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**RESEARCH ARTICLE**

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**Police Officers Perceived Levels of Organizational Stress, Operational Stress, and Coping Strategies in San Jose, Antique, Philippines**

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**Abstract**

Police service is considered difficult and commonly regarded as a high-stress profession. Police officers deal with numerous complex daily challenges and must make split-second judgments. Thus, it is vital to investigate and assess law enforcement officers' operational stress, organizational stress, and coping strategies, as they are linked to their performance in the police organization. In this research, a descriptive-correlational study was employed using a purposive sampling method with police officers from the Municipal Police Station of San Jose de Buenavista in the Province of Antique, Philippines. The findings revealed that police officers could handle work-related issues caused by various stressors, whether in their operational or organizational functions. Furthermore, police officers can cope moderately with stress, indicating they can manage and deal with it effectively. Additionally, demographic groups perceive similar work stress for operational and organizational functions, including coping strategies. Finally, police officers' coping mechanisms often become influenced by operational and organizational stress. With this, the present study's findings strongly support the notion that operational and organizational stressors are fundamental to policing; as a result, police officers may adopt more effective coping strategies to combat the impacts of stress and enhance their work-related well-being. Police personnel may benefit from interventions and programs to reduce the effects of occupational stress.

**Keywords:** *Coping Strategies, Operational Stress, Organizational Stress, Police Officers.*

**INTRODUCTION**

Police work is consistently ranked as one of the most challenging and stressful jobs in the world (John-Akinola et al., 2020). Every day, police officers must address and solve a wide range of complicated problems and make decisions in a split second. They must keep working and figuring out how to deal with new problems, like preventing the virus from spreading (Stogner et al., 2020). Officers are always criticized in the media, put at risk for their safety, and put through much emotional stress (Burns et al., 2008). During the COVID-19 global pandemic, when it was at its worst, police officers worldwide were seen as essential workers. Even though the problems police face today are different from those they faced in the past, the complexity of their work still makes being a police officer a physically and mentally stressful job (Webster, 2014; Purba & Demou, 2019). Occupational stress is a pattern of reactions in the workplace that occurs when employees are presented with work demands that are not matched to their knowledge, skills, or abilities and challenge their ability to cope. (Haradhan, 2012)



According to Violanti et al. (2017), one of the duties and responsibilities of today's law enforcement professionals is to develop the ability to deal with risk, ambiguity, and unpredictability in their field of work. Because of the increased stress in the workplace, which can lead to weariness, psychological or mental diseases, or even suicidal behavior, police officers need to be resilient and learn how to cope with the many demands of their profession (Queirós et al., 2020). Nevertheless, various stresses exist; some are considered adaptive or performance-enhancing (Lockey et al., 2022). However, if these stressors are not addressed, they can lead to negative results, such as dissatisfaction with one's career or mental health problems if allowed to continue unabated (Purba & Demou, 2019).

The National Center for Mental Health (NCMH) defines stress as tension, which is how a person feels when in a new, unpleasant, or dangerous situation. Pressure or demand causes it. It could be a threat, a challenge, or any other change that forces the body to act immediately. Mental stressors include decreased concentration and memory, confusion, and a loss of humor. Physical stressors include tiredness, headaches, and frequent colds. Emotional stressors include depression, anger, frustration, worry, fear, irritability, impatience, and a short temper (Philippine Official Gazette, 2013, May 29). In addition, Silverman et al. (2010) define stress as a physiological response to a change that requires a response, management, and physical, psychological, or emotional adaptation. Any scenario, condition, thought, or state that induces irritation, anger, uneasiness, or anxiety can produce stress.

Previous studies have identified several sources of stress for police officers; however, these sources of stress are typically categorized as either organizational or operational (McCreary & Thompson, 2007; Shane, 2010). There is a correlation between operational stressors and aspects of policing such as working shifts, danger, essential incidents, emotional trauma, public scrutiny of police conduct, the public perception of policing, concern over the use of excessive force, confrontational interactions, work-family conflict (McCreary & Thompson, 2007; Purba & Demou, 2019; Queirós et al., 2020). Stressors related to operations, like danger, unpredictability, and extended duty hours, can be problematic but are also expected (Shane, 2010; Violanti et al., 2017). Despite being detrimental to police personnel, these operational-related pressures must also be anticipated due to the nature of their work.

On the other hand, organizational stresses are associated with the police as a structure or organization. These include organizational factors specific to each police department, command, or station, as well as stresses, including conflicts with superiors or coworkers, a shortage of resources or staff, job overload, excessive administrative labor, issues with leadership, and work overload. These stressors may be associated with the organization's administrative structure or



social pressures (Shane, 2010; Violanti et al., 2017; Galanis et al., 2018). Officers frequently view organizational stressors as required but unnecessary, so they view them as more problematic.

Given the hazards of policing and the challenging working conditions, police employees must be resilient and employ coping mechanisms to combat burnout, stress, and the psychological effects of significant events. They also need to be able to deal with the aftermath of traumatic events. According to Fung (2020), resilience is a method of dealing with stress that helps one handle difficult circumstances and quickly recover and thrive when overcome. It is the process of responding favorably to adversity in a constructive manner both while it is happening and after it has already occurred.

Police officers in Antique, Philippines, likewise experience work stress. Yap (2022, December 12) reported that two policemen were wounded in a 10-minute gunfight with 16 New People's Army (NPA) insurgents led by Harold Mariano or "Ka Rod" in San Remegio, Antique. Moreover, eleven commissioned officers of the Antique Police Provincial Office were instantly relieved from their posts for various reasons ranging from failure to stop the Peryahan Games (or Peryahan ng Bayan) operations, non-observance of Tamang Bihis (proper attire), a blunder to follow instructions and to not knowing their area of operations well (Rendon, 2022, September 14). Meanwhile, in another news article by Rendon (2021, October 18), the Philippine National Police mourned the death of a member of Bugasong Police Station in Antique who died after trying to arrest a suspect shooting afternoon of October 15, 2021. The events above prompted the researcher to conduct this study in the Municipality of San Jose de Buenavista, Province of Antique, to understand better how police officers experience stress during their daily duties and to improve their coping strategies through professional programs for the improvement of police service.

Stress and coping strategies impact police officers' careers and well-being. This study contributes knowledge across several aspects. First, police stress and coping strategies in organizational and operational contexts will be examined. Second, understanding how different police personnel groups perceive operational stress, organizational stress, and coping strategies can assist law enforcement agencies and police administrators improve administrative policies and stress management programs. Third, evaluate if demographic groups view work stress and coping strategies differently. Finally, this study can promote and support focused intervention to reduce stress and improve coping strategies among Philippine police officers by addressing occupational health.

## LITERATURE REVIEW

Many police stress studies are based on the idea that stress is a phase of dynamic processes, starting with stressors, stress mediators like coping and social support, and stress outcomes like



psychological states and physical symptoms that show how well someone is responding (Yun et al., 2013; Webster, 2014). Thus, stress affects everyone, but few understand its causes, effects, or management. Excessive stress causes illness, death, and unhappiness (Blau, 2013). In policing, stress among police personnel shows pressure through weariness, unhappiness, inability to focus, impatience, and compulsive behavior; according to Bano (2011), police must keep work logs to reduce this risk. This study includes workplace pressure and other hurdles to job efficiency education initiatives.

In this light, we also require a deeper comprehension of how police officers' "stress at work" can affect their efficiency and effectiveness on the job (Mark, 2013). Many jobs indeed come with a lot of tension and anxiety. A typical example is how the role of a police officer is commonly linked to feelings of stress and worry. Various strategies can be used to reduce police officers' exposure to stress in the workplace (Nyaga, 2006). (Hodges IV, 2015) claims that most police officers' stress is unavoidable due to the organizational design of their departments. Results indicated that some occupations, such as those in the military, on an aviation crew, or in law enforcement, place much stress on the individual and increase the risk of cardiovascular illnesses (Adegoke, 2014).

### ***Operational Stress at Police Work***

First responders and people who work in public safety face unique operational pressures (Cross & Ashley, 2004). According to the most recent body of research, operational stressors are singular to law enforcement and innate to the job. These occupationally specific stresses include but are not limited to the possibility of being physically harmed, being exposed to violent and possibly horrifying occurrences, shift work, and requests for extra work (McCreary et al., 2017).

Police officers may have to deal with traumatic events like car accidents or crimes against children. They may also have to deal with the dead (Dabney et al., 2013), threats to their safety (Woody, 2006), violent encounters, and the aftermath of natural disasters (Dabney et al., 2013). Given this, it is unsurprising that police officers often feel stressed on and off the job (Fayyad et al., 2021).

Law enforcement officials face scrutiny from the public because of their prominent cultural and societal roles in maintaining order and protecting residents through law enforcement. This highly visible dynamic obscures the origins of operational strain (Kukić et al., 2022). According to a survey of law enforcement professionals, the three most stressful aspects of the job are: (1) being held accountable for an officer-involved shooting, (2) witnessing the loss of a comrade in the line of duty, and (3) surviving a physical attack (Violanti et al., 2009). Meanwhile, recent qualitative research on law enforcement stress found that because of repeated exposure, police





officers often get used to situations that seem traumatic, which may help protect them from stress (Dabney et al., 2013).

### ***Organizational Stress at Police Work***

It is widely accepted that the bureaucratic nature of law enforcement institutions contributes significantly to the stress experienced by these authorities. According to studies, distinctive characteristics of law enforcement agencies are crucial predictors of police agencies' stress levels (Kim, 2014). Organizational stressors include incidents that are caused by the management of the law enforcement agency and that are challenging for the agency's personnel (He et al., 2002).

It is generally accepted that the potentially dangerous nature of police work, which includes exposure to potentially violent situations, may be exceedingly stressful and is associated with poor mental health results (Chopko, 2010). Nevertheless, police violence is relatively minimal (Piquero et al., 2013). Organizational stressors, such as insufficient help from superiors and a lack of cooperation with coworkers, are more likely to be persistent for officers. It may increase the likelihood that officers will experience burnout (Adams & Buck, 2010). Since they represent unavoidable daily patterns, these stressors have a stronger association with stress than operational factors (Shane, 2010; Violanti et al., 2017). Several organizational pressures, such as a lack of support and opportunities, harassment, and bias, can hurt well-being (Morash et al., 2006).

More so, studies show that most tiring jobs call for elevated stress levels that are at odds with the training and experience of police officers. A lack of management, an undesirable work atmosphere, dissatisfied employees, and a lack of recognition from peers and superiors can all contribute to workplace stress (Divacar, 2015). In addition, a lack of organizational support is believed to contribute to an individual's elevated levels of job stress. Administrative assistance was projected to have a tenuous relationship with police officers' workload (Frank et al., 2017).

In a similar sense, it is stated that a tumultuous work environment leads to the degeneration and extinction of an organization. An occupationally stressful leader needs to achieve organizational success. Occupational stress occurs due to professional variables linked to employees' psychological and physiological situations, which usually lead the individual's mind or body to deviate from normal functioning (Suleman et al., 2018). Thus, one of the sources of stress for police employees in the workplace. This may be physical or emotional, as uncomfortable working conditions, inadequate lighting, inappropriate temperature, and inadequate noise management contribute to workplace tension. In the current context, which includes countries impacted by global terrorism, police personnel perform their tasks despite increased pressures and perilous conditions (Kula, 2011).



### ***Coping Strategies in Stress among Police Officers***

There are a variety of factors that can affect how individuals choose to manage stress. Given the specific nature of police work and the difficulties inherent to their profession, police personnel may primarily rely on supportive elements to cope actively with stress. Although authors such as Ménard and Arter (2013) assert that support from family, friends, coworkers, and supervisors may also influence how individuals cope with stress, the type and intensity of stress in an individual's employment may influence the coping mechanisms employed.

In addition, Rajeswari and Chalam (2018) noted that high-stress job expectations include emergencies, endless documentation, performing duties not specified in the job description, and attempting to perform the responsibilities of others. Police officers have also been significantly concerned by the release of offenders. Hence, interactions between police and the public can be stressful. With this, police officers' stress-coping capacities may differ by personality. Knowing the relationship between a police officer's personal attributes and job environment can predict whether they can handle occupational stress. This confirms the findings of Wald (2009) that personal attributes suggest that stress tolerance differs by person.

Meanwhile, Dai et al. (2011) argued that varied life experiences led to different responses, management strategies, and coping mechanisms for stress among police officers. The coping habits developed to deal with stress can be beneficial or detrimental, depending on the life circumstances that led to their development. Individual variances also play a role in what is seen as a stressful situation. Some police officers are better qualified than others to accomplish the numerous tasks of being a police officer.

The positive outlook of police officers is destroyed when they are subjected to psychological stress or dissatisfaction, leading to absenteeism, unemployment, immorality, depression, melancholy, violence, and other adverse outcomes. Various contributing elements to police officer pressure should be considered to improve coping techniques (Agolla, 2009). Relieving pressure can also be accomplished through other methods, such as relaxing activities, physical activity, etc. As a result, it will be effective if it reduces depressive symptoms and increases satisfaction at work (Rajeswari & Chalam, 2018).

### ***Factors Affecting Police Stress***

The profession of policing is characterized by an organizational culture that emphasizes themes such as loyalty, masculinity, the image of a crime fighter, a "us versus them" mentality, and opposition to norms about the procedure (Terrill et al., 2003). Even though the values that constitute police culture vary depending on factors like workgroup, gender, and rank (Ingram, 2013), a few characteristics are consistently upheld across the board (Sierra-Arévalo, 2019).



According to Kim et al. (2016), just as there are disparities between female and male workers in other sectors, there may be variations between female and male law enforcement personnel in how they think about and react to stress. Research on stress from a variety of fields has significantly benefited from including gender (Kim, et al. 2016). When it comes to the definition of a stressful work environment, men and women tend to view the world differently. By contrast, male police officers are more concerned with being ridiculed by coworkers and placed in dangerous situations, whereas female officers are more concerned with a lack of job-related information, acceptance as officers, support, security, language, and sexual harassment (Morash et al., 2011; Backteman-Erlanson et al., 2013; Violanti et al., 2016). In contrary to males, who are wired to respond with a "fight or flight" mechanism, it is posited that females are more likely to exhibit a "tend and befriend" response (Taylor et al., 2000).

Moreover, all officers endure stress; nevertheless, race, ethnicity, and gender influence stressors, especially psychosocial ones such as social support. (Morash et al., 2006) They discovered that a lack of control over one's work and experiencing racial, ethnic, and gender bias were significant predictors of officer stress. Moreover, there is evidence that race influences stress. Non-white police officers experience more significant job-related stress than white officers (Padilla, 2020), including stress from colleague mistreatment (Repasky et al., 2020).

Diana and John (2016) found that age and length of service significantly affected police stress in Chennai Police Commissionerate, India. In the Central Reserve Police Force, age and experience are strongly linked to stress. Compared to individuals with less experience, police officers with 11–20 years of experience were substantially more stressed (Balakrishnamurthy & Shankar, 2009). The length of law enforcement service also affects stress exposure and its effects (He et al., 2002).

In addition, younger age groups, lower-ranking police personnel, and women are more likely to experience adverse health effects due to stress. Concerned authorities must respond promptly to their concerns regarding their bodily and emotional well-being (Rajesh et al., 2017). In addition, the peculiar working conditions of law enforcement officers are the most significant contributor to the stressful nature of law enforcement tasks (Kim, 2014).

Stress causes roughly twice as many mental health problems in the general population as in the police service (Syed et al., 2020). In the police force, the factors contributing to stress can also influence job satisfaction and length of service. According to the findings of specific studies, police officers who report experiencing higher levels of stress on the job are less content with their jobs and more likely to have feelings of wanting to change careers (Allisey et al., 2014; Kuo, 2015;



Lambert et al., 2017). It is imperative that departments continually evaluate the elements contributing to stress to preserve a healthy workforce and attract talented personnel.

### **Previous Studies of Stress and Coping Strategies in Law Enforcement**

#### ***Local Literature***

Moreover, perception barriers, the work environment, frustration, and discomfort can predict occupational stress. In the study conducted by Falloran et al. (2022), the levels of occupational stress, work environment, and frustration discomfort were rated as high, while the perception of barriers was rated as moderate. There was also a correlation between recognizing barriers and experiencing stress at work, between the work environment and experiencing stress at work, and between feeling frustrated and uncomfortable and experiencing stress at work.

Moreover, a study conducted by Lim and Parreño (2020) found that even when PNP first responders face challenges at work and develop negative behavior, they are still able to cope and adjust within the environment, most likely with the assistance of their family, friends, and respective support system. The substantial repercussions of this on these professionals may include exhaustion, absenteeism, a decline in the level of satisfaction they had previously derived from their work, a reduced capacity to make decisions, and other adverse outcomes. Responders scored high in compassion fatigue, yet a law enforcement career still entails significant stress and trauma risks.

According to the findings of Gutierrez et al. (2015), factors that contribute to stress at work include having an excessive amount of work to do, having superiors who are demanding and strict, missing goal deadlines, having a mismatch between one's current position and career goals, and having insufficient ventilation. Stress is dealt with in a variety of ways by respondents. There were occasional opportunities for relaxation and social support.

#### ***Foreign Literature***

According to the findings of the study "Experience of Stress and Coping Mechanism among Police Officers in South Western Nigeria" by John-Akinola et al. (2020), many law enforcement officers perceive stress as a medical illness, while others disagree. Many respondents turned to religion and others to active coping strategies to cope with stress, but overall, respondents' awareness of the health implications of stress needed to be improved.

Another study by Furmeen and Reddy (2019) confirmed that police personnel face stress due to the demanding nature of their work. Even if they have achieved success in their occupations, the demands of their work sap their energy, leaving them in a position that will prohibit them from finding fulfillment in other areas of their lives in the long run. The officer's physical health is in



peril when he is subjected to nothing but pressure from all directions. If individuals acquire healthy coping methods, they can handle their stress better.

Moreover, Ragesh et al. (2017) discovered that police officers experience high levels of job-related stress. Younger individuals, police officers with lesser ranks, and women are more likely to experience stress. Concerned authorities should address their urgent physical and mental health issues swiftly.

Meanwhile, Jonyo (2015) discovered that police officers are exposed to high levels of occupational stress and are rated as having average job performance. In addition, the research demonstrated that occupational stress negatively impacts the job performance of police officers. Despite the demanding nature of their jobs, police personnel has no access to a welfare support network, according to the study.

Although the effects of stress change according to the specifics of the situation and the characteristics of the people involved, the severity of those effects is consistent across the board. There is a possibility of experiencing negative emotions such as depression, worry, and discontentment. The most common mental and physical health issues that have been connected to the stress that police officers experience are depression and cardiovascular disease. The stress that police officers experience can have various adverse effects on their behavior, including aggression toward their coworkers and family members and excessive alcohol consumption and addiction (Kula, 2011).

The relevant research and Literature offered the most crucial knowledge and context for the researched topic, especially in terms of the interaction between the variables and how the indicators of the variables influence one another. The present study is comparable to other relevant studies and publications that have been evaluated. These are related since the fundamental concern is operational and organizational stress among police officers and their coping strategies. Considering the current study, this may give the researcher a road map for collecting further knowledge and information since, in other countries, there is a considerable amount of research exploring the variables that influence stress and coping strategies among police officers. However, there needs to be more research in the Philippines that identifies and explores the stress levels and coping strategies among members of the Philippine National Police. Lastly, numerous studies that may validate or negate the current study's conclusions were cited.

### **Research Hypotheses**

**Ho1:** There is no significant difference in the operational stress of the police officers when categorized as age, sex, and length of service.

**Ho2:** There is no significant difference in the organizational stress of the police officers when categorized as age, sex, and length of service.



**Ho3:** There is no significant difference in the coping strategies of the police officers when categorized as age, sex, and length of service.

**Ho4:** There is no significant relationship between operational stress and coping strategies of the police officers at San Jose Municipal Police Station.

**Ho5:** There is no significant relationship between organizational stress and coping strategies of the police officers in San Jose Municipal Police Station.

## **METHODOLOGY**

### ***Research Design***

The researcher employed a quantitative descriptive-correlational research design for this analysis. Descriptive correlational design is employed in studies that aim to produce static depictions of circumstances and establish the relationship between variables (McBurney & White, 2009). According to McCombes (October 10, 2022), descriptive research's objective is to accurately and systematically evaluate a population, situation, or occurrence. This research design can also use various research methods to analyze one or more variables. Meanwhile, correlational research design examines associations between variables without changing or manipulating them (Bhandari, 2022). Thus, this research design is appropriate since it looks at how police officers at the San Jose Municipal Police Station in the Province of Antique cope with organizational and operational stressors and the relationship between these two variables.

### ***Population and Locale of the Study***

Purposive sampling was used to sample 41 police officers, focusing on selecting participants with characteristics relevant to the research study (Nikolopoulou, 2022, December 01). The study population consisted of 59 police assigned to the Municipality of San Jose de Buenavista in the Province of Antique. To qualify as a respondent for the study, all uniformed police personnel must be permanent officers with a minimum of one year of service at the municipal police station. The withdrawal criteria would include abuses of privacy and confidentiality. Meanwhile, the exclusion criteria included non-uniformed individuals, those who were unavailable during the time of data collection, and those who refused to participate.

The research study was conducted at San Jose de Buenavista, a first-class municipality and the provincial capital of Antique. This police station was chosen primarily due to its location in the province's most populous municipality. According to Husain (2020), metropolitan police personnel are assigned jobs that are considerably more demanding than their rural counterparts. In addition, this is the only police station selected due to time constraints and because it is the only police station located in the only first-class municipality of the province. Hence, it is essential to investigate the amount of stress and coping strategies employed by the police officers deployed to this locality.



**Research Instruments**

The research instrument for this study involved using a four-part research questionnaire which was written in the English language. Part I obtained personal information from the respondents, such as their age, sex, and length of service.

Police stress was studied using the research instruments Parts II and III. In this study, McCreary and Thompson (2007) police stress instruments were utilized. In order to quantify relevant stressors from both operational and organizational aspects of occupational police stress, the Police Stress Questionnaire-Operational (PSQ-Op) and Police Stress Questionnaire-Org (PSQ-Org) were employed in this study. The PSQ-OP was modified to include an item on personal safety written as "experiencing critical incidents with a threat to personal safety or that of another" and an item on "excessive paperwork. These measures include 20 items using a modified 5-point scale from 1 (no stress at all) to 5 (much stress). The scores of an individual respondent in this part of the instrument were determined by adding the numerical equivalents of the option chosen, and the Mean was computed. The Mean was transformed into a numerical scale with a corresponding verbal description, as shown in Table 1:

**Table 1. Mean Score and Interpretation for Police Stress.**

<b>Response</b>	<b>Mean Score</b>	<b>Interpretation</b>
5	4.50-5.00	Very high stress
4	3.50-4.49	High stress
3	2.50-3.49	Moderate stress
2	1.50-2.49	Low stress
1	1.00-1.49	No stress

The coping Inventory for Stressful Situations was included in Part IV of the questionnaire. The CISS model of human resilience was developed by Endler and Parker (Avero et al., 2003). There are three types of coping strategies: task-oriented coping (doing an action to address the issue at hand; items 1–7), emotion-oriented coping (expressing or feeling emotions; items 8–14), and avoidance-oriented coping (doing another thing to reduce stress, consists of items 15-21). A 5-point frequency scale with a range of 1 (not at all) to 5 (very much) was used to evaluate the items. The scores of an individual respondent in this part of the instrument were determined by adding the numerical equivalents of the option chosen and the Mean was computed. The Mean was transformed into a numerical scale with a corresponding verbal description as depicted in Table 2:



**Table 2. Mean Score and Interpretation for Coping Strategies.**

Response	Mean Score	Interpretation
5	4.50-5.00	Can cope very effectively
4	3.50-4.49	Can cope effectively
3	2.50-3.49	Can cope moderately effective
2	1.50-2.49	Can cope less effectively
1	1.00-1.49	Cannot cope effectively

**Data Gathering Procedure**

The Office of the Officer-In-Charge of the Police Station in the Municipality of San Jose de Buenavista, Antique, granted permission to conduct the study. The researcher personally gave the surveys to the police officers stationed at the Municipal Police Station after obtaining the necessary permit. The data-gathering period lasted for two weeks. It started on the second week of December 2021 and ended on the fourth week of the same year. The data were collected, placed through a software program, examined, and interpreted. Upon retrieval of the accomplished questionnaires, these were reviewed for completeness of data.

**Statistical Tools**

The data gathered for the study were statistically analyzed as follows:

**Frequency.** This was utilized to determine the number of respondents and when classified into specific categories.

**Percentage.** This was used to interpret the frequencies obtained in each category of variables.

**Mean.** This was used to determine the operational stress, organizational stress, and coping strategies among police officers.

**Standard Deviation.** This was utilized to examine the respondents' similarity and variance in terms of their operational and organizational stress experiences and their coping strategies.

**T-test.** This test examined the significance of profile differences in operational stress, organizational stress, and coping strategies among police personnel.

**Pearson r.** This test was used to examine whether operational stress and coping strategies and organizational stress and coping mechanisms were significantly correlated among police officers.

The significance level for inferential statistics was set at 0.05. The IBM-Statistical Package for the Social Sciences (SPSS) version 21 software was utilized to process all data analysis.

**Ethical Considerations**

The respondents' information was protected by informed consent, which proved that they voluntarily participated in the study. This ensured that any information relating to the respondents' identities would be safeguarded and preserved. Their willingness and interest to participate in the





study were also considered. Also, participants were informed that they could decide not to complete the survey or withdraw from taking part in the study at any moment if they were uncomfortable. Finally, the survey participants got no financial incentive, reward, or promise. The researcher's password-protected database, to which only the researcher has exclusive access, contains the information that respondents provided.

**RESULTS AND DISCUSSION**

***Demographic Profile of the Respondents***

Alnaqbi (2011) asserts that defining the profile of the respondents gives evidence that a sample reflects the population's characteristics. The study analyzed the following police officer characteristics: age, sex, and length of service.

This study covered a sample of 41 police officers, with the majority of respondents (56.1%) above 30 years of age and 43.9% below 30 years of age. Meanwhile, most participants were male (73.2%), whereas only 26.8% were female. The data indicate that there was a gender disparity in favor of men. Finally, regarding the length of service, 51.2% of respondents have 10 years and below experience, while 48.8% have more than 10 years of experience. Table 3 displays the demographic profiles of the respondents, including their frequency distributions and percentages.

**Table 3. Demographic Profile of the Respondents.**

Variables	f	%
Entire Group	41	100.0
Age		
30 and below	18	43.9
Above 30	23	56.1
Sex		
Male	30	73.2
Female	11	26.8
Length of Service		
10 and below	21	51.2
Above 10	20	48.8

Source: Field survey, 2021

***Level of Operational Stress Among Police Officers***

The results presented in Table 4, revealed that police officers have a moderate operational stress level (M=3.40, SD=.88) when taken as an entire group. When classified as to age, police officers aged 30 years old and below (M=3.18, SD=.78) have a moderate operational stress level while those above 30 years old (M=3.57, SD=.93) have a high level of operational stress. As to



sex, both male (M=3.49, SD=.85) and female (M=3.16, SD=.95) respondents have moderate levels of operational stress. Finally, as to the length of service both 10 years and below (M=3.32, SD=.83) and above 10 years (M=3.48, SD=.94) have moderate operational stress levels.

These data show that police officers have moderate operational stress irrespective of their sex or years of service. Nevertheless, police personnel over 30 had higher operational stress than those under 30. Old age significantly contributes to police officers' psychological distress during China's COVID-19 pandemic (Huang et al., 2021). Another 466 Norwegian law enforcement personnel study found that senior officers reported increased stress levels, apathy, and diminishing efficacy as their careers ended (Burke & Mikkelsen, 2006). Frontline cops are more likely to face cumulative trauma and persistent systemic conflicts, which increase operational stress as they gain experience. This contradicts (Ragesh et al., 2017), who found that younger officers experience more operational stress. This may be because most of the youngsters are in their first year of police service.

Despite the fact that both male and female police officers experience the same levels of operational stress, male officers perceive higher operational stress than female officers, as demonstrated in Table 4. This finding validates gender disparities in police officers' perceptions of work stress (Kim et al., 2016; Violanti et al., 2016; Huang et al., 2021). This is mostly because more male police officers perform operational duties and work in the field. This study supports the concept that male police officers face greater work stress due to the nature and structure of their work (Lucas et al., 2012).

**Table 4. Level of Operational Stress Among Police Officers.**

Variables	Mean	SD	Description
Entire Group	3.40	.88	Moderate stress
Age			
30 years old and below	3.18	.78	Moderate stress
Above 30 years old	3.57	.93	High stress
Sex			
Male	3.49	.85	Moderate stress
Female	3.16	.95	Moderate stress
Length of Service			
10 years and below	3.32	.83	Moderate stress
Above 10 years	3.48	.94	Moderate stress

**Legend:** Very high stress=4.50-5.00, High stress= 3.50-4.49, Moderate stress= 2.50-3.49, Low stress= 1.50-2.49, No stress=1.00-1.49



**Level of Organizational Stress Among Police Officers**

The results in table 5 revealed that police officers have moderate levels of organizational stress (M=3.32, SD=.84) when taken as an entire group. When classified as to age, both police officers aged 30 years old and below (M=3.21, SD=.81) and above 30 years old (M=3.40, SD=.87) have moderate levels of organizational stress. As to sex, both male (M=3.41, SD=.85) and female (M=3.07, SD=.79) respondents have moderate levels of organizational stress. Lastly, as to the length of service, both 10 years and below (M=3.28, SD=.78) and above 10 years (M=3.36, SD=.91), police officers have moderate levels of organizational stress.

This simply indicated that police officers have a moderate amount of organizational stress when considered as a whole and classified by age, sex, and time of service. Consistent with the findings of Wlodyka (2017), police officers at medium-sized departments in the Lower Mainland of British Columbia reported low to moderate levels of overall police organizational stress. Despite the fact that male and female police officers experience the same levels of organizational stress, male police officers report higher levels of stress, as seen in Table 5 of the study's findings. This conclusion contrasts the findings of Rief and Clinkinbeard (2020) and Schulze (2012), who found that women were more stressed in the workplace than men. This may be owing to gendered factors that are more likely to have a negative effect on women, such as gendered rules, unequal training and academic procedures, a male-dominated culture, or exposure to incivility and harassment.

**Table 5. Level of Organizational Stress Among Police Officers.**

Variables	Mean	SD	Description
Entire Group	3.32	.84	Moderate stress
Age			
30 years old and below	3.21	.81	Moderate stress
Above 30 years old	3.40	.87	Moderate stress
Sex			
Male	3.41	.85	Moderate stress
Female	3.07	.79	Moderate stress
Length of Service			
10 years and below	3.28	.78	Moderate stress
Above 10 years	3.36	.91	Moderate stress

**Legend:** Very high stress=4.50-5.00, High stress= 3.50-4.49, Moderate stress= 2.50-3.49, Low stress= 1.50-2.49, No stress=1.00-1.49



**Level of Coping Strategies Among Police Officers**

The results presented in table 6, revealed that police officers can cope moderately with stress (M=3.20, SD=.81) when taken as a whole. When grouped as to age, both police officers aged 30 years old and below (M=3.42, SD=.69) and above 30 years old (M=3.21, SD=.90) can cope moderately with stress. As to sex, both male (M=3.34, SD=.91) and female (M=3.21, SD=.46) respondents can cope moderately with stress. Finally, as to the length of service both 10 years and below (M=3.36, SD=.67) and above 10 years (M=3.25, SD=.95) police officers can cope moderately with stress.

These results imply that police officers can cope moderately with stress when categorized as an entire group and grouped according to age, sex, and length of service. Burnett Jr (2001) study, in which many of the police subjects were able to regulate and cope with their stress effectively, provided support for these findings.

**Table 6. Level of Coping Strategies Among Police Officers.**

Variables	Mean	SD	Description
Entire Group	3.20	.81	Can cope moderately effective
Age			
30 years old and below	3.42	.69	Can cope moderately effective
Above 30 years old	3.21	.90	Can cope moderately effective
Sex			
Male	3.34	.91	Can cope moderately effective
Female	3.21	.46	Can cope moderately effective
Length of Service			
10 years and below	3.36	.67	Can cope moderately effective
Above 10 years	3.25	.95	Can cope moderately effective

**Legend:** Can cope very effectively=4.50-5.00, Can cope effectively= 3.50-4.49, Can cope moderately effective= 2.50-3.49, Can cope less effectively= 1.50-2.49, Cannot cope effectively =1.00-1.49

**Difference in Operational Stress when Categorized as to Age, Sex, and Length of Service**

Based on the result presented in Table 7, all computed p-values were all greater than 0.05 alpha level; thus, the hypothesis of no significant difference in the operational stress level when grouped according to profile is accepted. The result implies that operational stress among police officers was similar or the same when classified according to variables.

The result implies that operational stress among police officers was similar or the same when classified as to variables. These findings were corroborated in the study of Wlodyka (2017) who



reported no statistically significant results between rank, position, marital status, education, and operational or organizational stress among police officers.

**Table 7. t-test results of Difference in the Operational Stress when Categorized as to Age, Sex and Length of Service.**

Variables	Mean	df	t-value	p-value	Interpretation
Age					
30 years old and below	3.18	39	-1.407	.167	Not significant
Above 30 years old	3.57				
Sex					
Male	3.49	39	1.040	.305	Not significant
Female	3.16				
Length of Service					
10 years and below	3.32	39	-0.573	.570	Not significant
Above 10 years	3.48				

*not significant (p > .05)*

***Differences in Organizational Stress when Categorized as to Age, Sex, and Length of Service***

Similarly, as shown in Table 8, all computed p-values were all greater than 0.05 alpha level, thus the hypothesis of no significant difference in the level of organizational stress when grouped according to profile is accepted. The result implies that organizational stress among police officers was similar or the same when classified according to variables.

These results suggest that organizational stress among police officers was equivalent or the same when classified according to variables. This finding was supported by Domingues and Machado's 2017 study, which revealed that stress was frequent and similar in both police forces, showing that it was unaffected by organizational differences and had common underlying causes.

**Table 8. t-test results of Difference in the Organizational Stress when Categorized as to Age, Sex and Length of Service.**

Variables	Mean	df	t-value	p-value	Interpretation
Age					
30 years old and below	3.21	39	-0.731	.469	Not significant
Above 30 years old	3.40				
Sex					
Male	3.41	39	1.157	.254	Not significant
Female	3.07				
Length of Service					
10 years and below	3.28	39	-0.317	.753	Not significant
Above 10 years	3.36				

*not significant (p > .05)*

***Differences in Coping Strategies when Categorized as to Age, Sex, and Length of Service***

The result in Table 9 showed that no significant difference was noted in the coping strategies among police officers when they were classified according to variables. This is demonstrated by



the p-values, which were all greater than 0.05 level of significance. Thus the hypothesis of no significant difference in the level of coping strategies when grouped according to profile is accepted. The result implies that organizational stress among police officers was similar or the same when classified according to variables.

**Table 9. t-test results of Difference in the Coping Strategies when Categorized as to Age, Sex and Length of Service.**

Variables	Mean	df	t-value	p-value	Interpretation
Age					
30 years old and below	3.42	39	0.845	.403	Not significant
Above 30 years old	3.21				
Sex					
Male	3.34	39	0.444	.660	Not significant
Female	3.21				
Length of Service					
10 years and below	3.36	39	0.433	.667	Not significant
Above 10 years	3.25				

*not significant (p > .05)*

***Relationship Between Operational Stress and Coping Strategies of the Police Officers***

Shown in Table 10 is the data on the correlation between operational stress and the coping strategies of police officers. It can be perceived from the results that operational stress has an essential connection with the coping strategies of police officers, with an overall registered computed r-value of 0.308 with a p-value which is equal to .05. Meanwhile, the finding disclosed that the p-value is equal to the level of significance of .05 which implies that there is an essential correlation between operational stress and coping strategies.

This result corroborates the findings of Rajeswari and Chalam's (2018) study, which found that high-stress job demands included dealing with emergencies, endless reporting, doing activities that are not specified in the job description, and frequently trying to do the job of others; observing suspects was a fairly stressful event for police officers. As a result, the stress and depression of law enforcement officers at work have a severe impact on their job performance. This also supports the findings of Yoo (2007), who indicated that a high expectation of pressure would be significantly related to an elevated occupational risk factor. Hence, the victim's perspective in the context of law enforcement is the officers' response to a circumstance involving uncontrollable behavior. As such, the level of operational stress experienced correlates directly with the coping strategies police officers employ.



**Table 10. Pearson's-r Result of Relationship Between Operational Stress and Coping Strategies of the Police Officers.**

Independent Variables	Coping Strategies		
	r	p-value	Interpretation
Operational Stress	0.308	.05**	ignificant

*\*\*significant (p < .05)*

***Relationship Between Organizational Stress and Coping Strategies of the Police Officers***

Similarly, shown in table 11 the test on the correlation between organizational stress and coping strategies of police officers attained a registered computed r-value of 0.355 with a p-value which is equal to .02. The finding disclosed that the test level of significance is lower than .05. It implies that organizational stress is significantly correlated with coping strategies.

This study found a substantial correlation between police officers' coping strategies and organizational stress. This conclusion is confirmed by a comparable study that demonstrated a strong link between coping mechanisms and occupational stress among officers in an armed police force (Yu-Ling, 2011). Moreover, the conclusion is also consistent with Field Frank et al. (2017) findings that a perceived absence of administrative support may raise stress and depression. Lack of administrative assistance can demoralize police officers and make them feel insignificant, hence raising their psychological strain. Administrative aid was projected to affect policemen's occupational stress directly. Thus, this study appears to reveal a relationship between the police officer's coping strategies and organizational stress.

**Table 11. Pearson's-r Result of Relationship Between Organizational Stress and Coping Strategies of the Police Officers.**

Independent Variables	Coping Strategies		
	r	p-value	Interpretation
Organizational Stress	0.355	.02**	Significant

*\*\*significant (p < .05)*

**CONCLUSION**

Given the demanding nature of their work, police personnel experiences significant levels of stress in both their operational and organizational functions. In this study, the operational stress levels of police officers are moderate when viewed as a whole and when categorized according to sex and length of service. Thus, they are capable to manage work-related issues caused by multiple stressors in their operational roles. Yet, when categorized by age, older officers perceived



their functions and responsibilities as more stressful than their younger counterparts. Similarly, the results and findings of this study revealed that police officers have moderate levels of organizational stress regardless of their demographic profile. At the same time, police officers in this study can cope moderately with stress which means they can able to regulate and cope with their stress effectively. Additionally, demographic groups perceive similar work stress for both operational and organizational functions including their coping strategies. These results suggest that work stress and coping strategies among police officers were similar or the same when classified according to variables. Finally, police officers' coping mechanisms often become influenced by operational and organizational stress. With this, the present study's findings give strong support for the notion that operational and organizational stressors are fundamental to policing; as a result, police officers may adopt more effective coping strategies to combat the impacts of stress and enhance their work-related well-being. Police personnel may benefit from interventions and programs aimed at reducing the effects of occupational stress.

## **RECOMMENDATION**

Based on the findings and conclusions, the following recommendations are presented:

1. The Municipal Police Station of San Jose de Buenavista should strive to reduce police officer stress in both their organizational and operational roles. To achieve this, a gradual stress management program that strengthens police officers' coping mechanisms may be implemented.
2. The Municipal Police Station of San Jose de Buenavista should review its policies and practices that may contribute significantly to stress management among its police officers. To do this, they may consider the implementation of a peer support program and stress debriefings after critical and traumatic events.
3. The police administration, in particular the chief of the local police station, may also receive training to identify the warning signs and symptoms of occupational stress in law enforcement employees.
4. The police administration should also consider establishing connections with other experts in the municipality or province who have the training to explicitly address stress-related issues, challenges, and concerns, such as psychologists, mental health practitioners, and other mental health advocates.

## **FUTURE STUDIES**

Future research areas are suggested to better understand the relationships between organizational and operational stress and police officers' coping strategies. Some potential areas for future research are as follows:





1. Since the study relatively involved a small sample size, in order to acquire a true picture of the amount of operational stress, organizational stress, and coping mechanisms among law enforcement personnel, it is suggested that the current study be replicated among police officers in other municipalities and provinces in the country.
2. According to the findings of the study, police personnel experience moderate levels of stress due to both operational and organizational stress. However, this study did not focus on the causes of both stressors in the police force. It would be interesting to identify the operational and organizational sources of stress.
3. There are three types of coping strategies; however, this study did not investigate the particular levels of coping strategies associated with each category. As a result, it is recommended that research be conducted to determine which type of coping strategies are most commonly adopted by police officers in order to deal with the numerous stressors they face.
4. The study only includes age, sex, and length of service as the demographic profile of respondents, it is also proposed that more variables be utilized in future studies.

#### **Declaration of competing interest**

The author declares that there are no competing interests in this work.

#### **Grant information**

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#### **Ethical statement**

The researcher sought approval from the Office of the Officer-In-Charge of the Police Station in the Municipality of San Jose de Buenavista, Antique. After securing all necessary permits, the researcher personally administered the questionnaire to the respondents. Anonymity and confidentiality were maintained throughout every stage of data collection. The collected data will be used solely for this study.

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RESEARCH ARTICLE

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## Factors Affecting the Exercise of Police Discretion as Perceived by the Sorsogon City Police

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### Abstract

Police as leaders hold a critical role and should stand firm and dignified. The main objective of this research work is to highlight factors that could influence the exercise of police discretion, as perceived by the Sorsogon City Police. This research work utilized the use of descriptive-correlation design, utilizing questionnaires as the means to identify the possible factors; twenty-two questionnaires were used and retrieved. Among the factors that got a high score for conducting an arrest is the location of the Place of the suspect to be arrested, with an average weighted mean of 3.32. As to the factor affecting police discretion based on case investigation, lack of interest on the part of the complainant scored high with a WAM of 3.0. While some factors scored low, this research work has concluded that (1) the length of service and rank of police offers can affect the exercise of police discretion. (2) some factors affect the exercise of police discretion as perceived by Sorsogon City police but then assured that their discretion is not clouded or influenced by other stated factors such as partisanship. (3) lack of human resources is still a prevailing factor in the impediment of police work.

**Keywords:** Police, Discretion, Standard, Decision Making, Professionalism

### INTRODUCTION

Over the past years, society has seen growing awareness of the intricacy of police work, and police work is being scrutinized and expected to be done accordingly. Police as leaders hold a critical role and should stand firm and dignified. Since the 60s and 70s, the study of the complexity of police work has surfaced in the works of Frank Remington and Hernan Goldstein, and other brilliant minds have advanced the whim that police departments are closely alike with administrative agencies whose complex works are characterized by fair use of discretion (Development Services Group, n.d)

Daily, law enforcement, especially the police, are perpetually required to choose a range of alternative courses of action. As known, those who are in the lower ranks savor considerable autonomy. This discretion is vital to the attainment of their roles and duties. Regarded as the gatekeepers of the criminal justice system, police, as law enforcement officials, holds a quasi-judicial position, choosing potential offenders, judging on guilt, and giving punishment. The primary role of discretion in law enforcement is the interpretation of the upfront meaning of the laws in connection with the particular concern they encounter. Law enforcement officers also use their choice to 'temper the bluntness of the laws' (Poyser, 2004)



Police discretion is an aspect of freedom of law enforcement to decide how they will perform their official functions. Daily, police work in numerous situations where they can choose how to respond to a particular problem using the best of their wisdom and judgment rather than a strict law. The use of police discretion possesses a vital role in their line of work since, as police officers, they frequently need to act quickly, in-the-moment decisions that must be made before specific laws are consulted or reviewed. Nevertheless, this does not mean that the police are allowed to cast unlawful judgment. Still, it is more on using their knowledge of what is reasonable and lawful versus illegal and unreasonable for their determination and decisions to become a valid approach and appropriate, especially in stressful circumstances (Schubert, 2022).

It is of enormous awareness that police as law-implementing officers face different issues or cases in their work. Some are controversial, which makes their discretion exercise in a tight spot and a considerable challenge. Police know that discretion is just a privilege given to them behind their badges; thus, preference shall be made following the law that makes it an exercise of “Lawful discretion.”

In the Republic of Indonesia, police officers carrying out their duties may act according to their judgments. They can only be carried out during the necessity of the circumstances by considering the laws and regulations, as well as the written code of professional conduct and ethical standard. Police officers, in carrying out their duties, always act according to the legal norms, religious behavior, morality, and decency and shall always uphold human rights. Preventive action is of paramount consideration (Wahyuningsih, 2021).

In the United States, laws about carrying firearms have become more tolerant. During the year 1985, the majority of the states had "may-issue laws" This granted local police heads a broader scope of discretion on whether or not to issue a license to carry concealed guns. In the recent day, only nine of the states have continued in the adoption of "may-issue law." The remaining states have switched to "shall-issue laws", also called must-issue laws. This law has limited police discretion; half of the shall-issue states allow police to a no discretion at all. The applicants shall pass the statutory requirements to be issued a license; individuals who are not granted permission because of non-favor from the chief, even though they have passed the requirements, shall now be given (Hemenway & Hicks, 2015).

During the height of the pandemic, reports escalated that there was an abuse in the Police power of authority wherein they were photographed putting quarantine violators into dog cages. In the Philippines, the exercise of police discretion is also being put under scrutiny so, as other countries stated. In a separate incident, police in Bulacan province, north of Manila, shot and killed a man early on Wednesday after he allegedly rode a motorcycle past a lockdown roadblock. The individual and the police reportedly fought before the man was fatally shot. A firearm was found at the site (Hume, 2020).





Plenty of issues arise from this exercise of police discretion, which explains why it is seen as being abused. Some study believes that several factors influence the practice of control and are grouped into three categories. Situational factors, particularly the gravity of the offense, come first. The second relates to the features of the criminal justice system, such as the resource limitations that the police force faces and the subculture(s) that exist within it. The final category is offender variables, and many studies emphasize the significance of socioeconomic traits and demeanor. Consequently, a fourth category—officer-level variables, such as their age, experience, norms, and attitudes—has been proposed by Buvik's research into the Norwegian policing (Buvik, 2016).

For the police department to operate effectively and maintain positive relationships with its community, discretion in law enforcement, particularly within policing, is essential. Law enforcement officers and particularly the police who value professionalism in their work is likely to act professionally, and t. Therefore, sure to act with accountability and ethics. It was observed that when the discretionary powers are limited, reports of frustration are due to the perception that superiors do not see them as trustworthy enough to cast their decisions. On the logical side, when there is an elevation of discretion, one could be more professional in dealing with work (McCartney & Parent, 2015).

Police discretion has always been and remains a hotly debated topic. Due to factors such as the ambiguous nature of the law, the severity of the crime, the limited resources available to law enforcement (as well as other justice systems) organizations, society's perception of and support for the police, constitutional limitations on government power, and the fact that a significant portion of the work of the police involves handling noncriminal matters, police officers are required to use considerable discretion when assisting the public (Brown, 2022). Contrary to common opinion, the practice of law enforcement is always discretionary. This contradicts the idea that everyone must be treated equally in the eyes of the law and that the law must always be enforced consistently everywhere and at all times.

It is also wise to note that police discretion also has its downside or disadvantages. In the blog article of Miller (2020), he listed some disadvantages of Police Discretion. Statutory laws only cover some potential situations, and most statutory and common laws do not encompass potential circumstances that police encounter while they are on their duties. This connotes that there are situations when the transgressor is not sanctioned with detainment or given a ticket because of the given circumstances. Even in situations where the victim attempts to press charges during this kind of situation, officials can come up with a decision on whether or not to press charges with legal intervention. Police discretion is also seen to be an invitation for cronyism. If police officer fails to carry out their duties diligently, then few offenders can get out of prosecution because of cronyism.



Also stated in this blog article is that violating orders can lead to excessive force. To control a potentially dangerous situation, police officers may use a small amount of force at their discretion. If an official goes beyond this point, it may result in issues with the use of excessive force in a particular circumstance. Some people may mistakenly feel that because excessive force is prohibited, cops must interact with them in a friendly, sensitive, and smooth manner. Even if it is thought to be illegal, disobeying an order increases the likelihood of violence being directed toward the authority. Therefore, the use of force is frequently justified, even when it does not seem so at the moment (Miller, 2020).

Another is that it can lead to soft law enforcement mechanisms. Local precincts may adopt softer law enforcement practices due to excessive use of police discretion. It might catalyze the populace to treat the rules and laws that govern their community with less respect. To ensure that illegal behavior receives the deterrent consequences required to keep everyone secure, officials must behave prudently and with high confidence and self-esteem. Above mentioned disadvantages are just a few; if thoroughly studied, it can highlight a few more (Miller, 2020).

The firm characteristics of the organization influence the behavior of its officers, it shapes the nature and extent of regulations guiding the exercise of officer discretion. The organization's expectation is implied to officers through proper supervision or administrative policy. The latter is a vital organizational tool for limiting police discretion. Even with eliminating the fact that offices need the discretion to interpret vague laws, account for scarce resources, and community dealing and address minor violations, too much discretion can lead to possible misconduct. It could further disrupt the relationship between law enforcement and the community. With this, offices are highly encouraged to come up with vivid policies regulating the conduct of the officers. In the end, it is the sole responsibility of the police bureau to put up policies and properly communicate these policies and their practical applications (Nowacki, 2015).

This scholarly study attempts to know the factors that affect the exercise of police discretion in the conduct of arrest and case investigation. As stated above, this study mainly focuses on outlining the potential factors that affect the exercise of police discretion in a specified area, such as the conduct of arrest and case investigation. Upon outlining the possible factors, possible recommendations, and policies to help address these factors will also be tackled. Police officers coming from Sorsogon City are the respondents of this study. This will only focus on Sorsogon City police and police station; police and police stations coming from nearby municipalities are outside the scope. This research endeavors to achieve the following objectives.



### ***Research Objective***

1. To identify the factors affecting the exercise of police discretion in terms of:
  - a. Arrest
  - b. Case Investigation
2. To formulate recommendations and policies to help address the identified factors.

### ***Theoretical framework***

The theoretical paradigm. This study has been linked to different theories of utilizing decision-making, specifically: Bounded rationality decision-making theory. Vroom – Yetton decision-making theory, and Intuitive decision-making theory.

The exercise of discretion has been placed at a very high stake; there are plenty of uncertainties and questions regarding this matter, especially in police discretion. The Philippine National Police organization, which has been scrutinized since the beginning, is no exemption. They are being questioned repeatedly for several things decided and executed on behalf of the organization.

Police are the keeper of the peace in the land, tasked to give security and a feeling of safety in the community, and should always be able to identify the best interest of society. Police officers are human beings too, and they do have emotions and feelings that sometimes they need to deal with to come up with the ultimate best course of action and decision over a particular situation.

In the debate of lawful and unlawful exercise of discretion, it is also essential to understand the rationale behind decision-making. Decision-making is choosing between what is readily available or alternative lists of action. It can be concluded that selecting between non-action and effort is. Herbert A. Simon argued that there is no such thing as an ultimate course of decision or action. This is because one needs to be more confident of the complete information regarding something, and because of this, it is concluded that there is always the ultimate course of decision or action. Simon sees this as the principal reason humans settle for only a complaint or good enough decisions rather than seeking the ultimate possible course of action or decision. The bounded rationality of humans prevents them from seeking out the ultimate rational decision (Dhami, 2022).

As viewed by the researcher, people's perceptions of law enforcement must be perfect and free from error, which the law also assumes to be. Acting or deciding not to follow the law is always accompanied by sanctions or punishments. Including law enforcement, the discretionary privilege must anchor on what is lawful. Given the fact that our police officers are human too, dealing with emotions and trigger that they too must overcome in order to act or decide lawfully, we cannot slash out the fact



that they too are prone to committing an error and clouded decision-making, especially if they do not get enough support from the team.

Vroom-Yetton decision-making theory is simply about outlining the fact that there is no such thing as a perfect concept, a perfect step to make decisions. In this theory, it is argued that one's situation is the factor that determines or dictates the best process or decision that should be made. It is the exercise of a yes or no approach, in which it is seen that asking relevant questions about the situation can help reach a decision. Take, for example, teamwork, teamwork in an organization is very important for decision-making. When an organization decides as a team, they probably identify the suited decision for the given situation (Vroom, 1973).

The researcher sees that police officers are seen to be tough and shall act upon what is being ordered by the written rules of the land. There shall be decisions that are to be exercised only if it is what the written rule implies to do so. These police officers sometimes scratch in between the rules and their perceptions or intuition. The reason is the explanation why sometimes they lack lawful discretion.

In intuitive decision-making theory, people might be unaware that when one makes a decision intuitively, it is already a decision-making process. It is understood that an intuitive decision occurs in the mind instantly; there is a sequence of recognition in Place. Researchers discovered that this "intuitive decision" is effective when someone has many experiences in a particular field. However, it is also good to note that in unfamiliar situations, following intuition is only sometimes the best course to take (Dr. Amit Kumar Gosar, 2019).

With that, the researcher notes that it must be normalized and should be put into consideration that police officers could be better and prone to clouded decision-making. There are factors that affect their discretion, and the above-mentioned theories are just a few of the studies that give people a reason for a better understanding of the nature of humans. This is the main focus of this research study, to outline and understand the rationale behind the clouded exercise of lawful discretion of police officers and to help in outlining a few recommendations to help address or alleviate the agony behind the identified factors.

### ***Analytical/Conceptual Framework***

The conceptual framework tried to picture the style of this study. This serves as the organizer of the idea based on the research topic and enlightens the mind of the future readers of this study about what transpired during the process of determining the possible factors that affect the exercise of Police discretion among the Police personnel of Sorsogon City Police Station.



Police officers are also human beings prone/susceptible to different factors that come their way during the exercise of their duties and responsibilities—going back to the theoretical concept of this study, when the researcher looks for the theories that will outline the factors that influence the exercise of police discretion. It shows that individual and structural factors affect the exercise of discretion.

The very purpose of this study is to outline the possible factors that affect the exercise of police discretion in their duties, such as in the conduct of arrest and pressing or case filing. Moreover, to formulate possible recommendations to address the factors that affect their exercise of discretion. Exercising police discretion is also a dilemma on the part of the police officers. They already have the rule of law that they must strictly adhere to, but truth be told that in real-life situations, there are many considerations to be undertaken.

The formulation of the recommendations to address the given factors that affect the exercise of police discretion is subject to addition or enhancement by the entities concerned to ensure the viability and applicability of this research paper among the beneficiaries.

As stated from the theoretical framework, this study has utilized three different theories the Bounded Rationality theory, the Vroom – Yetton decision-making theory, and the Intuitive decision-making theory. As expressed, all three theories are helpful in the realization of this work. Hence, some highlights add to the interest in the theories used in this study. As the result of this study suggests, the location of the suspect to be arrested scored 3.23 or an equivalent adjectival interpretation of reasonably agree, which means that the respondents adhere to the fact that their discretion is sometimes affected by the location of the suspect to be arrested. This connotes that Vroom-Yetton's decision-making theory jives with this study, as this theory believes that one's situation is a factor that determines or dictates the best decision to be made. A general exercise of yes or no approach, it could be taken into consideration that sometimes suspect location is not advantageous on the part of the police if they conduct an arrest; it would be detrimental on their part or dangerous. As agreed by the respondents, based on what was stated on the questionnaire that there is usually a delay or an impediment in the conduct of arrest when the suspect is located in remote areas or red flag areas.

Another highlight from this study is that the lack of interest of the complainant during the investigation impedes the process and turns out to be a waste of time on the part of the police, it was also agreed by the respondents with an equivalent adjectival rating of reasonably agree. This finding is also connected with the theory mentioned above: if the complainant is no longer interested in the case, the police decide whether to proceed with the investigation. A yes or no approach takes Place, and they must make the best decision concerning their current situation. Such decisions sometimes led to non-pursue of the case due to lack of interest of the complainant, a waste of time, effort, and resources of the police instead of attending to other cases that need their action.



The theory mentioned above fits this study based on the above narrative. It is also highlighted from this study, with respect to its result, that police discretion, as perceived by the Sorsogon City Police, is not deeply compromised by other factors. There are just a few that affect but only partially. This means that in police work, police discretion could compromise depending on the given situation in line with their work.

## **METHODOLOGY**

This study was conducted at Sorsogon City Police Station, wherein the respondents are the personnel of the said station. This police station was selected based on several reasons. This is the most familiar police station in Sorsogon City. Sorsogon city police station handles the most cases among other municipalities as it has the most significant population. This is more convenient for the researcher regarding access to the police station. The personnel of this station is more significant compared to other smaller police stations, which gives more credible results to this study. With a sample size of twenty-two, the samples were chosen through random sampling techniques. Before the data collection, all concerned officials sought permission to conduct the study, including the Chief of Police of the Sor City Police Station. The respondents were given complete information about the study, including its objectives, the utility of the information, and the treatment for the confidentiality of data. Data were presented as aggregate in the form of percentages and meant to maintain the confidentiality of the information. There are twenty-two male respondents in total. I selected only male respondents because they are primarily tasked with conducting arrests and investigations in the police stations. They are more exposed to more profound work than the female police. Hence, studying the factors that affect police discretion on the part of women could also be a different avenue for study. This paper utilized the use of a questionnaire in the English language to measure whether the indicated factors affect the exercise of police discretion by the Sorsogon City police personnel. There were twenty-two questionnaires distributed and retrieved the same number by the researcher. The research instrument is composed of three integral parts. Part I of the research instrument determines the profile of the respondents and a question as to whether they have already encountered situations that challenged the exercise of their police discretion; part II of the instrument collects data to analyze the factors that affect the movement of police discretion, and the last part showcases the recommendations as perceived by the respondents. After a week, the questionnaires were collected, and the data was encoded in a master tally sheet. The result was tabulated, analyzed, and interpreted. Regarding the data collection, the researchers were refined as the Sorsogon City Police Office is very cooperative. The Likert scale used in this study is 1: strongly disagree 2: disagree, 3: reasonably agree, 4: Agree, and 5: Strongly agree –



**Treatment of Data**

The data that will be gathered from this study will be subjected to the following statistical treatment:

**Weighted Mean.** A weighted mean is a value derived by dividing the sum of a set of responses by the number of responses. The following formula calculates the mean. (Levin, 2006):

$$\bar{X}_w = \frac{\sum N_{group} X_{group}}{N_{total}}$$

Where:

**X<sub>1</sub>**= mean of a particular group

**N<sub>group</sub>**= number for a specific group

**N total** =number in all groups combined

**X<sub>w</sub>**= weighted mean

**The weighted** average mean is the overall grade you received for the completed modules of the award course. The credit point value and academic level (such as junior or senior) of the units you have considered when calculating your WAM. The faculty or school that owns the study team determines the unit's weight. Your WAM is only calculated for grades that have been given a mark. (The University of Sydney, 2023)

$$W = \frac{\sum_{i=1}^n w_i X_i}{\sum_{i=1}^n w_i}$$

Where:

**W** = weighted average

**n** = number of terms to be averaged

**w<sub>i</sub>** = weights applied to x values

**X<sub>I</sub>** = data values to be average

**Ethical Consideration**

The researcher assured the privacy and consideration of specific measures related to the conduct of this study. The researcher assured the respondents that an approval letter from their immediate



supervisor was secured before data collection. Furthermore, only those who voluntarily agreed to be part of the respondents were included in the data gathering. The Sorsogon City Police Station is well-informed about the nature and purpose of the study. It has approved the letter allowing the researcher to survey their respective agency. The researcher pledged the assurance that the collected data, which includes their identities, are kept private and that only the researcher and other necessary people involved in this study, such as the statistician and instructor, are able to have a glance at the data collected. This is to ensure the safety of their identities that might cause harm in the performance of their duties. Rest assured that the data and information gathered from this research work are kept in a secured and coded storage that is only accessible by the researcher.

## **RESULTS AND DISCUSSION**

The goal of this study could be further understood by understanding the concept of the profiles of the respondents. What is the possible implication of their ranks and their years in the service? Table 1, part first presents the rank of the respondents; Patrolman who participated in the study is 13.63% or 3, PCpl who participated in the study is 7 or 31.82% out of the total respondents, ten (10) from the PMSg or 45.45% from the total respondents participated in the study, one (1) PSMS or 4.55%, none participated from the rank of PCMS, and one (1) or 4.55% participated with the rank of PLT. The study was dominated by the ranks of PMSg with 45.45%, followed by the rank of PCpl with 31.82%. The possible implication of these data in the police work is explained in the "Intuitive decision-making theory" that it is understood that intuitive decision occurs in the mind in an instant. There is a sequence of recognition in Place. Researchers discovered that this "intuitive decision" is effective when someone has many experiences in a particular field (Dr. Amit, 2019).

While Table 1, part two contains the data on the years of service of the respective respondents, based on the result, it shows that the majority of the respondents are already 6 to 10 years of rendering their service, with the highest percentage of 72.72 or 16 of the respondents already 6-10 years in service. Followed by respondents who are rendering service for 1 to 5 years already with an equivalent percentage of 13.63, and some respondents are rendering service for already 16-20 years with an equivalent percentage of 9.09 and the least the respondents are those who are rendering service for 11-15 years with an equivalent percentage of 4.55.

Table 1, last part reflects the result that 17 out of the 22 total respondents responded that in their service as police officers, they had encountered situations that challenged the exercise of their discretion, while 3 of the respondents have not encountered situations that challenged the exercise of their police discretion.





**Table I. Demographic profile of the respondents**

<b>Rank</b>	<b>Frequency (F)</b>	<b>Percentage (%)</b>
Policeman	3	13.63
Police Corporal	7	31.82
Police Master Sergeant	10	45.45
Police Senior Master Sergeant	1	4.55
Police Chief Master Sergeant	0	00
Police Lieutenant	1	4.55
<b>Total</b>	<b>22</b>	<b>100%</b>
<b>Years in Service</b>	<b>Frequency (F)</b>	<b>Percentage (%)</b>
1 – 5	3	13.63
6 -10	16	72.72
11 – 15	1	4.55
16 -20	2	9.09
<b>Total</b>	<b>22</b>	<b>100%</b>
<b>Whether faced a situation that have challenged your police discretion</b>	<b>Frequency (F)</b>	<b>Percentage (%)</b>
Yes	17	77.27
No	3	13.63
No response	2	9.09
<b>Total</b>	<b>22</b>	<b>100%</b>

*Source: Field survey, 2022.*

Below is Table 2, which depicts the factors that affect the exercise of police discretion under the conduct of arrest. There are seven (7) factors listed in this table. Among the seven stipulated factors base on the result, the top one (1) factor that affects the police discretion in making an arrest is the Location or Place of the suspect to arrest, with a weighted average mean of 3.23. Placed second are when the offender is juvenile and when the person arrested is mentally ill with both 2.9 weighted average means. Next is the relationship of the police officers to the victim or the suspect, with a weighted average mean of 2.73, followed by the seriousness of the offense, with a weighted average mean of 2.69 and the most negligible factor that affects the exercise of Police discretion as the conduct



of arrest based from the data gathered is the "Palakasan system"<sup>1</sup> or Patronage System with a weighted average mean of 2.5.

To give context to the results based on the data gathered, the top most factor that affects the exercise of police discretion for the conduct of arrest could further be illustrated when an offender flees and stays in red areas; for example, it is not easy to conduct an arrest for security reasons of course. Furthermore, another possible explanation to this is that when an offender, for example, flees too far areas, it will be difficult for the police to arrest the suspect, especially if they have zero knowledge of the new location of the suspect. In the study of (Hunt, 2021), they have been discussing the importance of criminal geography and geographical profiling within the bounds of the police investigation. Geographical profiling, also known as geographic offender profiling (GOP), is based on the idea that by using data on crime-related places, one can determine the most likely base of operations for a serial offender. It has a long history around the world to understand how geography and crime interact. Criminal geography can be successfully dissected and understood to assist police in strategically allocating increasingly limited resources to prevent and minimize crime and aid police detectives in finding and apprehending serial criminals. Police investigations can benefit significantly from using specifically designed computerized decision support systems supported by psycho-geographical theory and data generated from similar known offender spatial behaviours. This strengthens the idea that there is a consideration in conducting an arrest or investigation with the offender's geographical location.

On the other aspect, when the offender is a juvenile, sometimes they are just being set free, and the police give a warning instead of effecting an immediate arrest and bringing them to the Department of Social Welfare and Development (DSWD) because their circumstance is being considered. In this part, the police have nothing much to do because according to the law, section 22 of Republic Act 9344, otherwise known as the Juvenile Justice and Welfare Act of 2006, mandated the conduct of a diversion program in the case of a child in conflict with the law (CICL) who are above 15 but below 18 years of age and assessed to have acted with discernment. This diversion program is a kind of child-appropriate process of determining the responsibility and treatment of a CICL while considering his/her needs and other circumstances without resorting to filing formal court proceedings (Department of Social Welfare and Development, 2008).

The same goes with mentally ill persons as the least rated among the other factors. They are treated separately, and the researcher learned that the PNP and the RHU in the province of Sorsogon have an existing memorandum of agreement for the procedures when it comes to encounters with mentally disturbed persons. Being the least on factor, "Palakasan System," the personnel of Sorsogon

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<sup>1</sup> "Palakasan System" - in Filipino culture and politics, patronage refers to the belief that merit should not be valued over a person's ability to win favour, a promotion, or a political appointment. (Definitions.net, 2023).



City Police, based on the result of the data gathered, does not see this factor as a hindrance in their sound discretion, staying inline in their core values of not having partisanship and no one is above the law regardless of one's societal standing.

**Table 2. Factors affecting the exercise of Police discretion 5 – Strongly Agree 4- Agree 3 - Fairly agree Disagree – 2 Strongly Disagree – 1**

Factors	5		4		3		2		1		Total	
	F	X <sub>5</sub>	F	X <sub>4</sub>	F	X <sub>3</sub>	F	X <sub>2</sub>	F	X <sub>1</sub>	F	WAM
<b>Conduct of Arrest</b> <b>When the offender is a juvenile.</b> (Juvenile offenders are sometimes freed in consideration of their circumstances instead of being arrested and turned over to the DSWD)	1	0.22	7	1.27	3	0.41	11	1.0	0	0	22	2.9
<b>Seriousness of the offense.</b> (Petty Crime offenders sometimes are not arrested for the reason of humanitarian consideration)	0	0	5	0.91	6	0.82	10	0.91	1	0.05	22	2.69
<b>Location or Place of the suspect to be arrested.</b> (There is usually a delay in the conduct of arrest or an impediment in the conduct of arrest when the suspect is located in remote areas or red flag areas.)	0	0	6	1.09	15	2.05	1	0.09	0	0	22	3.23
<b>“Palakasan system”.</b> (Political attachment or involvement of a suspect especially with those who are politically powerful or high ranking officials, hinders the conduct of arrest.)	0	0	6	1.09	2	0.27	11	1.0	3	0.14	22	2.5
<b>Relationship of the police officers to the suspect or the victim.</b> (Crime/s that a family member, a friend, colleague/s are the ones involved, affects the officer's decision to the immediate arrest of the suspect.)	0	0	6	1.09	4	0.55	12	1.09	0	0	22	2.73
<b>When the person to be arrested is mentally ill.</b> (It is tricky whether to arrest and take punitive action when the client is a mentally ill person.)	0	0	5	0.91	12	1.63	3	0.27	2	0.09	22	2.9
<b>Responding to domestic dispute.</b> (When responding to domestic disputes, officers are torn between arrest and mediation.)	0	0	5	0.91	4	0.55	13	1.18	0	0	22	2.64

Source: Field survey, 2022.

The following table 3 below depicts the possible factors that affect the exercise of police discretion in Case Investigation. These five (5) stated factors under this table and the result are as follows, the top factor is the Lack of Interest with a weighted average mean of 3.0; this factor is



when a complainant is no longer interested in the case, it impedes the success of the investigation and later on it eventually becomes a waste of time on the part of the police. Next, the workload of the investigation officer and the lack of human resources both got an average mean of 2.82; this is no longer a secret to the public. There is a lacking when it comes to the human resource of the organization, obviously because of the wide range of work of the PNP. In this scenario, only some of the cases filled in the Police station are being investigated on time; some are being delayed because the investigator usually acts on priority cases like drug cases, among others. Next is the seriousness of the offense, with a WAM of 2.78; lastly, "Palakasan System" is again the least in the rank with a WAM of 2.77. The "Padrino system" or "Palakasan system" includes the Filipino bilateral kinship system wherein the patron-client relationship takes Place. This system accentuates the importance of the Filipino ideology of family relations, most commonly in the making of political decisions. In the radiating bilateral networks of ritual kinsmen and kinsmen, an individual necessarily comes along with selective personal alliances to negotiate his way to get the favored (Wong, 2018). In the study of (Sondhi, 2000) on a similar issue regarding the use of the "Patronage system," it was found that this system indeed aspects the wider aspect of the government. In India, political patronage is one of the causes of corruption. Many corrupt practices that afflict the nation's political, economic, and social activities spring from this source of corruption. Regional, caste, language, and other protest groups have laid the foundation for post-independence political leadership. In the Philippine setting, it is wise to note that the spread of the political patronage or "Palakasan system" has not reached the levels of law enforcement as to their exercise of Police discretion as perceived by the Sorsogon City Police.

**Table 3. Case investigation 5 – Strongly Agree, 4- Agree, 3 - Fairly agree, Disagree – 2, Strongly Disagree – 1**

Case Investigation	5		4		3		2		1		Total	
	F	X <sub>5</sub>	F	X <sub>4</sub>	F	X <sub>3</sub>	F	X <sub>2</sub>	F	X <sub>1</sub>	F	WAM
<b>Work-load of the investigation officer.</b> (Too many work-loads delays or impedes the case investigation)	0	0	6	1.09	6	0.82	10	0.91	0	0	22	2.82
<b>Lack of interest.</b> (When the complainant is no longer interested in the case, it impedes the investigation and becomes a waste of time to the police.)	0	0	8	1.45	6	0.82	8	0.73	0	0	22	3.0
<b>The seriousness of the offense.</b> (Less serious offenses are sometimes settled amicably)	0	0	6	1.09	6	0.82	9	0.82	1	0.05	22	2.78



instead of putting it to investigation effort.)													
<b>“Palakasan System”.</b> (Attachment of the client with high-ranking officials, and political personalities, among others, affects the discretion of the police on whether to start the investigation or not.)	0	0	6	1.09	5	0.68	11	1.0	0	0	22	2.77	
<b>Lack of Human Resource and number of cases.</b> (Lack of human resource and huge number of cases to be investigated, affects the discretion of the police whether to push through the investigation effort)	0	0	6	1.09	6	0.82	10	0.91	0	0	22	2.82	

Source: Field survey, 2022.

Table 4 depicts the possible recommendations to address the given factors as perceived by Sorsogon City Police. There are nine (9) stipulated recommendations and the top recommendations, as perceived by the Sorsogon City Police, are, the strong enforcement and implementation of the law on crimes which strongly implies that strict adherence to the rules of law is the best policy. The rules of law shall always guide police discretion therefore, it shall not be blurred by any factors. The next top recommendation, as perceived by the Sorsogon City Police, is that the organization shall be responsible for awakening the Patriotism in each person in the department; truth be told, in the many years that passed, the keeper of the peace sometimes are the very cause of destruction and chaos of the land. There are times when the police officers themselves are the ones involved in the commission of an offense, they forget who they are and their oath to the country. If patriotism is always ignited in their hearts and minds, they will always choose to act upon the righteous.

In the study of Inzunza (2022) it was revealed that the victim and police relationship is vital; in his cited study, it was highlighted that there is more success in the investigation when the victim and the police cooperate with each other. This connotes that victims' interest is really vital to the success of the case investigation.

While the part of being understaffed, all institutions, whether commercial, academic, or governmental, are fundamentally social systems. These businesses are managed by humans. These organizations' operations depend on how people conduct their business. Human behavior is both conditioned and incredibly unpredictable. The entire workforce of a corporation is made up of its human resources. Identification, selection, induction, training, facilitation, and monitoring of competent individuals to operate at a high degree of efficiency fall within the purview of human resource management, which also provides mechanisms to ensure that they continue their affiliation with their



business. The police force is, therefore, not an exception. Since a police agency provides direct services to society and is in charge of its citizens' protection, HRM is of the utmost significance. The current workplace culture will be improved by police officers who are qualified, well-trained, highly motivated, and led by competent superiors (Goranov, 2019).

While these factors that are listed above are present in the police organization, this could be applicable to some, but this could also not be the same situation with other police stations. It is wise to take note that these factors are to be treated as a guide to elevate police service for the betterment of the community.

**Table 4. Recommendations offered to address the given factor, 5 – Very urgent, 4 – urgent, 3 – Fairly urgent, 2 – less urgent, 1 – not a solution**

Recommendations Offered	5		4		3		2		1		Total	
	F	X <sub>5</sub>	F	X <sub>4</sub>	F	X <sub>3</sub>	F	X <sub>2</sub>	F	X <sub>1</sub>	F	WAM
Strict adherence and compliance of the Law on CICL (Child in conflict with law).	0	0	19	3.45	1	0.14	1	0.09	1	0.05	22	3.73
Strong enforcement and implementation of the law on crimes. Petty crime/s violators should be arrested and file a case if applicable, in order to be a deterrent measure for future violation.	0	0	19	3.45	3	0.41	0	0	0	0	22	3.86
The organization shall be responsible in awakening "Patriotism" in each personnel of the department. Inculcating what is their sworn duty and that it must be served by all means. And the organization shall ensure to give the human resource needed for the conduct of arrest.	0	0	19	3.45	2	0.41	0	0	0	0	22	3.86
Adherence to the rules of law shall be the paramount structure of Police officers. Non-partisanship shall be exercised all the time both in conduct of arrest or case filing.	0	0	19	3.45	1	0.14	2	0.18	0	0	22	3.77
In order to avoid conflict of interest or influence the arrest, investigation or the filing of the case when the involved individual is a relative, ensure that case or arrest shall be handled by that of different officer and the latter will be free from biases.	0	0	18	3.27	3	0.41	1	0.09	0	0	22	3.77
The organization shall ensure the welfare of its personnel, accounting for its need for human resource. Especially in the investigation department wherein there are huge numbers of cases to be filed and investigated, but human resource is lacking.	0	0	18	3.27	3	0.41	1	0.09	0	0	22	3.77



A huge number of work-loads upon the personnel deteriorates his/her effectiveness and efficiency at work.													
The organization shall formulate or implement the standard operating procedure for clients who are mentally ill. Trainings in handling mentally ill clients should also be considered.	1	0.23	16	2.91	3	0.41	0	0	2	0.09	22	3.64	
Mediation or amicable settlement shall be legally acknowledged by the organization as a lawful resolution and shall not put police officers in a situation where their exercise of discretion is being questioned in doing such mediation or settlement instead of arrest.	1	0.23	12	2.18	6	0.82	0	0	3	0.14	22	3.37	
Conduct of regular enhancement course on matters regarding update of laws, investigation, and case filing. Technical skills enhancement course should also be considered.	1	0.23	14	2.55	5	0.68	1	0.09	1	0.05	22	3.6	

Source: Field survey, 2022.

### CONCLUSION

This study shed light on police discretion issues in Sorsogon City. Among the main findings in this study are; In the exercise of police discretion, the length of service of the police has a possible effect on the exercise of their discretion. It could be the longer they are in the service and their office of assignment might have added to their encounter with situations wherein their exercise of discretion was put to the challenge. There are indeed factors that affect the exercise of police discretion but they are all on the part of the client. An example is the client's interest in the case to pursue the investigation, and the geographical location of suspects in conducting arrest. Lack of human resources is also one of the highlighted findings in this study, it is a prevailing factor that impedes police work. As stated, this research can lay down the possibility that the length of service of police officers affects their exercise of discretion. It could further be explored if it is indeed a factor. This research topic is also best to be adopted or studied in general. This could be beneficial in exploring the factors that affect the exercise of police discretion in your places. It could help the police organization to assess their status of discretion. Likewise, it could be a tool for exploring new rules to be implemented in police work. As it is hard to act in situations without concrete rules, thus it calls for sound discretion.

### RECOMMENDATION

The following recommendations are made from the study:

1. Strict adherence and compliance with the Law on CICL (Child in conflict with the law).



2. Strong enforcement and implementation of the law on crimes. Petty crime/s violators should be arrested and filed a case if applicable, in order to be a deterrent measure for future violations.
3. The organization shall be responsible for awakening “Patriotism” in each personnel of the department. Inculcating what their sworn duty is and that it must be served. And the organization shall ensure to give the human resource needed for the conduct of arrest.
4. Adherence to the rules of law shall be the paramount structure of Police officers. Non-partisanship shall be exercised all the time, both in the conduct of arrest or case filing.
5. In order to avoid conflict of interest or influence the arrest, investigation, or filing of the case when the involved individual is a relative, ensure that the case or arrest shall be handled by a different officer and the latter will be free from biases.
6. The organization shall ensure the welfare of its personnel, accounting for its need for human resources. Especially in the investigation department, wherein there are huge numbers of cases to be filed and investigated, but the human resource still needs to be improved. A huge number of work-loads upon the personnel deteriorates his/her effectiveness and efficiency at work.
7. The organization shall legally acknowledge mediation or amicable settlement as a lawful resolution. It shall not put police officers in a situation where their exercise of discretion is being questioned in doing such mediation or settlement instead of arrest.
8. Conduct of regular enhancement courses on matters regarding updates of laws, investigations, and case filing. Technical skills enhancement courses should also be considered.

#### **LIMITATIONS OF THE STUDY**

This study is limited explicitly to the Sorsogon City Police Station of Sorsogon City, Philippines. Other nearby police stations within the province or region are not included. As to the parameters set in this study with the factors listed that possibly affect the exercise of police discretion, other possible factors not mentioned are clearly an exclusion to this undertaking. Hence, it could be a different avenue of factors to be studied.

#### **Data availability**

Necessary data are available upon request to the author.

#### **Declaration of competing interest**

The author declares that there are no competing interests in this work.

#### **Grant information**

The author declares that this work was not supported by any grants.

#### **Ethical statement**

In the conduct of this study and to gather the best result possible, the researcher ensured the clarity and privacy of things related to the conduct of this study, especially since the researcher is fully aware of the delicate nature of police work. The research ensured that the respective respondents have read and comprehended before signing the consent letter that, assures for the voluntary nature of their participation. The researcher also ensured that during the duration of the study, specifically during the data gathering, no single person was harmed or put in discomfort. The researcher vouched for the





assurance that the data collected and the respondents' identity are kept private and only the researcher and other necessary persons involved in the study, like the statistician, will be able to glance or see the data gathered.

The researcher by no means would not coerce an unwilling respondent to participate in the study. Only those who submitted themselves voluntarily are the ones included. Rest assured that the data and information collected from this study are kept in a coded database only accessible to the researcher.

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RESEARCH ARTICLE

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## Development of a Causal Model of Factors Affecting Learner Satisfaction with Online Teaching of Primary School Students in Beijing China

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### Abstract

This study aims to explore learner satisfaction with the online teaching level of primary school to develop a causal model of learner satisfaction with the online teaching level of primary school students in Beijing, China and validate a model with empirical data. A mixed method of data collection was employed in this study, where the questionnaire was distributed among the primary school learners from the fourth, fifth and sixth grades school students of the total of 752 primary school students were randomly selected to participate in the questionnaires in Beijing, China and five students were selected to participate in the interview. The model was successfully constructed and validated with empirical data showing the measurement model is valid and well fitted to empirical data ( $\chi^2=496.262$ ,  $df=486$ ,  $p=0.364$ ,  $GFI=0.946$ ,  $AGFI=0.938$ ). The results indicated that Learner satisfaction with online teaching level of primary school students in Beijing, China, 3.762, which is close to the satisfaction of learners who "agree" with online teaching.

**Keywords:** Primary school, online teaching, satisfaction, teacher's quality, learning environment, online interaction

### INTRODUCTION

During the COVID-19 epidemic, online teaching to primary school students in China was widely promoted to ensure the safety of Chinese students. At the same time, students could accept education and learning knowledge on time as the schooling was "closed not suspended, closed not teaching" under the call of the regional education department. Staff actively carry out online teaching through the radio and television, network, and mobile phone platform in the form of recording or live providing vast amounts of online classes. However, the low satisfaction of primary school students with online teaching causes social issues. In 2021, the Ministry of education and five other departments in China "on strengthening the construction and application of online education teaching resources for primary and secondary schools" (from now on referred to as "opinions"), the "opinions" pointed out the school, teachers, students, parents should make good use of online education teaching, and put forward a variety of directional guidance: to serve better the classroom teaching, service students' autonomous learning. Schools should strengthen students' online independent learning guidance, scientifically set learning tasks and learning objectives, help students to make online learning plans, promote students to



develop the habit of independent learning, and improve their ability to independent learning (Jing et al., 2023). We should further strengthen the cooperation between home and school, guide parents to effectively cooperate with students and guide students to carry out online learning. Enhance the interaction between teachers and students. The school shall organize teachers to interact between teachers and students through the platform or interactive tools, class groups, telephone, video, and face-to-face communication and encourage students to discuss, cooperate, and help students through the class group, study group and study partner. The full adoption of online learning is highly challenging for schools across the country, especially primary schools.

Rosak-Szyrocka et al. (2022) believe that online teaching is a new way of education with many advantages, first; Openness, sharing, and interactivity, one can be unconstrained by many conditions, such as time, space and age; sharing of excellent teaching resources, therefore the advantages of two-way interaction and communication is essential. With the diversity and richness of learning resources and the convenience of resource retrieval, traditional education is incomparable; third, with Flexible and diverse learning styles, the network environment can meet a variety of teaching modes. The main thing is that autonomous learning can be achieved so that learners' initiative, enthusiasm and creativity get full play (Bao & Zheng, 2020).

However, after the development of online teaching encountered many problems, Lu (2021) found a need for teachers' awareness of online teaching. More attention should have been given to improving the teacher's online teaching quality.

Wang et al. (2021) conclude that the encountered problem caused the online teaching during the pandemic are network teaching mode is relatively single, it easy to reduce students' interest in learning, there is less interaction between teachers and students in online teaching, students learning participation enthusiasm to reduce, at the same time, the teacher from the whole process and all-round to urge students to learn. Primary school students have many the same time in physical, psychological, habitual; personality etc has noticeable differences from the characteristics of college students. Therefore, this study mainly focuses on primary school students to determine their level of satisfaction with online teaching level of primary school students in Beijing, China. The study also aims to develop a causal model of learner satisfaction with the online teaching level of primary school students in Beijing, China, and lastly, model validation with empirical data.



## LITERATURE REVIEW

Staker (2011) mentioned that the United States was the first country to study online teaching. In 1996, the United States focused on online teaching. The author believed there were four main learning modes: the rich virtual mode, the self-oriented mode, the circular mode, and the fourth flexible mode. It mentioned that the rich virtual model refers to personalized tutoring to improve the learning process through online teaching. Following the U.S., the U.K. has built a national learning network to connect all schools and institutions. Hu (2006) mentioned that in 2005, the U.K. launched the "e Strategic Plan" to transform children's learning and service models through informatization. Becta (2011) stated that in 2008, the U.K. launched the "Next Generation Learning Campaign", which targets online education and provides learners with high-quality customized learning resources to meet the needs of learners of different ages.

Zhao and Li (2020) referred to "online teaching" or "distance education", referring to the computer and network technology environment, the use of rich modern teaching resources, through the relevant network platform, to educators and learners to provide a network teaching and learning environment, digital content, teaching and learning process of face-to-face education activities. Wu (2020) believes that online learning should refer to the personalized needs of students, pays full attention to every child, and carries out the online teaching mode of "one class schedule, one teacher for one class".

Bao and Zheng (2020) put forward for primary school students online teaching "ARFG" teaching method, specifically, "A"-assignment, namely by the expert discussion and responsible for customized for pupils home online learning task, directional guidance, "R"-resource, namely provided by teachers rich, personality learning resources, resource accumulation, "F"-feedback, namely by the teacher by phone, WeChat, SMS and another way on one-on-one learning feedback, understand each student problems in the process of online learning. Classify the questions to pave the way for real answering questions. "G"-guide, teachers use online teaching platform to answer questions and tutoring, using online explanations, individual questions, namely video, and online tutoring, so that accurate, personalized help can be provided for each student.

Li (2021) based on a survey of online teaching in 25 primary schools during the epidemic period, the research object was 236 teachers. The survey showed that the selection of online teaching platforms in primary schools was mainly nailed. Statistical results show that 98.73% of teachers use the nail teaching platform, 7.2% chose WeChat, and 0.85% chose Q.Q. In addition, a few teachers (0.85%) use teaching platforms such as Le Education, Sivo Whiteboard and Tencent Classroom. Various teaching platforms teachers select to use have functions such as sign-in, positioning, discussion, testing,



classroom monitoring, homework review and so on. Teachers' live teaching also has the function of video playback, which can provide students to review after class and consolidate the knowledge learned in time.

### ***Constructivism Learning Theory***

Since the 1990s, Constructivism Learning Theory (CLT) has gradually become popular in the West as an essential branch of the cognitive psychology school (Bada & Olusegun, 2015). Constructivism learning theory emphasizes that students should actively construct new knowledge with their own knowledge as the background. Learning is not a process of teachers imparting knowledge to students but a process of students actively constructing a knowledge (Jing et al., 2023). In teaching, students do not simply listen to the teacher's lecture but take the initiative to choose and process the knowledge learned (Tangney et al., 2001).

In mixed teaching, educators need to change the traditional educational concepts and give students the initiative to learn. Traditional teaching is mainly based on teachers 'imparting knowledge (Isa et al., 2020). Students passively accept knowledge and then constantly strengthen their memory, which limits the development of students' creative thinking. Teachers give rich resources before class, so students can establish their own knowledge structure according to their learning needs and experience.

### ***Humanitarian Learning Theory***

In the 1950s and 1960s, the theory of humanistic learning emerged in the United States, and its main representative figure was Abraham H. Maslow and Carl Ransom Rogers (Sartre et al., 2022). Humanist learning theory attaches great importance to stimulating students 'high-level learning motivation and emphasizes the full development of students' potential and positive self-concept, value and attitude system so that students can give full play to their personality roles. This theory emphasizes teachers' understanding of students' inner psychological world, so as to conform to students' interests, needs, experiences and individual differences, to develop the potential of students and raise their cognitive and emotional functions, and pay attention to the restriction of creativity, cognition, motivation, emotion and other psychological aspects on behavior.

Humanistic psychologists advocate that educational goals should point to students' individual creativity, purpose and significance. Therefore, according to the humanistic learning theory, mixed teaching should first recognize and respect students' personal differences, encourage students to give full play to their advantages and strengths, pay attention to teaching students in accordance with their



aptitude, and not restrict students with unified learning results. It encourages students to design their own learning goals and create a free and loose learning environment, thus realizing a personalized education model.

### ***Self-Regulation and Learning Theory***

In the 1970s, American psychologist Albert Bandura proposed the concept of a self-regulated learning (Zimmerman et al., 1992). This concept refers to the process in which learners actively regulate their cognition, motivation and behavior to complete the learning tasks and obtain satisfactory learning results successfully. Wang et al. (2019) stated the theory of self-regulation learning had developed different theoretical orientations, including strengthening theoretical orientation, development orientation, social cognitive processing orientation, information processing orientation, constructivism orientation, phenomenological orientation, etc.

### ***Interaction Theory***

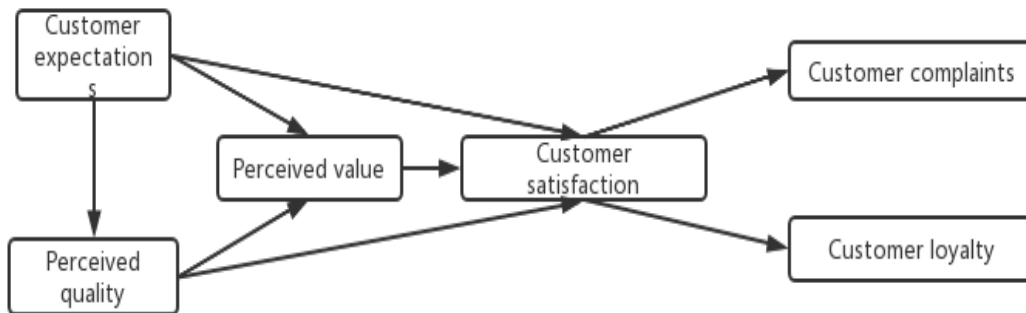
According to Bandura's ternary interaction theory, the influence distance emphasized by the model includes both physical and psychological dimensions. Since the interaction mainly emphasizes physical distance, this may lead to a lack of understanding between teachers and learners (Zhang et al., 2023). Interaction theory analyzes the relationship between learners and teachers. This interactive process focuses on the dialogue between teachers and students and involves the teaching guidance, "scaffolding," and support provided by teachers. The purpose of teaching is to stimulate or maintain students' interest and provide motivation for learning (Zhang et al., 2023).

### ***Customer Satisfaction Theory***

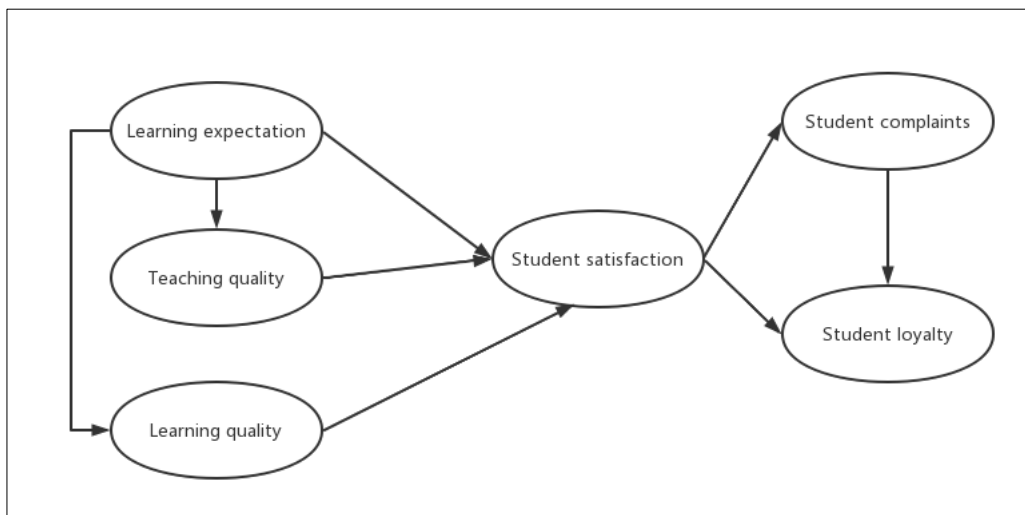
Customer satisfaction theory refers to a personal and subjective emotional reflection of consumers to the consumption object and consumption process after consumer products or services, which is the feeling state of pleasure or disappointment formed by consumers' actual perception of the consumption object or consumption process compared with the expected value. Xu (2018) stated that customer satisfaction theory has gradually become an essential theoretical basis for student satisfaction evaluation in the field of education.

In addition, Xu (2018) established a second-order model of perceived quality which subdivided perceived quality into four dimensions: curriculum resources, learning environment, teacher literacy, and teaching interaction. The model was established through data verification. It shows that perceived quality is closely related to curriculum resources, learning environment, teacher literacy and teaching interaction, which is also an essential factor in improving satisfaction. The customer satisfaction model

was first used in industry and business but was gradually applied to education. The most current model is the ACSI model, the U.S. Satisfaction Index model. This model is modified from the Swedish Customer Satisfaction Barometer (Sweden Customer Satisfaction Barometer), as shown in Figure 1 and Figure 2.



**Figure 1:** Customer satisfaction index model



**Figure 2:** The GCT-CSI student classroom satisfaction model (Xu, 2018).

Xu (2018) stated that students expect a significant positive impact on learning quality. If the quality difference of this expectation is slight and within the range acceptable to the customer, then the perceived quality moves in the desired direction. Second, he believes that students' expectations have a significant positive impact on learner satisfaction. He believes the study of online teaching satisfaction





can learn from the cumulative customer satisfaction evaluation model. Thirdly, he believes that perceived quality significantly and positively affects student satisfaction. He believes that many empirical studies show that perceived quality is a pre-factor for customer satisfaction. Customers have a close relationship with their satisfaction in the process of being served. Fourth, student satisfaction directly has a positive impact on student loyalty. He believes that both student complaint and student loyalty are the outcome variables of student satisfaction. The more students complain, the lower the student satisfaction and the lower the natural student loyalty.

### ***Research Hypothesis***

Xu (2018) found that learners will have certain subjective expectations and understanding before receiving online courses, which will significantly positively impact perceived quality. He also found that whether the online learning participants were satisfied would positively impact whether they would continue to choose online learning. In a questionnaire survey of learners on the MOOC platform of Chinese universities, Guo (2016) found that students' satisfaction was somewhat affected by perceived value, and perceived value had a significant positive impact on students' satisfaction. Hong (2019) found that the perceived quality of online teaching would significantly impact perceived value in rural areas. In the study on the satisfaction of online teaching with the help of the American customer satisfaction model. Zhang (2009) found that perceived quality directly and significantly positively affected learner satisfaction. Based on the literature, the following assumptions are proposed:

H1: learning expectation has a significant positive effect on perceived quality.

H2: learning expectation has a significant positive effect on perceived value.

H3: learning expectation has a significant positive effect on learner satisfaction.

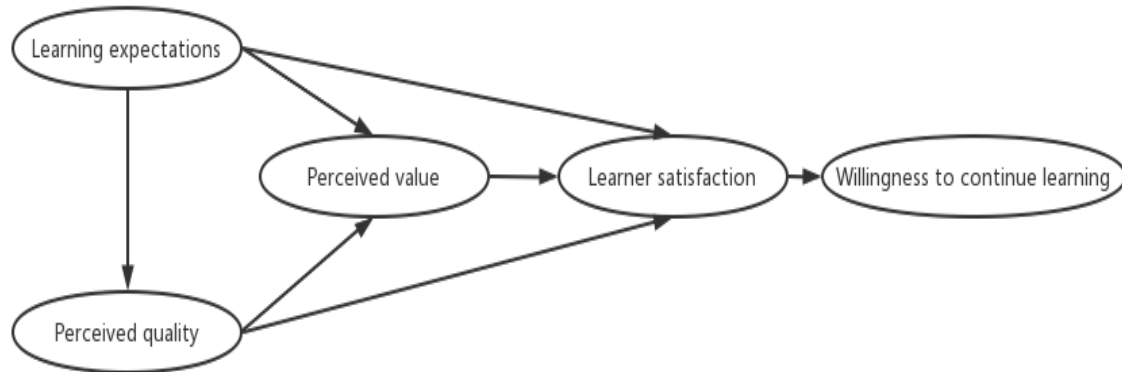
H4: perceived quality has a significant positive effect on learner satisfaction.

H5: perceived quality has a significant positive effect on perceived value.

H6: perceived value has a significant positive effect on learner satisfaction.

H7: learner satisfaction has a significant positive effect on willingness to continue learning.

This study will use the customer satisfaction index model to propose the online teaching satisfaction index model for primary school students and propose a research framework as shown in Figure 3.



**Figure 3:** Research Framework (Author’s Proposed).

### RESEARCH METHODOLOGY

The researchers have set the research methodology to analyze the development of a causal model of factors affecting learner satisfaction with online teaching of primary school students in Beijing, China. There are 752 students in grades 4, 5 and 6 of C and D in Beijing. The sample is a combination of stratified sampling and random sampling. In the two schools' fourth, fifth and sixth grades, each grade randomly received two classes of primary school students. A total of 518 primary school students participated in the questionnaire survey, among which 5 students participated in the interview. The satisfaction index model of this study for the customer satisfaction model, the ACSI model applies the most widely, is more suitable for this study model, refers to the relevant literature, decided based on the customer satisfaction model, draws lessons from the core concept, combined with the influence factors of the pupil.

Table 1 shows the questionnaire which is adopted from the past studies of Zhang (2009), Guo (2016) and Wu (2020) and used five Likert scale of satisfaction questionnaires where perceived quality is divided into five large dimensions, all items a total of 33 questions, Likert scale is 1= strongly disagree, and five strongly agree.

**Table 1. Questions are classified by variables.**

Variables	Questions
Learning expectation	Before starting, the online teacher would meet my expectations.
	Before I started, I was full of expectations for interacting with my teachers and classmates in online teaching.
	Before I started, I thought the online course resources could meet my online learning needs



Variables	Questions
Perceived quality	Before I started, I had high expectations for the online teaching environment (including equipment network, platform page functions and operations, etc.)
	Teachers have rich knowledge reserve and teaching experience
	Teachers are skilled in using online teaching platforms and tools
	Teachers are fully prepared for class, with various teaching methods and exciting class activities.
	The teacher arranges the teaching time and schedule reasonably, and the classroom order is good
	Teachers often ask us questions, initiate discussions, and give us a full opportunity to speak and communicate.
	When I ask the teacher questions, I can get the teacher's answer in time
	The teacher will evaluate my homework and study situation and tell me
	I often participate in online learning discussions, answering other people's questions or asking my own questions
	Other students and I are very happy to share learning resources or their own learning results
Other classmates and I will evaluate each other's performance and others' performance and tell each other	
The course content is reasonably arranged, the difficulty is moderate, and it is very easy to grasp	
Course resources	Online resources (courseware, electronic textbooks, audio and video, etc.) are rich and diverse, and updated more timely
	I can get resources at any time during my study time
Learning environment	The teacher is fully equipped in class, and the network can be kept smoothly (stable during live broadcast, smooth and clear in video, etc.)
	The design of the teaching platform (including the layout, navigation, etc.) is very clear and beautiful
	The platform is very easy to operate and use, convenient and fast The various functions of the platform (such as check-in, resource sharing, discussion, testing and evaluation, etc.) are relatively rich and complete
Perceived value	Online teaching can improve learning efficiency
	Online teaching can increase learning interest
	Online teaching is helpful for me to learn my knowledge later Online teaching can improve my learning ability
Learner satisfaction	I am generally satisfied with the teachers teaching online
	I am satisfied with the interaction with my teachers and classmates in online teaching.
	I am generally satisfied with the course resources.



Variables	Questions
Willingness to continue learning	I am quite satisfied with the network and the equipment and the online teaching platform.
	If necessary, I am willing to continue to study online in the future
	I would like to recommend or share it with others who are not involved in online teaching
	If you choose between online and offline learning methods, I will choose online learning methods first
	In the process of online learning, I can consciously insist on online learning.

Source: Zhang (2009), Guo (2016) and Wu (2020).

The reliability analysis of the data obtained is presented in Table 2, indicating that learning expectation 0.727; perceived quality 0.903; perceived value 0.767, learner satisfaction 0.709 and willing to continue learning 0.785 shows the questionnaire is reliable statistically.

**Table 2. Cronbach reliability analysis.**

Name	Correction Total non-correlation (CIT)	Cronbach $\alpha$ Coefficient
Learning expectation	0.727	
Perceived quality	0.903	
Perceived value	0.767	0.908
Learner satisfaction	0.709	
Willingness to continue learning	0.785	

Table 2 shows that by performing Cronbach's alpha reliability analysis on 90 questionnaires using SPSS software, the value of Cronbach's alpha is 0.908, It can be found that  $0.908 > 0.9$ . Therefore, the questionnaire has a high-reliability value and enables further validity analysis.

In this study, factor analysis was used to test the construct validity of the questionnaire. In conducting a factor analysis. When, this study first used KMO, test and Bartlett spherical test on whether the original variables were suitable for factor analysis. As shown in Table 3.3:

**Table 3. KMO and Bartlett tests.**

KMO value		0.878
	Approximate chi Square	2032.750
Bartlett Sphelicity test	<i>df</i>	528
	<i>P value</i>	0.000



It can be found from Table 3, with a KMO value of 0.878 and a significance level of  $p < 0.001$ , the scale was considered suitable for factor analysis. The common value of all research items is higher than 0.4, indicating that the research information can be effectively extracted. In addition, the KMO value is 0.878, greater than 0.6, and the data can be effectively removed. In addition, the interpretation rate of variance after rotation is 17.062%, 16.932%, 16.918%, and 15.929%, respectively. The interpretation rate of cumulative variance after rotation is 66.842%, which means that the information of the study item can be effectively extracted. The factor load coefficient after rotation is obtained, as shown in Table 4:

**Table 4. Flotation load coefficient.**

Name	Factor load factor				Common degree
	Factor 1	Factor 2	Factor 3	Factor 4	
Q5	0.709	0.233	0.418	0.157	0.757
Q10	0.667	0.344	0.143	0.372	0.722
Q16	0.551	0.197	0.292	0.481	0.659
Q21	0.603	0.290	0.308	0.334	0.654
Q9	0.280	0.671	0.208	0.344	0.690
Q11	0.233	0.544	0.229	0.525	0.678
Q17	0.176	0.669	0.331	0.345	0.706
Q18	0.441	0.627	0.293	0.106	0.685
Q19	0.420	0.424	0.374	0.287	0.579
Q6	0.272	0.456	0.628	0.107	0.687
Q8	0.374	0.311	0.546	0.294	0.621
Q13	0.250	0.208	0.707	0.311	0.703
Q15	0.232	0.191	0.604	0.500	0.705
Q20	0.339	0.367	0.449	0.337	0.565
Q7	0.343	0.333	0.212	0.617	0.654
Q12	0.357	0.352	0.386	0.445	0.598
Q14	0.247	0.251	0.341	0.678	0.700

Note: Color in the table: blue indicates absolute load coefficient greater than 0.4, and red indicates common degree (common factor variance) less than 0.4.



### ***Interview method***

The questions were mainly designed from the four dimensions of teacher quality, teaching interaction, course resources and learning environment. The specific topics are given as follows:

#### ***Course resources***

1. What are the learning resources that the teacher gives you? Can it meet your learning needs?
2. Can you learn it at any time? Where is it not so convenient?

#### ***Learning Environment***

1. What do you think of the device network in class? Does it have a significant impact on the class?
2. Have you encountered any difficulties in using the platform? Is it easy to check in, discuss tests, homework, and so on?

#### ***Teacher's quality***

1. what do you think of the teacher's teaching level?
2. will the teacher use some platform tools to teach the class? Proficient in operation?
3. do you think the teacher manages the class well? Where is not so good?

#### ***Teaching interaction***

1. is there much more interaction between teachers and students in class?
2. do you and your classmates discuss each other's performance?

#### ***Ensemble***

1. Will online learning help you very much?
2. Do you like the online study? With any opportunity in the future, will you continue or prioritize online learning?
3. Would you like to recommend it to others?

#### ***Data Collection***

This study took the pupils of the fourth, fifth and sixth grades of C primary school and D primary school in Beijing, and there were 752 students of the fourth, fifth and sixth grades of C primary school and D primary school in Beijing. The questionnaires using the Chinese language were distributed on the " Stars " platform, and the students answered through mobile phones or computers. A total of



five students were interviewed in the Chinese language. Information is provided in Table 5. The sample is stratified sampling and random sampling method in two schools of four, five, six, each grade random charges 1 class part of the students. Finally, a total of 93 pupils participated in the questionnaire survey, filled in all the same values and filled in the total time within 100 seconds of the invalid questionnaire, finally confirmed valid questionnaire 90, and questionnaire efficiency is 96.8%.

**Table 5. Basic information of the interviewed students.**

Code	Gender	School	Grade
A	Female	C	Four
B	Female	D	Six
C	Male	C	Five
D	Female	D	Five
E	Male	C	Four

Source: author survey, 2022

## RESULTS

Table 6 shows the demographic information of the respondents as a total of 251 female and 263 male respondents. In terms of gender, 48.83% of the sample was "female" and 51.17 was "male". The ratio of men to women is close to 1:1. From the perspective of schools, the proportion of primary school C sample is 50%, and 50% is "D primary school". The number of the two schools is 1:1. In terms of grade, 33.27% are in fourth grade, 34.05% are in fifth grade, and 32.68% are in sixth grade. The number of the three grades is relatively average.

**Table 6. Demographic details.**

Gender	Female	251	48.83
	Male	263	51.17
In the school	C primary school	257	50.00
	D primary school	257	50.00
In the grade	Fourth grade	171	33.27
	Fifth grade	175	34.05
	Sixth grade	168	32.68



Total	514	100.0
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Source: author survey, 2022

The average satisfaction rate of this questionnaire survey is 3.648, and the score of 3 or above is considered to be satisfactory shown in Table 7 indicated that the average satisfaction of perceived value is the highest 4.067, while the average satisfaction of perceived quality is the lowest 3.628. the average value of satisfaction in each dimension was from high to low: perceived value (4.067)> learning expectation (4.002)> willingness to continue learning (3.831)> learner satisfaction (3.721)> perceived quality (3.628).

**Table 7. Satisfaction status of each variable.**

Name	Sample capacity	Least value	Crest value	Average value	S.d	Median
Learning expectation	514	1.000	5.000	4.002	0.798	4.250
Perceived quality	514	1.706	4.706	3.628	0.880	3.941
Perceived value	514	1.000	5.000	4.067	0.792	4.250
Learner satisfaction	514	1.000	5.000	3.721	0.871	3.750
Willingness to continue learning	514	1.250	5.000	3.831	0.838	4.000
Total	514	1.606	4.758	3.762	0.634	4.000

Table 8 shows the learning expectation statistics, It can be seen that the total average of this dimension of learning expectation is 4.002, The dimensions corresponding to the score value from high to low are: Expectations of the class effect of teachers (4.179)> Expectations of the learning environment (4.078)> Expectations of interaction between teachers and classmates (3.942)> Expectations of course resources (3.809)> Expectations of course resources (3.809).

**Table 8. Learning expectation.**

Name	Sample capacity	Least value	Crest value	Average value	Standard error	Median
Before the start, i think the class results of the online teaching teachers can meet my expectations	514	1.000	5.000	4.179	0.917	4.000
Before starting, i have full of expectations for the interaction with teachers and classmates in online teaching	514	1.000	5.000	3.942	1.017	4.000
Before i started, I think the online course resources can meet my online learning needs	514	1.000	5.000	3.809	1.055	4.000





Name	Sample capacity	Least value	Crest value	Average value	Standard error	Median
Before the start, i have full expectations for learning environment (including device network, platform page functions and operations, etc.)	514	1.000	5.000	4.078	0.970	4.000
Total	514	1.000	5.000	4.002	0.798	4.250

Source: author survey, 2022

Table 9 shows that the mean satisfaction value for the perceived quality statistics is 3.628, For course resources perceived quality (3.710)> learning environment perceived quality (3.623)> perceived quality for teaching interaction perceived quality (3.593)> for teaching interaction perceived quality for teacher's quality (3.587).

**Table 9. Basic indicators of perceived quality.**

Name	Sample capacity	Least value	Crest value	Average value	S.D.	Median
Q5	514	1.000	5.000	3.712	1.152	4.000
Q6	514	1.000	5.000	3.630	1.156	4.000
Q7	514	1.000	5.000	3.751	1.163	4.000
Q8	514	1.000	5.000	3.747	1.147	4.000
course resources	514	1.000	5.000	3.710	0.956	4.000
Q9	514	1.000	5.000	3.615	1.181	4.000
Q10	514	1.000	5.000	3.737	1.148	4.000
Q11	514	1.000	5.000	3.516	1.196	4.000
Q12	514	1.000	5.000	3.669	1.181	4.000
Q13	514	1.000	5.000	3.580	1.151	4.000
learning environment	514	1.000	5.000	3.623	0.940	4.000
Q14	514	1.000	5.000	3.650	1.130	4.000
Q15	514	1.000	5.000	3.502	1.188	4.000
Q16	514	1.000	5.000	3.595	1.166	4.000
Q17	514	1.000	5.000	3.488	1.198	4.000
Q18	514	1.000	5.000	3.700	1.148	4.000
teacher's quality	514	1.000	5.000	3.587	0.930	3.800
Q19	514	1.000	5.000	3.562	1.172	4.000
Q20	514	1.000	5.000	3.675	1.147	4.000
Q21	514	1.000	5.000	3.543	1.188	4.000



Name	Sample capacity	Least value	Crest value	Average value	S.D.	Median
teaching interaction	514	1.000	5.000	3.593	0.980	3.667
Total	514	1.706	4.706	3.628	0.880	3.941

Source: author survey, 2022

As shown in Table 10, it can be seen that the average satisfaction of perceived value statistics is 4.067, with 4 questions, each question corresponds to one dimension. The cost performance of online teaching (4.200)> Online teaching ability exercise (4.111)> Interest in online teaching (4.023)> practicability of online teaching (3.932).

**Table 10. perceived value, the underlying indicators.**

Name	Sample capacity	Least value	Crest value	Average value	S.D.	Median
Online teaching can improve learning efficiency	514	1.000	5.000	4.200	0.945	4.000
Online teaching can improve the interest in learning	514	1.000	5.000	4.023	0.971	4.000
Online teaching is helpful to my subsequent knowledge learning	514	1.000	5.000	3.932	1.027	4.000
Online teaching can improve my learning ability	514	1.000	5.000	4.111	0.968	4.000
Total	514	1.000	5.000	4.067	0.792	4.250

Source: author survey, 2022

As shown in Table 11, it can be found that the average value of learner satisfaction is 3.721, among which the teacher satisfaction with online teaching (3.903)>the network and equipment platform of online teaching (3.796) > the interaction with online teaching (3.661)> the course resources satisfaction with online teaching (3.523).

**Table 11. Basic indicators of learner satisfaction.**

Name	Sample capacity	Least value	Crest value	Average value	S.D.	Median
I am generally satisfied with the online teaching teachers	514	1.000	5.000	3.903	1.027	4.000
I am satisfied with the interaction between teachers and classmates in online teaching.	514	1.000	5.000	3.661	1.100	4.000
I am generally satisfied with the course resources.	514	1.000	5.000	3.523	1.112	4.000
I am satisfied with the network, equipment and online teaching platform.	514	1.000	5.000	3.796	1.041	4.000
Total	514	1.000	5.000	3.721	0.871	3.750

Source: author survey, 2022



Table 12, Use the t-test (full-called independent sample t-test) to study gender for learning expectation, perceived quality, perceived value, learner satisfaction, and willingness to continue learning, The overall difference of 6 items, As can be seen from the above table: mean of overall female (3.49) < mean of male (4.02), And different gender for learning expectation, perceived quality, perceived value, learner satisfaction, willingness to continue learning, Overall all were significant ( $p < 0.05$ ), Means that different gender samples for learning expectation, perceived quality, perceived value, learner satisfaction, willingness to continue learning, There are overall differences.

**Table 12. Difference Analysis of online teaching satisfaction in primary school students.**

	1. Your gender: (mean value ± S.D.)		<i>t</i>	<i>p</i>
	Female (n =251)	Male (n =263)		
Learning expectation	3.79±0.86	4.20±0.68	-5.904	0.000**
Perceived quality	3.39±0.95	3.85±0.74	-6.073	0.000**
Perceived value	3.79±0.88	4.33±0.59	-8.056	0.000**
Learner satisfaction	3.56±0.94	3.88±0.77	-4.218	0.000**
Willingness to continue learning	3.21±0.59	4.42±0.57	-23.494	0.000**
Total	3.49±0.67	4.02±0.47	-10.459	0.000**

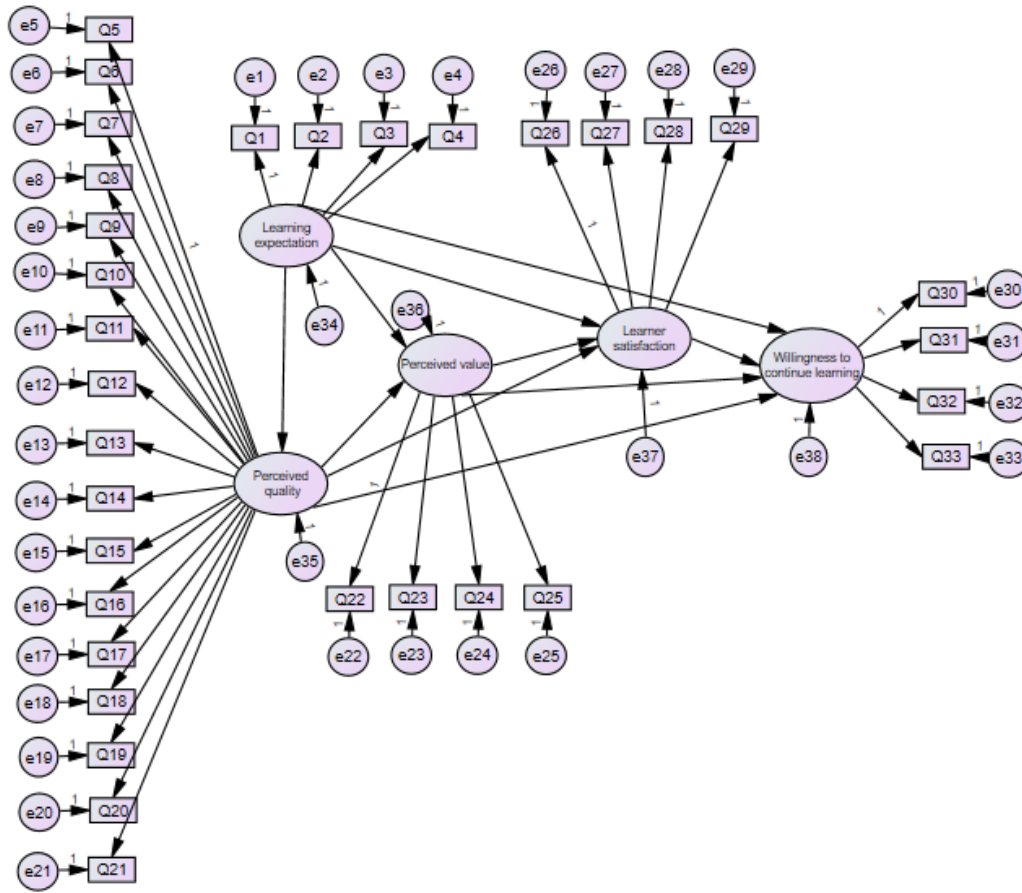
The adaptation of the model will be based on the evaluation criteria in the model adaptation index summary table in the Structural Equation Model, and whether the model is adapted to the sample data one by one. The parameters are shown in Table 13.

**Table 13. Model fit values established at the first time.**

Adaptation index	Model fit values	Adaptation standard
CMIN/DF	1.293	< 3
RMR	0.09	< 0.05
RMSEAR	0.024	< 0.08
GFI	0.932	> 0.9
CFI	0.983	> 0.9
IFI	0.983	> 0.9
TLI	0.982	> 0.9
PGFI	0.811	> 0.5



The standard model fit value uses the standard model fit value described by Xu (2018) in his paper "Online Course Research - Questionnaire Based on NJAU". It can be seen from the comparison of the initial model adaptation value and the index standard value reflected in the index adaptation results in the table above that all others meet the standard value except  $RMR > 0.05$ , which does not meet the standard value. It shows that the theoretical model does not have a good fit, and its indicators do not support the recognition of the model, so further analysis should be combined with the relevant pathways within the model.



**Figure 4:** The second casual model of factors affecting learner satisfaction with online teaching of primary school students in Beijing China



*Interview survey, a summary of results*

The interview results of the five students are summarized and shown in Table 15

**Table 15. Summary table of the interview results.**

<b>Dimension</b>	<b>Summary of the results of the interview content</b>
Course resources :	The resources given to us include courseware, teaching design, electronic teaching materials, recorded courseware videos and related resources, including some extended learning materials, which are very helpful and can generally meet the needs. However, some courses are only live broadcast, without course playback, so the review is relatively inconvenient. Course resources Can learn at any time, but sometimes will forget to see,
Learning environment	When the equipment network is generally good, the teacher answers the questions, but sometimes there are not smooth delay situation, such as the online platform is more convenient to assign homework, the teacher can correct my homework at a glance, but sometimes the homework cannot be submitted
Teacher's quality	Teachers do not understand the platform operation at the beginning, and then will use; like to interact with teachers, some teachers sometimes speak too fast, and some teachers are not too serious, only their own class in class, regardless of students.
Teaching interaction	Can ask questions and discuss, use voice and text, but feel not very convenient, activity discussion to normal class content, less than offline class; can control the time; after class can also answer questions for students, homework feedback is sometimes slow, and less interaction between students, and even some basic no communication about learning.
Ensemble	Online learning is helpful. I am willing to continue to choose online learning. If there is a need and interest, it is quite convenient.

Source: author survey, 2022

From Table 15, it can be found that students communicate more about teaching interaction, which affirms the teaching interaction of teachers, but also believes that there is less teaching interaction in online teaching, homework feedback is slow, and peer interaction is not able to meet the needs, indicating that students attach great importance to teaching interaction. It is believed that the curriculum resources can basically meet the needs, and the teaching environment and teachers' quality are generally recognized. The model is basically established, but the model has some corrections according to the empirical data.

**DISCUSSION**

In the validation results H1-H7 of the hypothesis of this study, the validation results other than H3 are the same as those of Xu (2018) in his paper. The hypothesis results of H3 are not tenable, which is consistent with the research conclusion of Wang et al. (2022) in the hypothesis verification results of H8-H10 are consistent with the conclusions of Wang et al. (2022).



Guo (2016) found that perceived quality and perceived value have a significant positive impact on learner satisfaction, and perceived value has a greater impact on learner satisfaction. The conclusion of this study is consistent with it. Perceived value has the greatest impact on learner satisfaction, and the path coefficient is 0.345, that is, the value of online courses on learners and the subsequent impact. If the courses cannot meet the learning needs of pupils and bring learning value, it will greatly affect the satisfaction of pupils with online teaching to a large extent.

Therefore, online teaching designers or online teaching platform developers should reflect on, developers in the development of specific courses should increase practical consideration from the perspective of the needs of pupils, considering the age, psychological characteristics and development design meet the learning needs or can bring practical value for pupils, make students can learn after learning courses, improve their interest in learning, in their learning growth road can produce certain positive influence and play a certain role.

Perceived quality has a great impact on learning satisfaction, with a path coefficient of 0.223, which shows the students' feelings about the teaching quality in the teaching process. Including primary school students' feelings about teacher quality, teaching interaction, course resources and learning environment will affect the size of pupils' satisfaction with online teaching. Therefore, in online teaching, teachers should carefully prepare the teaching content, be skilled in the technology application in the teaching platform, strengthen the teaching interaction between teachers and students, collect and make more excellent course resources, and try to provide a high-quality learning environment for primary school students.

The findings of the study are consistent with Wang et al., (2022) as stated that learning expectations would not have a positive impact on learners' satisfaction. Learning expectation does not directly affect learning satisfaction; however, learning expectation has a positive effect on perceived quality.

Teachers' teaching methods and information technology skills, the design of the online teaching platform, course resources, online interaction is constantly being explored, which creates a large gap between pupils' expectations of online teaching and the actual online teaching. learner satisfaction, learning expectation, perceived quality, and perceived value all had significant positive effects on willingness to continue learning.

## **CONCLUSION DISCUSSION AND RECOMMENDATIONS**

The satisfaction score of Beijing primary school students in China is 3.762, which is close to the satisfaction of learners who "agree" with online teaching. This study's conclusion is consistent with



the past studies. This shows that the overall design and implementation of course resources, learning environment, teacher quality and teaching interaction in online teaching in Beijing, China are relatively reasonable. At the same time, according to the different tests and analyses, different gender satisfaction has a significant difference, such as satisfaction average overall, female average (3.49) < male average (4.02).

Teachers should pay attention to the needs of students, especially the different gender characteristics of students, according to the actual self-learning to provide lecture screens and PPT courseware. Secondly, in addition to providing the above self-made teaching resources, we should also make full use of cutting-edge and novel high-quality online teaching resources in the subject field. Through careful screening and reasonable push, students can analyze and think from multiple perspectives, and also reduce the burden of teachers' course recording. Thirdly, providing a variety of course resources can also include the learning and training resources for learners' listening, speaking, reading and writing, which can capture the interesting content of learners' attention, and can be static or dynamic, text or audio and video resources. Finally, it should be noted that the course resources provided should meet the development needs of students, and the difficulty should be gradually increased from the pre-class preview and class practice to consolidation and improvement after class.

Teachers must keep pace with the times, constantly learn and enrich new online teaching skills to ensure the smooth development of online teaching. In addition to the production and demonstration of basic PPT, teachers also include the collection and processing of all kinds of materials (pictures, videos, sounds) for online teaching, the operation of online teaching platforms, and the usage of various online learning software.

## **FUTURE RESEARCH**

This study improves the relevant theories and models of online teaching and provides theoretical support for the development of online teaching. This study is based on primary school students and carries out relevant research and analysis on their satisfaction with online teaching. It can find the problems in online teaching from the perspective of primary school students, analyze the similarities and differences between online and offline teaching, and provide valuable reference for better online teaching. This is not only conducive to helping teachers improve the teaching quality of online teaching and find suitable teaching methods for online teaching, It is also helpful for teachers to have a deeper understanding of the characteristics of online teaching, and ultimately improve the satisfaction of primary school students with online teaching, which is of great practical significance for the future development of better online teaching.





### Authors contribution

Song Yujun is responsible for Writing - Original Draft, Formal analysis.

Nuttamon Puchatree is responsible for Writing - Review & Editing and Methodology.

Sirikorn Tosati is responsible for Supervision and Validation.

### Data (and Software) Availability

All data included in this study are available upon request by contact with the corresponding author.

### Competing Interests

Upon the publication of this study, no conflict of interest was declared by the researchers.

### Ethical Statement

Prior to the conduct of this research work, the researchers obtained approval by approval from Beijing C Primary School, Beijing D Primary School, and Beijing Municipal Education Commission before each qualified participant was interviewed. The management of each selected primary school granted the request of the researchers. The researchers conducted a face-to-face interview with the participants. During interview, the researchers took notes of the responses of the participants.

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RESEARCH ARTICLE

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**The Relationship Between Cooperative Tendency and Social Anxieties among Migrant Children in Jinan, China: A Moderated Mediation of Social Adaption**

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**Abstract**

In urban-rural integration construction in China, the migrant children who follow their parents to urban cities have become a particular group in the urban system. Due to the stimulation of new environments, these migrant children experience psychological and socially unfit in the urban environment. Therefore, this study explores the relationship between migrant children's cooperation tendencies and social anxieties. The study was organized quantitatively and distributed questionnaires to 344 migrant children. The results indicated that the cooperation tendency was significantly negatively related to children's social anxieties; Preference for solitude played a fully mediating role between migrant children's cooperation tendency and social anxieties; Social adaptation plays a moderating role in the influence of cooperation tendency on preference for solitude, and a higher level of social adaptation enhances the influence of cooperation tendency on preference for solitude. The results of this study have significant reference value for reducing social anxieties in migrant children's cooperation situation and establishing healthy social interaction.

**Keywords:** Migrant Children; Cooperation Tendency; Social Anxieties; Social Adaptation; Preference for Solitude

**INTRODUCTION**

The movement of people across borders has become a significant feature of our contemporary world, with millions of migrants leaving their homelands in search of better economic opportunities and social conditions (Castles, 2002). Particularly susceptible to a variety of psychological and social issues that may hinder their integration into their new communities are migrant children. Social anxiousness is one such difficulty that has been discovered to be shared among migrant children. The willingness of people to collaborate with others in order to achieve a common objective is referred to as a cooperative tendency, on the other hand, it is a crucial social behaviour that promotes integration and lessens social anxiety. However, little is known about the connection between migrant children's cooperativeness and social anxiety. Additionally, migrant children may have a noted propensity to curtail social interaction when faced with uncertainty, which can aggravate their anxiety. In order to create successful interventions to support the mental health and well-being of migrant children, it is essential to comprehend the connection between cooperative tendencies and social anxieties.



Migrant children frequently experience social anxiety as an adverse mental health condition due to various factors such as the household registration system limitations, conflict with urban culture, lifestyle and values, and a weaker sense of well-being and security (Chen et al., 2018).

Migrant children are a large and unique group in China. Gu (2022) quoted the report "The new citizenship project's China migrant children Development Report (2020)", stating that since 2020, there have been around 130 million migrant children living in China, accounting for more than 40% of all children (Gu, 2022). With rural identities, migrant Children follow both or one of their parents to live and study in cities for more than six months (Zhou, 2022). It has been shown that migrant children who live in cities have less frequent interactions—their social networks are divided, social support is weakened, and social integration is poor—they start rejecting social relationships (Yang & Zhao, 2011). The mental health status of migrant children needs urgent attention.

Social anxiety is a common adverse mental health condition found among migrant children. Due to the limitations of the household registration system, the contradiction between urban culture, lifestyle, values, and the weaker sense of well-being and security, migrant children are more prone to suffer social anxieties in social situations (Chen et al., 2018).

Therefore, aimed at improving social anxieties and mental health, this paper explores the pre-dependent variables affecting the social anxieties of a particular group of children—migrant children, to enrich the research framework and guide the teaching practice. As a result, this research paper examines the factors contributing to social anxiety in migrant children to improve their mental health and reduce social anxiety. This study aims to broaden the research framework and guide teaching practices by identifying the pre-dependent variables that impact social anxiety in this group.

## LITERATURE REVIEW

### *Cooperation Tendency and Social Anxieties*

Cooperation tendency is a person's innate propensity, which refers to the willingness to put their faith in others and work together to accomplish shared objectives (Chen et al., 2011). Social anxiety occurs when people fail to fulfill their desired social roles and behavior goals in the interpersonal engagement (Liu & Hu, 2015). There are not many domestic or international studies on the relationship between cooperation tendency and social anxieties, but since cooperation tendency is one of the critical aspects of cooperation, it represents a significant antecedent factor affecting social anxieties in migrant children. Domestic and international studies have recently concentrated on the effects of cooperation tendency on exam anxiety, learning anxiety, and schoolroom anxiety in learning and teaching contexts.



These studies have confirmed the crippling effects of cooperation on anxiety: whether it is peer cooperation, teacher-student cooperation, or home-school cooperation, it can significantly reduce an individual's anxiety levels, and further, clinical psychological studies have shown that it is true (Oxford, 1997; Clark et al., 2013; Leary, 2013; Ou, 2021).

Furthermore, self-determination and the cognitive appraisal theory of emotion show how cooperative tendency influences social anxiety. Self-determination theory suggests that an individual's thorough assessment of the external environment will determine how the external environment affects their internal motivation (Deci et al., 1985). The cognitive appraisal theory of emotion accounts for the fact that when a person is exposed to a stressor, their mind automatically starts a cognitive process to evaluate the potential threat or challenge that stressor poses to them personally, leading to a particular emotional response (Lazarus & Folkman, 1984; Yan et al., 2014). As we all know, migrant children always engage in challenging social interaction environments, making them anxious. However, children with different cooperative tendencies will conduct different cognitive evaluations according to their personal and environmental conditions, resulting in different degrees of anxiety. Suppose a child has a higher tendency to cooperate. In that case, he has a more positive understanding of the environment and society, thus reducing social anxiety caused by coming to an unfamiliar environment (Lamba, 2014).

### ***Preference for Solitude's Mediating Effect***

Some academics have shown a link between personality qualities and a propensity for isolation, interpreting this inclination as a personality disposition (Zhou et al., 2021). Solitary preference is a category of people with low motivation to approach and low to high motivation to avoid, preferring solitary activities over others (Wang, 2016). According to this study, preference for solitude decreases with cooperation tendency. The propensity for cooperation tendency acts as an internal motivator. When a situation is self-consciously challenging, people vary their level of internal arousal and alter how they exhibit their personalities. According to personality reinforcement sensitivity, personality comprises three systems—the behavioral inhibition system, the behavioral convergence system, and the fight-flight-freeze system—each engages and reacts to stress differently (Kimbrel, 2008). People with a strong predisposition for collaboration will exhibit less fight-flight freezing response in unexpected situations, increasing their demand for social engagement, activating their behavioral convergence system, and decreasing their preference for solitude (Kimbrel, 2008; LI & FENG, 2013).

The routes of the two components, preference for solitude and social anxieties, in social contact can be explored. Preference for solitude significantly contributes to children's lack of social interaction, disengagement, and anxieties (Rubin et al., 2009; Goossens, 2013). A kind of social disengagement known as a preference for solitude has been linked strongly to suicide ideation, social isolation, and



anxiety levels (Endo et al., 2017) People who prefer solitude tend to be introverted, avoid social situations, block social interaction pathways, be more prone to social anxieties, and have a cooperative tendency to think negatively and feel negative when young (Zhou, 2012; LIU et al., 2015). In light of this, when migrant children move into a new home, their cooperative inclinations impact their preference for solitude, impacting social anxieties.

Thus, our study suggests that the hypothesis:

1. in the process of migrant children's cooperation tendency impacting their social anxieties, preference for solitude desire plays a mediating function.

### ***Social Adaptation Moderates the Relationship Between a Cooperation Tendency and a Preference for Solitude***

Social adaptation is the socialization process in which people engage with their surroundings to create harmony between themselves and their social environments by fitting in and modifying them (Liu & Hu, 2015). The concept of the recent process contends that the organism and environment are always interacting, which is advanced by the bio-ecological model of the human development (Bronfenbrenner & Morris, 1998). Migrant children are in the stage of having a dual identity that is both rural and urban, and their 'recent process' is defined by ambiguity and integration. Instead of changing the environment, adaptation is more likely to solve the issues encountered during the mobility process and is associated with higher levels of psychological resilience, good mental health, and cooperation (Wang et al., 2016). A person with better social adaptation will perceive social interaction scenarios more favorably and change unhelpful coping mechanisms with a more optimistic outlook, which can help them to avoid social marginalization and social isolation.

Moreover, social adaptation lessens the effect of their preference for solitude on their tendency to cooperate. In contrast, a person with poorer social adaptation will find social interactions more frustrating (Ota et al., 2020). Thus, based on the initial research, hypothesis 2: Social adaptation moderates the relationship between cooperation tendency and preference for solitude.

### ***Conceptual Framework***

In the process of cooperation tendency affecting social anxieties in migrant children, this study examined the mechanisms of the role of preference for solitude and social adaptation. It proposed hypotheses 1 and 2 that preference for solitude plays a mediating role in the process between cooperation tendency and social anxieties and that social adaptation moderates the first half path of mediating effect (Figure 1).

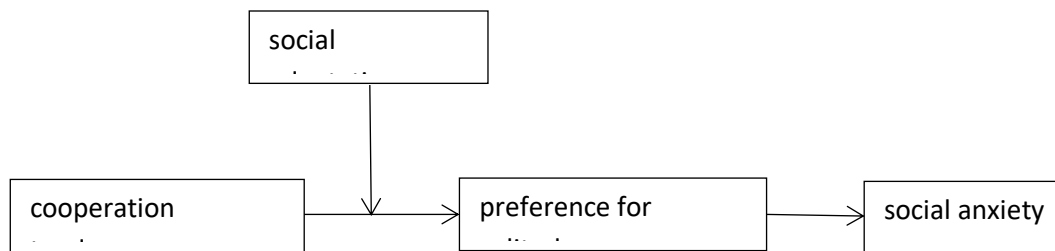


Figure 1. The hypothetical model.

## RESEARCH METHODOLOGY

### *Participants and Procedure*

An intermediate school in Jinan, China, where all the students were migrant children, was selected for the study by stratified whole-group sampling. The researchers sought approval from the participants' schools, before conducting questionnaires and experiments on each eligible participant. Furthermore, this research did not harm the children either physically or psychologically. Three hundred ninety-two questionnaires were distributed and 344 valid questionnaires were returned, with a return rate of 87.8%. Among them were 189 male students, accounting for 54.8% of the total number, and 155 female students, accounting for 44.92 %, with an average age of 12.4 years. All questionnaires are used in Chinese and convenient sampling is adopted.

### *Variables Measurement*

#### *Cooperation Tendency*

The cooperation subscale of the Cooperation and Competitiveness Personality Inventory was selected to measure children's cooperation tendencies. The 13-item scale was developed by Xie (2006) and is divided into three dimensions: inclusiveness, reciprocity, and willingness to fit in. The scale is scored on a five-point Likert self-assessment scale, ranging from 'not at all' to 'fully' on a scale of 1-5. In this study, the internal consistency coefficient was 0.80.

#### *Social Anxieties*

Social Anxieties Scale for Children (SASC) was selected and developed initially by La Greca et al. at the University of Virginia in 1988 and later introduced and revised by Ma Hong in 1993 and 1999. The revised questionnaire in 1999 was used in this study. The scale consists of 10 self-statement items and is scored on a 3-point scale from 0-2, with 'never' = 0, 'sometimes' = 1, and 'always' = 2. A higher score indicates a higher level of anxiety. The scale contains two factors: fear of negative evaluation and



social avoidance and distress. Previous research has shown that this questionnaire has good reliability and validity and can be used as a valuable tool to study social anxieties in children. In the present study, the internal consistency coefficient of the scale was 0.85.

### *Preference for Solitude*

The preference for Solitude Scale (PSS), developed by Buger in 1995 and revised by Chen et al. (2011), was selected. The 12-question scale uses a forced choice format to assess whether an individual prefers to be alone or to interact with others in various situations. Previous research has shown that this questionnaire has good reliability and validity. In the present study, the internal consistency coefficient of the scale was 0.80.

### *Social Adaptation*

The Social Adaptation Scale for Children and Adolescents (SASCA), developed by Hu and Guo in 2007, was selected. Forty-eight questions were scored on a 5-point scale: 1 (not at all) to 5 (ultimately), and the higher the score, the higher the level of social adaptation. The scale contains eight social adaptations: interpersonal friendliness, activity participation, learning autonomy, life independence, environmental satisfaction, interpersonal coordination, social identity, social vitality, and one polygraph factor. In addition, the eight factors can be categorized into three second-order factors: adaptation to learning and school, adaptation to life and activities, and adaptation to social relationships and perceptions. In the present study, the internal consistency coefficient of the scale was 0.94.

### *Data Analysis*

The data were entered into SPSS 25.0 and descriptive statistics were analyzed for each variable. Pearson correlation analysis was used to examine the correlation between preference for solitude, social anxieties, preference for solitude, and social adaptation. PROCESS V3.2 was used to analyze the mediating role of preference for solitude and the moderating role of social adaptation on the cooperation tendency and preference for solitude.

## **RESULTS**

The Harman one-way test was used to test for common method bias statistically. The results of the unrotated factor analysis showed that a total of 20 factors had characteristic roots more significant than 1, that the first factor explained 26.58% (< 40%) of the variance, and that the effect of common method bias on the current study results was within manageable bounds.





**Preliminary Analyses**

The demographic data show that the subjects in this study had a balanced gender distribution, with 54.85% men and 44.9% females. They were mainly between 11.5-12.5 years old, and more evenly distributed samples were collected from the intermediate schools.

When asked, "How many times have you moved since you were a child?" nearly half of the subjects selected "1-2 times," but more than 5% said they had moved more than five times. The general level of parents' schooling was low; most subjects' parents' educational levels were below junior high school and high school to college, with only a small number having postgraduate degrees or higher.

The results of the variables correlation analysis showed (Table 1). Children's social anxieties were significantly positively correlated with a preference for solitude and negatively correlated with social adjustment, while a preference for solitude was significantly negatively correlated with social adjustment. Cooperation tendency was significantly negatively correlated with children's social anxieties and preference for solitude and positively correlated with social adjustment. The variables were subjected to an ANOVA, and the results showed that there were significant differences in social anxieties levels by grade and gender, with girls significantly more socially anxious than boys ( $F = 6.79$ ,  $p < 0.01$ ) and fifth grade showing significantly higher levels of social anxieties than third grade. Grade-related differences in preference for solitude were significant, with fifth grade considerably more solitary than third grade ( $F = 8.24$ ,  $p < 0.001$ ).

**Table 1. The mean (M), standard deviation (SD), and correlations of the variables (n = 344).**

Variable	1	2	3	4
1 cooperation tendency	1	-		
2 social anxieties	-0.15**	1	-	
3 preference for solitude	-0.28**	0.46**	1	-
4 social adaptation	0.56**	-0.19**	-0.23**	1
M	36.16	6.31	14.66	167.75
SD	7.54	4.83	5.81	37.49

Note: \*\*  $p < 0.01$ ; \*  $p < 0.05$ .



**Regression Analyses**

***Preference for Solitude Acts as a Mediator between Social Anxieties and Cooperation Tendency***

All continuous variables were standardized, and Moldel4 was used to do the mediation effect analysis in the Hayey-created PROCESS plug-in while controlling for the effects of grade and gender. The bias-corrected non-parametric percentile Bootstrap method drew 5000 samples from the original data. It was discovered that the indirect effect's 95% confidence interval did not contain 0 and that the 95% confidence interval does contain 0 indicating that the full mediating effect of preference for solitude holds, with a mediating effect value of -0.12 (Table 2).

**Table 2. The total effect, direct effect, and indirect effect of Cooperation tendency and social anxieties (n = 344).**

Outcome Variable	BootLLCI95%	BootULCI95%	$\beta$
Total effect	-0.26	-0.06	-0.16
direct effect	-0.13	0.06	-0.04
indirect effect	-0.19	-0.07	-0.12

Note: BootLLCI, bootstrap lower level of confidence interval; BootULCI, bootstrap upper level of the confidence interval.

***Solitary Choice Has a Moderating Effect on the Mediated Model***

Mediated effects analysis was conducted using Moldel7 in the PROCESS plug-in prepared by All continuous variables were standardized, and a mediated effects analysis was performed using Moldel7 in Hayey’s PROCESS while controlling for gender and grade. The results showed that cooperative tendency ( $\beta = -0.25, t = -4.05, p < 0.01$ ) and social adjustment ( $\beta = -0.17, t = -2.69, p < 0.01$ ) negatively predicted preference for solitude, preference for solitude significantly positively predicted social anxieties ( $\beta = 0.43, t = 8.66, p < 0.01$ ), and cooperative tendency interacted significantly with social adjustment negatively predicted preference for solitude ( $\beta = -0.14, t = -3.16, p < 0.01$ )(Table 3) . To further analyze the conditional indirect effect of preference for solitude, this study divided preference for solitude into three groups: high, mean, and low levels, with the mean plus or minus one standard deviation (Table 4). The 95% confidence interval for the low level contains zero. In comparison, the 95% confidence interval for the mean and high levels does not contain zero, indicating that social adaptation moderates the effect of cooperative tendency on preference for solitude.



**Table 3. The moderated mediating effect analysis of Cooperation tendency on social anxieties (n = 344).**

	Y: Social anxieties				M: Preference for solitude			
	$\beta$	SE	T	p	$\beta$	SE	t	P
Constant	-1.03	0.28	-3.64	0.000**	-0.75	0.31	-2.44	0.02*
Cooperation tendency	-0.037	0.05	-0.77	0.44	-0.25	0.06	-4.05	0.000**
social adaptation					-0.17	0.06	-2.69	0.01**
Cooperation tendency×social adaptation					-0.14	0.04	-3.16	0.002**
Grade	0.17	0.05	2.84	0.01**	0.21	0.06	3.30	0.001**
Gender	0.26	0.10	2.75	0.01**	-0.004	0.10	-0.04	0.97
preference for solitude	0.43	0.05	8.66	0.000**				
R <sup>2</sup>			0.25				0.15	
F			28.29				11.80	

Note: \* p < 0.05.; \*\* p < 0.01

**Table 4. The indirect effect of Perfectionism and social anxieties.**

mediating variable	Trait Mindfulness	Effect	BootSE	BootLLCI95%	BootULCI95%	
preference for solitude	high-level	-1.00	-0.05	0.03	-0.12	0.01
	M	0.07	-0.11	0.03	-0.18	-0.05
	low-level	1.05	-0.17	0.05	-0.26	-0.08

Note: BootSE, standard bootstrap error; BootLLCI, bootstrap lower level of confidence interval; BootULCI, bootstrap upper level of the confidence interval.

Simple slope analysis was used to split students into groups with high and poor social adaptation (one standard deviation above and below the mean, respectively), and a simple slope plot was created to more clearly illustrate the moderating effect of social adaptation (Figure 2). The findings demonstrated that while individuals with high social adaptation ( $\beta = -0.30$ ,  $t = -4.70$ ,  $P < 0.001$ ) caused a significant decrease in individual preference for solitude, individuals with low social adaptation ( $\beta = -0.08$ ,  $t = 2.012$ ,  $P = 0.13$ ) did not significantly reduce their preference for solitude.

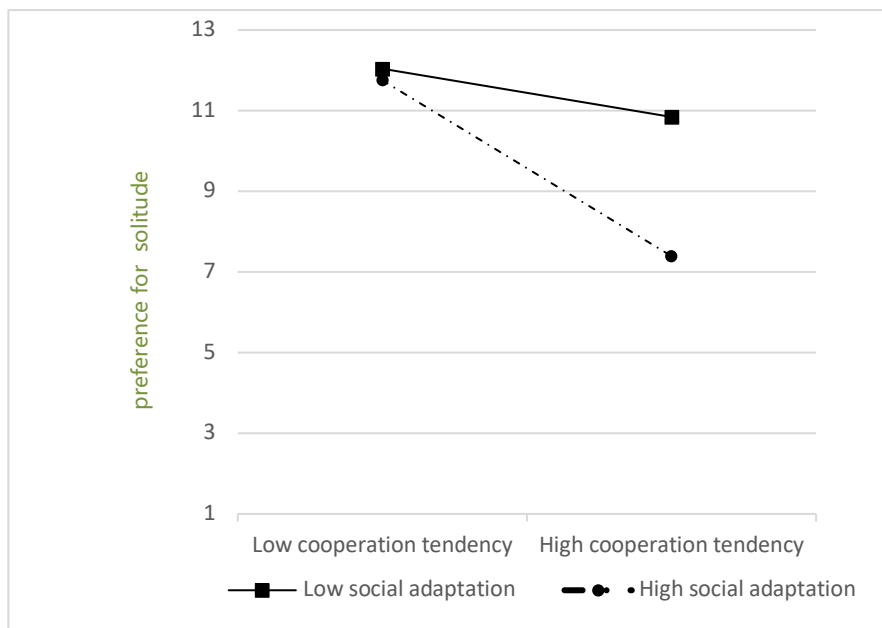


Figure 2 Simple slopes of the interaction effect: Cooperation tendency social adaptation (n = 344).

## DISCUSSIONS

### *Analysis of the Relationship between Children’s Cooperation Tendency, Preference for Solitude and Social Anxieties*

The results of the current study support previous findings that cooperation tendency is positive social anxiety and support the negative impact of preference for solitude on social adaptation. The cooperation tendency was significantly negatively related to children’s social anxieties and preference for solitude, while the preference for solitude was significantly positively related to social anxieties. Because migration is a life event, social connection is necessary. Migrant children must socially integrate and develop a social identity as a result of their new environment, but social engagement also encourages peer bonding and relationship creation (Li & Guo, 2007). Children who are less likely to cooperate and prefer solitude demonstrate aloofness and solitude in the classroom, are frequently misunderstood by peers and teachers, and are more likely to experience adverse treatment during socialization. Particularly during the early adolescent school adjustment, they have higher levels of anxiety and depression (Zhou et al., 2021).

### *The mediating role of preference for solitude between cooperation tendency and social anxieties*

According to the results of the mediating effect, the preference for solitude entirely mediates the relationship between cooperation tendency and social anxieties, suggesting that cooperation tendency indirectly influences social anxieties through solitary choice rather than directly affecting social



anxieties. On the one hand, people's preference for solitude is diminished by cooperation tendency. According to cognitive appraisal theory, people with cooperation tend and assess their new living situation, decide to 'adapt', and then suitably give up their choice for preference for solitude as a way to lessen their anxiety from social engagement (Ryanrm & Deciel, 2000). However, on the other hand , a preference for solitude might prevent people from engaging in social interaction, diminishing the advantages of the cooperation tendency itself and escalating social anxieties. Object relations theory suggests that people with a strong preference for solitude are less able to explore new places and less likely to form strong emotional bonds. People who lack social support are more likely to prefer living alone to working together with others, feel helpless more often, and produce negative emotions like anxiety and stress (Hu, 2022). According to the social identity hypothesis, a preference for solitude is strongly linked to social avoidance and retreat. The anxiety state will be exacerbated in people with a preference for solitude because they will be less willing to work cooperatively with others, integrate into new groups less, and reinforce their own and others' social categorization. These can help them show more in-group preference and out-group bias for themselves and others and be more likely to provoke aggression and discrimination from others (Nesdale, 1999; McAuliffe & Dunham, 2016).

#### ***The moderating effect of social adaptation on the cooperation tendency and preference for solitude***

According to Wang et al. (2019), interpersonal interactions are a dynamic system of internal working models' and migrant children's social adaptation has a beneficial impact by raising their chances of integrating new attachment peers, forming friendships, and feeling secure. The results of the moderating effect also imply that migrant children's social adaptation modifies the impact of cooperation tendency on preference for solitude. Those migrant children with higher social adaptation exhibit fewer preferences for solitude.

Actuality, the process of individual social adaptation entails both the cheerful and amiable integration of new' social people' into the environment as well as the active learning of attitudes and abilities to enter a new setting. The resource conservation theory contends that people with solid social adaptation have stronger self-efficacy and regulation, are better able to avoid resource depletion and maintain appropriate social interactions in the face of threatening and challenging incoming social environments, and have significant and positive correlations between their social adaptation and independence function, cognitive function and closeness (Hobfoll, 1989; Yuan et al., 2022). According to the latter point of view, solidarity and cordial, laid-back, and humble social interactions are more likely to demonstrate how easily people can adapt to social environments, and the more interpersonal needs people have as they go through the socialization process, the less solitary behaviours they will exhibit (Yang, 2009).



## CONCLUSION AND POLICY RECOMMENDATIONS

This study confirmed cooperation tendency's positive influence and preference for solitude's detrimental effect on migrant children's psychosocial adaptation, concluding that preference for solitude plays a fully mediating role in the process of cooperation tendency influencing social anxieties. Future research may be able to explore a more thorough and realistic pathway of how cooperation influences anxiety from a cooperative scenario since this study only used one aspect of cooperation, cooperation tendency, as the independent variable and only used the questionnaire method to measure the variable. Additionally, this study included social adaptation as a moderating variable rather than focusing on the social adaptation outcomes of migrant children. This suggests that migrant children's urban social adaptation is an organic, interactive, and constantly changing process in the internal and external environment (Yeung et al., 2022), so it should be more pertinent to examine migrant children's psychological behavior from a holistic and systematic perspective.

Outside the school system, family and community education also play an essential role in improving the social anxiety of migrant children. However, there is no effective policy to guide schools, families, and communities on how to improve the social anxiety of migrant children, what methods to adopt to reduce the preference for the solitude of migrant children, and how to coordinate and cooperate among them to deal with the psychological problems of migrant children. Therefore, forming a "family-school-community" linkage mechanism with the school as the core will significantly help to improve the social anxiety of migrant children. A group should be formed between the school, the community, and the parents of the migrant children, focusing on the professional role of the school psychologist, the direct parenting and education role, and the social service role of the community workers. The three parties should actively communicate with each other. Professional teachers and community workers should make scientific and reasonable suggestions and design various activities to improve the social anxiety of migrant children. Parents should cooperate and give feedback in time to help their children or participate in the activities together with them, to give full play to the active role of the linkage group. The relevant government and education authorities should also support and encourage the linkage groups and provide them with human and material resources, especially financial support, when necessary, to ensure the smooth implementation of their work.



### Data (and Software) Availability

All data underlying the results are available as part of the article and no additional sources of data are required.

### Authors Contributions

Yihe Zhang is responsible for the conception, writing and revision of the paper.

Yihe Zhang, Meiru Wang, Jiayi Miao and Yuxuan Nie are responsible for data collection and statistical analysis.

Dandan Cheng is responsible for project construction and comprehensive guidance of the paper.

### Competing Interests

Upon the publication of this study, no conflict of interest was declared by the researchers.

### Ethical Statement

The researchers sought approval from the participants' schools, before conducting questionnaires and experiments on each eligible participant. Written informed consent was obtained from all the participants prior to enrollment in this study.

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RESEARCH ARTICLE

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## Parental Involvement and Children's Positive and Negative Emotion: The Mediating Role of Academic Stress

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### Abstract

In education, it is easy to ignore children's emotional needs, which affects physical and mental health. A quantitative study randomly distributed a questionnaire among selected primary school children who reported academic stress, emotional state, and parental involvement. The study's findings indicated a correlation between parental involvement, academic stress, and positive and negative emotions. Academic stress played a partial mediating role in the influence of parental involvement on emotion. Children's emotional state can be improved with parents' involvement in their lives and studies; however, children should be given relief from academic stress to make them happy indirectly. The study aims to investigate parental involvement's influence on children's positive and negative emotions and whether academic stress plays a mediating role.

**Keywords:** Parental involvement, Positive Emotion, Negative Emotion, Academic stress, Primary school students, Mediating effect

### INTRODUCTION

Emotion is people's attitude and experience toward objective things and corresponding behavioural responses. It is an advanced human brain function that interacts with other psychological processes (Yu & Dong, 2005). Studies have shown that emotions significantly impact individuals' learning, memory, decision-making, other cognitive activities, and physical and mental health (Yu & Dong, 2005; Hao, 2006). As one of the internal indicators of mental health, emotion will affect a series of psychosomatic activities of individuals (Peng et al., 2020). Childhood is a critical period for developing individual emotional experiences, and emotions significantly impact children's memory, decision-making and even physical and mental health (Yu & Dong, 2005). Since positive and negative emotions are closely related to children's mental health, exploring the psychological mechanisms that affect positive and negative emotions is particularly important.

The influencing factors of emotions can be generally divided into exogenous and endogenous (Peng et al., 2020). Ecological systems theory, proposed by Bronfenbrenner, focused on understanding the complex interactions between persons, processes, and contexts in child development



(Bronfenbrenner & Ceci, 1994; Darling, 2007). In the childhood stage, the family is the central place for children to live, and parents are the most important members of the family. Children's interactions with their parents are mainly influenced by their parents (Cox & Paley, 1997). Therefore, parents are an essential exogenous factor affecting children's emotions. The different degrees of parental involvement will affect the emotional state of children. Stress is a significant cause of emotional problems (Hammen, 2005), an endogenous factor. Pressure breaks the relationship between the individual and the environment under the state of balance (Lazarus et al., 1985). With the increase in pressure, the level of individual negative emotion tends to rise (Andrews & Wilding, 2004). Suppose it is challenging to adjust to academic stress promptly. In that case, it may lead to anxiety, depression and other negative emotions (Andrew et al., 2015), as well as physiological problems such as hypertension and cardiovascular disease (Ang & Huan, 2006; Brady & Matthews, 2006; Hystad et al., 2009; Conley & Lehman, 2012), resulting in adverse consequences for students' physical and mental development.

Previous studies mostly took emotion as an independent variable to explore the influence of emotion. After reading the literature, we found that we better understand the generation of emotional problems and cultivate positive emotions, and we must start from both internal and external aspects. Alternatively, discuss the endogenous or exogenous factors which affect emotion separately and rarely combine the internal and external factors—the better way to solve children's emotional problems and help them grow healthy.

Studies have been conducted on the relationship between parental involvement and children's emotions, pointing out that high-quality parental involvement is conducive to the good emotional development of children (Fanlin et al., 2001), while the absence of parental involvement may be an important reason for the generation of children's destructive emotions and difficult to regulate them effectively. It is more likely to lead to feelings of inferiority and withdrawal (Yang & Liu, 2014). In this study, we focused on parental involvement in various aspects.

## **LITERATURE REVIEW**

### ***Parental Involvement***

Parental involvement is essential to children's learning (Wilder, 2014; Boonk et al., 2018). Parents are essential in children's daily lives and play a significant role in their children's education. Parental involvement is a complex concept. Although the term has an intuitive meaning, a consensus has yet to be reached on defining this construct (Xiong et al., 2021). In the narrow sense, parental participation only refers to the education in which parents participate in their children's learning. In a broad sense, it refers to parents' participation in all activities conducive to their children's learning and development,



including a series of behaviors such as life care, learning support, emotional communication and behavior discipline (Xiuhong, 2020).

### ***Academic Stress***

Academic stress refers to the psychological pressure and tension caused by academic tasks, mainly the psychological pressure caused by learning results such as exams, competition with classmates and expectations from parents and teachers (Xu et al., 2010; Ullah et al., 2022). Factors that can lead to academic stress include learning burden, grades, expectations, hopelessness, and assignments (Sun et al., 2011). Based on severity, academic stress can be classified into mild, moderate, and severe. The more severe the stress level can lead to negative emotions (Dwi Utari & Hamid, 2021). Studies have shown that parents have higher learning expectations of teenagers with good academic performance, resulting in more significant academic stress, while the family size can also significantly influence students' academic performance (Ullah et al., 2022). However, an academic performance that does not match expectations can create negative emotions, leading to deviant behaviors (Ma et al., 2018).

### ***Children Emotion***

In the two-factor emotional model, Watson divided emotions into positive and negative ones (Watson & Tellegen, 1985). Positive emotion refers to the happy feeling that an individual obtains satisfaction from internal and external stimuli. In contrast, negative emotion refers to the negative experience when the body's mechanism is maladjusted due to the negative behavior (Russell & Barrett, 1999). The more positive emotions an individual experiences, such as happiness and happiness, the more psychologically healthy they are. On the contrary, the more negative emotions, such as anxiety and depression, the more detrimental to mental health and functional development (Ning, 2014). Furthermore, individuals with positive emotions are more likely to recall happy things and make optimistic choices and judgments, whereas individuals with negative emotions are more likely to recall sad memories and make pessimistic choices and judgments (Gaudine & Thorne, 2001; George & Dane, 2016).

### ***Research Framework***

Based on ecological systems theory and the endogenous and exogenous influencing factors of positive and negative emotions, this research study proposes the following hypothesis: Parental involvement affects children's emotions, and academic stress plays a mediating role (Figure 1).

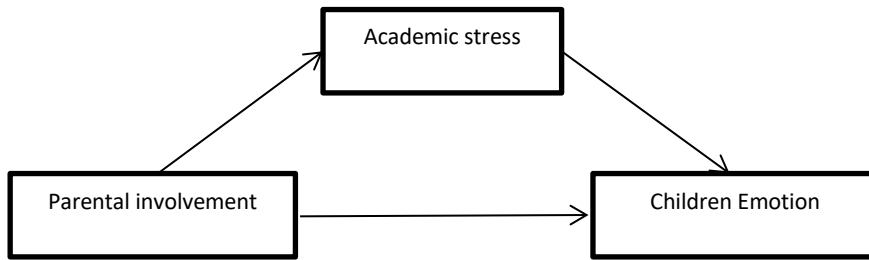


Figure 1: Conceptual Model

## METHODOLOGY

This study was conducted at Huibo Primary School and Qi Pan Primary School, Jinan City, Shandong Province. All students in grades three to six in both primary schools participated in the study. The researcher sought ethical approval from the two schools before distributing the questionnaire among the student. The Schools Division Superintendent granted the ethical approval in written informed consent from each participant.

### *Data Gathering Procedure*

Students reported academic stress and emotional state, and their parents reported parental involvement. Student questionnaires were completed offline, with trained investigators guiding students to complete them independently. Student questionnaires were collected by class. A trained researcher assisted each class. Moreover, a parental questionnaire was completed online by sending to their parents. Each class director could contact the principal investigator if they have questions.

A total of 1204 questionnaires were sent. However, 84 incomplete questionnaires were excluded, and 1117 valid questionnaires were obtained, with an effective recovery of 92.77%.

### **Research Content and Tools**

The research content included parental involvement, students' academic stress and emotional state. Parental involvement was assessed with a twenty-seven-item measure (Zhao, 2016). Item responses were rated along a 6-point scale, ranging from 1 (rarely) to 6 (almost always). The mean of the items was taken so that higher scores indicated higher levels of involvement ( $\alpha=0.93$ ).

'Stress in Homework' and 'Stress in Achievement' were used to express 'Stress in School'. Students' academic stress was evaluated with a seven-item measure (Liu & Lu, 2012), with answers on a 4-point scale. The item responses ranged from 1 (absolutely disagree) to 4 (absolutely agree). The sum of the items was taken, with higher numbers reflecting more significant academic stress ( $\alpha=0.85$ ).



The positive and negative emotions positive and negative emotions of the students were assessed by the Positive and Negative Affective Schedule (Watson et al., 1988). It has a total of twenty items, including positive and negative emotions. Item responses were rated along a 4-point scale, ranging from 1 (rarely) to 4 (almost obvious). Positive and negative emotion was summed up separately, with higher scores indicating more positive( $\alpha=0.89$ ) or negative emotion( $\alpha=0.85$ ).

**Quality Control**

Two quality control measures were adopted in this study: 1) Before each survey, the project leader trained the investigators uniformly to ensure the survey quality. 2) In order to ensure that the content of the questionnaire is correctly understood, if students have questions about the content of the questionnaire during each survey, the investigator will answer them on the spot but will not induce students to fill in the questionnaire; If parents have questions about the content of the questionnaire, they can give feedback online, and the investigators will answer them online through social software.

**Treatment of Data**

After students completed the questionnaire, the investigator collected the questionnaire and inputted the data into SPSS. After parents completed the questionnaire, the electronic data would be automatically exported and imported into SPSS. SPSS 25.0 was used for descriptive statistics and correlation analysis of the data, and the PROCESS program in SPSS was used to test the mediating effect of the data.

**RESULTS AND DISCUSSION**

**Demographic Information**

A total of 1117 primary school students were included in this study, including 617 boys (55.24%) and 500 girls (44.76%). The mean age was (12.89±1.7) years. The mean value and standard deviation of each variable are shown in Table 1.

**Table .1 Demographic Characteristics, parental involvement, academic stress and Children's emotion of primary school Student.**

Variables	Primary school student
Gender	
Male	617 (55.24%)
Female	500 (44.76%)



Age (y)	12.89±1.7
Parental involvement	4.52±0.68
Academic stress	1.75±0.61
Children emotion	
Positive emotion	3.05±0.70
Negative emotion	1.70±0.61

Source: Author survey, 2022

**Common Method Deviation Test**

In order to exclude the common method bias caused by the questionnaire method, Harman's single-factor analysis was used. The results show ten factors with characteristic root values greater than 1, among which the variance explained by the first factor is 20.61%, far less than the critical value of 40%. It indicates no serious common methodology bias in this study (Podsakoff et al., 2003).

**Correlation Analysis**

Correlation analysis was conducted on parental involvement, academic pressure and positive and negative emotion. The results showed that: 1) There was a significant negative correlation between parental involvement and academic stress, and negative emotion ( $r=-0.11, -0.12; P<0.01$ ), was significantly positively correlated with positive emotion ( $r=0.14; P<0.01$ ). 2) There was a significant negative correlation between academic stress and positive emotion ( $r=-0.30; P<0.01$ ), which was positively correlated with negative emotion ( $r=0.43; P<0.01$ ). (3) Positive emotion was negatively correlated with negative emotion ( $r=-0.38; P<0.01$ ). Look at Table 2 for details.

**Table 2. Descriptive Statistics and correlation analysis.**

	M±SD	1	2	3	4
1 Parental involvement	4.52±0.68	1			
2 Academic stress	1.75±0.71	-0.11**	1		
3 Positive emotion	3.05±0.70	0.14**	-0.30**	1	
4 Negative emotion	1.70±0.61	-0.12**	0.43**	-0.38**	1

Note: \*\* At level 0.01 (double-tailed), the correlation was significant

The study found that parental involvement and academic stress predicted children's emotions. Parental involvement was significantly negatively correlated with negative emotions and positively correlated with positive emotions. The more parents are involved, the fewer children will have depression and other negative emotions, consistent with previous studies (Pomerantz et al., 2006; Branje et al., 2010). There was a significant negative correlation between parental involvement and academic stress. Growing up in a protective environment can be an effective buffer against academic stress and



prevent the adverse effects of stress. That is to say; parental support can reduce and relieve students' academic pressure (Mattingly et al., 2002; Li & Zhang, 2014). Ecological systems theory divides the environment around an individual into four systems in which parental participation plays an important role. Parental participation also promotes the interaction among multiple micro-systems around children and creates a three-dimensional environment for children. Therefore, the influence of parental participation on children is not only reflected in their studies but also in their emotions.

**Mediating Effect**

This study further explores the relationship between parental involvement, academic pressure and emotion and uses the plug-in Process within SPSS 25.0 to analyze the mediating effect. With parental involvement as the independent variable, academic pressure as the mediating variable, and positive emotion and negative emotion as the dependent variable, they were put into Model 4, respectively. Bootstrap was used for the test, and the sample size of Bootstrap was set as 5000. The results show that the direct prediction effect of parental involvement on emotion is significant. When the intermediate variable of academic stress is added, the prediction effect of parental involvement on emotion is still significant. Parental involvement can significantly predict academic stress, and academic stress can also significantly predict emotion. Bootstrap test results show that 95%CI of direct and indirect effects of parental involvement on emotion does not include 0. Academic stress plays a partial mediating role between parental involvement and emotion. When positive emotion is the dependent variable, the effect value is 0.03, accounting for 21.43% of the total effect. When negative emotion was the dependent variable, the effect value was -0.04, accounting for 40% of the total effect. Look at Table 3~6 for details.

**Table 3. Analysis of the mediating effect of positive emotion as the dependent variable.**

Equation of regression		Overall fit index			Significance of regression coefficient	
Dependent variable	Independent variable	R	R2	F	β	t
Positive emotion	Parental involvement	0.14	0.02	21.17***	0.14	4.60***
Academic stress	Parental involvement	0.11	0.01	13.81***	-0.12	-3.72***
Positive emotion	Parental involvement	0.31	0.10	60.63***	0.11	3.67***
	Academic stress				-0.28	-9.91***

Note: \*\*\* in 0.001 level (double tail), the correlation is significant, the same below.



**Table 4. Bootstrap analysis of positive emotion as the dependent variable.**

Path of influence	Normalized effect value	Standard error	95%CI	Ratio (%)
Total effect	0.14	0.03	[0.08, 0.20]	--
Direct effect	0.11	0.03	[0.05, 0.17]	78.57%
Indirect effect	0.03	0.01	[0.01, 0.05]	21.43%

**Table 5. Analysis of the mediating effect of negative emotion as the dependent variable.**

Equation of regression		Overall fit index			Significance of regression coefficient	
Dependent variable	Independent variable	R	R2	F	$\beta$	t
Negative emotion	Parental involvement	0.12	0.01	15.35***	-0.12	-3.92***
Academic stress	Parental involvement	0.11	0.01	13.81***	-0.12	-3.72***
Negative emotion	Parental involvement	0.44	0.12	132.15***	-0.06	-2.57***
	Academic stress				0.36	15.67***

**Table 6. Bootstrap analysis of negative emotion as the dependent variable.**

Path of influence	Normalized effect value	Standard error	95%CI	Ratio (%)
Total effect	-0.10	0.03	[-0.16, -0.05]	--
Direct effect	-0.06	-2.57	[-0.11, -0.01]	60%
Indirect effect	-0.04	0.01	[-0.07, -0.02]	40%

Academic stress partially mediates the relationship between parental involvement and emotion, proving that there is a specific relationship between parental involvement and emotion, and the probability and degree of its occurrence are also affected by academic stress. In addition, academic stress partially mediates the predictive effect of parental involvement on children's emotional state; that is, parental involvement not only directly affects children's emotional state but also indirectly affects children's emotions through academic stress. Parental involvement is critical to children's academic performance and can significantly reduce negative attitudes (Li et al., 2018). Once the pressure is too much, it will produce negative emotions and affect physical and mental health.



## CONCLUSION AND RECOMMENDATIONS

Based on the endogenous and exogenous factors of emotion, this study researched parental involvement and children's emotional problems. This study provides a basis for emotion's endogenous and exogenous influencing factors. From the perspective of endogenous factors, academic stress can affect academic emotion. Specifically, academic stress is negatively correlated with positive emotion and positively correlated with negative emotion. From the perspective of exogenous factors, parental involvement has an essential impact on children's emotions. Parental involvement is positively correlated with positive emotions and negatively correlated with negative emotions. Moreover, academic stress mediates the emotional effects of parental involvement.

Therefore, future research should not only focus on one aspect of emotional factors but should intervene in children's emotions internally and externally. First, parents, as the most important companions and supporters of children, should actively communicate with their children and guide them to establish a healthy and upward mental state. Parents should take the initiative to give appropriate learning and interpersonal communication advice and guide them to remove negative emotions properly. Secondly, moderately reducing children's perceived academic stress can also keep them in a positive emotional state. Children should be able to handle the increased academic burden, which makes them under too much pressure. Children can be appropriately increased within a controlled range to play with their peers or during other entertainment.

There are also limitations. This study was based on a cross-sectional design, so no causal inference could be made. It was also impossible to verify the dynamic effects of parental involvement and academic pressure on emotional states. Therefore, longitudinal data analysis should be considered in future studies to verify the influencing factors of children's emotions.



### **Authors contribution**

Yangyang Liu is responsible for the paper's conception, writing and revision.

Yangyang Liu, Minghui Xiong and Ran Mo are responsible for data collection and statistical analysis.

Lu Song is responsible for the comprehensive guidance of the paper.

Junsheng Liu is responsible for project construction and comprehensive guidance of the paper.

### **Data availability**

Necessary data are available upon request to the author.

### **Declaration of competing interest**

The author declares that there are no competing interests in this work.

### **Grant information**

The author declares that this work was not supported by any grants.

### **Ethical statement**

The researchers sought approval from the participants' schools, before conducting questionnaires and experiments on each eligible participant. Written informed consent was obtained from all the participants prior to enrollment in this study.

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RESEARCH ARTICLE

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**Awareness of Halal Branding and Marketing: Consumer Perception in Makassar,  
Indonesia**

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**Abstract**

This study aims to assess and determine whether there is a discrepancy between consumers' perceptions in Makassar, Indonesia, and Muslim consumers about Islamic branding and marketing and to create a deeper understanding of the perceptions of Indonesian consumers. The research method used is a quantitative analysis with PLS-SEM equipment and data collection techniques using a questionnaire. The size of the population used was 400 respondents. To answer the question, the researcher used a Likert scale. Likert scale estimates imply necessary statistical calculations. Based on the study's results, Islamic branding influences consumer perception favorably. The majority population of Makassar City is Muslims with solid faith and culture, reflected obviously in their perception of consuming halal goods and services that are provided based on Islamic teachings. Islamic brand has to emphasize that it is a brand that holds Halal sources. Then it will make an evident perception of Islamic brands. Therefore, Islamic brands adhere to Sharia's requirement to be authentic Halal brands.

**Keywords:** Islamic branding; marketing; consumer's perceptions; Halal; Indonesia

**INTRODUCTION**

According to the Holy Quran, truthfulness and trust in business dealings are vital commercial factors. The Prophet pronounced: "Truthfulness leads to good deeds, and the latter guides to heaven" (quoted in Al-Hashimi, 2001, p. 209). Furthermore, Islamic marketing and business ethics prohibit a seller from concealing a product's recognized flaws.

According to Islamic law, Halal refers to products or practices that are permissible or lawful. It includes food and drinks prepared and consumed according to Islamic dietary guidelines and other products and services produced and offered by Islamic principles (Bon & Hussain, 2010). As per the Prophet (SAW), "A seller must not sell an item to the buyer without stating its defects" (quoted in Raghieb, 1995, p. 341).



Non-halal products, on the other hand, are those that do not meet the requirements of Islamic law and are considered forbidden or haram. It may include particular food and drinks, such as pork or alcohol, and products or practices considered unethical or harmful. In the global market, halal certification has become increasingly crucial for businesses seeking to cater to Muslim consumers, who comprise a significant portion of the world's population. By offering halal products, businesses can tap into this market and gain a competitive edge (Bon & Hussain, 2010).

It is intriguing for Muslims that, according to (Ogilvy Noor, 2010), the brand of Islam is not just a component of a brand but rather a framework and set of excellent ideals in the marketing system. According to academic assessments, the Islamic branding concept and existing marketing are compatible with the established branding frameworks. According to (Copinanth, 2007), they are finding and highlighting what has been categorized as the brand empirical measurements approve that "a back idea, for example, brand learning and cultural assimilation are experience driven".

About 1.8 billion Muslims are living in financially achievable numbers in several nations of the planet. Despite not making up the majority, significant Muslim communities exist in the remaining areas. Around 150 million Muslims in India; nevertheless, their participation in the Islamic Cooperation (OIC), the organization is hindered due to geopolitical reasons. The 57 nations are joined a horrible household item, almost US\$8 trillion in the gross domestic product on every capita GDP premise; Qatar's wealthiest country, with a livelihood of more than US\$62,299. The number of oil deliveries to Muslim countries has significantly increased due to the rise in oil prices. Products that are Shariah-compliant contribute to an indispensable nation's allocation economics. Moreover, the nations which are not an OIC part have likely Muslim minorities, likewise helping the Halal market worldwide, which is presently assessed at about US\$670 billion The market is predicted to expand by 15% annually, making it the fastest-growing.

Muslim scholars in Indonesia rarely concentrate on studies relevant to Islamic marketing and branding: An insight of consumer perception. In addition, many countries tend towards Islamic laws for their policies and administration. Pakistan, Egypt, Sudan, Malaysia, and other nations are among them. It unquestionably makes manufacturing Islamic goods and services vital to numerous multinational enterprises. (Sandikci, 2011)

As a result, there are stringent limitations on what can be depicted. This study will provide valuable insight into Muslim marketing. Thus, this research aims to study Makassar, Indonesian Muslims' consumer perception. Moreover, consumer opinions have yet to be recognized despite being the most critical group for research and non-Muslim marketing. Unfortunately, American and European researchers are responsible for most marketing research, just like most other science and arts fields.



Very little research has been done on "Islamic marketing." If we conduct thorough investigations and studies, we will undoubtedly uncover many secrets, solve many issues, and come up with various answers to our problems. We can present the world with a better, more efficient business method. Therefore, the first and second research questions are to be addressed as follows:

RQ1: Does Islamic marketing positively affects consumer perception?

RQ2: Does Islamic branding positively affect consumer perception?

The third research question to be investigated is as follows:

RQ3: Is there any congruency between the Islamic Marketing mix and Islamic Branding and Marketing?

This study aims to close the gap that the literature review has revealed. The objective of this research can be broken into the following:

1. To better comprehend Islamic branding and marketing and its consistency with Indonesia's consumer identity and effects on consumer perception in Makassar, Indonesia.
2. To identify the Islamic marketing, branding, and advertising elements that influence consumer discernment.
3. To develop a logical model that evaluates the various viewpoints influencing Muslim consumers' perceptions and actions that lead them to blacklist a product to which they had previously been devoted.

The research's conclusions will be crucial for marketers and producers that deal in goods that Muslims consume and are halal because the Muslim market comprises an expanding variety of commodities beyond the food sector and conveys Islamic classifications. Marketers and producers will be able to govern their use of the advertising strategy suitable for Muslims through the results of this study.

## LITERATURE REVIEW

### *Marketing*

The study of marketing is extensive, and it is a constantly changing field. As a result, if we closely monitor this evolution by looking at its different definitions over time, we will discover that the emphasis gradually shifts toward consumers to build enduring relationships with them. The subsequent idea of value creation, communication, and distribution has created a new discussion; thus, the conversation is far from over.





To understand the fundamental idea behind marketing and why it was necessary in the first place, we must look to the past. Before the advent of mass production, production was carried out on a small scale. When this age began, it brought several significant problems, including how to set one's goods or services apart from rivals and reach customers who were distributed across the country or continents. The marketing concept has already been developed to address this issue. However, it passed through various stages of progression, just like any other subject. As indicated earlier, it started as a simple instrument for attaining organizational goals. However, today it is an essential component of any business that benefits the firm as a whole but also considers and aids in protecting the interests of other stakeholders participating in the process (Lee & Carter, 2011)

If we looked at Islamic law relating to business and its proper etiquette, we would be amazed to see how Islam ensures that business must be done in a way in which no one may neither be a loser or avaricious. That process aims to create, communicate, and offer value to customers. Unexpectedly, Islam's aesthetic gave rise to this idea fourteen centuries ago. (Zulkifli, & Saripuddin, 2015). All concerned parties' rights, including purchasers, sellers, and others, are safeguarded.

### ***Islamic branding***

Brands associated with religion, such as Kosher and Halal, may be able to tap into a demand for cleanliness that goes beyond the duties of their devout devotees. Most people who purchase kosher food do not practice Judaism, and many companies that adhere to Shariah recognize that not all of their clients are Muslims. For instance, 60% of guests at the alcohol-free Rotana Hotels in the Arabian Gulf are not Muslims, attracted by the establishments' tranquilly and welcoming environment. Similarly, non-Muslims comprise 25% of Marhaba's customers, a cookie and chocolate firm established in the Netherlands (Power & Abdullah 2009).

While Jews and Christians are becoming more aware of the halal brand, their demand for halal food goods is rising. Muslims only eat around 16% of kosher products in the United States. (Minkus-McKenna 2007). These religious products' attraction is based on more profound ideas of cleanliness, purity, and benevolence in addition to being unique and unusual, unlike ethnic products whose appeal is primarily based on being exotic.

Unlike kosher or ethnic goods, which are primarily connected to the food sector, Islamic brands of halal, which are prepared in line with Islamic rules, extend the religious domain far beyond. These include cosmetics, medications, logistics, apparel, money, hospitality, and banking (Minkus-McKenna, 2007), even though this extension provides a variety of masses of businesses with a significantly increased potential to get some financially favourable advantages. The few MNCs that entered the Halal



market early are now reaping the advantages of their timely entry; they dominate around 90% of the Halal food market. The bulk of non-Muslim multinational businesses only did so fairly recently.

Multinational businesses (MNCs) that are not Muslim, such as Nestlé, Unilever, L'Oréal, Colgate, and Campbell Soup, continue to invest much money studying Islam's dietary, lifestyle, and consumption requirements. For instance, information regarding Shariah-compliant Smarties, Maggi Noodles, ice cream, and Koko Krunch breakfast cereal was displayed at the Nestlé area of the third annual World Halal Forum (WHF) show. Nestlé Malaysia is their Center of Excellence, and they invested CHF around 85 million in Malaysia alone in 2009 to meet the growing demand for Halal products.

The funding could aid in maintaining recently built regional Nescafé and non-dairy creamer plants and expanding its Maggi operations (Power, 2008). These companies rely on Muslims' perception of their brands as Halal, changing it from being perceived as global to being perceived as Islamic. A smooth transition allowed an MNC's brand to flourish in the Islamic market. International corporate brands can be significant if they properly transfer the company's fundamental value proposition into the new Islamic market. It is a complex undertaking that can only be completed if the entire business embodies the brand and all aspects of the business reflect its core principles and essence (Melewar & Walker 2003).

By conceptualizing the ideas crucial to firms' attempts to Islamize their brands, this study seeks to understand Islamic branding better. It highlights the relevance of Muslims as a distinctive potential market that is still notably understudied since there is no research on Islamic branding despite the great potential that the Islamic market offers. Additionally, it identifies and distinguishes between the ideas of Islamic brands and products and conceptualizes the important branding factors in a world that is becoming more Islamic.

### ***The Halal Market***

"Halal" is an Arabic word that means "lawful" in English and 'healthful'. It is an all-encompassing concept that encourages Muslims to adopt products that promote goodness in all aspects of life, guarantee consumption and is produced in a clean and healthy environment. We are now in the stage of clear understanding; that is, halal is much more than just following religious rules. Halal is a massive industry that includes Islamic finance, drugs, and food, and it ties in with popular consumer issues like animal welfare, genetically modified GM crops, and fair trade (Power 2008). Without catering to this market, businesses cannot be considered global; an MNC that takes advantage of the sizeable Halal market expands its awareness of Muslim consumers' needs and wants globally (Power & Gatsiounis 2007). For instance, Nestlé joined the Halal market relatively early compared to other



producers. Nestlé Malaysia began implementing Halal in the 1970s, focusing on the management, assurance, and control components to guarantee that goods obtained Halal designation. A Halal committee was established in the 1980s to supervise Halal requirements for the company's international activities from farm to fork. This section outlines the critical branding factors businesses should know to enter the Islamic market. They provide a clear definition of halal consumers, identify the differences between the various halal categories, offer a convincing justification for the significance of innovation in halal, discuss the challenges associated with halal certification, explain how halal logistics are growing in importance, and highlight the differences between halal and kosher products (Power & Gatsiounis 2007).

Halal and Kosher described various foods and beverages acceptable to Muslims and Jews according to their faith. However, unlike kosher, which applies to food only, Halal is a term on all sides of daily life, not only foods and drinks; b; it contains everything a Muslim does – trade, finance, entertainment, work, education and consumption, etc. Nonetheless, these food laws are rooted in scripture from the Bible and Torah; for Kosher and Halal, it is from Al- Quran.

To be much more specific, Islam forbids all intoxicating alcohols, liquors and wines they consider kosher. Therefore, foods and drinks containing the kosher symbol and alcohol are not Halal. Also, gelatin is considered kosher by many Jews regardless of its source of origin. For Muslims, if the gelatin is prepared from non-Sharia compliant source, it becomes forbidden (prohibited). According to some kashrut organizations, an enzyme used in cheese is considered mere secretion, making all cheese kosher.

On the other hand, Muslims look for the source of the enzyme used in making cheeses. If it is from pigs, it is considered non-Halal. So, cheeses showing kosher symbols may not be Halal (Hussaini, 1993). Shortly summarize the literature – for a better understanding of the research. Figure 1 shows the conceptual model of this research work.

*Model and hypothesis*

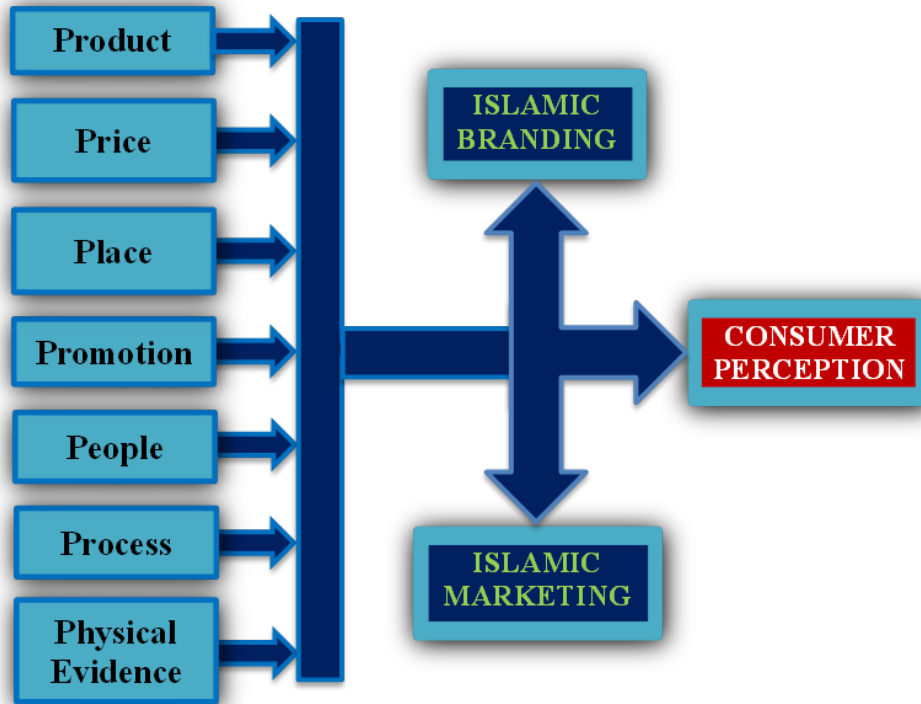


Figure 1: Conceptual Model

***Hypotheses Development***

Research Hypotheses: Based on the current literature review, research objectives and the model (Figure 1), the following hypotheses are developed:

- H<sub>1</sub>: Islamic marketing positively affects consumer perception.
- H<sub>2</sub>: Islamic branding positively affects consumer perception.
- H<sub>3</sub>: There is congruency between the Islamic Marketing mix and Islamic.

**RESEARCH METHODOLOGY**

Since customer perception is still a relatively new notion, there still needs to be more knowledge and information. The enquire methodology concerns what they can do to reveal the knowledge they believe can be obtained (Guba & Lincoln, 2004). In much further, (Karlsson & Ackroyd, 2014) described methodology as the "Particle method includes strategy, plan of action, process or design



leading to practical aims”. Qualitative and quantitative techniques are possible under such critical realism to ascertain the underlying mechanisms influencing events and actions (Healy & Perry, 2000). Therefore, the choice will depend on how relevant the study topic is and how much existing knowledge there is (Krauss, 2005).

This study aims to analyze and investigate whether there is a gap between the consumer perception among Makassar and Indonesian' Muslim consumers regarding Islamic marketing and branding do not advance knowledge of Indonesian consumers' perceptions. For analyzing and performing the research, we have chosen a quantitative method. Therefore, using the quantitative rather than the qualitative method is far more appropriate.

The quantitative method has been defined as a unique research approach that gathers numerical data, has an objectivist perspective on reality, and employs a positivist research philosophy, leading to a deduction-type relationship between theory and research (Bryman & Cramer, 1992). So, we will adhere to a positivist ideology. If this research aims to delve further into a subject than is possible with quantitative methods, the qualitative approach may be helpful. The apparent distinction is that the quantitative approach emphasizes an inductive viewpoint on the relationship between theory and research, whereas the qualitative approach places more emphasis on getting theories. We have adopted a quantitative approach because of this. Several further distinctions between quantitative and qualitative research will be made. About 400 questionnaires were distributed among the general public in response total of 357 questionnaires were returned after treatment and removal of the incomplete questionnaire, usable data of 350 questionnaires which is the 87.5% response rate.

The deductive approach comes naturally to us as a research methodology. Instead of developing our theory, we are testing existing ones. We use a quantitative survey based on three demographic characteristics to determine the disparity in customer perception among Makassar and Indonesian Muslims about Islamic branding and marketing firms.

## **RESULTS**

### ***Respondents Profile (Demographics)***

Table 1 shows the age of the respondents selected as the sample. The high percentage of respondents aged between 19-22 years and also under the age of 18 years indicates that, in general, respondents are still within a young age, so sometimes they tend to be still unstable, including in understanding and responding to issues related to the perception they are careless about Islamic Branding and Islamic Marketing. It means that in buying and consuming a product, they need to pay



more attention to whether it is by Islamic principles. The most important thing for them is to follow the trend. Meanwhile, respondents aged 23-26 and over 27 years tend to think more maturely so that in addition to paying attention to trends in buying and consuming a product, they also prioritize in terms of conformity with Islamic principles (Islamic Branding and Islamic Marketing).

**Table 1. Age of the respondents.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Under 18 years	94	26.5	26.5	26.5
	19-22 years	201	56.6	56.6	83.1
	23-26years	35	9.9	9.9	93.0
	More than 27 years	25	7.0	7.0	100.0
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 2 shows the gender factor of the study. It shows that 27% of the sample is male, and 73% of the sample is female. We can realize that most responses are female. The high percentage of women as respondents indicates that respondents in Makassar City tend to follow and respond to changing trends quickly are women. It indicates that women have much knowledge and perceptions of halal products concerning Islamic Branding and Marketing.



**Table 2. Gender of the respondents.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Male	96	27.0	27.0	27.0
	Female	259	73.0	73.0	100.0
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 3 shows the question measured on the Likert scale "I buy Islamic branding products and services". The result relating to this question shows that a high percentage (38.6%) of respondents responded neutral, disagreed and strongly disagreed with the statement, indicating that respondents' knowledge and concern for products that are low in relating to Islam branding and Islamic marketing, so they have been unable to differentiate with products that are less guaranteed halal. However, regarding the effect of Makassar people's faith, the response agrees and strongly agrees (61.4%) with the statement that I buy Islamic branding products and services.

**Table 3. I buy Islamic Branding Products and Services.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.3	2.3	2.3
	Disagree	17	4.8	4.8	7.0
	Neutral	112	31.5	31.5	38.6
	Agree	113	31.8	31.8	70.4
	Strongly Agree	105	29.6	29.6	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 4 shows the question measured on the Likert scale "Islamic branding products and services do not involve interest". The response to this question in tabulation and data analysis agrees and strongly agrees (45.6%). They have indicated that consumers in Makassar consider Islamic



branding products and services do not involve Interest compared to an established brand. However, the response neutral, disagree and strongly disagree indicated that (54.4%) related to the statement. That needs attention and efforts to provide good awareness to Muslim consumers about Islamic branding.

**Table 4. Islamic Branding Products and Services do not Involve Interest.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	3.9	3.9	3.9
	Disagree	35	9.9	9.9	13.8
	Neutral	113	31.8	31.8	45.6
	Agree	122	34.4	34.4	80.0
	Strongly Agree	71	20.0	20.0	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Author's survey, 2022

Table 5 shows the question that is measured on the Likert scale "I do not prefer the branding products and services if there is no Islamic branding". The result relating to this question in tabulation and data analysis that respondents' responses (52.9%) of respondents responded neutral, disagreed and strongly disagreed with the question indicates that consumers' knowledge in Makassar related to Islamic Branding and Islamic Marketing is low. However, responses agree and strongly agree (47.1%). They indicated that in any service industry, it is essential to investigate customers' awareness and usage in investigating customer behaviour in terms of building their good image and earning the consumer's trust.





**Table 5. I do not prefer the Branding Products if There is no Islamic Branding.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	29	8.2	8.2	8.2
	Disagree	36	10.1	10.1	18.3
	Neutral	123	34.6	34.6	53.0
	Agree	96	27.0	27.0	80.0
	Strongly Agree	71	20.0	20.0	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 6 shows the question measured on the Likert scale "Islamic branding is not important to me". The result relating to this question in tabulation and data analysis that respondents' responses agree and strongly agree is (38.6%). However, the response of neutral respondent respondents disagree and strongly disagree (61.4%). This illustrates that Muslim consumers in Makassar City recognize that Islamic brand products and services based on Islam are not vital to them. This could be due to factors such as goods and service quality, especially when other choices have been much better at a reasonable price.

**Table 6. Islamic branding is not essential to me.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	81	22,8	22,8	22,8
	Disagree	37	10.4	10.4	33.2
	Neutral	100	28.2	28.2	61.4
	Agree	100	28.2	28.2	89.6
	Strongly Agree	37	10.4	10.4	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 7 shows the question that is measured on the Likert scale "I prefer interest-free branding products and services". The result relating to this question in tabulation and data analysis of the

responses related to the question agree and strongly agree (61.7%)—indicated that faith affection on Muslim consumers in Makassar significantly affects their perception. However, the responses are neutral, disagree and strongly disagree (38.3%) related to the statement. Therefore, the investigation of Halal brands is still insufficient in need of academic scholars to learn about Islamic brands professionally.

**Table 7: I Prefer Interest-Free Branding Products and Services.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	4.2	4.2	4.2
	Disagree	32	9.0	9.0	13.2
	Neutral	118	33.2	33.2	46.5
	Agree	130	36.6	36.6	83.1
	Strongly Agree	60	16.9	16.9	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 8 shows the question measured on the Likert scale "I prefer shariah compliance transactions". The tabulation and data analysis result shows response agrees and strongly agrees (62.9%). However, the response of neutral, disagree and strongly disagree (37.1%) requires awareness regarding shariah compliance transactions. They indicated that Muslim consumers in Makassar recognize that transactions based on Shariah compliance are more rightful than the conventional system.

**Table 8. I Prefer Shariah Compliance Transactions.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.1	1.1	1.1
	Disagree	14	3,9	3,9	5.1
	Neutral	114	32.1	32.1	37.2
	Agree	120	33.8	33.8	71.0
	Strongly Agree	103	29.0	29.0	<b>100.0</b>



	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	
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Source: Authors survey, 2022

Based on the data Table 9 results and analysis of respondents' responses, around (27.1%) answered neutral, disagree, and strongly disagree concerning the question "Islamic branding products are good". This indicates that they need more than the quality of the Islamic products of companies that use the Islamic brand. However, there (72.9%) are respondents agree and strongly agree with the statement that Islamic branding products are good.

**Table 9. Islamic Branding Products are good.**

		<b>Frequency</b>	<b>Per cent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	7	2.0	2.0	2.0
	Disagree	12	3.4	3.4	5.4
	Neutral	77	21.7	21.7	27.0
	Agree	131	36.9	36.9	63.9
	Strongly Agree	128	36.1	36.1	<b>100.0</b>
<b>Total</b>		<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 10 shows the question measured on the Likert scale, "Islamic branding pricing is fair". The result relating to this question is shown in tabulation and data analysis of the respondents' responses related to the question. The responses agree and strongly agree (65.3%). Findings indicated that consumers in Makassar City recognize that pricing based on Islam is more equitable than pricing with a conventional system. However, responses neutral, disagree and strongly disagree are (34.7%) unsatisfied with the statement. This requires making Muslim consumers aware of Islamic branding and marketing relating to pricing policy.

**Table 10. Islamic Branding Pricing is fair.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.3	2.3	2.3
	Disagree	15	4.2	4.2	6.5
	Neutral	100	28.2	28.2	34.6
	Agree	129	36.3	36.3	71.0
	Strongly Agree	103	29.0	29.0	<b>100.0</b>
<b>Total</b>		<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 11 shows the question measured on the Likert scale "Islamic branding placing is as per syariah compliance". The result of this question in tabulation and data analysis is that respondents' responses agree and strongly agree (64.2%). However, those who responded neutrally disagreed and strongly disagreed (35.8%) indicated that they are unsatisfied with Islamic brands related to the placement. This illustrates that consumers in Makassar City recognize Islamic branding placing as per Shariah compliance.

**Table 11. Islamic Branding Placing is as Per Shariah Compliance.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.7	1.7	1.7
	Disagree	19	5.4	5.4	7.0
	Neutral	102	28.7	28.7	35.8
	Agree	142	40.0	40.0	75.8
	Strongly Agree	86	24.2	24.2	<b>100.0</b>
<b>Total</b>		<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 12 shows the question measured on the Likert scale, "Islamic branding promotion is per syariah compliance". The results of the tabulation and analysis show that (35.5%) responded neutral, disagreed and strongly disagreed with the statement. However, there are (64.5%) believe that Islamic

branding promotion is per Shariah compliance. The findings indicate that some consumers in Makassar City, especially the young generation, need to learn more about the Islamic brand and Islamic marketing system values.

**Table 12. Islamic Branding Promotion is as Per-Shariah Compliance.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.3	2.3	2.3
	Disagree	16	4.5	4.5	6.8
	Neutral	102	28.7	28.7	35.5
	Agree	141	39.7	39.7	75.2
	Strongly Agree	88	24.8	24.8	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 13 shows the question measured on the Likert scale "People running Islamic brands are good Muslims". The results in Table 13 shows that have been carried out show that there are still (39.2%) of neutral respondents who disagree and strongly disagree with the statement. This indicates that some consumers in Makassar City, especially the young generation, are uncomfortable with marketers due to improper services or information and misusing customers' waiting time. However, there (60.8%) of young generation Muslim consumers in Makassar City believe that people running Islamic brands are good Muslims.

**Table 13. People Running Islamic Brands are Good Muslims.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.0	2.0	2.0
	Disagree	19	5.4	5.4	7.3
	Neutral	113	31.8	31.8	39.2
	Agree	127	35.8	35.8	74.9
	Strongly Agree	89	25.1	25.1	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	

Source: Authors survey, 2022

Table 14 shows the question measured on the Likert scale "The process of Islamic brand delivery is per syariah compliance". The results of the tabulation and analysis of the data that have been carried out show that there is (33%) of responses are neutral, disagree, and strongly disagree with the question. This indicates that a small percentage of consumers in Makassar City, especially the young generation, need to know about the Islamic brand delivery system. However, there (67%) are respondents believe that the process of Islamic brand delivery is as per Shariah compliance.

**Table 14. The Process of Islamic Brand Delivery is as Per Sharia Compliance.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.0	2.0	2.0
	Disagree	11	3.1	3.1	5.1
	Neutral	99	27.9	27.9	33.0
	Agree	152	42.8	42.8	75.8
	Strongly Agree	86	24.2	24.2	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Authors survey, 2022

Table 15 shows the question measured on the Likert scale "The Islamic brand has physical evidence of being halal". The results of the tabulated data show that (26.5%) responded neutral, disagree and strongly disagree. However, ((73.5%) are believe that Islamic brand has physical evidence of being halal. This indicates they need a clearer understanding of Islamic brand values relating to physical evidence.

**Table 15. The Islamic Brand Have Physical Evidence of Being Halal.**

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.4	1.4	1.4
	Disagree	13	3.7	3.7	5.1
	Neutral	76	21.4	21.4	26.5
	Agree	144	40.6	40.6	67.0
	Strongly Agree	117	33.0	33.0	<b>100.0</b>
	<b>Total</b>	<b>355</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Authors survey, 2022



## DISCUSSION

The theory was proposed based on three basic assumptions (or hypotheses). Among them, the first two were about whether or not the respective consumer, such as Islamic marketing and branding, positively affects the consumers' perception. Based on the statistical analysis, the complete affirmation of these two assumptions was observed. On the other hand, the third assumption of the proposed theory was about whether or not the respective constructs, such as Islamic marketing and branding, congregate with the components of the Islamic marketing mix. Again, based on statistical analysis, the affirmation was observed. In other words, it showed as follows.

### *Islamic Marketing Positively Affects Consumer Perception*

The results of statistical analysis that have been carried out on testing the effect of Islamic marketing on consumer perception shows that the value  $\beta = 0.551$ ;  $t = 9,338$ ; and  $p < 0,000$ , and the results of the descriptive analysis as in Table 9 to 15 with an average value of 66.9%, which means the effect is positive at the significance level of 1%. These findings support the first hypothesis (H1) that Islamic marketing positively affects consumer perception. According to this study, Muslim customers in Makassar are seen more favourably the more successfully Islamic marketing is applied by marketing.

The acceptance of the first hypothesis confirms that Islamic marketing positively affects consumer perception. This result is in line with the research work presented by Malik & Khan, (2015); Ishak & Abdullah, (2012). For example, (Malik & Khan, 2015), in their study on Islamic marketing (an insight into consumer perception in Pakistan), investigated that Islamic marketing positively affects consumer perception. Moreover, (Sandıkçı, 2011). in their study (Researching Islamic Marketing: Past and Future), noted that two distinct phases, omission and discovery, characterize the existing literature.

Omission results from stereotypes of Muslims as primitive and barbaric people and the idea that Islam is incompatible with the philosophy of the capitalist consumer. The discovery of Muslims as a viable and unexplored consumer market and the rising notoriety of Muslim businesspeople are related. Islamic marketing has a beneficial impact on consumer impression, according to (Malik & Khan, 2015) study, "Islamic Branding and Marketing: an insight of consumer perspective in Pakistan."

Probably the reason for the acceptance hypothesis one is that Muslims in Makassar, through the research sample, which indicates that they are more educated, more open-minded and willing to explore the Islamic commercial market that meets their living requirements by Islamic law, have been reflected in the research hypothesis which resulted from it. (Malik and Khan, 2015) emphasise that Islamic marketing positively affects consumer perception.



“The activity set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large” Approved July (2013). (Kotler & Armstrong, 2010) has defined marketing as: "A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each other."

Makassar is considered a collectivist culture society as shown in their lifestyle livings; they live together as groups or on trips, then create their traditional markets they do shopping from there. In contrast to the individualistic theory of consumer behaviour, Luna & Forquer (2001); Arnould & Thompson (2005); Banyte & Matulioniene (2005), Soares et al. (2007); Claussen et al. (2008); Nayeem (2012) support that the collectivist approach of consumer behaviour clearly states that is consumer behaviour could be affected by the society or the group that the individual shares of the values, or the attitude of the community. Then obviously, it shows as a critical factor that *Islamic marketing positively affects consumer perception*.

Islamic marketing has been stressed in academic literature. Religion is viewed as the standard description that potentially predicts how Muslims would behave. Although inter-differences between Muslims in Makassar who live in different lifestyles or social classes are acknowledged, Islam is still seen as the unifying element among Muslims in Makassar. This perspective directly affects the Makassar population, as shown by the positive result on the first hypothesis (*Islamic marketing positively affects consumer perception*) and the high responses on the indicators related to that hypothesis. As a result, religion is overemphasized compared to other facets of identity like gender, social class, age, and their interconnections. In addition, Islam is a way of life encompassing many aspects of politics, economics, and socialism. It is not only a brand of Halal. Islam is a religion that the individual, family, and community can all experience and practice in their daily lives. There is also a clear emphasis on our research and practice differences. Muslims are typically regarded as fundamentally distinct from consumers in general because of the teachings of Islam. It also emphasized that Muslim consumers share traits that might make them stand out from other consumers.

For a thorough grasp of Islamic marketing requirements, it has become crucial and essential to focus on the contrasts between cultures and religions. By describing the traits Muslims share with other customers, the distinction helps consumers comprehend how Muslims are different from other consumers. Such a strategy aids in understanding the complicated empirical facts of individuals and provides a high level of insight into identity and behavior.

Through the responses provided by the sample response that those taking part in our research by filling out the questionnaire has given to them, Makassar has provided an excellent example of a





multicultural society, which was reflected in the research's findings. Even though brand interest is not at its peak, we have seen that they are well aware of the value of Islamic marketing.

This leads us to say that the establishment of Islamic marketing practices in both theory and practice faces many challenges that need to be faced. The manufacturers cannot ignore the Muslim market due to their large size, around 20 per cent of the world population.

Therefore, to capture these large target markets, we need to pay attention to specific challenges that need to be resolved by marketers. We need more research and studies focusing on Islamic markets to identify and analyze those challenges to understand that vast market.

### ***Islamic Branding Positively Affects Consumer Perception***

Statistical analysis results were conducted in which the value of  $\beta = 0.285$ ,  $t = 4.508$ , and  $p < 0.000$  were obtained. The results of the descriptive analysis are in an average value of 52.9%, which means the effect is positive at the significance level. Thus, the H2, which states that Islamic Branding positively affects consumer perception in Makassar, is accepted.

The acceptance of the second hypothesis confirms that Islamic branding positively affects consumer perception. This result aligns with the research work presented by (Malik & Khan, 2015).

In order to determine Muslim consumers' perceptions and comprehension of Islamic brands, (Yusof, & Jusoh, 2014) conducted a study on Islamic branding. According to research, the majority of consumers concur that Islamic branding refers to goods and services that are Sharia-compliant and that anyone involved in halal accreditations should seriously apply stringent guidelines for producers seeking to use the halal emblem. Furthermore, Muslims act on their perceptions rather than their beliefs for Islamic branding, according to (Sandıkçı, 2011). Study, "Bases of Islamic branding in Pakistan: perceptions or believes."

Maamoun (2016), in his study about Islamic branding: Opportunities and snags, noted that Islamic branding is significant from two major factors: (1) The sheer size of the Muslim consumer market; (2) the novelty of the topic itself as it remains conspicuously under-researched.

Probably the reason behind accepting that second hypothesis is that most of the Makassar population consists of the Muslim market, which should not be abandoned or ignored by any business organization. Apart from the diversity of components which persuade consumers' buying behavior, religion is one of the main components (For example, the usage of halal goods, and moral values of Islamic society and its norms, mainly in communist society). Various case studies have shown that



producing halal goods with quality management has considerably increased the market and profits of many multinational organizations. As emphasized by (Yusof, & Jusoh, 2014) since people widely accept Islamic brands as a product or service that meets Sharia-compliant, any business (involved in Halal accreditations) should earnestly implement strict procedures in getting the Halal logo.

The majority population of Makassar is Muslims with solid faith and culture. They obviously reflected their perception of consuming halal goods and services provided based on Islamic teachings. It is also noted that Makassar is one of the most sacred cities and is interested in "Islamic sciences. It could be observed through the large number of Islamic universities, which produced an educated generation more interested in Sharia-compliant and religious sciences as Islamic universities in Makassar became a direction for students from Indonesia and many other countries.

Even though Muslim consumers are the majority, various people in different areas have varied perspectives on Islamic companies. As a result of the city of Makassar's heterogeneous population, academic researchers have to consider whether or not all Muslims think and act in the same way, desire the same goods and services, and—most importantly—prefer established brands over Islamic brands. Islamic branding is not a myth but rather a fact. The producers and suppliers of Islamic brands encourage consumers to live righteously while simultaneously engaging in prayer.

One of the most fundamental barriers facing Islamic brands is gaining brand recognition when entering areas where other manufacturers' brands are dominant. On the other hand, it can be difficult for marketers to inform consumers and raise their understanding of what Halal means. A recognized halal brand is crucial from a Muslim marketing standpoint, but outstanding quality is an additional requirement for effective marketing. Islamic brands can demonstrate the true principles of the faith to develop universally appealing brands that appeal to Muslim and non-Muslim audiences. Some brands have cleverly blended the emotive and rational aspects of their brand personality, allowing them to adapt their brand character to the audience they are speaking. If these things occur, the Islamic brands' purity will undoubtedly suffer. Because of this, academic scholars still need to do more thorough investigations into Halal brands to gain a thorough understanding of Islamic brands. Each product category offers a wide variety of brands, both domestically and abroad, as (Shah & Mohamed 2011) noted. Many local firms gain market share by introducing themselves as Islamic brands, which subtly suggests that they sell halal things. It would be incorrect and unethical to brand a product as Islamic if it is not Sharia-compliant.

Furthermore, the second hypothesis's successful conclusion (Islamic branding favourably influences consumer perception) demonstrates that Islamic brands are more than only Halal. Islamic brands follow all Sharia'h requirements to be considered genuine Halal brands, in addition to simply



utilizing the term "Islamic." We refer to brands that conform to Islamic principles and uphold all these Islamic values as Islamic brands.

According to this conclusive hypothesis, most respondents have the same opinions towards Islamic brands. All Sharia-compliant standards must be met and fulfilled by customers of Islamic brands. Islamic brands must emphasize that their products come from Halal sources. Then, it will be apparent that the brands are Islamic. Therefore, Islamic brands comply with all Shariah-mandated requirements to be considered authentic Halal brands. It is important to note that Islamic brands must employ Islamic names and logos.

Based on the confirmation of this hypothesis, which states that "Islamic branding positively affects consumer perception," the result is that Muslim consumers see Islamic products as being consistent with their religion. We can contend that a consumer's perception of their religious identity, prior halal brand consumption, and willingness to seek spiritual advantages from eating Islamic brand items determine the added values of Islamic brands. Therefore, we suggest that the three variables above account for Makassar Muslims' affinity for Islamic brands.

The benefits of religion are based on what Muslims think about Islam. Consequently, depending on how firmly their faith is a part of their identity, Muslims who behave in a halal manner may experience spiritual benefits. As Makassar is the holiest city in Indonesia, the strength of religious identity is a crucial factor that positively influences consumers' perceptions of the city.

### ***There is congruency between Islamic Marketing Mix and Islamic Branding and Marketing***

Testing structural models for the direct relationship between all latent variables (construct) related to the Islamic Marketing Mix and Islamic Branding and Marketing analysis consisting of product, price, place, promotion, people, process, physical evidence, Islamic branding, Islamic marketing and consumer perception is connected in a structural model. Testing of the overall model is done using the PLS-SEM Model Fit. The analysis results, the validity and reliability of all variables, indicate that the value obtained has fulfilled the cut-off and is by the value of PLS-SEM Model Fit. Most relationships are supported by a T-value of more than 1.96 and a P-value of less than 0.05.

The partial acceptance of the third hypothesis confirms fractional congruency between Islamic Marketing Mix and Islamic Branding and Marketing. Such results are not entirely, but are in line with the previous studies e.g., by (Abuznaid, 2012), for example, while aiming to fill a gap in international marketing literature covering the various aspects of the Islamic marketing mix; (Ishak & Abdullah, 2012) in their paper illustrates that Islam provides a framework for the creating and sustaining of a solid



ethical marketing culture. (Abuznaid, 2012) found more intense congruency between Islamic Marketing Mix and Islamic Branding and Marketing.

The most likely reason is that cultural differences and perceptions should be noticed by a globalized marketing mix that considers the buyer's traditions, characteristics, beliefs, values, culture, religion, habits, and behaviour. Applying an Islamic marketing mix and an ethical code of conduct will positively influence and develop buyer-seller relationships. (Zakaria, & Abdul, 2010)

The key characteristics of a product in this regard are Shariah compliance, Islamic labelling, halal, no flimsy packaging, safety, no dullness, no product obsolescence, durability, environmental effect, no laissez-faire, and deliverability. Second, the guiding principles of price: are our fear of God, justice, social welfare, absence of profit maximization, cheating, justification, manipulation, absence of predatory behaviour, absence of hoarding, and absence of switch and bait. Third, the primary characteristics of the location might be no harm to people on the highways, no needless delays, no compulsion with Islamic brands, no burden on consumers, closure during Friday midday prayer, and no suspicious locations. Fourth, the main characteristics of promotion could be Shariah compliance, drawing customers to Islamic brand promotion, avoiding suggestive language, avoiding using women in advertisements, disclosing facts and information honestly, avoiding manipulative promotional behaviour, avoiding sexual appeal, avoiding swearing in the name of Allah, avoid exaggerating attributes, avoid making false claims, avoid misleading, avoid deception, and avoid using obscene language. Fifth, people's main characteristics should be adherence to Shariah law, politeness, friendliness, honesty, and decent appearance. They should also avoid fraud, harm, compulsion, and suspicious behaviour. Sixth, the key elements of the procedure could be Shariah compliance, handshakes with only men, the Islamic salutation *salamu alikum*, Islamic hospitality, a prohibition on bribery and sexual harassment, honesty and fairness, respect for customers, a ban on complex sales, harm, or coercion, appropriate marketing materials, a ban on pressure selling techniques, a ban on using the word "Allah" in swearing, a ban on the abuse of monopoly power, no fraud transaction, staff interaction effectiveness, and proper use of customer waiting times. The main characteristics of physical evidence could also include Shariah compliance, the absence of casinos, mosques inside of businesses and organizations, stationary bearing the name of Allah, Islamic architecture, Quranic verses, hadiths, and Arab proverbs on the walls, the absence of founders' portraits, documentation and witnessing of credit, and the use of items as collateral and guarantees for credit repayment.

The essential "ingredients" of marketing used by Muslim marketers and manufacturers are laid out for Muslims in the Quran and Sunnah. Muslim consumers typically boycott products based on Islamic principles and their understanding of Halal and Haram. According to Islam and Shariah compliance, all



matters regarding Haram or Halal and even all disagreements should be consulting with Quran and Sunnah. Islamic marketing should apply ethical behaviour, which leads to consumer confidence, trust and credibility. Morally sound marketing mix utters that consumer decision-making freedom should be confined from all aspects of coercion; (Hassan, & Latiff, 2008: p.35).

The perception of Islam observes an ethical framework based on justice and equity, ensuring the decorum and liberty of citizens' souls, minds, and consciences from all kinds of bondage. Marketing practitioners must know that they serve their organizations and work as a bridge for society in producing, assisting, and implementing practical and efficient businesses, which are essential elements of the larger economy. Marketers must clinch the utmost moral values and norms practicing professionals implied by their accountability towards stakeholders, e.g. host country, investors, regulators, and employees. The study adds to the current literature by relating the marketing mix application in Muslim societies and countries. The framework used in this research is applicable and relevant to any Islamic environment and culture. Moreover, given that Muslims believe in relatively similar principles of Islam, these principles adopted by Muslims will remain in harmony for all Muslims. Therefore, adopting and employing ethical Islamic business practices will help marketers have a substantial Muslim market share; conducting a business from the Islamic perspective in those markets is the emphasis of the successful marketing process.

## **CONCLUSION AND RECOMMENDATIONS**

The impact of Islamic branding and marketing is far more reaching as Muslim consumers are not obliged to one country but exist in almost every part of the world. The study adds to the current literature by relating the marketing mix application in Muslim societies and countries. Any Islamic setting and culture can use the framework employed in this research. Significantly, the impact of Islamic branding and marketing is far more reaching as Muslim consumers are not obliged to one country but exist in almost every part of the world. This finding has opened up many possibilities for further study. As an illustration, two variables (Islamic Marketing and Islamic Branding) can be used to check the indirect effect as a mediator between Islamic Marketing Mix and Consumer Perception. Additionally, empirical research might examine how people view and behave toward female marketers in a Muslim society. Investigating the factors influencing non-Muslim consumers to choose Islamic Halal could be another line of inquiry.



**Authors contribution:**

Sabbar Dahham Sabbar contributed to the main idea, data collection and first draft writing

Muslimin H.Kara contributed to the literature collection and methods

Salmah Said worked on formal analysis and English language

Ahmed Moomal Asad worked on methods, reviews and corrections.

**Ethical Statement**

This study received written consent of the ethical approval from the School of Business and Management, Alauddin State Islamic University Makassar, Postgraduate Islamic Economy. All respondents were formally informed and their consent was taken, which is confidential.

**Consent to Participate**

The authors declared that they have no known competing financial interests or personal relationships, which seem to affect the work reported in this article. We declare that this deals with human participants and human data or human rights issues are discussed and evaluated.

**Consent for Publication**

We do not have any individual person's data in any form.

**Competing Interests**

The author declares that there are no competing interests in this work

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