research approach. This is important not only for developing or extending theoretical arguments and testing their applications, but also to achieve higher degree of credibility between methods through enhancing the quantitative output with rich interview data. As Beedles (2002) argues, these two methodologies are synonymous with the rational positivist and idealist paradigms successively and represent both extremes on a cohesive paradigmatic approach (Deshpande, 1983). As such, an endeavour has been made to incorporate both qualitative and quantitative data to discuss the findings of this study. The remainder of the following sections discusses the population of the study, research instrument, data collection, and data analysis.

5.1 Population and Sample of the Study

While the activity of banking services plays a significant role in world business, it is also dominating and controlling all other financial institutions across the globe. In common with most of the other developing countries of the world, Bangladeshi banks also played a significant role in operating international and local business. In Bangladesh, out of more than fifty financial institutions only four are Islamic banks and out of all conventional financial institutions only three banks are public and rest of them are private and foreign. Due to time and resource constraints data have been collected from selected branches of all three categories of banks to analyse the performance of their existing services. To attain a certain amount of variance in data, this study only focused on the private and public-sector banking in Bangladesh. The practical reason for excluding central banking services is to ignore inter banking services which is not directly relevant to general services and satisfaction in banking sector. The rationales for selecting single country Bangladesh as a context are: to reduce the variations of multi country banking services, the researcher is a native of Bangladesh, and the study provided more interesting insight into banking sector in Bangladesh. Specifically, it has provided a comparative picture of Islamic and other conventional banking service scenarios of Bangladesh.

5.2 Research Instruments

The extant service marketing of bank studies measured customers' subjective assessment of services, quality of services and performance of bank. Consequently, the present study measures Bangladeshi banks' services and their performances. One set of semi structured survey questionnaire was developed to collect necessary information from customer/borrower. The information includes their perceptions of services, quality of bank services, and their satisfaction. Having some subjective rating scale, a semi-structured questionnaire has been designed incorporating all dimensions of services to facilitate self-administration of the questionnaire. An original English version of the questionnaire was reviewed by a panel before pre-testing. According to the reviewers, the questionnaire was revised and modified. The modified version was pre-tested for its clarity and reliability on a small sample of Rajshahi City, Bangladesh. Based on the pre-test feedback, the flow and wording of the questionnaire was slightly modified. To facilitate quick easy response, the questionnaire was translated into Bangla. Direct translation method was used to translate the questionnaire into Bangla (Brislin, 1970; Malhotra *et al.*, 1996). To get more clarity, the Bangla version of this questionnaire was pre-tested again.

5.3 Data Collection

For collecting primary data, questionnaire was developed for customer borrowers of Islamic Bank Bangladesh Ltd. and conventional public (Agrani bank) and private (National Bank Ltd.) banks. The study has accommodated primary as well as secondary data. The study has covered four metropolitan cities of the country viz; Dhaka, Khulna, Chittagong and Rajshahi these are the nerve centres of business and trade & commerce in the country. To evaluate the performances of services of the banks, data published in the Annual Reports have been used as a secondary source.

The commonly used personal interview technique in the developing country has been used for its credibility to collect data parsimoniously at a short period of time from the scattered varied sources. Thus, at the very beginning of the survey, different bank branches have been contacted and respondent has been drawn randomly from borrower customers list of the selected bank branches. The sampling procedure was purposive because the number of borrower customer of any bank is lower than regular bank customer. Primary data collections include questionnaire and personal interview. There were open-ended and closed-ended questions and interviews were semi structured type. As shown in Table 1, mostly equal representative of the borrower customers was drawn basically from two groups of banks such as Islamic bank and conventional banks. A total of 78 responses were recorded from both groups where Islamic bank customers were 39 and Public (22) and Private conventional (17) bank customers were 39.

Table 1. Borrowers' Demographic Profile of Islamic, Public and conventional private banks

Factors	Islamic*	Public**	Conventional Private***	Total
Age:				
15-24	3	1	2	6
25-34	19	7	2	28
35-44	12	10	10	32
45- Above	5	4	3	12
Sex:				
Male	35	20	15	70
Female	4	2	2	8
Education:				
Masters	12	8	6	26
Hons/Pass Graduate	9	6	7	22
H.S.C	11	6	3	20
S.S.C	7	2	1	10
Total responses	39	22	17	78

Notes: *Islamic Bank Bangladesh Ltd., **Agroni Bank, and ***National Bank Private Ltd.

The success of banks in articulating effective marketing plans largely depends on customers' information profile. This includes customer age, education occupation, and other socio-demographic information. The availability of such a comprehensive profile provides the strength of data. Accordingly, the above table focused on demographic factors to inform whether any impact of these factors on selecting banks and perception on the customer services. The table shows that the representations are sequential, equal and temporal.

6. Analyses and Findings of the Study

The comparative analysis has been conducted to gain feedback regarding the understanding of the scoring process and clarity of the factor statements. SPSS software has used to record and analyse the raw data. Cross response analyses have already been conducted. Mean and % of responses in each dimension of response also have analysed. After wards the results sample survey have summarized and reported using appropriate tables. The following tables and sections of this study have discussed the findings of analyses and implications.

Table 2. Significance of selecting Islamic Bank by borrower customers

Factors	Total Score	Mean	Mean Rank
Personal Relationship with Employees	150	4.05	1
Religious aspects	133	3.91	2
Location of the Bank	85	2.66	3
Quality Service Management	72	2.25	5
Reputation of the Bank	61	1.85	6
Financial Condition	45	2.64	4

Table 3. Satisfaction rating of various Islamic Bank services

Factors	Total Score	Mean	Mean Rank
Simplified procedure of investment	86	3.91	1
Employee Behaviour	90	3.46	2
Easy Investment Negotiation Process	91	3.25	3
Quickness of Cash Deposit	99	2.91	4
Quickness of Collection of Cheque	89	2.70	5
Quickness of Cheque Encashment	69	2.37	6

Table 4. Rating of Islamic Banks' service quality by borrower customers

Factors	Total Score	Mean	Mean Rank
Management Efficiency	164	4.43	1
Response	112	3.29	2
Performance of banking services	93	2.66	3
Reputation	78	2.36	4
Employee commitment	61	2.10	5
Reliability	54	2.84	6

Table 5. Rating of service performance of Islamic Banks

Factors	Total Score	Mean	Mean Rank
Training and Skill	171	4.62	1
Manpower and Equipment	91	2.94	2
Speed of Transaction	84	2.8	3
Internet Services	93	2.74	4
Working Environment	52	2.71	5
Automation Services	72	2.32	6

The above tables (tables 2 to 5) reveal the finding of Islamic bank borrower customer ratings of selecting Islamic banks, customer satisfaction ratings, quality ratings and performance ratings. As perceived by the respondents, the most significant rating is service performance of Islamic banks in terms of training and skill of employees.

Table 6. Significance of selecting Public Bank by borrower customers

Factors	Total Score	Mean	Mean Rank
Personal Relationship with Employee	97	4.41	1
Interest/profit	56	3.29	2
Quality Bank Management	64	3.05	3
Location of the Bank	70	3.04	4
Financial Condition	28	2.55	5
Reputation of the Bank	30	1.67	6

Table 7. Satisfaction rating of various public bank services

Factors	Total Score	Mean	Mean Rank
Quickness of Cheque Encashment	72	3.27	1
Quickness of Collection of Cheque	70	3.18	2
Investment Negotiation Process	59	2.95	3
Employee Behaviour	31	2.58	4
Simplified Procedure of Investment	36	2.57	5
Quickness of Cash Deposit	56	2.55	6

Table 8. Rating of public banks' service quality by borrower customers

Factors	Total Score	Mean	Mean Rank
Management Efficiency	104	4.73	1
Response	53	2.79	3
Performance of banking services	65	3.25	2
Reputation	38	1.90	6
Employee commitment	52	2.74	4
Reliability	45	2.5	5

Table 9. Rating of service performance of public Banks

Factors	Total Score	Mean	Mean Rank
Training and Skill	89	4.05	1
Manpower and Equipment	41	2.56	4
Speed of Transaction	34	1.79	6
Internet Services	48	2.82	3
Working Environment	52	2.89	2
Automation Services	44	2.44	5

The above tables (tables 6 to 9) reveal the finding of public bank borrower customer ratings of selecting public banks, customer satisfaction ratings, quality ratings and performance ratings. As perceived by the respondents, the most significant rating is management efficiency of public banks.

Table 10. Significance of selecting conventional private bank by borrower customers

Factors	Total Score	Mean	Mean Rank
Personal Relationship with Employee	63	3.71	1
Interest/profit	12	2.00	6
Quality Bank Management	58	3.41	2
Location of the Bank	52	3.25	3
Financial Condition	23	2.3	4
Reputation of the Bank	35	2.5	5

Table 11. Satisfaction rating of various conventional private bank services

Factors	Total Score	Mean	Mean Rank
Simplified procedure of investment	48	3.69	1
Quickness of Cheque Encashment	58	3.63	2
Quickness of Cash Deposit	42	2.80	3
Quickness of Collection of Cheque	31	2.07	6
Investment Negotiation Process	26	2.60	4
Employee Behaviour	36	2.4	5

Table 12. Rating of conventional private banks' service quality by borrower customers

Factors	Total Score	Mean	Mean Rank
Management Efficiency	79	4.65	1
Employee commitment	55	3.24	2
Response	26	2.17	5
Performance of banking services	48	3.00	3
Reputation	35	2.18	4
Reliability	12	1.71	6

Table 13. Rating of service performance of conventional private banks

Factors	Total Score	Mean	Mean Rank
Training and Skill	76	4.47	1
Manpower and Equipment	50	3.57	2
Speed of Transaction	39	2.43	5
Internet Services	44	2.75	3
Working Environment	30	2.73	4
Automation Services	15	1.5	6

The above tables (tables 10 to 13) reveal the finding of conventional private bank borrower customer ratings of selecting private banks, customer satisfaction ratings, quality ratings and performance ratings. The perception of the respondents is consistent with public banks where the most significant rating is management efficiency of private banks.

Table 14. Overall analysis of performance of bank staff in time taken for completion of transaction

SN	Assumptions	IBBL*	AB***	NBL**
1	Time taken for completing transaction	33min	42min	24min
2	Time taken for cash withdrawal	25min	32min	19min
3	Time taken for cash deposit	15min	22min	12min
4	Time taken for renewal of fixed deposit	44min	55min	39min
5	Time taken for opening a deposit account	50min	60min	40min
6	Time taken for collection of cheques (local)	2days	2days	2days
7	Time taken for issuance of demand draft	55min	66min	45min
8	Time taken for issuance of telephone transfer	23min	34min	25min
9	Time taken for issuance of chequebook	20min	35min	18min
10	Time taken for issuance of withdrawal slip	5min	10min	5min
11	Time taken for making entries in the passbook	25min	28min	22min
12	Time taken for sanctioning new loan	1 month	1 month	2 months

Notes: *Islamic Bank Bangladesh Ltd., **Agroni Bank, and ***National Bank Private Ltd.

As shown in Table 14, the study made an endeavour to assess performance of numerous banks in terms of time taken by them in providing services. In short-term, public banks were found effective in providing various services like cash deposit, issuance of cheque book, issuance of demand draft, and making entries in the registrar. But some of the consumers perceived long time taken by banks in completing transaction, cash withdrawal, opening a deposit account, and collection of outstanding cheque. 60 per cent of the customers were dissatisfied and perceived that the sanctioning of loan by the public banks took a longer time in finalizing the transaction.

The study revealed that time taken by the Islamic and conventional private banks were found well-organized in providing services like issuance of demand draft, issuance of money transfer, opening a deposit account, and issuance of telegraphic transfer except cash deposit, cash withdrawals. But some of them perceived long time taken by these banks in completing one transaction, making entries in the registrar, renewal of fixed deposit receipt, and approving loan. The qualitative analysis, however, for this study has explored the patterns of services and customer satisfaction of Islamic and conventional banks in Bangladesh. Further, this has enabled the mechanisms and dynamics of formulated research model in this respect toward comparing proposed links by seeking more specific information in a qualitative approach. Such attempt revealed that most of the quantitative findings are similar.

7. Conclusions and Limitations of the Study

The present study strives to explore the service marketing in Islamic banks and its challenges with other private and public banks using data from a developing country, Bangladesh. The study contributes to the extant services marketing theories in traditional private and public vs non-traditional Islamic banking settings. The findings contribute to our understanding that the services of Islamic banking are highly driven by religiosity as compared to other two banks in terms of sanctioning loan and bribery practice. However, various inherent constraints and limitations may affect the ability to generalise the results of this study. This section discusses limitations only in respect of methodology to be followed. First, data collected have only been from the three banks may not represent the other banks' situation in Bangladesh. This has explored only a representative of borrower customers' perceptions of the banker-customer relationship which may limit the holistic view of the study. Second, the study deals with only one category of respondents, which may not represent the entire population of customer-banker relationship to identify possible differences among others. Third, the findings rely on cross-sectional data, rather than longitudinal. This may affect the generalisability of the findings. Any future research agenda might be interesting to fill these gaps.

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