

# FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE

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## ABSTRACT

A purpose of this study was to survey sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai People. The sample consisted of 30,800 people who aged 11 years and over, selected by using the Multi-Stage Sampling technique, from 77 provinces of Thailand. Data of 400 people from each province were collected during August – September 2016. The statistics used in data analysis were percentage, mean, and standard deviation. The relationship of variables was evaluated by using the Pearson correlation coefficient.

The results showed that during the one month prior to interview, the percentage of population doing sports or exercise was 54.9. Most of the population were male (57.8%), living in the municipality (percentage 58.3), living in Bangkok (74.5 percent), aged 11-14 years (63.9 %), single status (61.6%), a career civil servant/ employee pensions (65.5%). Most of the population practiced sport (20.1 percent), sports or exercise at a time over 30 minutes (39.9 %), 3-10 days per month (43.2 %), during the day (41.1 %), continued to practiced sports or exercise 1-3 months (35.0 %), practiced sports and exercise in house area (27.6 percent). The reason to practiced sports or exercise was to keep the body healthy (57.5 %), most of the population had ever got a medical examination or a doctor visit once a year (54.3 %), good health status (85.8 %) and never admitted in the hospital (70.4 %). Factors related to sports or exercise behaviors of Thai People were include gender, occupation, marital status, age and health status ( $p < 0.05$ ). The results of this study will lead to the plan to promote sports and exercise of Thailand in further.

**Keywords:** sports behaviors, exercise behaviors, Factors related to sports or exercise behaviors

## INTRODUCTION

Exercise or sports are important to the health of the local population and contributes to the complete physical and mental well-being. The development of human resources in promoting physical activity or sports is important. If people in the country see the importance of exercise or sports and changing behaviors to exercise or sports regularly, it will result in healthy and strong people. This is an important force in the country's development (Ministry of Tourism and Sports, 2011). Good exercise or sport behaviors contribute to health promotion and disease prevention. Each exercise or sport has different forms, processes, and criteria. The study found that most people lack of exercise due to lack of time, inappropriate physical condition or no place to exercise. The fact that people do not exercise will adversely affect their health (De Bruijn GJ, 2011). Although the government has a policy to promote health through exercise, Thais are not exercising or exercising on a very small scale. As seen by the exercise behavior survey, the population aged 11 years and

over, 2004 and 2007, slightly increased from 29.1 to 29.6 percent, respectively, but decreased in 2011, 26.1 percent (National Statistical Office, 2011).

In 2011, people aged 11 years and over mostly have the duration of exercise approximately 21-30 minutes and 31-60 minutes (34.6% and 36.6% respectively). People who have the duration of exercise for more than 60 minutes were at least 8.3%. Interestingly in 2007 population aged 11 years and over who have the duration of exercise for more than 60 minutes, were more than 14.2%. This may be due to the time that they actively promote exercise. In the study of 16.3 million by the four age groups, it was found that children (11-14 years) were 18.4 percent, youth (15-24 years) were 29.3 percent, working ages (25-59 years) were 40.3 percent and older persons (60 years and over) were 12.0 percent.

It is evident that people in working age in Thai society have low exercise behavior, especially the working-age people in Bangkok. This may be due to a number of factors, such as traffic problems in the city, the lack of exercise place, stress from work, and inappropriate environment. From the importance and the problems discussed, researchers were interested in the study of sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai people. It was intended that it could be used as a guideline to promote appropriate exercise or sports behaviors. As well as this would provide information to interest parties. It also would be useful to the plan for the promotion of public health by exercising or playing sports.

## **THE OBJECTIVE OF STUDY**

The purpose of the study was to survey sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai People.

## **METHODOLOGY**

This survey research was to study the factors related to exercise behaviors of 65,931,550 Thai people in 2016. Thai people aged 11 years and older sampled using multi-stage sampling from 77 provinces, 400 people in each province, totaling 30,800 people, collected from August to September 2019. Data were collected by using questionnaires, including Part 1: Personal Information, Part 2: Exercise / Sporting Behavior and, Part III Health Status. Data were analyzed by using descriptive statistics including frequency, percentage, mean, and standard deviation to describe personal factors, exercise and sport behaviors, and health status. The relationship of variables was analyzed by using Pearson's correlation coefficient.

## **RESULTS**

1. For personal information, It was found that from the 11-year-old and older population of 30,800 households, there were 16,920 persons did exercise or play sport. Men had higher exercise or sports participation rate than women (29.65% and 25.26%, respectively). There was a higher exercise or sports activity rate inside the municipality than outside the municipality (29.05% and 25.89%, respectively). There was the highest rate of exercise at 25.13% in Bangkok (Table 1). The majority were adults (25-59 years) and the lowest were the elderly (60 years and over), 6.26%. The single persons (59.75%) had the highest rate of exercise or sports. The students (44.74%) had the highest rate of exercise or sports (Table 2).

**Table 1**

The rate of exercise or sport of the population aged 11 years and over by sex, area, and region in 2016

<b>Sex, area, and region</b>	<b>The rate of exercise or sport of the population</b>
<b>Total</b>	<b>27.46</b>
Male	29.65
Female	25.26
<b>Area</b>	
Inside the municipality	29.05
Outside the municipality	25.89
<b>Region</b>	
Bangkok	25.13
Central (exclude Bangkok)	16.53
North	20.31
North East	19.87
South	18.15

**Table 2**

The rate of exercise or sport of the population aged 11 years and over by sex, area, and region in 2016

<b>Age, status and occupation</b>	<b>The rate of exercise or sport of the population</b>
<b>Age</b>	
11-14 years	18.09
15-24 years	35.97
25-59 years	39.69
60 years and over	6.26
<b>Status</b>	
Single	59.75
Merit	35.34
Widow	4.91
<b>Occupation</b>	
Student	44.74
Government officials / pensioners	5.23
Contractors	13.21
Employee (Production Dept.)	4.01
No occupation	3.85
Government officials / employees	9.50
Business Owner / Business	8.63
Farmer / Farmer (fishing / animal husbandry)	6.16
Employee Office	4.07
Others	0.60

2. For behavior in exercising or playing sports during the 1 month before the interview, most people liked to play sport (20.13%), followed by walking (16.39%), swimming (15.12%) and exercising or aerobics (14.74%). For the duration of exercising or playing sports, most of them did more than 30 minutes (39.91%) followed by 21 - 30 minutes (28.69%), and 10 - 20 minutes (24.18%). Most of them did exercise or play sports in

the range of 3 to 10 days per month. The continuation of exercise or sports activities was mostly 1-3 months (34.98%). The time spent in exercising or playing sports was highest during the day, at 41.07%, followed by evening, morning and leisure time at 35.47, 13.18, 7.43 and 2.85 respectively. The place to exercise or play sports was highest in the home (27.65%) followed by parks / health, private playground / private fitness center/ playground, and the area within the academy, accounted for 23.04%, 12.30%, and 11.13%, respectively. Most of them (57.54%) needed physical strength, followed by relax, weight loss and persuading friends (13.01%, 9.57% and 8.87%, respectively). As many as 54.33% of the respondents did not do checkup or visit a doctor in the past year. For the health condition, most of them were healthy (85.76%). For the medical treatment, in case of illness, it was found that 70.20% of them were not hospitalized.

3. For analysis of factors relating to sporting or exercise behavior of Thais, It was found that factors relating to sporting or exercise behavior of Thai people were sex, occupation, status, age and health status ( $p < 0.05$ ).

## DISCUSSION

The study was divided into 2 parts: 1) personal information, behavior in exercise or sports, and the health status of the persons playing sport or exercise, and 2) the analysis of the relationship of factors related to sports or exercise behavior of the Thai people. It found the following key points:

1. The population who played sport or exercised increase more than doubled from 26.1 percent in 2011 to 57.8 percent in 2016. This may be due to the time taken to collect the questionnaire was during the 2016 FIFA World Cup. This was accordant with the data that the sport that people wants to play is football. People living in the metropolitan area and Bangkok had a exercise rate of over 50 percent. This may be due to easy access to exercise facilities. There are private fitness facilities such as fitness, football fields and various commercial centers. Those who exercise or play sports were mostly infancy and under 24 years of age. This may be due to a free time from studying. It is noteworthy that exercise behavior is better. Most of the participants spent more than 30 minutes playing sports or exercising (39.9%), playing sports or exercising for 3-10 days per month (43.2%).

2. Most people exercise or play sports with the main reason that they need to be physically strong (57.5%), which is consistent with the study of health status, exercise or sports, found that most of them did not do checkup or see the doctor in the past year (54.3%), healthy (85.8%) and never hospitalized (70.4%). However, the relevant agencies should encourage more and more regular exercise, which can be achieved by extending or arranging space for exercise or sports close to the community. Within the village park area, they should add more sport machines or types of sports than ever before to accommodate the various ages, especially the elderly. This is accordant with the study of Kaewmak N. (2005) and Pender (1996) that lack of institutional support in place and equipment, people will not have access to sport facilities, and have to pay. As a result, the demand for exercise services face problems and obstacles.

3. Factors relating to sporting or exercise behavior of Thai people were sex, occupation, status, age and health status ( $p < 0.05$ ). This means that in promoting physical activity or sports, planning are required to plan activities, taking into account the regions where people live, sex, occupation, status, age and health status. For example, activities such as physical activity or sports do not again the religious norms. Event alignment with terrain. Utilization of geographic features and climate support are helpful for spot events, such as water sports in the south or walking or running in the north. In addition, the news to stimulate more exercise or sport. It was seen from the information gathered during the World Cup. There were a lot of media relations and sport news. It results in more exercise or sports as well. This is accordant with the study of Kaewta, R. (2008) that getting information about health is associated with exercise behavior. So people who are involved should import exercise or sports information through more public media.

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# THE INFLUENCE OF FACEBOOK ON TOURISTS' PURCHASE INTENTIONS

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## ABSTRACT

Social Network Sites (SNS) have become a way of life for many people. There is an escalating amount of research interest to understand the consumer attitudes and behaviour towards advertising on Social Network Sites (SNS). Businesses tend to be more interested in understanding consumer behaviour towards Facebook advertising. This is not a surprise as Facebook has become the most popular SNS in recent years.

This study aims to contribute to understanding of consumer behaviour towards SNS advertising as on Facebook. It will study the correlation between personal influences, the frequency of using Facebook, advertising effectiveness and consumer purchase intentions. The friends' influence will be investigated as a moderating effect on purchase intentions. Pearson's bivariate correlation and linear regression analyses will be conducted on the data obtained from surveying tourists and their choice for a particular destination.

**Key words:** Consumer behaviour, Facebook advertising, friends' influence, purchase decision intentions, Social Networking sites, ,

# **International Business: Trade and Potential Agricultural Policy Reforms in Sugar Markets**

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## **Abstract**

Sugar dates back thousands of years and has a rich history. Sugar can be found in nature and is used within our bodies. All of the foods and beverages we consume are broken down into sugar which the body uses for energy. Today, domestic agriculturally produced sugar is highly regulated and the international sugar market is susceptible to the effects of these heavy domestic sugar policies. Governments support their domestic sugar industries as sugar is seen to be an integral part of our food supply. The sugar industries lobby hard to ensure their interests are well looked after. The sugar industry has been successful in integrating their product as a key ingredient in most processed foods; however, some doctors are now suggesting that excess consumption of sugar and specific forms of sugar (fructose) are being directly linked to many health concerns such as obesity and diabetes (Lustig, 2010). The degree to which this is true will eventually impact the demand for sugar and change government policy reforms. Sugar is also turning out to be a viable renewable energy source (Cordonnier, 2013). Traditional energy sources are seen to be unreliable, toxic and dangerous. The demand for a clean renewal source of energy has been pushed to the forefront (White House, 2011). With the potential decrease in human consumption of sugar there may be an eventually oversupply of sugar on the international market forcing prices to drop. Looking for a use of this sugar glut, countries may start using sugar as an energy source and they may find themselves presented with a renewable, low cost, clean and powerful energy source that may challenge the non-renewable traditional energies.

**Key Words; Sugar, Biofuel, Policy**

## **Introduction**

Most of the sugar that is produced in the world is used for human consumption (Spectrum, 2013) making it important to understand what sugar is and what happens when we consume it. Most of this sugar is consumed as it is directly added to our foods and beverages (Lustig, 2012). All the sugars that we consume are considered carbohydrates and all carbohydrates that we consume are eventually turned into sugar (Harvard Health, 2013). For example if you eat table sugar it will be converted to glucose sugar and fructose sugar in our bodies, if you eat pasta it is broken down into glucose and/or fructose in our bodies. All produced sugars and carbohydrates are broken down into the same basic sugars in our bodies. In order to identify the role that sugar plays in our dietary lives and to better understand sugar and carbohydrates, we will build a framework by looking at broader macro and micro nutrients.

The food and drinks that we consume provide the necessary nutrients required to fuel our bodies with necessary nutrients for life and without these nutrients we would become sick and eventually die. These nutrients can be broken down into two types, Micro and Macro Nutrients (The Three Macronutrients, 2013). Micro nutrients are generally vitamins and minerals that are required in small (micro) amounts. These nutrients are not calories and therefore do not provide us with direct energy. However, macro nutrients are calories and they are required in larger (macro) amounts. These calories come in three forms, Proteins, Fats, Carbohydrates, and when consumed they are converted to energy to fuel our bodies. The government of Canada recommends that protein should make up 10% to 35% of your daily calories, fat between 20% to 30% and carbohydrates should represent 45% to 65% (Statistics Canada, 2013). What is the function of each of these macro nutrients?

- (1) Proteins are generally used to replace tissue in your muscles and organs. Proteins are often highest in meats, fish, dairy etc (Statistics Canada, 2013).
- (2) Fats are an extremely important form of calorie. Fats "... surrounds and protects vital organs, takes part in cellular function and structure, gives a longer lasting feeling of satiety, regulates hormonal production, balances body temperatures, and transport fat soluble vitamins" (Johnson, 2013).
- (3) Carbohydrates (Sugar), when we eat a simple or complex carbohydrate (carb) our bodies break both of these carb down into its lowest common denominator, a simple sugar which is used as the body's main source of energy. There are three forms of carbohydrates: Monosaccharides (aka simple carbs), Disaccharides, and Polysaccharides (aka

complex carbs), and all are broken down into simple sugars in the body (American Diabetes Association, 2013). Simple sugars have three forms, Glucose and Fructose (which are both found in fruit, honey, table sugar, processed foods, simple carbs & complex carbs, and the third simple sugar is Galactose (aka as milk sugar). Dr. Mercola a health expert outlines the following process when carbs are broken down into sugar, the sugars are absorbed into the bloodstream, as the amount of sugar you ingest rises, your pancreas releases a hormone called insulin to transport the sugar throughout the body. Insulin moves the sugar from the blood into the cells where the sugar is used as energy. Consuming a lot of simple sugars in a short period of time will cause the sugar to quickly enter the bloodstream, via insulin, and be delivered to the cells for energy. The concern is that a high dose of sugar requires a high dose of insulin. You tend to get a lot of energy hitting your cells which can result in a 'sugar high', however the energy tends to be short lived which causes you to be in a relatively lower energetic state soon after. A chronically over worked pancreas and erratic insulin levels are linked to many diseases (Mercola, 2001). However, when you consume non-refined complex carbs, the process of breaking the complex carbs down into simple sugars is done more slowly. This generally results in a lower but more steady supply of simple sugar entering the bloodstream. The pancreas is not overworked and less insulin is needed to carry the sugar to the cells where it is converted to energy. This tends to cause less of an insulin spike, sustained energy, and a extended more satisfied feeling after you have eaten (Johnson, 2013). This is effectively how sugar is broken down in the body.

### **International and Domestic Sugar Policies and Trade:**

Over 200 countries grow sugar, generally to first satisfy their own countries demand and then the excess is sold on the international futures market (Jackson, 2013). The sugar industry has done such a good job integrating sugar into many foods and beverages that sugar is now an integral part of most countries food chain (Lustig, 2012). The sugar industry is extremely powerful and they have lobbied governments over hundreds of years to protect the interest of the sugar industry (recall in the past where governments allowed slavery in order to facilitate the sugar plantations and higher sugar profits). Today, governments around the world have continued to provide beneficial conditions for the sugar industry. Most countries have subsidized their sugar industry saying that they are protecting the food supply which is of national security (Sugar Alliance, 2013). Governments provide subsidies to ensure that their sugar industry has a competitive advantage in order to prevent cheap foreign producers from coming in and destroying their domestic sugar industry (Thompson, 2013). With sugar producers receiving these subsidies from the government, they often over produce sugar and it is this over production that makes its way to the international market. This supply of cheap (subsidized) sugar into the international market is called 'dumping' (Thompson, 2013). The governments that produce a lot of subsidized sugar are effectively keeping sugar prices artificially low resulting in complaints from some lower income tropical countries that have a competitive advantage based on cheap labour and perfect growing conditions. These nations have complained that they rely on the world sugar market to sell their sugar at a profit in order to support their emerging economies but, with the heavily subsidized cheap sugar being dumped onto the market, the rich developed countries are forcing them to compete with heavily subsidized, cheap, artificially low sugar prices. (Thompson, 2013).

### **World International Sugar Trade:**

It is estimated that only 20% - 25 % of the global sugar production actually ends up on the global market for sale (Infinity Trading, 2013). The other 75% to 80% never makes it to the global market for trade because it is used to satisfy the countries own domestic demand or the demands of one of their neighboring countries via a trade agreement, for example under NAFTA Mexico sells directly to the American market without the intermediate use of the international trade market (Infinity Trading, 2013). Like any other crop, sugar production is affected by weather and crop disease which can cause harvest yields to fluctuate affecting the global supply and demand. The entire global market is made up of only about a quarter of the global sugar production and a small change in the global supply can hugely exaggerate the international market. For example, if total sugar production is 100 units then 75 units are consumed domestically and 25 units are for the global market. If sugar production drops by 15 units from 100 to 85 units then the domestic demand consumes 75 and only 10 units flow to the global market. The loss of 15 units equates to a 60% reduction in supply. This leveraged mechanism results in sugar prices being volatile. This was best exemplified in 1980 when a sugar shortage caused the prices to jump by approximately 200% in the space of a year. Two years later standardized future contracts, Sugar #11, were introduced (Infinity Trading, 2013), helping stabilize the market.

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Three points can generally sum up the world international sugar trade system: (1) Domestically protected markets, (2) dumping excess supply of subsidized sugar on international market, and (3) Special Trade Agreements, e.g., NAFTA, EU (Larson & Borrell, 2001)

(1) Protectionism can come in many forms, such as: direct subsidies, favorable loans, tariffs, quotas, etc. The reason for these protectionist behaviors are varied based on the country's own dynamics. However, generally speaking, they can be boiled down to two main reasons (i) governments are protecting the wealth of the powerful sugar industry and (ii) governments are protecting a key ingredient in their food supply (Larson & Borrell, 2001).

(2) The international sugar market is a mechanism to connect producers with consumers where the price of sugar is effectively set on a supply and demand basis. Excess supply will lead to lower prices and a supply shortage will lead to rising prices. However, the domestic subsidy effectively causes an over production of domestic sugar leading to an excess supply of cheap subsidized sugar into the international market (dumping) and driving down the sugar prices (Larson & Borrell, 2001)

(3) To combat the effect of cheap international sugar prices, countries have imposed restrictions on the amount of international sugar that can be imported into the country. These import tariffs added onto the price of imported sugar making it expensive to import the cheap international sugar. Countries have moved to setup trade agreements among themselves which circumvents the international market. The EU, NAFTA, ASEAN, MERCOSUR are large regionally integrated trading partners that effectively allow 'free' (no or reduced tariffs) trades among the member countries (Larson & Borrell, 2001)

### **US Sugar Policy and Trade:**

US sugar policy started around 1774 when the US Molasses Act was replaced by the US Sugar Act following the Seven Year War (1763). The war had burdened Britain with huge debts, one way to handle the debts was through taxation and at that time America (a British colony) had the Molasses Act which charged a very high tax rate on sugar (US History, 2013). Due to this unreasonably high tax rate, the citizens refused to pay and the act was not enforced. With British debts mounting they knew they had to collect more taxes and taking into consideration the defunct Molasses Act, the British decided to apply a smaller tax that would be strictly enforced (US History, 2013). The Molasses Tax was replaced by the Sugar Act and the new sugar tax was strictly applied to all British colonies. The American colonies, still weary from the war, soon felt the burden of the tax and felt that they were being taxed to pay off Britain's debts. The Americans started to demand a say on how their tax dollars were spent. This was referred to as 'Taxation without Representation', and it was one of the movements that contributed to the US fighting and winning their independence from Britain in 1776 (Investor Glossary, 2013). In, 1789 the US government officially imposed the first tariff on foreign produced sugar thereby protecting US domestic producers (Sugar Cane Org, 2013). Sugar policies have evolved through out the years and today the US has 3 main sugar policies: (1) Price Support (via preferential loan agreements), (2) Domestic market controls, and (3) Tariff-rate quotas. They implement these policies to support and provide a market for domestic sugar production (Sugar Cane Org, 2013).

#### **1. Price Support**

Price Support typically comes in two forms. (1) The USDA (U.S. Department of Agriculture) will guarantee a sale price for domestically produced sugar. This allows producers to sell its sugar at a minimum price regardless of the world sugar price. (2) The USDA also provides price support via special loan agreements. The US will give loans to sugar producers and if the producer cannot sell its sugar at a price to make a profit it can repay the loan in sugar. The US government physically takes possession of the sugar instead of a cash repayment.

#### **2. Domestic Market Controls**

The USDA annually anticipates the US's total sugar requirements. Based on this anticipated demand the USDA allocates a sale quota to specific sugar producers. These producers can grow as much sugar as they want but they are regulated as to how much they can sell domestically. Any excess cannot be sold domestically and must be either stored for a future year or sold on the international, dump, market (Sugar Cane Org, 2013).

#### **3. Tariff-Rate Quotas (TRQ)**

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The US is one of the world's largest consumers of sugar per capita and it is the world's largest importer of sugar. As seen in the graph above, US sugar prices tend to be higher than world prices. To discourage importing of lower-priced world sugar, the US applies a large tariff on excessive imports. The tariff makes the imported sugar less attractive and encourages domestic demand (Sugar Cane Org, 2013).

The US uses these mechanisms to tightly control their domestic sugar industry. The US selects who can produce sugar, who sells the sugar, how much can be sold, and they also control and impose restrictions on who can import sugar into the US market. The general purpose is to protect the interests of the sugar industry because sugar is a key component of the food industry, to give a perspective of the largest sugar producer we will look at Brazil's sugar policies.

### **Brazil Sugar Policy and Trade:**

To put Brazil's sugar exports in perspective, Saudi Arabia is seen as an oil giant as they contribute approximately 19% of the world's exported oil. Brazil contributes 50% of the world's exported sugar (Farm Policy Facts, 2013). Brazil is the world's largest producer and exporter of sugar. It has cultivated its industry over the past 500 years and has a long-standing sugar-growing culture. Brazil is the 5<sup>th</sup> largest land mass and has the 5<sup>th</sup> largest population in the world. However, Brazil is still considered to be an emerging developing market.

Brazil's sugar industry has two components, (1) sugar for human consumption and (2) sugar for ethanol bio-fuel. Unlike the US that has relatively rigid sugar policies, Brazil looks to use a myriad of policies to protect and develop its sugar industry. Many have said that Brazil's strong sugar industry is primarily due to first-mover advantage, excellent growing conditions, cheap labor, ingenuity and good management, "... indeed the image Brazil projects in international circles" (Chatenay, 2013). The Brazilians do not have price setting and strict import tariffs leading many to believe that the Brazilian market is effectively a free market running on supply and demand. However, this is not necessarily true, we will analyze Brazil's policies from both a historical and current perspective.

Brazil's impressive sugar market did not develop overnight. It is true that Brazil has benefited from over 500 years of sugar production. At one point, Brazil had the most slaves in the entire world and it was their hard work that benefited their industry. For the past 500 years, on numerous occasions, Brazil has held the title of being the world's largest sugar producer. The sugar industry has always been powerful in Brazil and the government has supported the industry to varying degrees over the years. Although Brazil does not have a strict predetermined sugar policy like the US, we must acknowledge a long-standing government support for their sugar industry.

Today, the Brazilian government does support their booming agriculture industry which includes support for its sugar industry. In 2011, total agriculture and related businesses represented approximately 22% of Brazil's economy (Chatenay, 2013). There are several ways in which Brazil supports its agriculture industry, they include: direct subsidy payments, assisted capital financing via direct official loans and soft loans, subsidized interest rate on loans (aka subsidized credit), loan write-off or renegotiations, lax tax collection policies, etc. Due to the wide array of agriculture subsidies and "... the dispersion and complexity of public subsidies, it is impossible to precisely measure support ..." to the sugar industry (Chatenay, 2013, p.2).

### **An Alternative use for Sugar: Biofuel**

Energy is vital to human survival, not only in the foods that we eat to fuel our bodies but also in the energy we use to fuel our modern-day society. There are 4 conventional types of energy that we use today and they are: Nuclear, Coal, Natural Gas, and Oil, aka Petroleum, (National Academies, 2013). There is now a 5<sup>th</sup> type of energy that is demanded more frequently (White House, 2011) which is Renewable Energy (solar, wind, and biofuel, which is derived from living matter such as sugarcane and corn). With the conception of global warming and the ongoing problems plaguing the first 4 energy types, there has been more attention being placed on renewable energy as a solution to the energy problems we are currently facing. We will take a closer look at the United States energy usage as it is the largest economy in the world, approximately twice as large as the second biggest economy in the world (China).

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#### **4 + 1 Sources of Energy:**

**Nuclear Energy** is a source of energy in the United States. Other countries are much more reliant on nuclear such as France which gets over 75% of its energy from nuclear (Maps of the World, 2013). However, nuclear energy has developed a bad reputation for being highly dangerous over the past 30 years. Most recently, in 2011, there was the Japanese Fukushima power plant meltdown where an earthquake compromised the power plant and it has virtually been in a meltdown state for the past 3 years. Massive amounts of toxins have been pumped into the environment and to date they cannot contain the leaking nuclear waste (Greenpeace, 2013). Also well known was the Chernobyl nuclear explosion in 1986 which destroyed the entire city. The city is still a ghost town uninhabitable by humans (Greenpeace, 2006). The potential of a nuclear power plant meltdown and the inherent emission of nuclear toxins is a key motivation for why people are looking for an alternative energy source.

**Coal** is another main source of energy in the United States. Coal is a non-renewable resource and also has a bad reputation for being inherently toxic and dirty. Coal mining is physically dangerous with many coal miners being poisoned and developing deathly illnesses (e.g. the “black lung”). Coal extraction is very dangerous and there have been a number of high profiled cases where coal mines collapsed killing many coal miners (Hampson, 2010). Coal is massively toxic to the environment and there has been a marketing rebranding to ‘clean coal’ in an effort to restore coal’s reputation (Greenpeace, 2013). The dirty and toxic coal is another reason that people are looking for an alternative energy source.

**Natural gas** is a non-renewable energy that emits dangerous gasses (carbon dioxide) into the atmosphere when used. Natural gas has a large carbon footprint as it is very intensive to mine and transport. The latest efforts to gain access to greater natural gas reserves by hydraulic fracking has been condemned by many because the carbon footprint is so significant (using copious amounts of fresh water, injecting poison waste water back into the clean water table, and polluting the environment and atmosphere (Triple Pundit, 2012). This is why people are looking for a clean alternative to this energy source.

**Oil** is also a non-renewable energy source. Oil has a tarnished reputation due to its massive carbon footprint. Oil is one of the leading causes of carbon emissions and the effects of recent oil spills have been devastating. Two infamous oil spills generally jump to mind, the Gulf of Mexico oil spill and the Exxon Valdez oil spill. In 2010, the Gulf of Mexico oil spill occurred and it is estimated that over 200 million gallons of oil were spilled into the Gulf region. An off shore oil rig exploded resulting in 11 immediate deaths and causing the largest oil spill in history (Reuters, 2010). Experts say the fragile eco system will take many years to recover and the damage to the environment is insurmountable. In 1986, the Exxon oil spill resulted from a massive oil tanker spilling its load into the Alaska coast. The damage to the coast and to local communities is still felt today (NY Times, 2010). Oil companies are now engaging in more risky oil extraction methods going further and deeper off shore. They are also using the highly controversial hydro fracking methods to extract the hard to reach oil reserves. In the US, oil is the primary source of gasoline which is a multi-billion dollar industry. In 2000, the price of a barrel of oil was under \$20 and by 2008 the price of oil hit over a 500% high at \$145 a barrel. In 2008, it was widely believed that we had reached the oil peak and global oil reserves were on the decline. However, the 2008/09 Great Recession sent oil prices dropping and they bottomed out at approximately \$30 a barrel. Since then the oil prices have recovered and are now trading in around \$100 a barrel (WTRG). Interestingly in 2012, the US said that they had further access to oil reserves via hydro fracking and that the US would be energy independent within 10-15 years (Krauss, 2011).<sup>62</sup> A 2013 recent analysis has now suggested that the US energy resurgence had over estimated and peak oil is back on the table (Koch, 2013).

**Renewable energy** has been a ‘hot’ topic in recent years. Due to the inherent risks in nuclear energy and the need for a clean source of renewable energy, people have looked to solar, wind, and biofuel (ethanol) energy. All are renewable, have a relatively low carbon footprint, and can generate significant energy. Biofuel energy would be the main source of energy for factories, machines and vehicles. The two leading producers of biofuel (ethanol) energy are the United States via corn syrup and Brazil via sugar syrup. Interestingly, the US uses corn syrup to also make High Fructose Corn Syrup (a direct substitute for sugar). Brazil on the other hand is the premium world producer and converter of sugar based ethanol as a source of biofuel.

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The Brazilians believe in energy independence and they are firm believers in the power of sugar as biofuel. This is clearly evident as most of Brazil's cars can run on biofuel with no issue (The Economist, 2012).<sup>64</sup> They have policies which support general agriculture and specific policies which support their sugar industries efforts in producing ethanol biofuel. Surprisingly, sugar ethanol is more powerful with an octane rating of 106 versus a subpar octane gasoline rating of 96 (Freudenberger, 2009). and in addition the carbon footprint on biofuel is minuscule compared to oil (Energy Coalition, 2013). Once the sugarcane (or sugarbeets) are grown, they are cut down and sent to a refinery. The refinery (mills) effectively squeezes all of the sugar syrup out of the plant. This stage requires approximately 70% of the full resources of the plant. The last 30% of the resources are either dedicated to making table sugar or making sugar-ethanol (Chatenay, 2013, p.6). Sugar mills in Brazil have a dual ability to make both products, this gives their sugar mills the ability to either make sugar or fuel from the same plant at the same point in time. This ingenious production process allows mills to make nimble decisions and produce more or less of the product (sugar or fuel) based on supply, demand, and government initiative (Chatenay, 2013, p.6).

### **What Next: Future Potential International Sugar Reforms**

Governments notoriously bend to big businesses and lobbyist groups. In the short term, these groups have the policy makers on their side but over the long term, the people have the voting power to reform the system as they see fit. The classic example of this relationship is to compare it to the big tobacco industry. In the short run celebrities, advertisers, companies, and even doctors promoted smoking. The lies, cover-ups, and scandals are all part of big tobacco's history. However, in the long run the truth eventually got out and the health of human beings eventually prevailed. Citizens are able to vote-in government representatives that will change current policies for the betterment of human-kind, but this does not happen over night. Today, with the advent of the internet and social media, changes seem to be happening faster than ever before. An example would be the Arab Spring uprising where dominant dictators were overthrown by the people in a matter of days and weeks. Most of the credit for these movements are attributed to social media tools via the internet.

What if it is true that excess sugar & fructose are highly addictive and are the leading causes of obesity and a host of other deadly diseases? If true, one would expect to see eventual policy reforms that restrict and monitor the amount of this toxin that can be added to our food supply. If sugar were to become less of an integral ingredient in our food supply then it would become less of a national interest to protect it. With the demand for sugar dropping (via lower sugar consumption) sugar producers will soon lose revenue and power and their big sugar interest will eventually wane, just as the interests of big tobacco have. With sugar being a non-essential commodity, one may expect fewer efforts to support tariff rate quotas (TRQ), domestic market controls and sugar price supports. Perhaps as this happens the international sugar market would move away from being a 'dump' market and start trading based on a free market controlled by supply and demand, not on government intervention.

One may forecast that, in the short-term, as the demand for sugar decreases, the excess supply of sugar will be 'dumped' onto the international market pushing sugar prices lower. The sugar farms and sugar industry may not be able to change production to an alternative crop to support profit levels. However, sugar producers in forward thinking markets like Brazil will be able to make the nimble transition to converting sugar to ethanol (biofuel), further reducing their dependence on expensive non-renewable energies. In the long-term, other countries may start using their sugar to produce ethanol in order to move away from traditional energy sources. However, oil is a big business and the interests of the oil companies are often protected by government representatives. Big oil companies may eventually fight the same battle that the big tobacco companies fought and that big sugar industries maybe fighting soon.

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# 9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11

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## INTRODUCTION

Defamation against Arabs and Muslims, particularly attacks on Islam as a faith, has steadily increased in intensity and frequency following 9/11 attacks, laying the groundwork for potential future waves of hate crimes. Arabs and Muslims in America spent long periods of invisibility among other minorities and were often hidden under the Caucasian label, if not forgotten altogether (Cainkar 22), but 9/11 placed on them a special burden. In addition to the anguish and concern for the country's safety that Arabs and Muslims share with all Americans, Muslim Americans are constantly made to define and defend who they are. Otherwise, their image will be defined for them, either by those who commit violence in their name or by those who assert that Arabs and Muslims are somehow monolithic or deserve collective blame for 9/11.

Wajahat Ali (1980- ) is a Pakistani American playwright who used his talent to reflect this type of violence against the Muslim minorities in America. Immediately following the 9/11 attacks, Mr. Ali, then a 21-year-old undergraduate at the University of California, Berkeley, stopped going to classes and spent the next three weeks organizing rallies and forums with friends to respond to what they saw as a growing tide of vitriol about Islam. When the World Trade Center towers fell, Ali was the head of the Muslim Student Association at the University. As the son of a Pakistani immigrant family who "never hid my Muslim identity," Ali says, the tragedy came to define his college years. He devoted 70-80 percent of his time to activism — organizing Jumaa prayers outdoors on campus, distributing flyers, inviting students to discussion panels — in a relentless effort to fight what he considered misinformation about Islam (Ali xii).

When Mr. Ali finally attended his English class, his professor, Mr. Reed told him that if he wanted to pass he had to write a 20-page play. Mr. Reed recalled in an interview, "Do a family drama. That's how immigrant playwrights have always dealt with these issues. read Eugene O'Neill's '*Long Day's Journey Into Night*,' and Arthur Miller's '*Death of a Salesman*,' about a Jewish-American family. You write about a Muslim-American family" (Goodstein 3). Wajahat then wrote the first draft of his masterpiece *The Domestic Crusaders* (2001) which is the main concern of the present chapter. It took Mr. Ali more than two years to finish *The Domestic Crusaders*, with Mr. Reed prodding him along. "Take away the religion, take away the Islam, take away the politics, the Arabic and the Urdu," said Mr. Ali, referring to the Urdu/English hybrid words that pepper the play. "What remains are universal themes like sibling rivalry, expectations of parents, conflict between the generations" (Ali xiii).

Reed was tired of seeing Muslims caricatured in the media, and he encouraged Ali to depict them in a realistic and non-sanitized fashion. Despite serving as a mentor to the play's author, Reed doubts American theater is ready for "*The Domestic Crusaders*." For years, Ali thought he might never get to stage the play at all. With many theater companies and producers turning him down, he had to be content with occasional readings — funded by his parents — in restaurants around Berkeley. Ali says in an interview, "I think it was because the hysteria, the fear, that kind of represented the voice of the Bush administration were still lingering. Even Dixie Chicks, the whitest women in America, who loved Jesus and the Apocalypse, were branded as traitors.... here I am, with a multi-syllabic Arabic name. I am sure people freaked out" (Hosain 10).

This paper discusses how *The Domestic Crusaders* reflects the trauma of Arabs and Muslims following 9/11 due to the structural, institutional, interpersonal and state violence that Iadicola and Shupe explained. It analyzes the different types and forms of violence the characters have faced and then the traumatic effect of this violence on the characters is debated sustained by Abu-Ras's application of the theory of trauma on the Arabs and Muslims following 9/11. The Post Colonial Feminist theory approached by Mohanty's academic examination is another frame of reference that is applied through examining the female characters in the play.

The two act play officially premiered as a 2005 showcase production at the Tony Award winning Berkeley Repertory Theatre. The play was and continues to be directed by acclaimed choreographer and director, Carla Blank. Its NYC debut, on September 11th, 2009 at the Nuyorican Poets Café was followed by a sold-out five week run, which broke attendance records for plays at this landmark Off Broadway Theater. In his Nuyorican program notes, Ali said he chose this date because "I believe by proactively confronting the history of that day through art and dialogue we can finally move beyond the anger, the violence, the extremism, the separatism, the pain and the regret, and build a bridge of understanding and reconciliation" (Ali 2009). The play received its international premiere performances at Muslim Fest in Mississauga, Ontario, Canada on July 31st and August 1, 2010, and was showcased in Washington, D.C.'s Atlas Performing Arts Center on December 11, 2010 and the Kennedy Center's Millennium Hall on November 14, 2010. The one hour performance of Act One remains archived on the Kennedy Center website( Ali 107).

Ali was honored as "An Influential Muslim American Artist" by the State Department and invited to their 2008 Annual Ramadan dinner. He was named a "Muslim Leader of Tomorrow" for his journalism work and invited to participate in the 2009 "Muslim Leaders of Tomorrow" conference in Doha, Qatar. He is the recipient of Muslim Public Affairs Council's prestigious "Emerging Muslim American Artist" recognition of 2009. Ali's essays and interviews on contemporary affairs, politics, the media, popular culture and religion frequently appear in the Washington Post, The Guardian, and Huffington Post. His blog, "Goatmilk: An Intellectual Playground" is ranked in the top 7% of all political blogs and recently rated "Great" by blogged.com. He is the associate editor of Altmuslim.com and contributing editor to Illume Magazine. His first short story, "Ramadan Blues," is published in Powwow: Charting the Fault Lines in the American Experience, Short Fiction From Then to Now (Da Capo Press, 2009). His first movie, "Ms. Judgments," was a finalist for the Link TV Muslim American Film Competition. Wajahat Ali is also an Attorney at Law,



practicing in the Bay Area, California. In 2012, Ali worked with the State Department to design the Generation Change program to empower young social entrepreneurs, initiating chapters in eight countries, including Pakistan and Singapore. He was honoured as a “Generation Change Leader” by Hillary Clinton and as an “Emerging Muslim-American Artist” by the Muslim Public Affairs Council during the same year( Ali 108).

### **Placing Ali among his Contemporaries**

Ali as well as third generation Pakistani playwrights concentrates on topics of racism, Islamophobia, discrimination and bigotry in America especially after 9/11. Rohina Malik( 1971- ) is a Pakistani American playwright who discusses the same topics in her plays. Rohina Malik is a critically acclaimed playwright, actress and solo performance artist. She was born and raised in London, England; later she immigrated to America with her family. Rohina is a resident playwright at Chicago Dramatists, and an artistic associate at the 16th Street Theater and a company member at Voyage Theater Company in NYC. Her work has been produced or developed at The Goodman Theatre, Victory Gardens Theater, 16th Street Theater, Crossroads Theater, Chicago Dramatists, Voyage Theater Company, Silk Road Rising and Theater Project Baltimore. Rohina's play "*The Mecca Tales*" was nominated for a Jeff Award for Best New Work and she was awarded the Y Award with the Evanston YWCA for her work to end racism and empower women. She is a proud member of the Dramatists Guild of America.

Her play *Unveiled* (2010) portrays five Muslim women immigrants, four from the US and one from the UK, and the way their lives change after the terrorist attacks of September 11, 2001. The common thread among the characters is their hijab and the typical tea from their native countries, which they serve during the course of the play. But what really connects them is their strong yearning for a peaceful and amiable coexistence with people around them. Since its debut in April 2009 at the 16th Street Theater in Berwyn, Illinois, Rohina has been invited to perform *Unveiled* at Universities, Churches, Mosques, Synagogues and Theaters. She was awarded the Y award with the Evanston YWCA for her work to end racism.

*The Mecca Tales* (2011) tells the story of five Muslim women who meet for the first time at the pilgrimage in Mecca known as the Hajj. Grace, the group’s leader, requires each of the pilgrims to reveal her unique and personal reason for making this journey. The women must choose whether to reveal themselves and go forward, or to guard their stories and stay behind. *The Mecca Tales* explores the power of ritual and redemption commissioned and developed at the Goodman Theater. Its World Premiere was in March 2015 at Chicago Dramatists. *Yasmina’s Necklace* (2015) is about Abdul Samee whose father is Iraqi, his mother is Puerto Rican-but if you ask him, he’ll say he’s Italian. Longing to shed his cultural identity, he changes his name to Sam, marries an American and does everything in his power to turn his back on his heritage. But when Sam meets Yasmina, a beautiful woman from his father’s homeland, he begins to learn that a tree without roots cannot stand for long. It was premiere at the 16th Street Theater in January 2016.

Another young writer from Ali's contemporaries is Rehana Mirza(1978-). She is an Indian American playwright who focuses on Muslim women dilemmas in the American society. Her breakout play,

*Barriers*(2002), was the first play to address 9/11 from a Muslim perspective, and has been included on the curriculum at West Virginia University, Yale University and NYU, as well as being featured in the article, “Staging Diaspora”. *Barriers* takes place four months after the 9/11 attacks and focuses on the Chinese/Pakistani Abbas family and the loss of their eldest son Nabhil who had been in the World Trade Center during the attack. When Sunima, Abbas's only daughter, comes home to announce her pending engagement to a white man – she finds her joyful news lost in a mire of household problems and quickly becomes trapped in the shared family loss that was never dealt with. As this multi-cultural family begins to fragment, they begin to piece together the past each one hides, and the future they all share.

*Radio Diaries Of Hank, Yank And Prank* (2007) is semi-serious comedy about a radio show that wakes up New York with frivolous pranks, and the intern who comes along to reform it, one fart joke at a time. *The Good Muslim* 2006 is about an atheist clubkid, Nora, and a sheltered Muslim girl who form an unlikely friendship. When circumstances lead them to becoming roommates, the personal becomes political. Rehana was nominated for a South Asian Media Award and was featured in publications such as *India in New York*, *DesiTalk*, *India Abroad*, *Bibi Magazine*, *Nirali Magazine*, *EGO Magazine*, for her rich production. She is also the author of many famous movies includes her short film *Modern Day Arranged Marriage* which acquired by the LOGO network. Her feature film *Hiding Divya* exposes the taboo subject of mental illness in the South Asian community, and had a theatrical release in SF, Atlanta, New York, NJ and Michigan, followed by a nationwide college tour with the assistance of a grant from the Asian Women Giving Circle.

Ayad Akhtar (1970- ) is another Pakistani American actor and writer who was born in New York and grew up in Milwaukee. He tries to reflect problems of assimilation that face Muslim immigrants within the American society. He received the 2013 Pulitzer Prize for Drama for his play *Disgraced*(2011) which tells the story of Amir, a hotshot corporate lawyer whose family came to the US from the Indian subcontinent. He is living the dream on New York's money-soaked Upper East Side, but is about to suffer a fall as he tries to come to terms with his multiple identity – American v Asian, Muslim v secularist, passive observer of injustice v activist. The play is also centered on sociopolitical themes such as Islamophobia and the self-identity of Muslim-American citizens. It focuses on a dinner party between four people with very different backgrounds. As discussion turns to politics and religion, the mood quickly becomes heated. Described as a "combustible powder keg of identity politics," the play depicts racial and ethnic prejudices that secretly persist in even the most progressive cultural circles. It is also said to depict the challenge for upwardly mobile Muslim Americans in the post9/11 America. It premiered in Chicago and has had Off-Broadway and Off West End engagements.

His play *The Invisible Hand*(2012) follows Nick Bright, an American investment banker, who is kidnapped in Pakistan, where his captors demand he raise his ransom by trading in the financial markets. In teaching his captors how to manipulate the market, Nick fundamentally alters his relationship with them – and the world. This thrilling new play by one of America's hottest playwrights examines how far we'll go to save ourselves and the ramifications of our actions on global politics. *The Who and the What*( 2014) is about a brilliant Pakistani-American writer Zarina who focused on finishing her novel about women and Islam. She

meets Eli, a young convert who bridges the gulf between her modern life and her traditional heritage. But when her conservative father and sister discover her controversial manuscript, they are all forced to confront the beliefs that define them. A passionate and searing look at a family divided by faith, bonded by love and searching for truth in contemporary America. It was opened in June 2014 at the Claire Tow Theater at Lincoln Center.

Wajahat Ali as well as his previous contemporaries focuses on problems of the Pakistani Muslim community in the Western civilization. They treat problems of lack of assimilation, underestimation, and the various forms of violence against Muslims within the American society. They also reflect the defects and weaknesses of their cultural legacy including radicalism and the sterile adherence to traditions.

### ***The Domestic Crusaders***

*The Domestic Crusaders* discusses violence against Muslims and Arabs following 9/11 attacks. It depicts various types of structural, interpersonal and institutional violence including discrimination, racism, harassment, abuse, defamation, hate crimes and bias against Muslim and Arab minorities in America according to Iadicola and Shupe's theory. Following 9/11, politics, religious leaders, media pundits, self-proclaimed terrorism experts exploited the feeling of an already terrified citizenry by offering gross overgeneralization and blatantly incorrect depictions of monoliths of extremism and hatred. Well-known leaders, politicians and writers have affected the public opinion in America with speeches full of hatred and violence. Franklin Graham, an evangelical Christian leader who delivered the invocation and sermon at president Bush 2001 inauguration described Islam as "a very evil and wicked religion" after the attack. Jerry Venies, Former president of the Southern Baptist convention referred to Prophet Mohammad(PBUH) in St. Louis in June 2002, "Islam was founded by Muhammad, a demon-possessed pedophile who had 12 wives - and his last one was a 9-year-old girl. And I will tell you, Allah is not Jehovah either. Jehovah's not going to turn you into a terrorist that'll try to bomb people and take the lives of thousands and thousands of people" (Barham 1).

The aim of violence against Muslims and Arabs after 9/11 is not to achieve political or economical objectives, but for something worse, namely, revenge. The Bush Administration unquestionably generated an Orwellian litany of naming—"coalition of the willing," "extraordinary rendition," "War on Terror," "enhanced interrogation," "regime change," "preemptive war," "homeland security"—that has reshaped America's political discussion during the 2000s (Duvall 381). Arabs and Muslims lived in an atmosphere of hysteria and fear. Natives attacked Arabs everywhere and denied their rights in the American citizenship. Prejudice, hate crimes and discrimination were the dominant problems that faced Arabs and Muslims following 9/11. Wajahat Ali reflects this suffering skillfully in *The Domestic Crusaders*.

*The Domestic Crusaders* is a loaded and sarcastic title. The word 'crusade' brings to mind the tragic potential of religious division and intolerance, whether in medieval times or presently. The play violates the meaning of the term "crusaders" by showing the humanness of Muslim Americans who straddle both East and West to improve their living. They are simple people trying their best to live their lives, strive for their dreams

and understand themselves. Ali inquires "Who practice violence? Who are the real crusaders, Muslims or the West? *The Domestic Crusaders* presents Muslim-Americans on stage as real, living, breathing human beings instead of the simplistic caricatures portrayed by Hollywood or political propaganda.

*The Domestic Crusaders*, is an incredible contribution to American Muslim literature. "Ali's play appeals to a mass audience while staying true to its goal of providing a groundbreaking, honest, and beautifully human portrayal of what it means to be an American Muslim" (Chaudhry 2). The six characters in the play represent three generations of one family who gather to celebrate the youngest son's twenty first birthday in their suburban home. The first generation consists of the grandfather, Hakim, a retired Pakistani army official who harbors a terrible secret. The second generation includes the father Salman, a middle-aged corporate engineer trying to maintain his pride and self-respect; the mother Khulsoom, a housewife who longs for her homeland and wishes to impart her traditions, values, and morals to her American-born children. The third generation consists of Salahuddin, the eldest child, stubbornly clinging to assimilation in the American society, as well as his anger and resentment towards his father. Fatima, the middle child, passionately advocates her Islamic identity, while rejecting the traditional stereotypes and biases of her mother; Ghafur, the youngest, is the golden child who studies medicine. These individuals are the domestic crusaders.

During the celebration, each member of the family reveals his interests and attitudes to the audience. The grandfather, Hakim, seems to be the sound of wisdom in the play and the one who reminds them with the Pakistani traditions and Islamic rituals. Fatima, the only daughter exposes her strong-willed character. She studies at law school and protests to defend Muslims' rights. She wears Islamic hijab and fights anyone who rejects it. At the same time, she fights the deficiency and inadequacy of the Pakistani community in America. Their mother prepares traditional Pakistani food while trying to force her daughter to master cooking. The father, Salman, is late claiming that he has much work. Sal also reveals his attitudes; he despises his Pakistani origin and pants for a full assimilation inside the American society. Ghafur is supposed to study medicine and the family depends on him to be a famous doctor and to step them into a better standard of living.

It was an ordinary gathering to expose the humanness, dreams, thoughts and sufferings of a Muslim American family to the audience of 9/11. The author shows that the attacks of 9/11 did not destroy the two towers, the Pentagon, and hundreds of American families only, they also destroyed the lives and dreams of Muslim American families. Ghafur is going to explode his own bomb; he has given up studying medicine and studies Islamic history in order to teach Native Americans the truth of Islam. He wishes he could change the society around him through illuminating them about the reality of Islamic faith. Like all the family members, Ghafur got tired from discrimination, abuse and violence against Muslims everywhere because of ignorance of the reality of Islam. He decides to change the world around him. The family is shocked at this news, the parents get angry and the father slaps Ghafur claiming that he was cheating him and the celebration ends tragically.

Each of the previous characters illuminates the triumphs and struggles of individuals dealing with faith and identity in a globalized and ever-changing world. Their conversation reveals their inner feelings of

the trauma of dissimulation, losing of identity, oppression, and bias. The family members are shaped, or even destroyed by the general atmosphere they live in daily at schools, working places, or in the street. Lately, it became like a hell after 9/11 since Iadicola and Shupe state that “regimes facing external threats are likely to use violence against domestic opponents”(306). Each one of *The Domestic Crusaders* exposes his own trauma in the American society due to violence against Muslim minorities. Iadicola and Shupe specify ethnic minorities in the United States as a target group for state violence. They say, "the pattern of targeting ethnic minorities for state violence is not unique to the United States of America"(272). Since they figure a direct relationship between various forms of violence in what they call 'chain of violence', the family lives in an atmosphere of structural, interpersonal, and institutional violence throughout their life in America. Unfortunately, they get used to it and most of them do not try to resist.

Ali exposes the most spread types of violence that Muslim minorities were exposed to following 9/11. Indeed, Muslims face many types of violence against them everywhere around. Ali begins his exposure by the most effective form of them. Initially, The first lines of the dialogue show the abuse and harassment of one of the most important agents that practice violence against thousands of Arabs and Muslims, mainly the media. The media has a prime influence on how people perceive a wide variety of topics. Different sources claim that the media affects how persons act even after watching movies or the news. Peek states that:

For decades, the mass media has presented the Arab and Muslim worlds overwhelmingly in the context of political violence and conflict. Consequently, Americans are accustomed to seeing images of war-torn regions throughout the middle east and to hearing stories about extremists committing atrocities in the name of Islam. It is no surprise, then, that the respondents were subjected to the most severe harassment when violent incidents that were associated with Arabs or Islam were covered widely in the media.(54)

The various types of violence that the Muslims faced after 9/11 were the reaction and normal consequences of decades of distortion to the image of Muslims in the different types of media. Media coverage ensured the perpetuation of the worst images of Islam. The verbal and physical harassment that the majority of the Muslims reported offers some insight into the ways those misconceptions about a group may translate into hostile actions.

RADIO: (*Voice-over*) We now return to our in-depth coverage of “The War against Extremism.”

Joining us now for an NPR exclusive are world-renowned, respected academic experts on Islam and the Middle East—

(*FATIMA, visibly disgusted, turns it off*)

FATIMA: (*To no one*) Experts! What a joke!(5)

In the era of communication, wars begin, continue and end with media war. The Media shapes public opinion and covers events by their censorship. The mass media is used as the most important weapon. It shapes the world. According to Iadicola and Shupe, governments have agents in acting violence and spreading particular political agendas inside and outside countries. Media is one of those agents that participated in arising waves of violence against Arab and Muslim minorities. Iadicola and Shupe imply that there are various agents who commit acts of violence on behalf of the state. They say, "examples of state violence ...is the use of false information by agents of the state to promote violence directed at someone by either members of his

or her own group or by members of another group. The FBI uses several names to describe this method such as black propaganda campaigns"(302). Obviously, media is the main agent responsible for achieving this form of state violence. Radio, TV, newspapers, and every aspect of media have played key roles in shaping attitudes and quite often confirming prejudice against Muslims. Yenigun states that:

The image of American Muslims took shape alongside the images of Muslims on television. This Muslim image is known to anybody: irrational terrorists, airplane hijackers, and suicide bombers who wage war against "civilization" and "democracy" in the name of jihad (holy war) to establish the Islamic way of life against the *kafirun*, who are unbelievers to be either converted or killed.(40)

In *The Domestic Crusaders*, media surrounds the individuals and lead them into depression. It charges them with anger and stress. Most of them find media deeply unfair in its portrayal and general talk of Islam. They do not bear to listen to radio or watch TV programs which blame Islam and curse Muslims. Fatima, Salman, and Ghafur repeatedly shut down the TV or the radio because they overload their anger. Salman screams, "Tired of this goddamn heat... Goddamn media. Same nonsense every day! Blame Islam. Blame Muslims. Blame immigrants for everything! Tired of the daily propaganda!"(23)

The media's violence against Muslim and Arab minorities can be classified within structural institutional state violence according to Iadicola and Shupe. Even before the mounting public visibility of Muslims in the West, the ongoing Palestinian question was severe enough to occupy a focal place on the news. But after the Gulf War, and especially after the World Trade Center attack of 1993 and the embassy bombings in 1998, coverage of Muslims started to occupy an important place in the news. Thus, the American public was constantly exposed to a negative image of Islam and Muslims. Beyond all of that, the 9/11 attacks were perhaps the single most important turning point in the American Muslim experience. Apart from its negative consequences on their daily lives, the media's coverage of Islam reached an unprecedented intensity. In the case of the American media, as Edward Said has shown in *Covering Islam* "what is represented is defined in terms of whether it is for or against American interests" (42). So the media's violent coverage of Islam and Muslims is built on a structured institutionalized pattern to demonize Muslims and provoke hatred and racism against them sponsored by the American state.

FEMALE COMMENTATOR: (*Voice-over*) This war will end only when these monsters and terrorists and Al-ka-eeda and fundamentalist regimes renounce their hatred and extremism and learn to love and embrace democracy and freedom and American values..

MALE COMMENTATOR: (*Voice-over*) Ann, how do you expect them to love us when we're invading their countries and bombing their homes?

FEMALE COMMENTATOR: We're *not* invading them. Hello, stupids! We're *liberating* you!

FATIMA: (*Turns off the TV*) ..... Is she serious? Do commentators on TV actually hear themselves when they talk? They must be insane. That's it. I won't watch the news anymore.(92)

The intensification of media and political rhetoric against Islam following 9/11 undoubtedly contributed to the cloud of suspicion hanging over the Muslim American community. In a radio appearance, New York Republican Congressional representative Peter King claimed that the vast majority of American Muslim community leaders are "an enemy living amongst us" and that "no American Muslims" have cooperated in the War on Terror. He added that "about eighty to eighty five percent of the mosques in this country are controlled by Islamic fundamentalists." Peek(75) This kind of generalization is totally unacceptable. However,

Americans took it for granted and reacted violently towards all Muslims and Arabs including those who were already their neighbours for decades.

Another type of violence that is revealed from the characters dialogue is interpersonal violence acted by neighbours. The family has lived in that neighbourhood for fifteen years peacefully. However, their neighbours still do not accept them. They do not accept their food smell, their clothes, or their color. They cannot differentiate between them and other Indians or Afghani. They do not even recognize their names and do not like to acknowledge them. Iadicola and Shupe imply that interpersonal violence "occurs between people acting outside the role of agent or a representative of a social institution"(28). Abuse of neighbours can be categorized within interpersonal structural violence which is sustained and provoked by the state and other institutions, media, in society.

FATIMA: Yeah, the entire neighborhood heard it... followed naturally by Tom Jones. Doesn't matter, all the neighbors think we're freaks, anyway. I heard the kids next door complain that our house smells like Little Kabul.

KHULSOOM: Kya? Kabul? We're not those *Afghanis*. We're *Pakistanis*! Why don't you tell them, Fatima? I've lived here long enough. They should at least give respect and know who I am. At least not call me some Afghani.(16)

It is obvious that the interpersonal violence of the neighbours attitude is the result of violence that is practiced against the Muslims by institutions sponsored by the state and its agents. State and media violence lead to that paranoia of fear and abuse inside the neighbourhood. Iadicola and Shupe release that, "structural state violence intersects with interpersonal violence. Violence that stems from hate crimes is an example of structural state violence that is also interpersonal violence"(355). For fifteen years, the neighbours do not accept the family and fear to get close to them. They also do not miss a chance to abuse them. Hakim recites that in the market a young boy called him Ben Laden "Yesterday at the flea market, I was picking my fruits—as usual. One white man was next to me. He was with his son—just a boy, probably eight or so. The boy looked up at me and asked, "Are you related to Osama bin Laden?" (16) Ghafur in his wave of anger and explosion states that he got tired of the refusal of the society even their neighbours, " You can! Call over all these neighbors—do a potluck. We've lived here fifteen years and I don't even know most of their names. Go to those churches and do some interfaith dialogue"(49). Peek confirms this atmosphere saying:

Muslim American became the targets of widespread verbal abuse in the aftermath of 9/11. Nearly 80 percent of the Muslim reported that they were verbally harassed by a friend of a family member who was ridiculed in the weeks following 9/11. Participants were called vulgar names, shouted or cursed at in streets or from passing cars.... Most often these insults came from strangers. However, neighbours, acquaintance, classmates, teachers and co workers were responsible for these harassment.(64)

Various types of violence against the Muslim minorities are revealed one by one during the progress of the play. The father, Salman, also reveals racism at work. Although he works day and night "like a dog"(79), he could not have the deserved promotion because of his ethnic background. Discrimination and racism at work is classified under institutional violence. This type occurs by the action of societal institutions and their agents. Institutional violence by individuals whose actions are governed by the roles that they are playing in an institutional context. Institutions represent a collective response to common problems in the society. They are organizational mechanisms to solve problems that all members of the society confront.

SALMAN: Disappointed, yes—who wouldn't be? A man works, faithfully, competently, not a single blemish on his entire record, night and day, like a dog. ... This brown, foreign, Muslim dog—a Muslim camel. ... It's been thirteen years and he still thinks I'm from India. "India, Pakistan, Afghanistan, what's the difference?" he always says. ... "I'm gonna call you Sal from now on. ... It's hard for Americans to pronounce these Arab names. ... And from that day on I was "Sally" to him, and "Sal" to Brian the CFO, and "the Sal Man from Pak-is-tan" to all the interns and assistants. ... Abu told me, right before I left for Amreeka: "Remember, Beta, those streets in Amreeka aren't paved with gold, they're paved with blood. As a foreigner, you're going to take a beating, you'll always take a beating. ... And all I have after all these years is a bloody nose and a bloody shirt.(79)

The Nonprofit Discrimination Research Center conducted a study suggesting that the concerns of Muslims were well founded. In a 2004 study, the Center sent out six thousand fictitious resumes to employment firms throughout California. All applicants were similarly qualified, but the different resumes included twenty names identifiable as white, latino, African American, Asian American, Arab American, or south Asian. The name Heidi McKenzie got the highest response rate (36.7 percent), and Abdul-Aziz Mansour got the lowest (23 percent). This sort of rejection is classified within forms of employment discrimination which in turn is classified within institutional structural violence according to Iadicola and Shupe. Those who were employed in the service sector had to contend with a sharp post-9/11 rise in discrimination from co-workers and customers. Nationally, gas stations, convenience stores, and ethnic restaurants— workplaces where working-class south Asian and middle eastern Americans are concentrated— were especially hard hit in this regard. Taxi drivers in New York City, 85 percent of whom are estimated to be Muslim, suffered a severe drop in income (Peek78).

Salman experienced this type of violence all his life in America. During his career, he never has the promotion he deserves because of his colour, his ethnic background and his Muslim name. He is easily passed over at work for the sake of the institution business. Khulsoom angrily states, " This is not fair. This isn't right. This is exactly what you said—racism! Discrimination! We can talk to the ACLU or CAIR and tell them you were passed over"(81). Iadicola and Shupe imply that "Structural violence can also be interpersonal or institutional violence such as assaulting, killing, or discriminating members of minorities in order to maintain or extend ethnic or racial hierarchical relations in community" (316). They also assert that workers are in a coercive relationship with owners because they must sell their labor in order to acquire the necessities for survival. The following dialogue between Salman and his wife asserts Iadicola's theory:

KHULSOOM: You act and *are* the part! They all know this. You should have gone into Hunter's office and *demand*ed he give you the job, or else—

SALMAN: Or else, what? Or else I'd quit?

KHULSOOM: Yes, quit! No one needs to be a *chamcha*, a spoon for these racist gorays.

SALMAN: You're a *chamcha* in this world no matter where you go. Just another utensil to be used and thrown away.(81)

It was found those young Arab American men (or those appearing to be Arab) between age 16 to 25 suffered shortage in hours of work after the attacks. Fortunately, the losses began to disappear by the year 2004. Also, the employment-population ratios and hours worked by older Muslim men were very low, especially when compared to that of the younger pool. Furthermore, the Council on American-Islamic Relations (CAIR) reported a 64% increase in discrimination complaints by the end of 2002. In 2003 and 2004, complaints increased by 70% and 49%. CAIR also reported civil rights violations increased, with 18 to 26



percent of the reported violations occurring in the workplace” (Daraiseh 15). Similarly, he found that between 2000 and 2002 (2001 excluded), Arabs and Muslims in the U.S. experienced a significant decline in earnings. Their sample included men between ages 25 and 40 who worked at least twenty hours per week and for thirty-two weeks or more in the survey year. The target group included men from Afghanistan, Pakistan, Iran, and the Middle-eastern Arab countries (Daraiseh 15). Moreover, the attacks were associated with about a 14-16 percent decline in the real weekly earnings of 21 to 54 year old Muslim and Arab men. Changes in occupation and industry account for some of the decrease in wages. The distribution of Arab and Muslim men by occupation and industry changed after 9/11 and that these changes adversely affected earnings of Arab and Muslim men. Internal migration of Arabs and Muslims decreased after 9/11; finally he shows that over time, the adverse impact of 9/11 dissipated (Daraiseh 15).

Ghafur, the youngest son, also faced a type of violence which provoked him to change his career radically. He was racially profiled at the airport because of his prayer cap, his grizzly beard and his Muslim name. They asked him to step out of the queue and searched him thoroughly. He was treated like criminals and terrorists. It was an embarrassing and disgusting situation before the flight passengers.

FLIGHT ATTENDANT: (*Voice-over*) *May I see your boarding pass, sir?*

GHAFUR: She scans it. She looks at the screen. She looks at me—and the smile is now gone. She nods her head—a large Filipino man comes and takes me to the side.

GHAFUR: They spend five minutes doing a body search. They check my wallet, my keys, my belt, the contents of my bag, the magazine, my shoes, the keys again, and finally back to the belt. The other passengers stroll on by, witnessing the Muslim-mammal zoo exhibit. I’m sure it made them feel really safe, that I was being sanitized. Even safer, when I boarded the plane and walked down the aisle. Oddly enough—no one else was searched except a young black man.(40-41)

Peek asserts that several of the persons he interviewed, including men and women, reported that they were subjected to lengthy security checks when they attempted to fly. Even though these checks were inconvenient, and sometimes humiliating, most of the participants said they understood why they were being scrutinized. Others seemed resigned to the fact that their travel would be delayed. Racial profiling can be categorized within structural institutional state violence. According to Iadicola and Shupe, state violence is "all forms of violence committed by government. This includes actions by police, National Guard, and military forces, or all forms of politically authorized violence"(262). Government leaders often incite racial or ethnic hatred against minority groups in order to stay in power. This often results in violence by state authorities and other institutions related to it against these ethnic minority populations. Ghafur who was racially profiled by airport security men and flight attendants faced state violence by one of its institutions. Ghafur remembers another day when a Punjabi Sikh was asked to leave the plane so as not to endanger and disturb the psychological and mental comfort of the airline passengers.

FEMALE FLIGHT ATTENDANT: (*Voice-over*) Um, sir. We’d appreciate kindly if you would please kindly leave the aircraft—quietly... and *quickly*. Thank you... *kindly*

GHAFUR: Perhaps they think all people who wear turbans are terrorists? Perhaps they didn’t like the way he looked? Maybe he smelled funny? Maybe he made the mistake of smiling at the attendant? Regardless, boom—he’s off!(39)

Nader Abualnaja conducted a study in 2014 concentrating primarily on airport racial profiling. That study examined the perceptions of Muslim Americans toward racial profiling at airports after 9/11. Secondly, the study investigated the impact of Muslim men wearing a beard or typical Islamic clothing while flying and Muslim women covering their heads when they fly. The impact of the post September 11, 2001 war on terrorism on Muslims and the USA PATRIOT Act Muslims lives have changed in America after September 11, 2001. Counter terrorism policies have targeted Muslim communities more than others. Fighting terrorism is used to fight Muslims in different segments in America. The ethnic and religious profiling to Arabs and Muslims is part of a counterterrorism strategy. Abualnaja findings are worth mentioning. First, he found that Muslim Americans perceived that they are being racially profiled not only at airports, but at other locations throughout the United States. Second, he also found that Muslim men were not as supportive in having beards or typical Islamic clothing while flying. The overall finding of his study is that it was totally unfair to stop and search Muslim people because of their physical and personal appearance (87).

Ghafur declares that he has got tired of seeing Muslims misunderstood and misrepresented everywhere around. The rejection of the American society to Islam annoyed him extremely. So he decided to give up studying medicine to become a teacher. He wants to teach Islamic history to both ignorant Muslims and non-Muslims. He has this decision after thinking in a way to illuminate Americans about the reality of Islam. He deduced that most of the Americans and even the Muslim extremists neither know the history of Islam nor the real rules and instructions of it. If the extremists know the real instruction of Islam, they would not kill innocent people in explosions or attacks. Ghafur decided that he wants to take part in reforming his Pakistani community and illuminating the American society.

GHAFUR: (*Calmly*) I'm not doing medicine.

SALMAN: You're... You're what now?

GHAFUR: Inshallah, in history with emphasis on the Middle East, Islam, and Arabic. It would be ideal to be tenured at a prominent university like Harvard, Columbia, or Berkeley, but if I can't be, then Allah knows best. I'd even teach elementary or high school

FATIMA: (*Taking GHAFUR's side*) Yeah, they need good teachers, especially at the inner-city schools by our college. There are a lot of Muslim kids there who don't know anything—

GHAFUR: Why not? Like Fatima said—at least I'll get the opportunity to make people unlearn all the misinformation they've been force-fed their whole lives about Muslims, Islam, Arabs, and the Middle East. And inshallah, Abu and you will get the blessings of my work.(54-55)

Ghafur explodes his own bomb and shocks his family who has built great dreams upon his being a doctor. In most of the world's societies, the profession of a physician is a high standard and highly appreciated one. Although Salman is an engineer, yet it seems that the family suffers from rejection and disrespect so they wish that their son would force the society to respect and appreciate them. Physicians' income is to some extent high in most of the world's countries especially America. The family wants Ghafur to be a doctor to achieve their dreams not his. They are waiting for him to transform them into a better standard of living.

KHULSOOM: How could you decide this? When? Why wouldn't you *tell us* about your decision? Why are you ruining your future? All our plans we had for you—

GHAFUR: All *your* plans for *my* future.

SALMAN: (*Snaps*) Your future *is* our future! It was decided long ago! We made a decision—that's why I pay that goddamn money for that goddamn private school.(52-53)

9/11 attacks did not destroy the two towers and the Pentagon or the lives of Americans only, it also destroyed lives of hundreds of Muslim families who live in America. The institutional, structural, interpersonal and state violence that they faced turned their life into a hell. Abualnaja states, "The aftermath of the terrorist attacks in September 11, 2001, made Muslims under twofold dangers. One is the governmental policies that targeted Muslims and the local violence against Muslims in the U.S.(18). Reed and Ali announced in the introduction to the play that they have got tired from the misrepresentation and accusation of Islam and Muslims of extremism, so Reed directed Ali to write this play. He urged him to offer the American society an insight into the life of a Muslim family. Ghafur as well reached the same degree of rage that Reed and Ali reached before creating his character. Ghafur did not choose to join radicalism but he chose to try to reform the society around him. He tries to solve the problem radically through illuminating the society by the reality of Islam.

Since September 11, 2001, Muslims have faced discrimination as a minority group. However, they maintain that the majority of the culture is ignorant about Islam. Muslims have faced different types of racism, at work, at schools, singled out for harassment, etc. Furthermore, "racial profiling of Muslims has become a debatable issue since September 11, 2001. People start looking to profiling Muslims as a tool of counterterrorism" (Abualnaja16). Ghafur represents Wajahate Ali, Ishmael Reed and other Muslims who try to clear the wrong image of Islam after 9/11. The institutional structured state violence against them as ethnic and religious minority provoked them to take part in resisting and fighting this violence positively. Ghafur says, " Perhaps there are better ways to heal the world than to become a doctor in this day and age"(42). Ali says in an interview about *The Domestic Crusaders*:

You want this play to inspire that kid who shouldn't be a doctor but, because of pressure from his parents or the community, is paralyzed to pursue his real dream of becoming a writer or an artist, and slowly, bit by bit, help contribute to an artistic renaissance in which we take off our blinders, get our heads out of the sand, and bust out of our cultural cocoons.(1)

The third generation discusses the reasons behind Islamic extremism most of the time. They want to understand why a Muslim would explode others including himself. It is known that Islam prohibits killing or destruction. Prophet Mohammad (PBUH) banned killing of women, children, and old aged people, destroying places of worshipping, destroying properties of people, or cutting trees (Bukhari 257). Sal cannot find a logical reason for terrorism, but Fatima and Ghafur grasp the main reasons for it; they are oppression and underestimation.

SAL: Yeah, join a multinational corp. Voilà. I'm telling you—technology and globalization will unite, not destroy, the world. (*Makes triumphant operatic noises*) Ahhhh haaa aaahh ahhh...

FATIMA: I don't know whether to laugh at your naïveté or your ignorance.

GHAFUR: Come on, Sis. Back off. I mean, Bhai has a point—usually people with food and homes don't go around blowing themselves up.

SAL: Except terrorist suicide bombers—

FATIMA: Or a people so brutally oppressed they have nothing left to lose—

GHAFUR: Except their lives, or maybe their humanity, I don't know (42)

It is obvious that most of the family did not revolt against the violence before 9/11. Ghafur reacted after 9/11. The only one of the family who reacted earlier is Fatima. She is politically active to defend the

minority rights and to revolt against the violence and discrimination against Muslims before 9/11. Sal does not see the Muslim minority as victims; on the contrary, he sees them as foolish terrorists who deserve this treatment.

SAL: My opinion. In the end, it's economics. Simple economics. Always has been, always will be.

FATIMA: And how about morality and ethics?

SAL: For. Sale. Morality? Please. I'd rather have these "reborn" Christians than those militant Muslims, all right? One group can hold hands, do some koombayas, and cry like babies over a campfire and the other can prepare for *jihad*. (49)

Fatima fully comprehends the reasons for terrorism; oppression and discrimination along with the absence of justice could provoke people to act criminally. Some oppressed people would react negatively while others may react positively. Ghafur could have joined radicalism after being racially profiled at the airport but he has chosen a positive reaction and has decided to teach the truth of Islam. It may be cathartic and psychologically empowering for those in low-power groups who feel enraged and humiliated by their oppression. They may not find other ways to release their rage and resentment other than explosions and destruction. The structural violence of the society overwhelmed the family. In a violent reaction to Ghafur's decision, the father slaps him angrily. Sal attacks his father to beat him. A violent scene dominates the stage to reflect that violence begets violence and that the family is an extension of the society.

Salman: He's destroying his life before it can even have a beginning!

GHAFUR: At least I'll be responsible for my own downfall—

*(SALMAN suddenly and loudly slaps GHAFUR. SAL explodes off his chair and runs to defend his brother. Everyone gets involved in stopping the fight.)*

SALMAN: So, you're going to fight your father again?!

SAL: If I have to! (57)

In the United States in particular, freedom of religion is a constitutionally protected right provided in the religion clauses of the First Amendment which prohibits the federal government from making a law respecting an establishment of religion, or prohibiting the free exercise thereof. Along with this, The Fourteenth Amendment to the United States Constitution also guarantees religious civil rights. It prohibits discrimination, including on the basis of religion, by securing "the equal protection of the laws for every person". Yet, the issue of freedom of religion has become a hot button topic as the 2016 presidential election has candidates addressing who exactly this freedom of religion should apply to. Or rather, if certain people should be subjected to specific laws and restrictions because of their chosen religion. This is aimed particularly at those who practice Islam, as anti-Muslim rhetoric has taken center stage when addressing the so-called "war on terror." Since the Paris attacks by ISIS- a group that proclaims itself to be Islamic- there have been at least 42 violent attacks, threats, assaults, protests, and instances of vandalism against Muslims in America.

There has also been another rise in anti-Muslim rhetoric within the Republican Party as top presidential candidates Donald Trump debate temporarily banning Muslims from entering the country. Trump went on record calling for "a total and complete shutdown of Muslims entering the United States." Whereas President Obama, in a speech given at the Islamic Society of Baltimore in February of this year spoke out against anti-Muslim rhetoric, stating "We can't be bystanders to bigotry. Together, we've got to show that America truly

protects all faiths"( Robinson 1). However, the Twenty-second Amendment to the United States Constitution prevents the incumbent president, Barack Obama, of the Democratic Party, from being elected to a third term. The future of American policy against Muslims within and outside the American society recently depends on who will win the election.

*The Domestic Crusaders* begins with exposing violence of the media against the minorities and ends with exposing violence of the Middle Eastern among each other through the story of grandfather Hakim which asserts that violence begets violence and hatred begets hatred. His story began two days after the official partition of the British from India. Colonialism left his country divided and tormented into religious, political and regional groups who fight and kill each other. Hindu group slaughtered Hakim's friend before the whole village. Then they cut open his stomach and let his guts hang out. They kept killing Muslims. The police was involved and did not arrest them. Hakim joined a group who began to revenge; he killed those who were involved in killing his friend.

HAKIM: The first life you take is the hardest—that one you can never forget. After the first, the rest became routine. I hunted each and every one of them. I grabbed one while he slept next to his wife. His baby girl was there, too. It did not matter to me. All I knew was that he was the one who killed Amir with a knife, so I knifed him—right in the chest, (99)

Hakim's hidden secret shocks Sal, Fatima and Ghafur. They get angry and reprove their grandfather. Each one of them suggests a solution to him instead of the killing. Ghafur says, "But you didn't have to lie. I mean—all those men killed. You could have forgiven them, or made them pay blood money"( 102). Fatima suggests another solution on her turn, she says " Or taken them to court. Or used the justice system. Bribed them, just like the others paid bribes. You could have used diplomacy or talked to them (102). Third generation of *The Domestic Crusaders* does not accept bloodshed even if it was justified. They believe in other solutions than killing. Ali's message at the end of the play is a twofold one. On one hand, Hakim's story implies that structural, state, interpersonal violence leads to more violence. When violence surrounds a minority group in society and the state becomes involved, people resort to extremism. Hakim stressed the role of the state through the negative reaction of the police in his story. He says, " And they kept killing and killing. One more Muslim and then another. And since the police chief was involved, of course his men did nothing"(98). State violence is the worst type because people lose social justice and do not find a legal method to get their rights. On the other hand, Ali exposes the opinions of young Muslim men and women about terrorism and destruction. They totally refuse it and believe in either peace and forgiveness or justice. The play begins with a structural institutional violence from the state and its agents and ends with interpersonal violence. Hakim, the sound of wisdom in the play, declares that violence begets violence, and hate begets hate.

The female characters Delilah, Tamam and Aiesha in *The Black Eyed* as well as Hakim in *The Domestic Crusaders* were victims of imperial structured state violence that practiced rape, torture, oppression, murder and finally led to the characters' death. The Architect was excluded from the imperial violence to face state structured violence against her as an ethnic minority citizen in the modern era in the United States of America. She was depicted as the one who reap the legacy of mutual hatred and violence from the imperial period.

## Postcolonial Feminist Approach

The Western writers' distortion to the image of Muslim and Arab women is a type of structural violence that has been practiced for years against Middle Eastern women. The two female characters in *The Domestic Crusaders* violate these distorted images. They also prove Mohanty's theory that categorizing the Muslim women within one category characterized as ignorant, powerless, male-dominated and submissive is an intended false generalization and a form of structural violence against Islam. Fatima, neither oppressed nor submissive, is critical of the men and women in her community and prefers to spend her time protesting at political rallies despite her older brother, Salahuddin, mocking her activism as a "crusader fad faze"(10). The rebellious young woman has fully understood the flaws of the Pakistani and the Americans. She criticizes every blemish she faces. Fatima is deeply consistent with the postcolonial feminist point of view that Mohanty refers to as:

Feminists having an oppositional stance started questioning their inferior status and asked for amelioration in their social position. As such it calls for equal justice and equal opportunities for females. In short feminism as a concerted attempt aims to get the nature of gender inequality, gender politics, gender roles and relations, power relations and sexuality. (130)

Fatima is the first character to revolt against the wrong attitudes of the American society on one hand and the Pakistani society on the other hand. She protests against the prejudice and discrimination of the American society against the Arabs and Muslims. She sticks to her Islamic rules, wears the hijab and bravely faces the prejudice against this hijab in the West. She scoffs at her mother's wishes for her to learn to cook and be a good housewife and instead attends law school and concerns herself with global conflict, specifically Palestine.

KHULSOOM: Tell them that on top of what they, and Allah knows who else, has already heard of you? My only beti, twenty-four years old. Still single! No proposals from anyone. Instead of attending her law-school classes, goes to these rallies. Once such a nice girl, now wearing hijab, giving controversial speeches, getting arrested at the university protest, going out on the town with blacks—

FATIMA: Okay! Can we get over this already? Who cares? It's not a big deal! And (in a South Asian accent ) the "blaycks" are people, too—they're Muslim! Remember, no color barrier in the religion? You guys are so—so—obtuse! There are more important things than my stupid "bio-data marriage application" . (3)

Fatima violates the stereotypical image of Eastern women spread by the Western Feminism which Mohanty referred to as, "a homogeneous notion of oppression of women as a group is assumed, which in turn produces the image of an average third world woman who leads an essentially truncated life based on her feminine gender and her being third world; ignorant, poor, uneducated tradition-bound, domesticated, family-oriented, and victimized(62). Fatima does not care about marriage, cooking, or how to be a wife; on the contrary, she has other priorities; namely defending her freedom and others' rights.

FATIMA: (Sarcastically) Yes, I can manage that. (Not really doing as her mother requests, as it will be throughout the day) Sorry if some of us have other things to do in life besides learning how to cook desi food, Ami. Sorry if learning to cook for my future husband isn't my number-one priority. Sorry if I'm not "well-trained, Muslim desi housewife" material.(6)

Western Feminism's view to the Muslim veiled women is also based on illogicality and false generalization according to Mohanty's views. Mohanty clears that Western feminism generalized the

oppression of veiled Muslim women in each Muslim family. They are powerless and have no control over their bodies. She says that Deardon generalizes the matter of hijab saying: "the greater the number of women who wear the veil, the more universal is the sexual segregation and control of women"(4). Similarly, a large number of different, fragmented examples from a variety of countries also apparently add up to a universal fact. For instance, Muslim women in Saudi Arabia, Iran, Pakistan, India, and Egypt all wear some sort of a veil. Hence, this indicates that the sexual control of women is a universal fact in those countries in which the women are veiled(66). Fatima wears the hijab but she is neither submissive to her father nor any other male individual. She is the most talented character; she understands that assimilation and acceptance in the American society can be achieved only through maintaining one's original identity. She decided to wear the hijab to stick to her Islamic identity. That is why she is the most mindful and attentive character.

FATIMA: Ami, for the last time, I really don't care what "men" like. Muslim men are all boorish, sexually frustrated, horny juveniles. Plus, we all know they don't like "a good Muslim girl who can cook." All these FOB guys want is (in one breath) a good Muslim girl with light skin tone, an MD degree, long hair, stunning looks, among her other assets, and who must cook like their mother. Life doesn't revolve around marriage. Tell that to your gossipy aunty squad.(6)

Mohanty analyzes Deardon descriptive generalization about the veiled women arguing that, "However, it is the analytic leap from the practice of veiling to an assertion of its general significance in controlling women. While there may be a physical similarity in the veils worn by women in Saudi Arabia and Iran, the specific meaning attached to this practice varies according to the cultural and ideological context"(66). Fatima defies this notion. She is neither oppressed nor sexually segregated. On the contrary, she is the strongest character in the play. She is aware of her duties as a Pakistani girl. She is also aware of her rights as an American citizen. In addition, she is completely different from her mother and she cannot be placed with her in one category. She is also a political activist and a reformer. She rebels against discrimination and calls for the Palestinians' rights. She is aware that the Palestinian crisis is one of the main reasons for the anger of Arabs and Muslims against the silence and bias of the West. She says courageously "Hate our people? Oppress Palestinians? Own Hollywood, distort the media?(27)

Peek confirms Mohanty's view in his study about the backlash against Muslims and Arabs following 9/11. He found that the long misrepresentation of the Western writers for Muslim women is another type of violence against them. He interviewed many Muslim women about hijab and its hardships in the American society; one of them told him:

The most interesting thing is everyone assumed that I was forced. Americans think that either my husband oppresses me, or my brother or my father told me to do this. I had teachers come up to me, "your husband did this; tell me if he did it!" I couldn't understand it. I keep telling everyone, "my mom doesn't do it." One person thought that I had bruises on my face. The stuff about women, I'm sure every single one of us has had to explain that we're educated. no, there is no man that beats us to make us wear this. no, we do not have bruises under this. [Points to hijab.](50)

The above quote illustrates that people who believe that Muslim women are forced to wear the headscarf also tend to assume that Islam does not value education, that the women are oppressed at home, and that they are being beaten. These particular stereotypes had dire consequences for some of the women.(Peek 50) Fatima refutes all these falsehoods and she seems to be the spokeswoman for the author. Ali reflects his own character through her. Her social and political activities, her enthusiasm to defend Muslims are similar to

Ali's. Fatima understands that the West are the oppressors and responsible for the extremism of some Muslims because they increase the anger of Muslims by their implied acceptance on the aggression of the Israeli occupation to Palestine. The war against Iraq also is another motivation to increase the fury against America.

CNN headline news: (Voice-over) The Soldiers of Peace, an Evangelical group with a loyal membership headed by Reverend Edwards, spiritual counselor to the president, say they are ready to send over two thousand, as they call themselves, "lovers of Christ" to help preach the gospel as soon as the army decides it is safe for American citizens and missionaries to reside in Iraq—

FATIMA: Soldiers of Peace—at least they're not subtle about it. And I thought this wasn't a crusade.

Fatima is one of those who respond positively to the waves of hatred and discrimination even before 9/11. She tries to prove that Muslims and Arabs are not terrorists. She protests according to the demonstration Laws in the United States to defend her rights as an American citizen. She does not only reform her society but she also tries to reform her family. She urges her older brother Sal to think about the people of the middle East and to take part in their struggle.

FATIMA: (To SAL) You'd probably let your wife teach your kids that the Palestinians are rock-throwing terrorists. And every Arab kid is a potential ticking human time bomb. And the Israelis (in a baby-like voice) obviously are poor, defenseless innocents who just happen to have one of the world's strongest militaries, nuclear capabilities, M16s, and Apache helicopters thanks to direct support from your United States of America! ( 28)

Fatima is a sharp critic of her Pakistani community as well. She does not like Pakistani women's intrusiveness. She objects to traditional marriage ( in Muslim countries, women recommend girls to young men to marry them without previous recognition). Fatima's character proves that she is the representative of Wajahat Ali in the play. In order to deliver his message clearly and objectively, he impartially criticizes his Pakistani community showing its defects and deficiencies.

FATIMA: Yeah, Ami. Everyone and their mother goes to Jumaa prayers on Friday. Everyone from alcoholic, Qu'ran-spouting Doctor Uncle to skanky, sixteen-year-old hoochie mamas. ... this Zeeshan dork doctor, goes to prayer, smiles that fake plastic smile at parties, and comes from a "good family," that they're all pious. Yeah, right. Their parents are so gullible. They think they're raising little angels, when those kids really go clubbing and binge-drinking every Saturday night. I refuse to succumb to that insincere, plastic nonsense, and I'm hated....The aunties all whisper behind my back—at that wedding—.... because I wear the hijab and they just stick some tissue paper on their heads when they hear the call to prayer at parties. They can't stand it that I'm actually making something out of my life instead of becoming an obese, wrinkled, backbiting gossip hag. (31-32)

Khulsoom also violates the Western feminism stereotypical image of women. In spite of being an uneducated house wife whose main interests are in cooking and searching for a suitable groom for her daughter and brides for her sons, she tells us that she loves Tom Jones and often went to his concerts with her mother once they touched America. She cares about music and appreciates arts.

KHULSOOM: Your daadi, Allah bless her soul, couldn't get enough of him. Remember—

FATIMA: Yes, yes, yes—you've told us a thousand times. When you and grandmother first came here, Abu took you all to the Tom Jones concert. You and grandmother, in your shalwar kameez and dupatta, the only desi FOBs there.(3)

Khulsoom also knows exactly what she wants. She is not such an ignorant housewife who has no opinions in anything; in contrast, she shows her point of views and tries to force her children to embrace them. She discusses politics and often shows a distinct opinion in any topic. She defends her Pakistani origin saying,



" Well, as long as they don't call us Little Kabul, I don't care. At least Little Karachi, or Little Islamabad—even Little Bombay, or Little Delhi, but no Kabul! These Afghanis, they all come here on asylum, taking the government's money, sitting cozy.(17) According to Mohanty, writings about Eastern females is scientifically uncritical because universalizing different groups of women from different countries and different cultures is logically unacceptable. Western feminism does not pay attention to the unique experiences of women residing in postcolonial nations. In the other words, she refutes Western feminism regarding all women as a homogeneous group without having any sense of difference pertaining to race, class, and circumstances. Khulsoom and Fatima in *The Domestic Crusaders* support Mohanty's attack because both of them are from the same family and have the patriarchal kinship; however they are completely different. At the same time, both of them cannot be categorized in one group. Neither of them is powerless or exploited by the men of their family. Mohanty states:

A homogeneous notion of oppression of women as a group is assumed, which in turn produces the image of an average third world woman who leads an essentially truncated life based on her feminine gender and her being third world(ignorant, poor, uneducated, tradition-bound, domestic, family-oriented, victimized. This, I suggest, in contrast to the implicit self representation of western women as educated, as modern, as having control over their own bodies and sexualities, and the freedom to make their own decisions.(62)

Khulsoom's relation with her husband is not based on exploitation and male domination; on the contrary, it is based on equality and symmetry. She often gives him orders concerning housework and he obeys silently. When they discuss something, it often ends with her victory. Furthermore, when they quarrel, he submits to her decisions. Iadicola and Shupe have excluded women like Khulsoom from the form of family violence stating that, "There may have been exceptions in individual households where strong-willed women "ruled the roost" and basically made the key decisions instead of men" (123). Khulsoom manages the house according to her own volition. She decides what they eat, wear and do even if they opposed her.

KHULSOOM: Of course—only if she is pretty. The White Hourain sent from heaven, beguiling with her light-skinned beauty. With her bee-lond hair and blue eyes—so beautiful compared to the dark-haired, dark-skinned woman. We're just boring and common....No reason to respect us, or treat us like a princess. But—oh, no—when Ms. Goree bee-lond woman comes, (mimicking) then there comes the combed hair, the suit and tie... May I open the door for you, Ms. White Hourain? May I get you your food, Ms. White Hourain? May I light your cigarette, Ms. White Hourain? All of you colonized men—all the same with your hypocrisy!

SALMAN: No one has ever colonized me! Speak for yourself and your own people—Punjabis! .....

HAKIM: Their ancestors sold more than that when the British first came.

KHULSOOM: Yeah, they sold their pride! And they sold their respect for their women—which they never had in the first place.(28)

Khulsoom also proved to be a courageous woman, even more courageous than her husband. When she discovered that he did not get the promotion he deserves at his work, she bravely urges him to rebel, to fight for his right and not to give up easily. She does not accept discrimination and racism against them. She says bravely, "This is not fair. This isn't right. This is exactly what you said—racism! Discrimination! We can talk to the ACLU or CAIR and tell them you were passed over for" (80). She is brave enough to announce that they are not obliged to bear the hysteria of violence and discrimination against them. She prefers to go back to Pakistan than to live in a society that humiliates them.

KHULSOOM: I've never seen you quit in my life! If you think I'm going to sit here, as your wife, and watch you deflate like a—a *naan*—then you don't know your wife and you don't know yourself, either! Leave that job! We don't need them! Alhamdulillah, I make enough money right now to tide us over until you find another job. Ghafur and Fatima have grants and scholarships, we can sell this house—with these kids all marrying white women or black men, we're going to end up in the old senior-center home, anyway. (*Endearingly and coaxingly*) Let's just go back home to Pakistan. Like we always said we would, remember? When we first bought this house, fifteen years ago, we said we'll wait for the kids to finish college, and we'll just go back home. Finally visit Kashmir. Let's leave and start again there.(80-81)

Both Fatima and her mother Khulsoom refute the Western view of Eastern females which categorized them all within one submissive, powerless, and male dominated group. Fatima's struggle to define herself beyond culturally imposed gender roles may seem misguided to many because she also chooses to wear the Muslim headscarf. However, despite the oppression that many associate with the head covering, the audience comes to know Fatima as one of the strongest personalities in the family. There are many dramatic moments in the play when Fatima's conviction and determination come to the fore – and some of the most intriguing instances of this are when we hear how drastically Fatima's opinions differ from her own mother's. In fact, if it is a general frustration that seems to keep the fire burning inside Fatima, Kulsoom, seems to peacefully and happily embody much of the traditional femininity that Fatima looks upon with such distrust. Both of the women's characters force audiences to reevaluate their old perspective towards Eastern feminism. The contradictions between Fatima's and Kulsoom's understanding of womanhood are truly rich.

## Trauma

Due to the previous types of violence practiced against the members of the family, Post Traumatic Stress Disorders (PTSD) are present with most of the members. In fact, Ali's play frames a family saga against the trauma of post 9/11 America. It is a uniquely powerful, urgent and particular view of race, identity and culture at a time when the world continues to be shaped by the after-shock of 9/11. The play was succinct in identifying the three ways children cope with psychological injury when culture becomes destructive. Each of the children in this family personifies an archetypal mechanism of coping with that unprocessed rage, and living with the injury: emulation, transference, and internalization.

Abu-Ras outlines that trauma involves the experiencing, witnessing, anticipating, or being confronted with an event or events that involve actual or threatened death, serious injury, or threat to the physical integrity of one's self or others. The event or events lead to a response involving intense fear, helplessness, or horror. Children may express this response in disorganized or agitated behavior(395). To a great extent, trauma responses can be understood as normal reactions to abnormal stress. The three generation in *The Domestic Crusaders* passed through various violent events during their life in America that have led them to suffer from post traumatic stress disorders. Each generation has a different traumatic background and history; and each character responded to his/her trauma differently.

The first generation, grandfather Hakim, suffered from the violence of colonialism and its aftermath. He was living in India during the British colonization. It is well known that the historical accounts of British

colonialism substantiate that violence was perpetrated against the Indian population extremely. Discrimination, abuse, racism and other forms of violence were used against them. The case of India was more sophisticated than other colonized countries because its divided into several religious groups; Hindu, Muslims, Sikh, and others are found even before colonization. After the independence, these groups indulged into fight among each other. When a Hindu killed Hakim's friend in his neighbourhood, he could do nothing to save him, he says:

I had never seen a man die before—and my friend Amir, .. not deserving to die. And they killed him, and I did nothing! I was so afraid I couldn't move. We were all witnesses, and testified to the police. We waited one day, two days, they did nothing. We went again, and they told us to mind our own business if we knew what was good for us. One week later, Umair was found hanging from a tree. They cut open his stomach and let his guts hang out. And I did nothing. And they kept killing and killing.(98)

The murder of Hakim's friend was enough to make Hakim suffer from a post traumatic stress disorder for the rest of his life, but the following events were worse. Hakim became a killer to revenge to his friend, and already cut throat many people. He tries to atone for his bloody history by rejecting violence and practicing many Islamic rituals. He wishes to repent and to atone for his misdeeds. Abu-Ras states, "individuals who have already experienced trauma (survivors of war, immigrants, refugees, or those who have lived through periods of unemployment or discrimination) are more vulnerable to severe stress reactions following a traumatic event"(395). When Salman slapped Ghafur, it awoke his memory and he decided to recite his secret story to his grandchildren in order to teach them that violence destroys one's life and leave him distorted and traumatized.

The trauma of the second generation, father Salman and his wife Khulsoom, concentrates on immigration and its hardships, building a career in a America, in addition to problems of integration and assimilation into the society. Abu-Ras describes their situation saying that "many Arabs and Muslims have experienced the hardships of migration can be a very stress-inducing experience , one that can lead to various social and mental health issues ranging from social isolation and adjustment limitations to depression and anxiety"(395). The two parents have the feeling of anxiety which make them depend on their youngest son Ghafur to achieve their dreams. They wish he could become a famous physician, a high standard and appreciated job in society, to force the society to respect them. Their lack of assimilation and rejection from the society provoke them to decide their son's future.

Abu-Ras records that "racial discrimination against immigrants and minority groups has long been a part of the American experience, linked to the acceptance of race theory, which claims that some races are superior to others, and places non-Europeans, including Arabs and Muslims, in an "inferior" category"(396). These problems of racial identification and citizenship have traumatized the Arab and Muslim community for years in this country and the resulting discrimination, stereotypes, and prejudice have negatively affected the quality of life wherever Arabs and Muslims have settled. The traumatic anxiety and stress categorize the couple's life in *The Domestic Crusaders* and are reflected in their relation with their children. Abu- Ras says, " Trauma can contribute to the manifestation of intense feelings of vulnerability, anger, depression, physical illness and increased difficulty in interpersonal relations"(394). There is a lack of understanding between the

parents and their children. The father is not inconsistent with his oldest son, Sal; and the mother is always engaged in fight with her daughter, Fatima. Ghafur is the only obedient one to his parents; however, later he stopped being the obedient son and explodes a bomb in their faces. The relation between the parents and each one of their children is based on fear and anxiety. Khulsoom wishes that her children marry Pakistani brides and grooms and tries hard to maintain the Pakistani traditions. The father sticks to their higher education in order to be respected in the American society.

Abu-Ras also implies that individuals who have already experienced trauma (survivors of war, immigrants, refugees, or those who have lived through periods of unemployment or discrimination) are more vulnerable to severe stress reactions following a traumatic event. She states, "These individuals may be at greater risk for mental health problems, including depression, anxiety, and PTSD. Furthermore, PTSD symptoms may generate ongoing insecurity and fear of exposure to danger, or the threat of danger, which may impede daily functioning"(394). Khulsoom warns Ghafur all the time to shave his beard in order not to be racially profiled, She tells him, " Didn't I tell you to shave your beard before you came? Who gave you the brilliant idea to keep a beard? And you wore the *topi*? Oy, uloo! Why didn't you hold a sign saying, I'm an extremist. one way ticket to Abu Ghraib, please " ( 41). The parents may give up some of the Islamic instruction in order to avoid more violent actions. The PTSD symptoms of the parents are manifested in insecurity and fear of exposure to danger or threat of danger to them or any one of their children.

Each one of the children reacts totally different to their PTSD. Abu-Ras describes different reactions to violent events saying," Reaction to traumatic events is also varied among individuals and groups, depending on character, belief system, spirituality, coping methods, language skills, and the quality and availability of supportive medical, mental, and social services"(395). Salahuddin's reaction is reflected through denying his Pakistani origin. He abandons his ancestors' traditions and describes himself as a bull amongst cattle. He does not like his name 'Salahuddin' and reduces it into an American name 'Sal'. Salahuddin is the most confused and perplexed character. He neither identifies himself as a Pakistani nor does the society accept him as an American. He does not eat Pakistani food, often eats McDonald's and fries and befriends white girls. Sal does not believe in Islamic instructions and rituals. He disguises his sister's hijab and his brother's beard. He says, " What is this? (*SAL looks at GHAFUR's kufi.*) And what is this disgusting mess? (*SAL looks at the beard on GHAFUR's chin.*) This filth. You put Velcro on your face?"(35) He is not convinced that the Middle Eastern are his people and does not care about whether they are oppressed or not. Barker comments on Sal's character saying:

He adopted a creed of hedonism and social Darwinism. He is concerned only with economics, and is irreverent toward all. He demonstrates emulation by responding to the aggression of his childhood by becoming an aggressor himself. If his injury is virtuous he will abandon virtue. The victim of emotional trauma who emulates his aggressor mitigates the risk being victimized again by victimizing others.(1)

Sal suffers from the refusal of the American society. He is well assimilated but unfortunately, unaccepted. He feels ashamed of their Middle Eastern ancestry. He announces that he is inclined to America more than Pakistan. He says, "Typical Muslims—blame America for everything. Whine, whine, whine, nag, nag, nag. Listen up, Hij-Abbie Hoffman—people are still dying, just like they always have, and just like they

always will. Enjoy it while you can, sis. It's all going to hell soon enough"(10). Consequently, Sal does not practice any Islamic rituals or tradition. He does not wear their traditional clothes in Pakistani celebrations or eat their food. It is impossible for him to marry a Pakistani girl. He does not mind marrying a Jewish girl and attacking his family as being -anti Semites.

SALMAN: Sha! Elaine. Of all the girls—couldn't find one decent Muslim one

SAL: So what if she's Jewish? Who cares?

FATIMA: Hate our people? Oppress Palestinians? Own Hollywood, distort the media?

HAKIM: (Grimaces) Just—they have never respected us and our ways—they will never... adopt our customs and beliefs.

SAL: Great—I'm listening to anti-Semites in my house. Unleash the swastikas! (26-27)

There is a great contrast between Fatima and Sal. Both of them struggle in dissenting directions. While Fatima fights against Israel, her older brother does not mind marrying an Israeli girl. Furthermore, Fatima struggles to convince the American society with the Arab and Muslim's victimhood; Sal argues that America is not to be blamed and that Muslims are terrorists.

SAL: Well, I don't see anything wrong with it at all. Doesn't matter if she's Jewish, Christian, vegan, or whatever. He loves her, she loves him. End of story. So what if they aren't hard-core? Probably it'll work out for the best. (Looks to FATIMA) Their kids won't be 28 poisoned with deranged propaganda, at least. Heck—who knows, I might find me a nice Jewish girl!

FATIMA: (To SAL) You'd probably let your wife teach your kids that the Palestinians are rock-throwing terrorists. And every Arab kid is a potential ticking human time bomb. And the Israelis (in a baby-like voice) obviously are poor, defenseless innocents who just happen to have one of the world's strongest militaries, nuclear capabilities, M16s, and Apache helicopters thanks to direct support from your United States of America!

SAL: I'd teach 'em that both of 'em are nuts!(28)

Fatima and Ghafur are totally different in their perception of their traumas and their coping methods from Sal and the parents. Following 9/11 attacks, Muslims responded in various ways to the increased Islamophobia with which they were confronted. The increased negative experiences have led to an increase in religious practices such as praying, reading religious writings, fasting and mosque attendance. Many Muslims reported tolerance, forgiveness of others, and faith as their coping strategies. Some Muslims instead asserted their Muslim identity by wearing specific clothes. Others engaged in interfaith dialogues, used the media to teach the public about Islam, or increased their political engagement.( Abu- Ras," The Impact of the September 11" 218). Fatima and Ghafur applied the last two coping methods. Fatima wore hijab and indulged in more political engagement while Ghafur also wore Islamic clothes, released his beard and read religious books. Later, he revealed his desire to make interfaith dialogues.

As for Fatima, she attends protests, gets arrested for her activism and rails against every injustice in the American society. She wears hijab as a coping method to stick to the Islamic instruction. At the same time, she refuses to marry a Pakistani man. Fatima's anger is not only against the American society, but it is also directed against the Pakistani community who stopped defending their rights long ago and is engaged in trivial and trifling matters. Fatima attempts to reform the society around her; however, she does not try to reform her family or her Pakistani community. She believes that neither her father nor her mother will be changed. Barker describes Fatima's trauma saying:

She protests against every injustice except one, her own childhood trauma. She demonstrates transference by responding to the aggression of her childhood by seeking out an insurmountable evil

which can serve as a repository for infinite rage. Unwilling to confront the true source of her injury, she transfers that anger toward a foe which she can confront but never defeat. Though she claims to want to change the world she believes that people, specifically her parents, can never change.(1)

That is what Fatima asserts in her dialogue with Ghafur. She confirms that their community including her family would never comprehend their methods of coping to their dilemmas in the American society. She believes that traditions are barriers that handicap change. Salman and Khulsoom disapprove of Fatima having a black boyfriend, even though he is a Muslim. "Everybody's equal in Islam," Fatima shouts at her mother. Meanwhile, Fatima's older brother Salahuddin, to the chagrin of his parents, drinks and has a preference for white women. She expresses her opinion in her community frankly and clearly in the following quotation:

FATIMA: People don't change, Ghafur. No one changes. In their head they think they've changed. ... I think I changed—evolved into a better Muslima, a stronger woman, more liberated, more fearless, ready to fight and take on the world—but it's all pointless delusions in the head. You just take temporary vacations from yourself, time to time. But you always come back home. Everyone—always, in the end, comes back home. Sometimes people just don't want to learn. Or unlearn. Their perspective—lifestyle, whatever you want to call it... It's their only reality even if it is narrow and ignorant and racist and an endless pile of denials and lies upon lies. For them—for us, for *me*—it only matters if it works... as long as it's safe and reliable.(68-69)

Despite the similarities between Ghafur and Fatima's PTSD, Ghafur is more hopeful than her. In addition to his Islamic clothes and appearance, he adopted more realistic method to cope with his PTSD. He forgives the American society for their misunderstanding of Islam and their violence against Muslims. He is not angry for his racial profiling at the airport; on the contrary, he says, "it's okay— you can't blame 'em— it's their job. I mean, it's America—we're scared of everything. Who knows, maybe I'd be the same way if I was Average Joe American" (41). He also decides to find a job that may help him to reform and illuminate the society with the truth of Islam. He deserts medicine in order to be a teacher. He wants to teach Islamic history with concentration on the Middle East region. He chose to engage himself in interfaith dialogues and wishes to become an superstar Muslim educator. He says, "What if I create a new profession: the International Muslim Bollywood Educator Superstar. Professor by day, dashing, FOB heartthrob by night. I'll drink my chai in slow motion, rip off my clearance-sale Calvin Klein, and whisper sweet nothings to my bee-u-ti-ful heroine"(68). That way, Ghafur feels that he vents his anger in a positive and correct method of coping. Barker comments on Ghafur's coping method saying:

The youngest son Ghafur is viewed as "the golden son" for his willingness to fulfill his parents' dreams, specifically of raising a doctor. He demonstrates internalization by responding to the aggression of his childhood by allowing himself to be crushed into a meek obedient perpetual child. The child who internalizes emotional trauma convinces themselves that they deserved the injury, thus preserving the fantasy of their parent's virtue. Ghafur alone confronts this vicious cycle by attempting to overcome his cultural scar tissue. He takes his destiny in his own hands by abandoning medical school and studying to become a history teacher, thus forcing a physical confrontation with his father, and rousing the anxiety of all.(1)

Although each one of the third generation of the family reacted in a distinctive method to their PTSD , Sal, Fatima and Ghafur share one reaction; their anger towards their Pakistani community. They do not attempt to reform the faults and weaknesses of the Pakistani community. Fatima defends their rights and Ghafur wishes to illuminate the society about the truth of Islam but no one of them attempts to serve or reform their community. The third generation accuse the first and second generation of being negative in accepting

humiliation and underestimation silently. Ghafur addresses his father saying, " no Muslim does anything—we just sit and complain. Why don't we go out and tell them how it really is? You could do it. (*Looks at his dad*).... You can! Call over all these neighbors—do a potluck"( 49). They are all angry with the American society for being racial and violent towards them and with their Pakistani community for their silence on the violation of their rights.

Abu-Ras also states, "Arab and Muslim Americans also suffer more from a lack of social support because many of them come from countries which appreciate the social support systems"(399). The concept of social support in community refers to "the helping transactions that occur among people who share the same household, neighborhood, or community"( Abu-Ras399). A study of 14 separate risk factors predicting PTSD and other stress reactions to traumatic events found that lack of social support during and after trauma has a stronger effect on people than other pretrauma risk factors. Members of Arab and Muslim collectivist societies usually depend emotionally on each other for social support. When Arab and Muslim immigrants in the U.S. find themselves without such customary support systems, isolation and loneliness set in, which can impede adjustment to a new society, and can increase vulnerability to stress reactions to trauma. Similar to the negative effect that high levels of discrimination may have on their mental health, Arab and Muslim Americans likewise suffer from lack of the social support systems to which they had always been accustomed. Each member of family in *The Domestic Crusaders* expresses his/ her anger from their neighbours. Fatima, Ghafur, and Hakim have recited situations about the neighbours which reflect lack of social support. Ghafur says, " We've lived here fifteen years and I don't even know most of their names"(40). The neighbours are not only a source of violence but also one of the reasons for the family's trauma and stress.

Fatima is somehow similar to the Architect in *The Black Eyed*. Both of them are educated and talented characters. Both of them are Muslims and understand the real reasons behind the mutual hatred between the West and the East. Each one of them has briefly summarized these reasons and their consequences. Both of them have repeated the following words 'oppression', the Palestinian Crisis, Iraqi War, and the West's interest in oil as main reasons for the rise of radicalism. However, the Architect is not as brave as Fatima to face the rejection of the American society. While Fatima has resorted to protestation, the Architect has resorted to daydreams and fantasy. They have adopted different methods of coping with their traumas. While the Architect's life has ended tragically, Fatima still lives with hopes to change this tragic situation of racism and violence against the Muslims and the Arabs and will continue to fight for her rights.

In brief, each generation in *The Domestic Crusaders* suffer from PTSD due to violent events that they passed by through their life. Grandfather Hakim has his own PTSD due to colonization and its aftermath. The second generation suffer from PTSD due to immigration hardships and difficulties to assimilate in a new society, in addition to the different types of violence — discrimination, racism, underestimation..etc —they faced. The third generation who was brought up in a racial society which refuses to accept them and gives them their full rights as Americans also has its own PTSD. Each member has his/her own coping methods. Some of them will succeed and others will fail in maintaining their coping methods. It depends on the future which Ali leaves for the readers' imagination.

## Marginalization of Arabic and Muslim Writers

Wajahat Ali as well as Betty Shamieh, Yussef El Guindi and other Arab and Muslim playwrights have suffered invisibility and marginalization before 9/11. As well as Muslims and Arabs who were hidden at homes avoiding the anger of the American society, writers also were afraid to expose their production which normally reflects their recent status. For years, Ali thought he might never get to stage the play at all. With many theater companies and producers turning him down, he had to be content with occasional readings — funded by his parents — in restaurants around Berkeley. He wrote the play in 2001 but it was never performed on stage before 2005. Ali states in an interview with Afsan:

fear is twofold: will a play with brown characters be well received by white people, and will there be a backlash because the play is about Muslims? ... Sixty percent of Americans don't personally know a Muslim. ... Theater is actually very conservative in the audience, and the gatekeepers are mostly white males.(1)

Ali says that there has been hesitancy in New York from artistic directors, wondering not about its quality or authenticity, but whether it would be accepted by a Broadway audience. Ali also declares the importance of Muslim-Americans engaging in the arts and other fields where Muslims are substantially underrepresented. "Playwrights say the negative images surrounding 9/11 helped accelerate the rise of Muslim theater. "Muslims see themselves working hard, raising a family, paying taxes and being good citizens, and then they turn on the TV and all they see is 'dirty rag-head,'" said Mr. Ali, who started working on the play shortly after 9/11. "When you belong to a minority that is so demonized, you have a responsibility to use your voice and speak." The playwrights take on a number of sensitive themes, from discrimination and civil rights abuses, to problems specific to Muslim communities, such as materialism, misogyny and racism. Ali says, "I have to write stuff that I didn't agree with, but forced myself to write it because I know the characters would say it" (Sacirbey 1). He also sees Muslim-Americans' gravitation towards a subset of high-paying, prestigious professions as a barrier to non-Muslim Americans understanding Islam and the cultures that Muslim-Americans come from. He reflected this attitude in Ghafur's character that deserts studying medicine in order to serve Islam:

If you are unwilling to engage and invent and participate, then you shouldn't complain about being an outsider. Don't just be a cultural consumer; you also have to contribute by being a cultural creator. ... It's a tragedy in part of our own making. But if we don't stand up and take the risk, no one else will. If we don't do it, who will and how will things get better? Our parents took the risk of leaving their homeland. Our risk is taking the untrodden path of breaking into these new fields.(5)

When a Hollywood producer told Ali that he would only stage the play if he "changed" it, he laughed. "'Change' was a code word for making the characters less Muslimy and brown," he wrote in his Huffington Post blog. After spending a year travelling the country to raise funds and generate awareness for the play, he had the chance to perform the play. And on this 9/11, 2005 a fateful day forever reminding the world of the tragic consequences of extremism, madness and violence, *The Domestic Crusaders* made its New York City debut and reminded the Americans that stories not only have the power to entertain and educate, but can also create bridges of understanding and healing. (Javad 4)



An interesting aspect of the family dynamic is the role of food throughout the play. Salahuddin says it plainly when he observes that the family would rather sit and drink tea than address their problems. Though they will disagree on every subject they repeatedly come together to share food. Food, especially cultural food, acts as a kind of crutch for a broken family. So, while culture may be the culprit at the center of their conflict, it also provides a release valve for the escalating tension. But it's only a temporary solution. Food may alleviate the immediate symptoms of the family dysfunction. It also seems to be an easy distraction whenever the risk of real family dialogue emerges.

Throughout the play references are made to T.S. Elliot's poem, *The Love Song of J. Alfred Prufrock*, specifically the line, "Do I dare disturb the universe?" Though it could be taken to mean the world at large, the global conflict, and the pursuit of destiny, it has a double meaning. To the child, the family is the whole universe. This question is meant to ask the audience, of every culture and every creed, "If you want to heal the world, do you dare disturb the family?" It may also provoke another question; can the attempts of these young men and women change the world, or they should not dare to dream.

The play is poignant in identifying the problems faced by many families. The closest to actual healing the family comes is when Hakim, the grandfather, tells his harrowing story of life in Pakistan, but any potential instantly takes a back seat to the birthday cake. Still, there is a vague sense of optimism. Ghafur remains resolved in pursuing his own dreams. Khulsoom, the mother, gives some indication that she is softening to Fatima's choice of spouse. Salahuddin and his father, Salman, seem poised for some kind of reconciliation. The play remains unresolved, which might seem pessimistic. Ali genuinely asks several questions as mottos for his play; dare anyone disturb the world? Are these individuals of the family domestic crusaders? What are the reasons behind radicalism?

The following chapter presents the reaction to violence from an Arab American perspective, namely Yussef El Guindi as presented in his play *Back of the Throat*.

# **THE CONTRIBUTIONS OF WOMEN ENTREPRENEURS IN SOCIO-ECONOMIC DEVELOPMENT (A STUDY OF SELECTED LOCAL GOVERNMENTS IN ANAMBRA STATE NIGERIA)**

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## **ABSTRACT**

This empirical paper investigates and critically examines the contributions of women entrepreneurs in socio-economic development in Nigeria. The study used descriptive statistics (frequencies, mean and percentages) to answer the three research questions posed. Hypotheses testing were done with Pearson Product Moment correlation and multiple regressions were employed in Data analysis. SPSS (Statistical Package for Social Science) software was used to run the analysis. Three hundred and fifty three (353) copies of questionnaire were administered, and one hundred and forty six (146) copies were returned. Consequently, the findings of this study portrayed a significant impact between Women entrepreneurship activities, job creation, wealth creation, youth empowerment, poverty reduction, employment generation and increase in standard of livings of people. The study therefore recommends that government should ensure that managerial lessons are accompanied with the skill acquisition programs to all women in order for them to understand the rudiments of owning and sustaining a business. The study also recommends that women entrepreneurs that have overcome the inertia of starting a business should come together to create platforms that can help those women who are yet to take a step or kick-start such venture.

**Key Words:** Women entrepreneurs, Economic Development, Job Creation, Sustainable wealth creation.

## **INTRODUCTION**

Statistically, women constitute more than 50% of the Nigerian population and out of this only about 35% of them are involved in entrepreneurship which can be under the form of micro, small, medium and large enterprises (Odoemene, 2013). In Nigeria, regardless of women's physically population, educational, economic and social status, they are not well represented in the policy making process, especially in issues of business and man power development. However, given the dynamic nature of the Nigerian environment, a number of changes have emerged, including the recognition of the potential of women and their contributions to the economy. As Mordi (2010) observed that traditional roles occupied by the Nigerian women in the family are changing as the result of changes in the family configuration and setting which has allowed women to undertake more practical and functional roles within the society.

Changes in the family structure and functions which resulted from the process of rapid urbanization had brought women into the mainstream of the Nigerian economy and business world. Most women are now operating as de facto heads of households in settings and a number of these women are involved I entrepreneurship and business management in order to provide income for their family/ home keeping. Considering women's multiple roles in our society (roles as mothers, wives, breadwinners etc) and the circumstances surrounding their peculiar nature which pose constrain to their full involvement in business, there is a need to create conducive and enabling environment to encourage their participation in the economic development. Promoting women entrepreneurship development demands more attention to be focus upon

issues that restricts women entrepreneur. Women entrepreneurs in Nigeria are major contributors to economic growth because without any doubt they are generating employment.

Consequently, women are making significant contributions to their families and country at large particularly in this era of economic distress. Hence, this study is aimed at examining the various economic roles and contributions of female entrepreneurs towards economic growth.

### **Statement of Problem**

Countries around the world are increasingly formulating policies to make it easier to start a business. These changes could benefit women entrepreneurs significantly. McConnell (2007), in the Doing Business Report, indicated that countries that ranked highest on its ease of doing business scale, are associated with higher percentages of women entrepreneurs and employees in comparison with their male counterparts. In this study it is thus imperative to explore why there are still a relatively small number of women entrepreneurs in comparison with their male counterparts in Anambra State and to determine whether the country is aligned with global initiatives to promote women entrepreneurs.

Entrepreneurial activities in most countries are known to be male dominated especially in the developing countries; the ratio of women entrepreneurs to men entrepreneurs varies considerably across the world. Women entrepreneurs operate within gender bias among other constraint that can constitute a threat or create opportunity for women entrepreneurs (Eren, 2012). The women entrepreneurs are often marginalized to the informal sector, however, the ability of women entrepreneur to formalize and grow their business to create jobs and enhance productivity is hampered where barriers exist that affect men's and women entrepreneurs differently. Prejudice against women entrepreneurs is experienced much more severely in Africa indeed the developing countries than in developed countries due to oblivious cultural practices, religion bigotry, discrimination and tradition of patriarchal cultures.(The Baud, 2012).

### **Objectives of the Study**

The broad objective of this study is to critically examine the roles of women entrepreneurship in economic development in Anambra State.

The specific objectives of this study are:

- To examine the impact of the activities of women entrepreneurs on the poverty reduction in Anambra State.
- To ascertain the level of women entrepreneurs activities by way of job creation, wealth creation, and crime reduction in Anambra State.
- To determine employment opportunities created by women entrepreneurs in the state.

### **Research Questions**

To realize the above mentioned objectives, the following questions were posed.

- How does women entrepreneurs' activity contribute to poverty reduction?
- To what extent do women entrepreneurs activities contribute to wealth creation, job creation and crime reduction in Anambra State?
- To what extent do women entrepreneurs create employment opportunities in the state?

### **Hypotheses**

To answer the research questions posed for the study, the following hypotheses were formulated in a null form.

**H01:** Women entrepreneurial activity cannot adequately reduce poverty and unemployment.

**H02:** To a large extent women entrepreneur activities cannot contribute to wealth creation, job creation, and crime reduction in Anambra State.

**H03:** To a large extent women entrepreneur activities cannot create employment opportunities in the state.

## **REVIEW OF RELATED LITERATURE**

One of the most important issues of humanity is economic growth; both in national economies and world economy, recession and propensity periods are regularly succeeding with different amplitude (Ailenei and Mosara, 2011). From time immemorial, the issue of human progress has become the most important concern to economic growth. Nations of the world prosper when important performances in economic growth are achieved.

Entrepreneurial development is one of the most effective tools for reducing poverty and achieving sustainable development; as observed by Mordi, Simpson, Sigh, and Okafor (2010) the traditional roles played by a woman in a typical Nigerian family configuration and functional setting which has allowed women to undertake more practical and functional roles within the society. Despite the number of changes that have emerged, recognition of the potential of women and their contribution to the economy still remains unacknowledged. Scholars have researched to the roles of SME's and considered it as one of the major engine driving national economic growth and women involvement in micro, small and medium scale enterprises(SME's) which contribute more than 97% of all enterprises, 65% of the nations GDP and 94% of the total share of the employment (Mayoux, 2011; Udechukwu, 2011; Ndubuisi, 2012). Women entrepreneurs have been known to be inclined towards business where they have most experience and knowledge (Goffic & Scase, 2013).

### **Women Entrepreneurs**

Following Lewis (2009) entrepreneurs tend to have a number of common traits which include characteristics concerning creativity and innovation, foresight, imagination, and daring. Theories on what makes people entrepreneurs or externally induced or motivated factors, such as lack of employment opportunities, dissatisfaction at work, and supportive government initiatives.

Women entrepreneurs are simply women that participate in total entrepreneurial activities, who take the risk involved in combining resources together in a unique way so as to take advantage of the opportunity identified in their immediate environment through production of goods and services. Most of them are involved in macro, small and medium scale enterprises (MSME's) which contributes more than 97% of all enterprises, 60% of the nation's GDP and 94% of total share of the employment (Mayoux, 2011; Ndubuisi, 2012). The spectrum of women in entrepreneurship often ranges from home based businesses (HBB) to micro, small and medium enterprises (MSME's) (ILO, 2008). Women entrepreneurs generally share the same motivations with their male counterparts (Kerk, 2013)

### **Obstacles to women entrepreneurship**

It is essential to determine the factors that might inhibit entrepreneurial activities among women, taking into consideration the large contribution women entrepreneurs can make to the economy. Richard, Howarth and Finnegan (2012) commented that women entrepreneurs suffer from significant material constraints through the unhelpful attitudes arising from society's negative attitude towards women in business. Women entrepreneurs often feel that they are victims of discrimination. This statement was also emphasized by Orhan (2009), who found that one of the most interesting issues with regard to women entrepreneurship is the different ways women are discriminated against in concealed ways.

According to Kuratko and Welsch (2010), women entrepreneurs have long felt that they have been victims of discrimination. Various studies examined the types of discrimination and some have been attempted to document them. Researchers Sexton and Bowman-Upton (2009) suggest that female business owners are subject to gender-related discrimination. In addition, Abor and Biekper (2010) emphasized that this discrimination against women seems to be even worse in sub-Saharan African countries, such as Ghana, where the financial sector is male oriented. Challenges to women entrepreneurship cover a wide spectrum, including level of education, inter-role conflicts emanating from greater parenting responsibilities, a dearth of financial assistance and socio-cultural constraints (Ghosh and Cheruvalath, 2007). Although men and women both experience personal problems, women recorded more difficulties. This is especially true with regard to a lack of self confidence and not being taken seriously by providers of fund when applying for funds (Bridge, O'Neill, and Cromie, 2013). It is widely acknowledged that African women have access to fewer resources than men.

For example, relative to men, they tend to have lower access to land, credit facilities, education and training facilities (Katepa-Kalala, 2009).

Furthermore, in many African countries like Nigeria, women have fewer inheritance rights either by law or obstacles preventing women from realizing their economic potential as well as constraining economic development (Ong, 2008). Downing and Daniels (2012) argue that growth-oriented donors have promoted investment strategies in Africa that typically exclude women due to the commonly held view that women enterprises are concentrated in un-dynamic subsectors that have little potential for contributing to the growth of the economy.

### **The Economic Contribution of Women in Nigeria**

Across the different Africa regions Women have stood up to agitate on the importance of the roles of women in the society. Such women include the likes of Madam Tinubu of Egbaland in the western part of Nigeria. She was a notable trader, who also had political power. She used to safeguard her Economic Empire against the invasion of the British, Brazilian and Saro traders. Due to her success as a business woman and a politician, she was given the title of Iyalode of Egbaland. As Marketers of the farm product, the contribution of women to the economic well being of Nigeria is enormous and much greater than they are acknowledged for. Some women do help their Husband on the distant Farm to plant Cassava, while their husband plants Yams. The women are largely responsible for the harvesting of Farm product and they carry it to the Market to sell. Nigerian women are economic assets to their family and Society. The role of women in Nigerians economic sector cannot be over emphasized, as they engaged in weaving, Pot making, and dyeing to assist themselves financially. The role of Women in the family units made them indispensable entities in the struggle to survive against the harsh realities of time and tended to endow women with significant influence in their society. Nigerian women are sensitive, compassionate understanding empathetic. They are givers and nurturers of life.

### **The Social Contribution of Women in Nigeria**

Findings have shown that women are understanding, givers and nurturers of life. Their roles in child bearing and raising children are indispensable in any given society. It is through her that the child learns the first rule in the social life: Good manners and acceptable behaviours, until the child is weaned. A Mother does not only take care of the education of the children, but also instruct her Family member on how to have good manners and etiquettes which are habit and acceptable social behaviour. Despite woman's contribution in both financial and Educational sectors, they are not treated as equals to the men in some African societies. Women in most African communities are placed second to men, since creation they are believed to be subordinate to men. Although these women are economically independent, they are submissive in nature. Women in Africa have joined women in other nations in their quest for rights, opportunity, relevance and recognition. Various women in the world stood against all area of life endeavor. Happily today we have an Avalanche of female writers in Africa. The list include: Stella Oyedepo, Zaynab Alkali, Ifeoma Okoye, Mable Segun, Adaorah Lily-Vlasi, Remi Adedeji, Folashayo Ogunrinde, Flora Nwapa, Helen Ovbiagele etc. The emergence of women writers on the literary scene in Nigeria marks the beginning of female centered novels. Akachi Adimora-Ezeigbo trilogy the last of the Strong ones, House of symbols and Children of the Eagle have succeeded in gaining wide readership. Ezeigbo is a feminist writer that believes that when a woman writes, she writes based on her personal experiences which tend to be more of things experienced by the gender in terms of injustice done to them. Female writers like Maya Angelou, Margret Atwood, Susan Brown Miller, Simon de Beauvoir, Mariam Ba, Judith Butler, Buchi Emecheta and so many more, have risen to fight for their belief in the Social, Political and Economic equality of the sexes. This they called **FEMINISM**. Feminism can be defined as the movement aimed at establishing and defending equal Political Opportunities for women. Much has been written by critics concerning the definition of Feminism as a concept but perhaps no view has identified its outstanding Tenets more aptly than that which links it to the social disabilities under which women lived for most of the time Human History. To this extent therefore, Oliver Banks has defined feminism as a Historical phenomenon, which started from:

A sense of dissatisfaction with the conditions of women's live and Opportunities coupled with the beliefs that women's disabilities rise not from nature itself, nor indeed from any ills which afflict mankind but from the

way in which woman's desire and abilities have been made subordinate to their needs, desire and interest of men. This explains why the concept of Feminism incorporates the belief and faith that a solution could be found to the problem their proving for not only an ideology but also a programme of action. Emecheta's central idea in *The Joys of Motherhood* is feminism. She fights against exploitation and pursue the cause of women in her text.

## **2.2 Empirical Literature**

The study of Okafor, and Mordi (2010) examined the Effect of Environmental Factor on Women Entrepreneurship Development in Lagos State Nigeria. The study stressed that women's involvement in economic development has been recognized as important especially in the area of entrepreneurship Using 104 women entrepreneurs as respondents and correlation matrix to test the hypotheses, the result revealed that government policy as an environmental factor has negative correlation with women entrepreneurship development and this affects other factors. The study therefore recommends that to encourage women's participation in the economic development, the government should make policies that will positively enhance the accessibility of women entrepreneurs to the required funds and other resources.

In another study of Oluwole and Azuh, (2014) on the Impact of Women Entrepreneurs on the Economy of Ota Nigeria, the study sought to find the roles and contributions of women small and medium scale enterprises (SME) operators to the development of the city with 146 women entrepreneurs as respondents. Data collected were analyzed using simple frequency tables and regression analysis. The findings revealed that the extent to which the variance in poverty level can be explained by the activities of women entrepreneurs is 32.3% ie ( $R^2=.323$ ),  $F= 16.790$ , and  $P \leq 0.001$ . This shows that the activities of women entrepreneurs have significant effect on poverty level in Ota Ogun State Nigeria. The study also discovered that a lot of women are uneducated; as far as business technicalities are concerned. Therefore, the study recommends that state Government should encourage women in entrepreneurial activities and provide sound conducive business environment for women through provision of infrastructural facilities such as power supply, good roads, water and micro credit that will enhance women's participation in business,

In a practical investigation of women Entrepreneurship in Lesotho by Stephen and Mampoli, (2013), using 54 women entrepreneurs as respondents, the study revealed that women entrepreneurs were motivated by pull factors, such as the need for independence, self fulfillment, work flexibility and a need for a challenge to self employment. It was also revealed that these women are faced with some challenges such as obtaining finances, work-home conflict, lack of education and training in business and management skills. However, practical recommendations are that government and women entrepreneurs should overcome these obstacles through skill training and issuing of grants to ensure that women entrepreneurs can sufficiently contribute to the economy and empower themselves economically.

However, Lamidi (2013) examined the extent to which Gender and Cultural beliefs have influenced Women Entrepreneurs. The study therefore attempts to link gender bias and subculture like regional, ethnicity and religious practices within the context of national culture that affect women entrepreneurs in developing nations. The findings indicate that gender, ethnicity and religion play important role in entrepreneurship development and how women entrepreneurs are perceived and valued. The study therefore recommends that government should make policies and create enabling environment that would boost female entrepreneurs in the generation of employment and wealth creation.

## **METHODOLOGY**

The study critically examined the contributions of women entrepreneurship in socio-economic development in Anambra State. The focus of the study was on women entrepreneurs from three (3) local government areas in Anambra State which comprises of Nnewi north, Nnewi south, and Ekwusigo local government area.

### **Research Design**

The study used a descriptive survey design. The purpose of using descriptive survey was to collect detailed and factual information that describes an existing phenomenon. Data was collected based on the concepts defined in the research model and hypotheses tested. The study relied on primary and secondary data. The study conducted analysis on three hundred and fifty three (353) respondents from each local government area, but eventually got one hundred and forty six (146) respondents from both local governments. Women entrepreneurs from Nnewi north local government being more responsive and more apt to the concept of entrepreneurship granted more responses. The purpose was to discover the various levels of entrepreneurial acumen developed by each woman, in order to see if those women have a concept of business start-ups, development and growth in line with their business and their contributions to economic growth in their environment

### **Population of the study and sample size**

Oyesiku (2010) described the population of any work as the entire group of people, events or things of interest that the researcher wishes to investigate. It therefore follows that unless the total population is explicitly defined before the actual work, it is difficult if not impossible to evaluate the adequacy of the selected sample. Consequently, the population of this study is 3000 women entrepreneurs from three (3) local governments in Anambra state being Nnewi north, Nnewi south and Ekwusigo (MSME, 2013). Three hundred and fifty three women entrepreneurs from the three local governments afore mentioned were serve copies of questionnaires and one hundred and forty six usable copies of questionnaires were returned from all of them

### **Method of Data Analysis**

The descriptive statistics such as frequencies, percentages and graphs were used for the analysis of the research questions while hypotheses testing were done with Pearson product moment correlation and multiple regressions were employed in data analysis. SPSS (Statistical Package for Social Sciences) software was used to run the analysis. The hypotheses were tested at 0.05% level of significance. At 5% level of significance, reject the null hypothesis for test with probability estimates lower than 5% (0.05) and conclude that they are statistically significant. Otherwise, we accept 0.05 (when probability estimates are above and conclude that there is no overall statistically significance).

### **Sample Size Determination and Data collection procedures**

The population for this study is 3000 women entrepreneurs from 3 local governments in Anambra state, one thousand three hundred (1300) from Nnewi north, Seven hundred (700) from Nnewi south and One thousand (1000) from Ekwusigo local government area (MSME's, 2013). Usually the huge size of the most population of study makes it impracticable to survey the whole population (Oyesiku, 2010). Consequently, most studies settle for a representative sample of the population. The sample size of this study was computed to be 353; this was arrived at by using formular suggested by Taro Yemeni (1967) for estimating sample size.

$$N = \frac{N}{1 + N(e)^2}$$

Where n= sample size

N= the entire population

E= Error term (0.05)

1= constant

The overall sample size reflected a proportion of each stratum in the population under study. The proportion is computed as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$3000 / 1 + 3000(0.05)^2 = 353$$

Hence the number of women entrepreneurs sampled in this study is as presented in the table below

**Table 1**

Local government	Total population	Total no sampled
Nnewi North	1300	63.4
Nnewi south	700	34
Ekwusigo	1000	48.6
Total	3000	146

**Source: field survey 2016**

#### **Data collection Procedure**

This study made use of primary sources of data collection which was obtained through the use of a structured questionnaire. The questionnaires was divided into section A and B. Section A consists of socio-economic demographic characteristics of the respondents, while section B consists of questions that were carefully drawn to elicit the required information from the respondents. A structured 5-point modifies likert scale battery of strongly agree (5) Agree (4) Undecided (3) Disagree (2) and strongly disagree (1) in line with Atiku, Genty and Akinlabi (2011) was also adopted. The respondents were asked to indicate the extent to which they agree/disagree with various statements. The scores of the respondents from each local government were aggregated and average to derive a single score for each of the response.

#### **1. Presentation and Interpretation of Results**

Of the 353 copies of questionnaire distributed to respondents from each local government, a total of 146 completed copies of questionnaires were returned representing a response rate of about 41.3%. The researcher was able to collect the copies of the questionnaires from the respondents because it is a convenient sampling which made the respondents available and easily accessible.

#### **Socio-Demographic Characteristics of the Respondents**

Table 3.2 shows the demographic characteristics of the respondents. Majority of the respondents are women entrepreneurs from Nnewi north local government. Of this number 63.4 respondents or 43.3% are in Nnewi north, 23.3% in Nnewi south and 33.3% in Ekwusigo local government. In addition their marital status showed that 71.2% were married and 19.2% were single.

**Table 2: Demographic Characteristics of the respondents**

Characteristics	Frequency	Percentage
<b>Marital status</b>		
Single	28	19.2
Married	104	71.2
Divorced	4	2.8
Widowed	10	6.8
Total	146	100
<b>Educational status</b>		
No Basic Education	10	6.8
Primary education	30	20
Post primary	62	42.4
Tertiary, HND &Equivalent	48	30.3
Total	146	100
<b>Desire to further education</b>		
No for now	75	51.3
Yes	32	22
Already in a programme to Further my education	39	26.7
Total	146	100



**Age**

21-25 years	32	21.9
26-35 years	44	30.1
36-45 years	40	27.4
46-55 years	22	15.1
56 years and above	8	5.5
Total	146	100

**Source: Field survey 2013**

6.8 percent of the respondents have no basic education while 20 percent has their primary education.

**Analysis of Research Questions**

**Research question 1:** How does women entrepreneurs activities contribute to poverty reduction?

**Table 3:**

s/n	Variable	SA	A	U	D	SD	Remarks
5	Entrepreneurs activities has the prospect of eradicating poverty in society with rising unemployment	60 (41)	43 (29.5)	10 (6.9)	20 (13.7)	13 (8.9)	Strongly agree
6	Entrepreneurs provides good and adequate preparation for starting up and growing new firms	73 (50)	38 (26)	17 (11.6)	10 (6.9)	8 (5.5)	Strongly agree
7	Women entrepreneurs provide training/knowledge skills necessary to empower unemployed youth and women	48 (32.8)	65 (44.5)	10 (6.9)	15 (10.3)	8 (5.5)	

Source: Computation from SPSS 17 Analysis

Questionnaire item 5, 6 and 7 were used to address the research question one. The responses to research question one was shown in table 4.2 above. The study shows that women entrepreneur activities have the prospect of eradicating poverty in the society with rising unemployment. This is evident from the results which indicated that 41 percent of the respondents were in strongly agreement that women entrepreneurs activities eradicates poverty; provides start-up fund for new firms, and provides training and knowledge skills necessary to empower unemployment.

**Research question 2:** To what extent do women entrepreneur activities contribute to wealth creation, job creation and crime reduction in Anambra state?

**Table 4:**

s/n	Variable	SA	A	U	D	SD	Remarks
8	Entrepreneurs activities in the long run increases the gross domestic product of nation otherwise called wealth creation	34 (23.3)	67 (45.9)	12 (8.2)	18 (12.3)	15 (10.3)	Agree
9	Women entrepreneurs activities can be a catalyst for engendering peaceful society and economic development	68 (46.6)	40 (27.3)	21 (14.4)	8 (5.5)	9 (6.2)	Strongly agree
10	Women entrepreneurs could be re-design for promoters of SME's operating in clusters, and women co-operatives	45 (31)	70 (47.9)	15 (10.2)	12 (8.2)	4 (2.7)	Agree

Source: Computation from SPSS 17 Analysis

Research question two is directed at determining whether entrepreneurship activities assist in sustainable wealth creation and job creation. Questionnaire items 8, 9, and 10 were used to analyze research question two. 45.9 percent of the respondents were of the view that entrepreneurship activities can bring about wealth creation; serves as a catalyst for engendering peaceful society and economic development; as well as for business incubation and co-operatives. The result shows that most respondents believe that the adoption of entrepreneurship activities among women will enhance sustainable wealth creation.

### Test of Hypotheses

**Table 5:**

Hypothesis	Sum of squares	Degree of freedom	Mean square	f-value	R <sup>2</sup>	Sig value
1	22.427	4	5.607	16.790	.323	<0.001
2	27.312	4	6.929	10.736	.233	<0.000
3	16.952	4	4.238	5.531	.238	<0.001

Source: From Analysis Result of field survey 2013

Table 5 above showed the Regression analysis used to test all the hypotheses.

- **H01:** Women entrepreneurial activity cannot adequately reduce poverty and unemployment. Women involved in entrepreneurship have improved the level of comfort of their families; enjoy better health care and skill acquisition, so encouraging women to start businesses would increase the level of educated children. Interpretation of result-the result from the table above revealed the extent to which the variance in poverty level can explained by the activities of women entrepreneurs is 32.3% ie ( $R^2_{sq} = .323$ ) at  $p < p < 0.001$

- **H02:** To a large extent women entrepreneur activities cannot contribute to wealth creation, job creation, and crime reduction in Anambra State.

The results from the table above revealed the extent to which the variance in crime rate can be explained by the activities of women entrepreneurs is 23.3% ie ( $R^2_{sq} = .233$ ) at below 0.000 significance level. The significance level below 0.000 implies a statistical confidence of above 99% which implies that the activities of job creation by women entrepreneurs have a significant effect on crime reduction rate in Anambra state. We therefore reject the null hypothesis that there is no significant effect between women entrepreneur activities, job creation, wealth creation and crime reduction.

## 2. Discussions on Results and Findings

- From the finding of the research work, question 5-7 of the research questions were used to identify the impact of the activities of women entrepreneurs on the poverty level in Nnewi north, Nnewi south and Ekwusigo local government area in particular and Anambra state in general. The test for the hypotheses on using regression indicates that the activities of women entrepreneurs affect poverty level at 32.3% of variance and 0.001 significant levels. Therefore we reject the null hypothesis. This means the more women engagement in entrepreneurial activities the greater the decrease in poverty level. This answers the research question one and is in line with the first objectives of the study.
- Questions 8-10 of the research questions were used to identify the impact of the activities of women entrepreneurs on the level of crime reduction, job creation and wealth creation in Anambra state. The test for the hypotheses on using regression indicates that the activities of women entrepreneurs affect poverty level at 23.3% of variance and 0.000 significant levels. Therefore we accept the alternate hypothesis and reject the null hypothesis. This means that the more women engagement in entrepreneurial activities the greater the decrease in crime level rate and higher the wealth creation and job creation.

- Questions 11-12 of the research questions were used to identify the impact of the activities of women entrepreneurs on the level of employment in Anambra state. The test for the hypotheses on using regression indicates that the activities of women entrepreneurs affect employment rate at 23.8% of variance and 0.001 significant levels. Therefore we reject the null hypotheses. This means the more women engagement in entrepreneurial activities the greater the level of employment available for the people. This answers the research question three and is in line with the third objective of the study.

### Conclusion

The objective of this research is to critically examine the contributions of women entrepreneurs in socio-economic development. Therefore, based on the data analyzed and results obtained, the conclusions of this study are discussed: The future of Anambra state is in its women active involvement in entrepreneurial activities. Investing in women therefore, is a wise choice. Hence the government should lay a solid foundation by encouraging the education of female children, and reduce the stereotype bias against female children. The government can also establish more training centers including vocational centres for women to acquire skills. In order to enhance productivity and produce goods of global repute, the government must organize platforms that would sensitize women on the need for continuous self- development and capacity building.

### Recommendations

This study has fulfilled uprightness by identifying the roles women entrepreneurs play in the society. This supposedly implies that if only the necessary steps are taken to address the factors that prevent women from owning their own businesses, the economy of Anambra state and its environs will improve more than its present status. Since a woman not having transforming education, which is education beyond secondary level, is of substantial proportion (43.2%) in the study area, government should ensure that managerial lessons are accompanied with the skill acquisition programs in order for them to understand the rudiments of owning and sustaining a business. The study also recommends that women entrepreneurs that have overcome the inertia of starting a business should come together to create platforms that can help those women who are yet to take a step or kick-start such venture. Cooperation between relevant women entrepreneurs will be essential to fight for some necessary rights and privileges, and help women who aspire to be entrepreneurs to keep them afloat. With the increase in the nation's import, over dependence in one particular stream of revenue (petroleum), rapid emergence of dangerous hooligans and low employment rate, culminating in misery and low standard of living it has become expedient that we embrace women entrepreneurship and provide them assistance as well as support to run the race since SME accelerate the pace of economic growth and development.

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# **FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND**

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## **ABSTRACT**

Homestay is a type of accommodation emerging in Thai's suburban and local areas. A niche market has gained its popularity amount Thai and Foreign Tourists. One of the famous homestay areas in Thailand is located in Amphawa district. This research examined the tourist decision-making in choosing homestay accommodation in Amphawa district, Samutsongkram province, Thailand to find out about customer's needs may enable researcher to understand and improve the proficiency in homestay lodging business. The data was collected from 200 samples, during 1<sup>st</sup> July- 30<sup>th</sup> October, 2015 in Amphawa floating market area from both sexes and from different demographics to create variation in database. The questionnaires divided into three parts; demographic profile, general information on tourist decision making and factors affect decision making in choosing homestay. The result of this research revealed that tourists are looking for accommodation via internet the most. The aspect of products and services that are important to the tourists are the price of accommodation should be suitable for the quality. In addition, the homestay location should be near the local attractions. Moreover, information available online and online booking channel also considered important for tourist decision in choosing accommodation.

**Keywords**—homestay, marketing, decision making

## **INTRODUCTION**

Thailand comprises of a multi-national ethnic society. People way of life is based on faith which expressed in the form of rituals and ceremonies including a residential, costume, food, speaking language and careers (Chon, 2002). In the previous time, Thai tourism based on only sightseeing. However, the trends of tourism are slightly shifting toward educating and exchanging cultural along with natural tourism. One form of a popular eco-tourism is call homestay. This type of tourism allows travelers to access traditional local way of life (Chon, 2002).

In the past few years, more and more tourists are interested in the community-based tourism or homestay. Homestay is a type of tourism which travelers stay in the same or nearby house with the local owner in order to absorb the local lifestyle and traditions from the homestay provider and other native people (Samala, 2006). Homestay is also considering as an alternativewayto stimulate local economy other than agriculture and farming careers of the villagers.

## **LITERATURE REVIEW**

“Spending time in a village is the best way to fully submerge oneself in Thai culture” (IHA, 2010). The way to do that can be done through staying in a homestay in the rural area of the country. Homestay is a living arrangement with a host familywho offers an extra private guestroom or space (IHA, 2010). Travelers would have a chance to live and learn the authentic way of life in the local community. Homestay can be considered as niche tourism that offers new experiences and knowledge to the tourists (Novelli, 2005).

Homestay idea came from Europe in the past 50 years after the World War II when people were seeking to escape from the war trace in the city to stay away in the rural area. Therefore, the new type of tourism has begun such as Bed& Breakfast, Farm House, Guest House and Homestay (Samala, 2006). This

type of tourist runs under the same hospitality principle that the customers staying are considerate as a guest of the house and not just a tourist (Samala, 2006).

Homestay product is what homestay provides to the tourist. It can be divided into the inner product and outer product. The inner product is what a homestay provider has provides to its customer within the homestay for instant, bed, meals, activities. The outer product is what is around homestay which affect people decision in choosing homestaydestination. For instance, the cultural heritages and local attractions. Therefore, thehomestay products and activities provided must be developed at all time to grow and expand demand from the consumers (Dickson, 1997).

Cultural heritages are considering as main attractions that draw people toward homestay. Cultural heritage may be unique, exotic and extraordinary which provide tourists a chance to learn about the host cultures and way of life through it (Prideaux *et Al*, 2008). It is now considerably as a global phenomenal that people try to preserve and concern about cultural heritage site even than before (Mckercher& Du Cros, 2002).

In Thailand, cultural heritages are considered as the coreincome of the tourism field (Fuller, 1997). Homestay is likely to be built close to the cultural heritage sites to allow the tourist to stay close to the attractions which considered being one of homestay products. In Amphawadisrict, there are many cultural heritages such as Baanlaem or SamutWoraeihan Temple, AmphawanChetiaram Temple, Chulamanee Temple, Sathatham Temple, Phumarinkudeethong temple, Bang Kung Barrack, Embossed mural painting at Bangkokphom Temple, Bang KhaeYai Temple, Bodi tree covered chapel, BangkhaeNnoi Temple, Yai Temple, Khaoyisarn Temple, The Nativity of our lady and Cathedral Bang-Nok-Khuek. Another outer product of homestay is the local attractions surrounded homestay area. It could be either natural or artificial but has to represent local way of life. Local attractions play crucial roles to attract visitors into the area (Fyallet *Al*, 2008). These local attractions helped charming the homestay vacation and make the experiences memorable for the tourist. Example of local attractions are such as Floating Market, King Rama II Museum and memorial park, Ing-Chan Siamese Twin Statue, Boat tour, watching Fireflies at night and make merit by boat in the morning. In overall, the homestay inner product and outer product needs to create altogether the attractiveness to draw the tourist attention toward homestay business.

Homestay tourism is not a luxurious style of travel, therefore, the owner of the business has to target the right market to capture their attentions through the right channels. Teenagers are one of the main target for homestay because they search for new exiting experiences with limited budgets. Although staying in Homestay can be a rough practice for those who addicted to comfort and technology but teenagers tends to interest in the irregular style of living for they are full of energy and interest in trying any new experiences. In addition, homestay is a right destination for family, the location of homestay mostly situated in the rural areas far away from pollution and other social distraction. It is perfect for parents wanting to educate their children about old traditional way of life and teaching them to be more conservative in the modern world. Moreover, In the rural area, people lifestyle still based on agricultures and plain living like the old times. Elder people who nostalgia for the old manners of living would want to participate in homestay to recall their memories of the old times. Unpolluted air and clean water are also good for the old people to rest from their life in the city. Elder people also have more free time because they already retired from work. Therefore, the owner of homestay business should pay attention to this target group as well. Furthermore, another type of homestay customers are travelers who keen on finding knowledge would choose homestay to be their travel destination. It will give tourists a chance to familiarize with local people and to learn directly from them. "These travelers are on a quest of knowledge and cultural exchange as they in search of leisure, rest and relaxation. They are keen to learn about the community they visited" (Master, 2010).

It is important to be aware of the tourist expectations in order to fulfill customer's satisfaction in choice of destination, consumption of products and services as well as the customer loyalty (Kozak&Rimington, 2000). Homestay tourists expected to experiences traditional experiences and local lifestyle which the

Homestay provider need to provide them. If the provider manages to correlate the tourist expectations with their satisfaction, it is expected that the tourist will have positive experiences on their travel (Chon& Olsen, 1991).

The problem for homestay business that the accommodation owners in Amphawa district was facing is that the accommodation did not meet the tourist expectations for instance, dirty room and dirty food, lack of interesting activities to attract the tourists interest. However, the local people do not receive enough revenue from the business because of inadequate customers. The owner does not know how to create marketing strategies to increase their revenue. Using new technology such as online marketing might be solutions to the problem. Yiamjanya (2016) stated in her research that, "The Internet has vastly been known as the key drive of growth for the demands and supplies of the tourism industry. Consumers behavior has also been shifted in ways that they greatly adopt the Internet in their life including as the source of travel motivation, expression and trip planning. The Internet endlessly supports people in the post- modern world in exploring new things more easily. Particularly, consumers today have increasingly sought for traditional, indigenous and authentic experiences". Consequently, with an appropriate knowledge and guidance from government, the homestay business would become another form of career that would increase income of local people and increase the GDP of the country as a whole.

## **METHODOLOGY**

The aim of this study was to investigate the level of importance of factors that contribute to tourist's decision making in choosing homestay in Amphawa District. In this research, questionnaire method was applied to gain the quantitative data from homestay customers to analyze their needs. The questionnaire was divided into three parts which are Demographic Profile, General information on tourist decision making and Factors affect decision making in choosing homestay.

The samples of this research were 200 tourists in Amphawa District, Samutsongkram province, Thailand, collected from 1<sup>st</sup> July- 30<sup>th</sup> October, 2015. The Data were collected from both sexes and various demography to create variation in database. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. However, during July to October, it is considered as low season in Amphawa district and less numbers of tourist travel to the area, therefore only 200 respondents were chosen for this study.

The qualitative data analysis was gathered through questionnaire on customer perception and needs toward homestay as well as customer's satisfaction about services which was analyze in the statistic method and demonstrate the data in percentage and pie charges. The information retrieving from the questionnaires were not various in term of Nationality subsequently there were lots of Thai visitors but not many foreign travelers in Amphawa throughout the research period.

## **RESULT ANALYSIS**

The results of the 200 questionnaires concerning factors affecting tourist's decision making in choosing accommodation in Amphawadistrict were as follows: there were more females (55.5%) travelling to Amphawa than males (44.5%). The majority of the respondents were ages between 25-30 years accounted for 48 % and tourists aged between 46-55 years accounted for 26%. Most of the respondents were Thai (62%).

As for the educational level, 50.5% of the respondents were graduated in a bachelor's degree followed by 28% that were graduated in high school. The marital status showed that 60% of the respondents were single 31.5% were married, and 8.5% were divorced/widowed. In the occupation section, research result found that 40% of the respondents work in the private company, 41.5% run their own business, 10% were

unemployed(students) and 8.5% were in retirement. Most samples had revenue from 10,001-20,000 baths/month which accounted for 33.5%, followed by 22% receive 20,001-30,000 revenue of baths/month.

About the general information on tourist decision making, it was found that 59% of the respondents were repeat tourists and 49% had never travelled to Amphawa before. The tourists travelling with friends were accounted for 39%. There were 31% of tourists who travelled with families or relatives and 22% travelled alone. As for the length of stay, it was found that 25.5% of the respondents stayed for 4-7 nights, followed by 23.5% stay for 8-14 nights and 21% stay for 15-30 nights. Researcher found that 52% of the samples were interested to stay in the homestay, 28.5% would stayed in the hotel, and 7% were interested in an apartment. The price of the accommodation that attracts tourists the most were 500 bath/night and 1,001-2000 bath/night which both accounted equally for 35%. Followed by 501-1,000 bath/night which accounted for 14.5%. The result showed that 57% of the respondents got the information about the accommodation in Amphawa through the internet/website, 19.0% recognize the accommodation from friends/words of mouth and 17.5% through travel agent company. For the Booking Method, 38.5% of the samples booked their accommodation through hotel website, 19.0% made a reservation with travel agent, and 16.5% booked their accommodation by phone.

## **CONCLUSION AND RECOMMENDATION**

The results revealed that the accommodation location should be near tourist attractions. They also give priority to various room prices selection with correspond with Pupat (2005) explained about the consuming pattern that consumer decision making concerning with marketing mix of 4Ps (product, price, place, and promotion) and other stimulus which cannot be controlled for instance, economic downturn. The research result also revealed that levels of education affected the choice of accommodation as the tourist with higher education concerned about factors that affected their decision making more than those with lower education. Due to the fact that tourists with higher education found out about the information about the accommodation before they actually travelled, the result collide with Sanguonkittipan (2003) theory which stated that decision making were ranges from very simple to the most complicated one. Therefore, a good decision making needed to come from a decision process that could help to generate the most benefits and fewer mistakes. The results also revealed that different income also affected to the choice of accommodation since income was an important factor when travelled. Moreover, the research result found that travelling companion, room types, price of accommodation and method of booking were all factors that affected the decision in choosing accommodation.

### **1. Conclusion**

The result showed that the overall importance levels of factors in choosing accommodation such as physical factors (location, types of room, size of room, cleanliness of room and atmospheres), service factors (service mind, speed of service, communication ability, knowledge about service and adequate staffs), price factors, and booking channel factors were rated very high. These were important factors, which accommodation owners should be focusing on in order to attract more customers.

### **2. Recommendations**

The results showed that majority of travelers who travel in Amphawa district are changing their consuming pattern. The tourists are looking for reasonable lodging price in a good location with a decent service in which lodging information can be retrieve from internet rather than traditional style homestay. Since the result reveal that travelers who travel to Amphawa booked their accommodation through internet, consequently the business owners should have focused more on presenting their products through the websites or social network channel. Moreover, the accommodation owners should pay attention to speed of service that comes from the competent employees with service minded which can serve customers better and influence the customers' satisfaction. Finally, the Internet or Wi-Fi was a very significant decision making



component for the tourists nowadays. A free Wi-Fi in the resident area can attract more tourists to stay in the premise.

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# INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND

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## ABSTRACT

Nowadays, there is an intense competition in the hotel business. In addition to maintaining current customers and increasing new ones, hotels will have to continue making difference in order to make themselves outstanding and convince customers to decide to reserve a room. Changes in customers' behaviors, e.g., having more health and environment concerns, have been observed by a number of hotels over years. Those hotels are, therefore, trying to transform themselves into a green hotel. However, the standard of green hotels in Thailand, as set up by the Green Hotel Association, is quite broad and cannot be seen as concrete. Therefore, this study is aimed to investigate whether a variety of activities organized by hotels made the customers aware that hotels can coexist in the surroundings without creating any negative impact on each other and such awareness will affect the intention to stay of the customers at green hotels.

This study aimed to explore customers' perceptions toward a hotel's green practice and their attitudes toward the practice which might affect their intention to stay at green hotels. Results show that the perceptions and attitudes were positively correlated with the intention to stay at green hotels. The perceptions of a hotel's green practice which comprises activities taking into account 3 important elements: 1) environmental issues, 2) the holistic health of guests, and 3) surrounding society, can best reflect the perceptions of a hotel's green practice. In addition, it was found that the customers' attitudes toward these elements have been found to affect their behaviors.

These results are hoped to provide guidelines for company to improve hotel surroundings and a green hotel practice as a whole to suit the customers' needs, e.g., organizing activities and providing signs/notices that encourage customers to help save environment and be aware of the benefits of these activities to their health. The results, in addition, will guide the society nearby to protect the environment. These all will make the customers feel that they contribute to environmental protection, making the hotel superior to other hotels and resulting in the decision to stay in the hotels.

**Keywords**–Environment Concern Practice, Health Concern, Social Concern, Perception of a hotel's green practice, Attitude toward the behavior

## INTRODUCTION

Tourism is an industry that is vital to the economic stability and social progress of the country. Due to, the main income of Thailand has been generated from tourism. The hotel and resort are hospitality business that play important role with a strong emphasis on the tourism industry of the country. It is a subject that is particularly significant to study and analyze the various factors in order to point out the environmental factors, including the current conditions in the business of hotels and resorts to authorities, organizations, educational institutions, both public and private interests as a factor in determining the measures to support the promotion and development of enterprises to provide the most effective and so on. (analysis of 2553 year hotel and resort technology Association (Thai-Japan December 2553))

Green Concept or friendly environment is taken interesting ideal worldwide which obviously see from increasing number of green product in market such as organic vegetable, green electrical product, high bridge car and green hotel. Increasing numbers of natural disaster, green house effect, global warming, and animal extinction are the factors to change human consumption. Environment awareness trend impact to

human behavior of “To be part” to preserve and sustain environment for themselves and next generation. Regarding to human consumption behavior, once they change and want to preserve environment, it creates “demand” in markets. People are more conservative by using green product, energy saving, waste separation or 3 R concepts: Reduce Reuse Recycle. Therefore, if there is high demand of friendly environment consumer in the industry, the business responding should be conducted and facilitate consumers to be part of environment conservation. (Hongsakul Mesnukul)

Regarding to consumer behavior changing above, environment preserving concept affects to ways of consumptions of goods and services. If the entrepreneurs can not response the needs or following the trend of demanding, they probably lose their opportunity and being failure on business.

Therefore, the research of perception of intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs to green hotel is focusing on how tourist awareness about Green hotel or knowledge, understanding, idea, ways of green hotel. This study will be benefits to lodging business entrepreneur in order to use the data to apply and plan in their business including marketing strategy to be competitive advantages. Green activities in hotel will assist entrepreneur to be success in business operation and sustainable.

## **LITERATURE & THEORY**

### **Ideology of Consumer Behavior**

Seree Wongmontha (2546: 33) defined the consumer behavior that it's to study the decision making process and action of customer which concern purchasing and using of products or activity related to buying and using of goods and service in order to response their need and consumer satisfy. There are the process of decision making before and after purchasing or its behavior of consumer for searching, purchasing, using, evaluating and disposing products and service.

Ranee Amarinrat (2543: abstract) studied the factors that impact to customers satisfaction of hotel in Bangkok. The research revealed that the customer satisfy was “much” degree from the service of the hotel. The satisfaction of service was different depended on personal characteristics of age, and education. The main factor to empower customer satisfaction was cleanliness of employee, environment, atmosphere and beauty of hotel.

### **Ideology and theory of Hotel and Green Hotel**

Asian Green hotel standard is standard of Green Hotel in Asian member which agreed on physical resources management for benitficial of preserving and maintaining building, well staff training both providing services and promoting the participation of tourism officer and local people in community to conserve environment, job and local product which affects community development, sustainable and customers requirement responding. (Tourism Department, 2012)

The Green Leafs Association (Green Leaf Foundation) is another association to promote green. The Green Leaf Foudation has purposes to provide knowledge about lodging business to entrepreneur to understand ways of environment conservation and promotion including development hotel business in term of service efficiency and energy saving conforming to tourist demands. Tourists feel being a part of preserving environment with hotel in order to advertise being a part of hotel business, participating, caring, including hotel service in efficiency. (Green Leaf Foundation, 2012)

Regarding to study of Ayuso (Ayuso, 2006) about idea and method, environment conservation has been used about to manage and operate 30 hotels (grounded theory) in Spain which covered Balearic and Cotalonia. The views of the executive agreed that tourism sustainable is to develop tourism product in which respect to natural resources. That means the least destroy natural as possible by preserving and competitive advantage in tourism market and benefit to economic in long term too. Moreover, the advantages of green and sustainable concept create the different and selling point to hotel industry as following.

- Improve image of hotel
- Special service offering

Long term cost saving  
Improve relationship with government sector  
Employees motivation improving  
Conform to the law and regulation requirement

Statement above can refer to be different and competitive advantage to hotel significantly.

### **Attitude toward the behavior**

Pharpatara (2009) have discussed the meaning of the attitude that refers to the attitudes, feelings, thoughts or beliefs which tends to show that a person's behavior. The attitude will cause people to respond to person, an object or situation both positive and negative. It can be measured or interpreted from unofficially speaking or behavior of those individuals. However, the behavior of any kind will occur often arise from the fundamental beliefs and characteristics of the individual (Ajzen, 1991), for example, attitudes towards environmentally friendly homes affect to their willingness to purchase homes that are environmentally concern.

### **Perception of a hotel's green practice**

Hotel's green practice is environmentally freindly concept. It's primarily as a result of the needs to make a difference from other competitors in the same business. Moreover, there is the flow of the green marketing that is becoming popular today. The introduction of environmentally friendly activities that actually used in the hotel business. In addition to build competitiveness in the residence, it's not only build customer loyalty but also to make a better of overall financial (Ham & Han, 2012). In previous research has found that the practical activity of being an environmentally friendly business hotel can keep the confidence of consumers. This will result in a direct intention to stay green of consumers. (Manaktola & Jauhari, 2007)

### **Environmental Concern**

The increasing of public awareness in the environmental problem result to the needs of consumers that demand for products that aim to protect the environment. As the result, it's encourage the hotel entrepreneur to perform and practice in the hotel (Manaktola & Jauhari, 2007). This environmental awareness is another dimension of marketing which is called CSR or Corporate Social Responsibility. (Choi & Parsa, 2006). A similar understanding between organizations and consumers will build the connection between the causes and origin of the product. Therefore, it's result to the image of the brand according to the organization's requirement and have communication to the focus group. (Ham & Han, 2012).

### **Health Concern**

The holistic healthy concern recognizing of individual has increased dramatically. The health information becomes more useful. It not only raises awareness but enables classification and how it will impact on holistic health (Andrea, 2006). Regarding to consumers turn to consume healthy , there are two motivations which are holistic of health and the image of the consumer. The research most often not be aware of the image of the consumer into account but just be aware of the holistic health of consumers into consideration. The assumption that people will behave in protecting their own health is to ensure good health despite the current advertising shows that the consumer healthy. However, the advertising now a day shows that the healthy products consumption build the positive image of the consumer (Hayes & Ross, 1978)

### **Social Concern**

When we talk about being awareness of the existence of society as a whole, we always talk in terms of CSR in terms of environmental, social and holistic health (Thai Corporate Social Responsibility, 2011), but it also has a large corporate organizations. The focus is on taking care of the surrounding community and business operation (Choi & Parsa, 2006). Several studies suggest that the recognizes social activities practice result to the recognition of the organization. Also the result is a positive attitude and the willingness to

express the behavior of consumers. Therefore, so many organizations have turned to marketing into social responsibility more and more. (Choi & Parsa, 2006).

## RELATED WORKS

According to Xing & Kara (2013) study, The Perception of Green Hotels Among Tourists in Hong Kong shows that customers have positive feeling to stay in the green due to reduce energy consumption by using environmentally friendly materials and being able to recycle. The event was held at the hotel and made sense of participation in environmental protection. These customers will be willing to stay green longer and are ready to pay more than the typical hotel, too. Although, they are much discomfort but if they are a part of participate in the treatment environment, they are willing to spend money to stay.

Yunhi & Heesup (2010) studied the Intention to pay conventional-hotel prices at a green hotel and can be concluded that customers are willing to pay to stay in the green in order to contribute to environmental conservation such as using recycled materials as well as recycle of equipment and furniture. The healthy food is considered as green living. However, what the client has in mind is the quality of products and raw material that being used should base on reasonable and payable.

From statement above, it can be concluded that currently society is extremely concern on the importance of environment preservation. One of these is choosing to stay in a hotel that cares about the environment. If the hotel is able to create a natural atmosphere inside the hotel or activities that contributes to environmental protection, it is able to attract more customers and create a competitive advantage for the business very well.

## METHODOLOGY

This study is a quantitative research that use the survey research. The questionnaires is used as a tool to collect data by using Self-Administered Questionnaire

### Example Framework

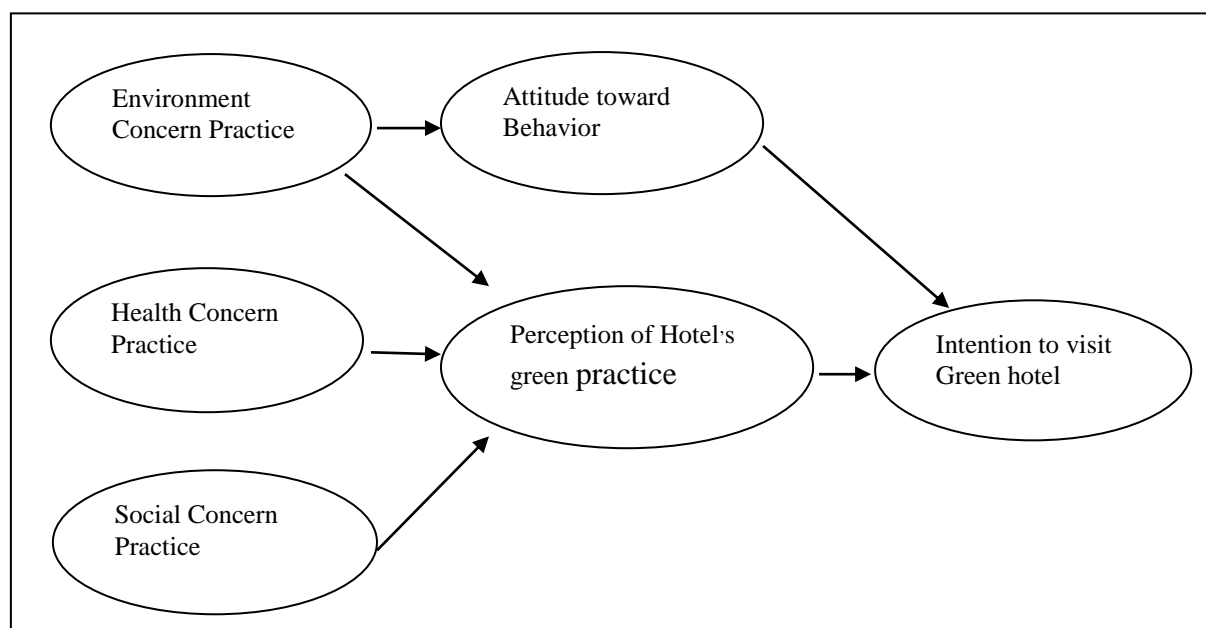
The target group for this study is 400 thai tourists in Bangkok.

### Data Collection

Data collection of this research is divided to 2 methods.

1. Self-Administered Questionnaire
2. Online Survey

**Figure 1. Conceptual Model**



### Hypothesis

To answer the objectives of the study, the research defined the hypothesis by following.

H1 (+) Environmental Awareness has a positive correlation to recognize the events in the context of the green.

H2 (+) Recognizing the holistic health has a positive correlation to recognize the events in the context of the green.

H3 (+) Awareness of society has a positive correlation to recognize the events in the context of the green.

H4 (+) Awareness activities in the context of the green has a positive relationship of intention to stay in the green hotel.

H5 (+) Environmental Awareness has a positive correlation between attitudes on behavior.

H6 (+) Attitudes toward behaviors is correlated positively to the intention to stay in the green.

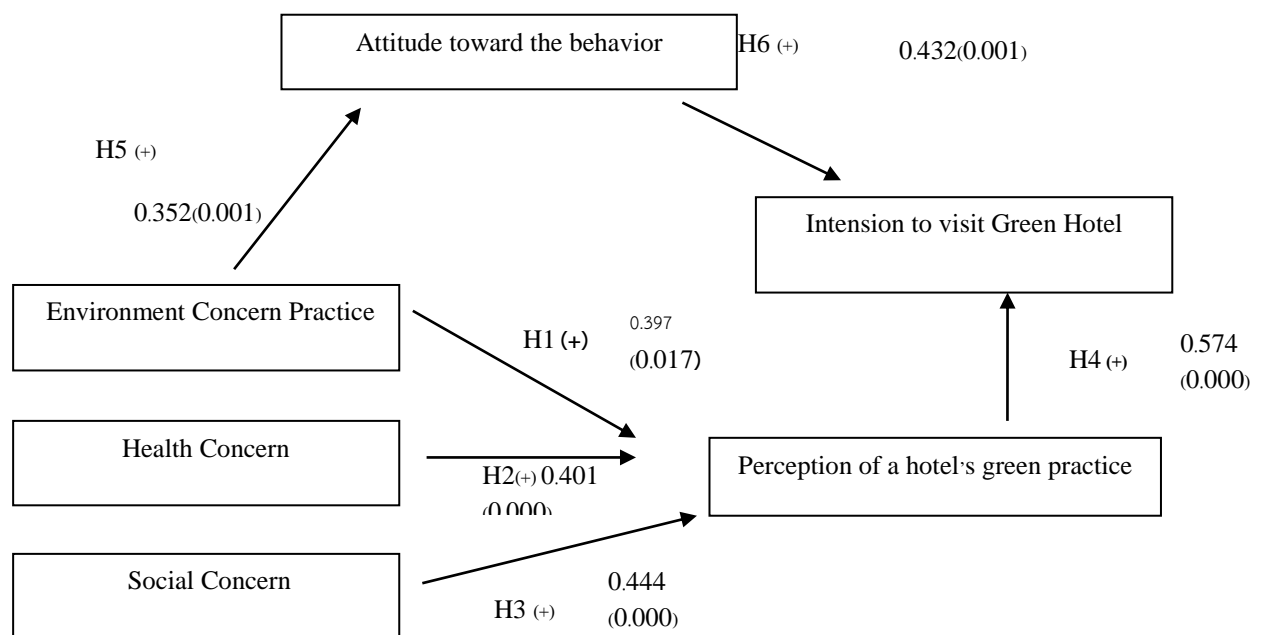
### Analysis and Conclusion

1. Descriptive Statistics is used to describe generally of sample by using Frequency Distribution and Percentage.

2. Inferential Statistic is used for analysis and hypothesis testing such as Correlation and Reliability of measurement by Cronbach's Alpha. Analysis Relationship between the multiples variables regression analysis that any variables affects to intention of staying in green hotel.

## RESULTS

Regarding to regression analysis, it can be concluded the result as a diagram below.



This diagram shows 3 relevance factors that effect to the intension to visit green hotel of Thai tourist in Bangkok.

The first relevance factor shows that there are 3 independent variables which are Environment Concern, Health Concern, and Social Concern. It reveals that the social concern has highest relevance, next Health concern and the less impact is Environment concern practice to Perception of hotel's green practice.

The second relevance factor shows that Environement Concern practice can effect the attitude of tourist toward the behavior to attend to visit green hotel.

The third relevance factor shows that Attitude toward the behavior and Percepation of a hotel's green practice has impact to intension to visit green hotel.

In summary, the results show that five independent variables had relevance to intention to stay in a green hotel by following the hypothesis. The awareness activities in the context of the green which include the Environmental Awareness, Recognizing the holistic health, Awareness of society are the most related to intention to stay in the green.

## **DISCUSSION AND CONCLUSION**

### **1. Environment Concern Practice**

Awareness of the environment concern practice results in the recognition of the activities in the context of green hotel practice which is consistent with past research of Ham & Han, 2012, that understanding the similarities between enterprises and consumers will make the connection between the cause and origin of the product. As a result, the image of the brand will according to the organization's needs. Moreover, it also can communicate wider to the target audience and results in the recognition of organization activity. So, if a hotel has awareness environment activity such as recycle practice activity or disposal management activity, it can make customers recognize those contexts.

### **2. Health Concern**

Recognizing the holistic health concern results in perception of the activities in the context of green practice which is consistent with past research of Hayes & Ross, 1978 stated that recognizing the holistic health of consumers will behave in the protection of their own health to ensure of being a good health. Therefore, the advertising of organization shows that consuming a healthy product is a part of creating a good image among consumers. And it will result in the recognition of the activities in the context of the organization too. So if hotels focus on raising awareness of holistic health services, such as organic food, natural product or non-smoking hotel, it will affect the perception of customers to make a decision to stay in the green hotel.

### **3. Social Concern**

Awareness of Social Concern results in the recognition of the activities in the context of green hotel, which is consistent with past research of Choi & Parsa, 2006. They stated the action that recognizes social activities can result in the recognition the organization's activities. The result is a positive attitude and the willingness to express the behavior of consumers. So, many organizations have turned to marketing to social responsibility by even more.

### **4. Perception of a hotel's green practice**

Awareness activities in the context of green hotel practice affect the willingness to stay in the green or intension to visit Green Hotel which is consistent with past research of Manaktola & Jauhari, 2007 stated that the activity can be captured with an environmentally friendly of business hotel. It is important to keep the confidence of consumers increasing. This will result in a direct intention to stay green of consumer.

## **5. Attitude toward the behavior**

Attitude toward the behavior affects their willingness to stay in the green which is consistent with past research of Ajzen, 1991 stated that any behavior often arise from the fundamental beliefs and characteristics of individual. For example, attitude toward environmentally home affects much intention of buying environmentally friendly home.

Refer to the results of the study, the researcher studied for four variables which are Environmentally aware, Recognizing the holistic health, Awareness of society as a whole to recognize the events in the context of the green, Attitudes toward behaviors. This will affect the intention to stay in a green hotel by the findings. It shows that four variables have affected their willingness to stay in the green, as mentioned above, so the results of this research, the company contribute the green activity to develop properly to their own environment. Also the company be able to compliance needs or habits of tourists in Thailand. In addition, companies can use basic data to make a difference, to promote and to do marketing to improve the competitive advantage of the hotel too.

### **Benefits of the research**

1. The enterprises are able to use the research data as a guideline to improve physical environment or overall of green hotel in order to response the needs such as providing activity during stay, having campaign sign or identity of environment concern participating. These activity will affect to customer perception and awareness of being healthy including assisting society to preserve environment. In addition, the hotel will be more outstanding and different among competitors.

2. At the present, we can not deny that the hotel business often depends on the beauty of physical and attractions of the surrounding. This is a factor that tourists choose to stay in a nearby hotel. If the hotel bring awareness surrounding environmental activities or the event recognizes the society as a whole, plus with hotel management, it will assist the environment and the beauty of the sights remained. In addition, to recognize the surrounding society, the employment people in the surrounding villages is also considered creating jobs for the community. It also contributes to the community to preserve the local culture. This is attractive to tourists who want to experience again. So all of these factors will lead to a sustainable business over the long term.

3. Regarding to suggestion from respondents, statistic information shows that the most efficiency public relation of hotel is word to word and second rank is online media via Facebook, Instagram and Search engine such as Google or Pantip and the last rank is public relation via magazine.

Moreover, the researcher found that staying 2 days at green hotel is the most attention to stay by among tourist and willing to pay expenses similar to general hotel. Even though, the hotel has green policy, most of the tourist not attend to pay higher for the green activity. However, healthy activity concern and social concern are able to make tourist attend to stay at the hotel.

## **FUTURE RESEARCH**

This paper is an overview of the relationship between the intention of staying in green hotel and attitude toward behavior and to recognize the activities in green hotel only. However, it was not analyzed in depth. Therefore, research is ongoing to study the factors causing intention of higher paying for staying in green hotel due to being green lodging or having green activity requires an higher investment more than the usual hotel.

## **ACKNOWLEDGMENT**

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# **NEW DIMENSIONS TO ADMINSTRATE HUMAN DEVELOPMENT TO CONSERVE BUDDHISM OF MAHAYANA CHINESE SECT: THE STUDY OF MUNGKORKAMALAWAS CHINESE TEMPLE, BANGKOK**

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## **ABSTRACT**

The purpose of this research was to study the mechanism of Chinese monk administration at Mungkornkamalawas Chinese Temple where is presently the center of Mahayana Sect. The research was quantitative one and interviewed abbot, abbot assistants, monks, novices and teachers at Mungkornkamalawas Chinese Temple. The supporters and the parents of novices were also interviewed. The participatory and non- participatory observation and group interviews were also used in this research. The result showed that the administration and process of the Chinese Sect. had been changed in many ways such as praying, holding and ceremonies by Thai-Chinese monks. The late of 20 the century, Mungkornkamalawas Chinese Temple adapt its administration by founding Mungkornkamalawas School and accepting male students at the age of twelve, from all provinces, with giving them scholarship. Mungkornkamalawas Chinese Temple changed the standard of education to globalization by studying Chinese culture and connecting Chinese to the world. The mechanism to administrate and conserve Buddhism of Mahayana Chinese Sect showed purified mind based on generosity and gratitude of Bodhisattva to develop human resource by changing vision of interaction between human and religion to exist peacefully.

**Keywords**--New dimensions, Human administration, Buddhism conservation

## **INTRODUCTION**

In Thailand, the citizen is allowed to have freedom in religion since Sukhothai period or the 13<sup>th</sup> century. Moreover, in the year 1875, King Rama V granted the permission for Chinese monks to establish a Chinese temple called Mungkornkamalawas Chinese Temple in Chinese business area. This temple supported by a rich Chinese-born Thai civil servant is a Mahayana Buddhist temple with Chinese architecture and religious ritual of paying respect to Bodhisattva, and Chinese Buddha Images [1]. Religious ceremonies in this temple represent Chinese Buddhism including chanting, and various religious rites relating to Chinese way of life. Based on Chinese's belief making merit leads to auspicious life and prosperity. Chinese, therefore, pay respect to sacred images for the successful career, and when it comes true, they will come back with commissions including food and money for the temple maintenance. Moreover, Buddhist believers at this temple keep on making merit as their ancestors to show grateful to their family [2]. The administration of this temple was prosperous during 19<sup>th</sup> to 20<sup>th</sup> century, and extended Mahayana Chinese Sect to up country where Chinese communities resided. There are 17 temples in different provinces with Thai monks with Chinese ancestors responsible for conserving Buddhism in the style of Mahayana Chinese Sect. However, since time passes, the number of Buddhist monks in these temples was decreasing continuously due to the Chinese descendant's preference of vocational education for their future career. More

and more monks in the temples left the monkhood. However, during the late 20<sup>th</sup> century, the Chinese Sect adjusted themselves to the changing of social and world economy. In the year 1990, the 9<sup>th</sup> abbot of Mungkornkamalawas Chinese Temple founded a Buddhism teaching school for Thai boys with the ages of 12 years old up wishing to become Buddhist novices. Curriculums of Thai Ministry of Education in Basic Education including secondary school level are included, and learners are required be in monkhood. Moreover, after graduation, learners are supported by the school to either further their education in higher education level or ordain as monks responsible for teaching in the school or administrating the temple affairs voluntarily. This becomes incentives for poor Thai boys around the country to take the chance to become novices and study in secondary school level together with learning Chinese as a foreign language at this school. There are 50 novices in each class each year. The temple has invested the income from Buddhist donors in the human capital development including providing education for not only Chinese but also Thais, and providing funds for the poor. Based on the Bodhisattva's teaching, helping those suffering from poverty and hunger is the prominent roles of this temple in terms of human resources development. The temple has taken part in educating Chinese and Thai people in religion as well as in general knowledge of the world. The Chinese monks' responsibilities and outcome at this Mahayana Chinese Sect temple have been well recognized and admired by lots of Buddhists around the country, and have drawn more and more Buddhists to make merit and pay respect to Chinese Buddha Images at the temple to spirit up their souls by scarifying for the poor daily. Up to 50 years now this temple has served the public with multi-purposes. It has been an alternative religious temple for educating monks with religious purposes as well as for future career outside the monkhood. This temple has also served as shrine for Buddhists to worship the Lord Buddha as in the belief of Chinese Bodhisattva.

The purpose of this study is to study the mechanism of Chinese monks' administration at Mungkornkamalawas Chinese Temple

### **Theoretical framework of this study**

The theoretical framework applied in this study includes the theories in humanities and social sciences as follows;

1. The notions of Donald Light Jr. and Suzanne Keller (Donald Light Jr. and Suzanne Keller, 1979, pp 545-549) concerning the social changes with plan or without plan.
2. The notions of V. Tuner (1970) [3] and Geertz Clifford (1973) in the view concerning that society has continuous changes including symbolic rites enabling the reality of imagination and the adoration and eternal faith.

3. The notions of Max Weber pointing out that the way of life of city dwellers have been changed as a result of the economic dimensions.

Based on these notions, in general since temples are regarded as sacred places with supernatural power, the changes in culture and society lead to the changes in the form of traditional merit making. However, the present form of merit making correlates with communicative behaviors in terms of the social and culture. The research questions are as follows;

1. Since power of making merit is power of faith, humans are to relate the faith in religion to concrete practice. It is, therefore, assumed that the form of merit making is changeable.
2. One of key elements in expanding the power of merit making is faith. However, is social and cultural behavior is another key element at present?

## **METHODOLOGY**

Research tools for this qualitative study are as follows;

1. Document study about Mahayana Chinese Sect in Thailand
  2. In-depth interview with one temple abbot, one assistant of the abbot, the founder of Mungkornkamalawas, and the principal of Mungkornkamalawas. All of them have had more than twenty years experiences.
  3. One year participatory and non-participatory observation
  4. Interviews with 20 samples including monks who ordained more than fifteen years and graduated in Master's degree, novices studying in high school level, teachers and volunteers in Mungkornkamalawas School
  5. Interview with 5 guardians of novices
  6. Talk with 10 samples of temple's supporters and community representatives who has worked at the temple for forty years
  7. Presentation of the pilot study results to relevant persons including the administrators of the temple and school for discussion and revision
  8. Submission of the research report to Suan Sunandha Rajabhat University for Research Funding, academic year 2016
- All information is allowed from key informants.

**The research findings are as follows;**

According to the useful information from the founder of Mungkornkamalawas School, the administrator and the supporters, it found that the administration of the Chinese sect gave education opportunity for people equally and strongly.

1. The success of the Chinese monks' administration at Mungkornkamalawas Chinese Temple resulting in the successful of the administration and human development by Buddhist monks responsible for conserving Mahayana Chinese Sect is based on unconditional educational support with the purposes of bridging young boys to career path either as monks or civilians so that later those successful in life will conserve and maintain Buddhism continuously. Mechanism affecting the success of the temple administration as specified in the policy providing educational options to those with limited chance includes 4 elements under the principle of M O S T.

M – Man; It was found that the 9<sup>th</sup> abbot's initiation to establish a Buddhism teaching school with continuous administration is successful and systematic with transparency, and it can be role model for other monks.

O – Organization; The temple administration is the collaboration among Buddhists by holding forms of merit making relating to way of life or city dwellers.

S – Services; The temple administration focuses on various forms of public relation including the communication through Buddhist believers, the suitability of location arrangement for merit making, and the extension of the temple at the 125 rai area in Nonthaburi province with clean and comfortable space for Buddhists, and close guidance by the Chinese Sect monks.

T – Team; The temple administration unites the cooperation between Buddhist monks and Buddhists under the same principle of faith to Bodhisattva

2. The use of cultural capital available at Mungkornkamalawas Chinese Temple is as follows;

2.1 The use of Chinese architecture, prominent Buddha images in Mahayana Chinese Sect, the chanting is related to faith existing in human mind.

2.2. Since the location of the temple is in Chinese business area, it's suitable for monks and novices

to learn Chinese for communication. Moreover, the temple has organized various religious rituals to serve the community's needs, namely Vegetarian Festival, Chinese New Year Festival, and religious rite to support those with bad luck to become prosperous especially in trade.

2.3 For longer than 50 years, the temple has invested the capital for Buddhists' donation in various explicit outcomes, such as the maintenance of the temple, and the provision of education for monks from different races. This enables those who gained benefit from education to develop themselves so that they could live well and care for other human beings.

## DISCUSSION

The research results point out that with the cooperation of Mahayana Chinese Sect monks, Mungkornkamalawas Chinese Temple has applied the principles of human development with religion conservation in the temple administration by adapting themselves to be in line with the cultural and social changes, and turning the abstract power of faith to concrete outcomes. In this way, the temple is regarded as the representative to invest a part of donation by middle-aged group of people in educational purposes for monks. Meanwhile, the external structure of the temple is still representing the traditional Chinese way of life including the concept of simple making merit for additional prosperity and success in trade. This is consistent with the notions of way of life of city dwellers and the notions of V. Turner, (1970) and Greetz (1973) who point out that religious rites can be adapted as social context and the rites in all religions lead to the power of merit and the truth of life. Chavalit Luangprach (2006) [4] and Tawatchai Keawsingh (2013). Moreover, Mungkornkamalawas Chinese Temple is the origin of Chinese visual art. The administration of Chinese Sect monks has been in accordance with the temple administrative law and Buddhism propagation law of Thailand. Kamonwan Komsithiphong (2003). Living together in society requires base of way of life relating to local community, and this leads to the constant pass on of community identity [5].

## CONCLUSION

The administration and the management of Chinese Sect monks is up to date in terms of the connection between traditionalism with Globalization by adapting the abstract principle of Buddhism preach – being kind and grateful – to the concrete practice for the equality of human beings, and the true happiness as Bodhisattva's intention.

## ACKNOWLEDGEMENT

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# DEVELOPMENT OF STUDENT TEACHERS' REFLECTIVE THINKING ABILITIES

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## ABSTRACT

In the period of knowledge-based society, teachers have been faced to many challenged and complicated questions, such as how to manage their classrooms, how to analyze students' learning abilities and facilitate to fulfillment of their capacities. Therefore, the knowledge base of profession should be developed and refined in ways that help the teacher as the practitioner to be an effective and informed professional. Reflection thinking has long been recognized as an important and valuable cognitive process that continually resurfaces in conceptualizing the practice setting. Many teacher education programs have incorporated views of reflection into their course structures, but the effectiveness and forms of adoption may well be limited by largely traditional nature of the programs to begin with. The purposes of this research was to investigate the results of instructional activities based on a 4-stage model of reflective thinking practice integrated with Research Based Learning (RBL) and learning log. Participants were 25 English major student teachers who enrolled in the third year of academic year 2015 at Suan Sunandha Rajabhat University, Thailand. Data were gathered by means of documentary study, classroom observation, and reflective thinking assessment by using 45 item 5-point Likert scale which highly reliable (coefficient  $\alpha=.93$ ). The results implied to be favorable as it revealed on better academic performance of the participants' reflective thinking abilities.

**Key words**--reflective thinking, student teachers, thinking development

## INTRODUCTION

The globalization Era has change the teaching profession landscape since teachers have been faced to many challenged and complicated questions, such as how to manage their classrooms, how to analyze students' learning ability and facilitate to fulfillment of their capacities. By so doing, the knowledge base of the profession should be developed and refined in ways that help the teacher as the practitioner to be an effective and informed professional (Goodwin, 2010; Rong & Preissle, 2009). Therefore, there have been several model of teacher education stress the continuing cycle of interplay between theory, practice and reflection as the way to promote changes in student teachers' attitudes and practices (Hill, 2000). Reflective thinking is a key practice that has long been recognized as an important and valuable cognitive process which engages to understand conflicting factors in a situation of instruction then develop a strategy to proceed within it. Since it continually resurfaces in conceptualizing the practice setting, 'critical & reflective thinking' is acknowledged as one of the key skills for sustainable development, especially in higher education institutions (Dawe et al, 2005). It is the particular way to achieve an integration of theory and practices, so that student teachers are encouraged to construct their own philosophy of education integrating their experiences and personal practical knowledge with general theory (Shin, 2006; Rofle, 2011). Therefore, promoting reflection is an objective of this study, as it may be a precursor to stimulate reflective thinking skills that will enable student teachers at Faculty of Education, Suan Sunnandha University to look at a piece of work they produce or an aspect of their professional practice and make accurate judgment about it.

## LITERATURE & THEORY

According to reviewed literatures, this study proposed reflective thinking as the student teachers' abilities encompassing with three sub-constructs of self-assessment, awareness of individual's learning, and the lifelong learning skills (Kember et al, 2000; Alverno College, 2004 cited in Hamilton, 2005; Jasper & Rofe, 2011) . The mention sub-constructs were identified as a scheme that used for assessment the participants' reflective performances in order to prevent purely subjective assessment. The highlighted of them were as the following:

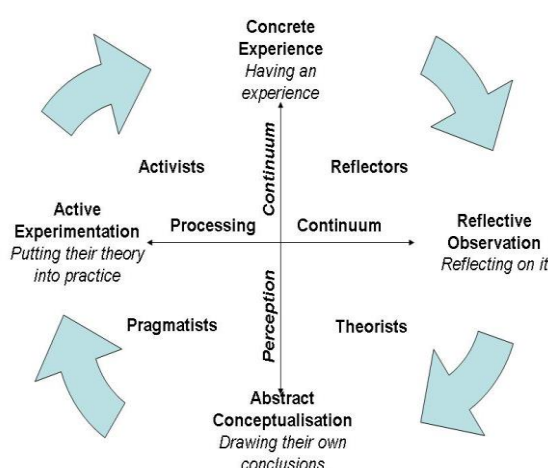
- 1) Self-assessment- the ability of observing, gathering details, using the main reason, distributing details, and using question for guiding education structure to obtain the information for evaluation with the purpose of development work, and determining the success and impacts.

- 2) Awareness of individual's learning- ability to understand their ideas, believe in a better idea, to create the concept of experience and knowledge, as well as the ability to knowledge application.

3) Lifelong learning skills- the ability for systematic practicing to achieve one learning, transfer knowledge/attitude to learning. And the awareness of lifelong learning should occur continuously.

Due to, the reflection is not an easy skill to acquire, the appropriate practice is essential to its development. Various instructional methods have been recommended to support reflective thinking. Also, there are many reflective models available all with their own benefits and limitation and they are believed to encourage deeper levels of reflection. This study adopted the model of Honey & Mumford's learning cycle (2000) which applied from Kolb's (1984) experiential learning cycle or a circuit learning through experience. Since it is commonly used by teaching practitioners and often provides a straightforward structure to enhance critical reflection. The model consists of four stages of concrete experience, reflective observation, abstract conception and active experimentation (see fig.1).

**Figure 1**  
**Honey & Mumford's learning cycle Source: (Honey & Mumford, 2000)**



This research applied the model of learning cycle with the concordance instructional activities that based on Research Based Learning (RBL). In addition, learning log was assigned so that the participants had been able to demonstrate their reflective thinking their learning throughout the semester. The integrated instructional activities were as the following:

1) Concrete experience (Having an experience): This is a process of getting knowledge and experience feelings, both direct and indirect, and a description of the actual event: the concordance instructional activity was classroom observation for how actually authentic assessment has been conducted by in-service teachers in schools for teacher professional practicum.

2) Reflective observation (Reviewing the Experience or Reflection): This includes analyzing emotions and linking prior experiences and knowledge. The concordance instructional activity was classroom discussion of the experience gained in the first stage, to encourage participants to explain their own subjects relating to their beliefs, feelings and opinions.

3) Abstract conceptualization (Drawing individual conclusions): During this phase, the participants were associated recognition step by the literature reviewing and discussion with friends, then individually modify their thinking and reappraise the situation. In order to create aggregated ideas or to conclude related principles or theories so to recognize the application of them.

4) Active experimentation (putting the theories into practice): In this final phase an individual tries out new theories, approaches or solutions in similar or new situations. This then becomes the concrete experience on which subsequent reflections can be made. The teaching activities in this stage, the participants were assigned to develop the authentic assessment instruments, for to represent or to take part in the former ones which being used at the observed classroom (in stage 1) or at the least the similar classroom.

### OBJECTIVE OF THE STUDY

The purposes of this research was to investigate the results of instructional activities based on a 4-stage model of reflective thinking practice integrated into Research Based Learning (RBL) and learning log.



## METHODOLOGY

The quasi-experimental research of one group pretest-posttest was designed. The participants were 25 student teachers who were in the third year of their bachelors' degree in English language teaching, at Suan Sunandha Rajabhat University, and were at the time of authentic assessment studying. As such, they had been possessed practical knowledge of authentic assessment and issues present in traditional English teaching in classroom. Throughout the semester, instructional activities based on a 4-stage model of reflective thinking adapted from Honey and Mumford's learning cycle of constructing experience, reviewing experiences, conclusion the experience, and planning practical way. For to support the participants thoughtfully performed a wide-range of learning cycle, the activities were integrated into research based learning. The assignment were research proposal for developing authentic assessment at schools located in Bangkok. Various methods of data collection to maximize construct validity through triangulation, the learning log was used to elicit information regarding the participants' way of learning and reflect on their own thinking. Moreover, to let the participants consciously considered how they really learn, they were assessed before and after the instruction by 45 statement-reflective thinking scale. The scale was comprised of 18 items for ability to self-assessment, 15 items for awareness of how one learns, and 12 items for developing lifelong learning skills. Its internal consistency of total coefficient alpha was .93. Then the data were analyzed by pair t-test for comparing their reflective thinking abilities between means score of the pretest and the posttest.

## RESULTS

Findings reveal that the 4-stage model of reflective thinking development that integrated with Research Based Learning (RBL) and learning log has been able to affect the participants' reflective thinking abilities as the following tables

**Table 1**  
**Means score of sub-construct of Reflective thinking abilities**

Sub-construct of Reflective thinking abilities	Mean score of pretest		Mean score of posttest	
	$\bar{X}$	SD	$\bar{X}$	SD
self-assessment	3.84	.516	3.92	.478
awareness of individual's learning	3.40	.377	3.66	.383
the lifelong learning skills	3.53	.515	3.81	.557
Total	3.51	.429	3.79	.422

The posttest mean scores of 3.92, 3.66, and 3.81 for respectively the three sub-construct of reflective thinking skills, 'self-assessment', 'awareness of individual learning' and 'lifelong learning skills'. They accumulatively demonstrate the participants have high agree with the statements concerning reflective actions. Comparing with the pretest mean scores of 3.84, 3.40, and 3.53 of the same statements, indicate the participants have neutral agree with them (Table 1).

Table 2 shows the t-value of 5.574 and statistical significant at level of .000. It implies the posttest is significantly higher than the pretest.

**Table 2**  
**The comparative means score between the pretest and the posttest**

Total mean score of the test	n	$\bar{X}$	SD	t-value	Sig.
The pretest	27	3.51	.429	5.574*	.000
The posttest	27	3.79	.422		

\*sig. < .05

## DISCUSSION

The significant increase of mean score of reflective thinking abilities at the posttest implies the model is able to be applied for developing student teachers' reflection (Schon, 1993; Honey & Mumford, 2000). Particularly, the increase of the lifelong learning skills implies the participants can think about their own learning path and transfer knowledge and attitude to learning, because of the activities that had encouraged

them to know their own goals, to monitor their progress and mull over different options and courses of development.

That can be referred to Claxton (1999) who argued that for to develop the lifelong learning, the necessary learning conditions required: resilience, resource fullness and reflection. The further finding reveals one of the main points that the participants have been increased their confidence in themselves and their reflective thinking because they understood and knew far more about what they capable of after reflecting on their abilities in the assignment especially through large-group discussion in classroom. However, the increasing of the three sub-constructs of the reflection abilities: self assessment, awareness of self learning, and lifelong learning skills is not so much as it should be. Harmoniously, Kember at al (2000) concluded the reflection, particularly the critical reflection presence is generally less than understanding as well as Schon's (1993) suggestion that the instructional model of developing reflection should be concerned the continuous practice. Another finding reveals the participants' assignment, the learning log was not achieved to the descriptive writing manner or under the criterion of description, since the participants had performed their assignments completely, but most of them had copied content rather than brief summarized and integrated knowledge. Referring to Plymouth University (2010) has indicated reflective writing as evidence of reflective thinking which is more personal than other forms of academic writing and divided it into three stage: description, exploration and analysis, and conclusion. It also implies the participants have still restricted in making meaning and interpreting new experience unintentionally. Concordance to Hilsdon (2006) concluded that reflection is more than a set of skills, it is an expression of the natural relationship that exists between learning and language, moreover the process of finding the words to express something with which someone already familiar often seems to distil and crystalize it and seeing it with new eyes.

### CONCLUSION AND FUTURE WORK

The current research applied the process of reflective thinking ability development based on experiential learning cycle consists of 4 stages: 1) constructing experience, 2) reviewing experiences, 3) conclusion the experience and 4) planning practical way. The four stages were integrated with research based learning (RBL) and the assignment of developing authentic assessment tools to encourage the participants reflect their experiences. Including with learning log, a writing assignment, was applied for capturing the participants' thoughts and feeling that each learning is experiencing during the environmental decision making exercise. As they record their moments of reflection that they begin to sense and express the complexity associated with both oneself and/or group environmental decision making.

The study concludes that the model have a favorable achievement to enhance the participants' reflective abilities. However, it should have much more activities and practice period to encourage critical reflection as well as writing analytically or reflectively.

### ACKNOWLEDGEMENTS

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# **SAFETY BEHAVIOR OF OPERATION STAFFS IN WATER PRODUCTION AND SUPPLY DEPARTMENT BANGKHEN WATER PLANT, BANGKOK, THAILAND**

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## **ABSTRACT**

Most of the accident happened because of the lack of safety precaution. The safety behavior is the main topic of this research. We focused on the operation staffs in water production and supply department, Bangkheng Water Plant, Metropolitan Waterworks Authority (MWA) Bangkok, Thailand. The population of 131 staffs were included. Data were collected by questionnaires in 2 parts, demographic data and 21 topics of safety behavior in 5 rating scale. There were 4 aspects of work including operation, equipment, environment and management. They were analysed in statistical parameters, comparing the safety behavior of the operation staffs by personal and working factors. Statistical t-test was used in case of 2 variables group and one-way ANOVA was used in case of more than 2 variables with the statistically significant level of 0.05. The questionnaires had

The demographic data showed 84% male and 16% female, half single and half marriage. Most of the population were less than 40 years old, 83.2% were bachelor degree and 62.6% had worked less than 10 years. The average monthly incomes of 15,001-30,000 baht were 53.4 percent. Most of them worked 8 hours a day and nearly half of the group, 43.9%, had over-time job.

The overview safety behavior of the operating staffs in water production and supply department of MWA was good. Considering in each aspect of the safety behavior on the operation, equipment and management were good. The working environmental factor was in the acceptable average. Sex, education, average income, working hour and over-time work were not statistically difference in safety behavior. The difference age group had difference safety behavior in the environmental aspect. The young had less score than the elder. Higher experience staffs who worked over 20 years had significantly better safety behavior compare to the new one and the couple had significantly higher safety behaviour than the single.

In conclusion, the staffs working in the field with chemical and mechanical equipment need to aware of safety by putting on the protection. The organization needs to strict to the safety procedure and rules. Addition study about the risk such as fatigue, working place, environment and equipment should be performed to reduce further incident.

**Keywords**--safety behavior, operation

## **INTRODUCTION**

Most of the cause of accident is unsafety behavior. The safety precaution is not belong to someone but anyone so we should pay attention to our safety behavior. We should build the safety culture in our social. All members should have their role in safety and risk precaution. The application of the safety behavior is important. It should be used in the real situation and maintain as a crucial part of practice to all staffs in the organization. The executive should enforce the safety practice to the daily activity and it will return by the

fluent of the job and profit. From 2006 to 2010, the incidence of working accident were increasing every years. The reported incidence of working related accident or illness in the Metropolitan Waterworks Authority (MWA) were 2 cases in 2015 and 1 case in 2016. All of them because of the lack of safety precaution or malpractice of prevention. By this course, we would like to study the safety behavior of the staff in water production and supply department in order to find out the cause and to prevent it.

The multiple factors theory of the safety engineering department, Kasetsart University mentioned about the cause of accident is multifactorial. The immediate cause may due to the unsafe behavior of the staff or in the unsafe situation. V. L. Gross had concluded the cause of working accident by 4M as

1. Man with the cofactor as sex, age, height, skill of work, training skill etc.
2. Media is the environment as weather, temperature, light and sound.
3. Management including the policy and rule of work
4. Machine or equipment including the size, shape and power source

The multiple factors theory will be useful in analysis the cause of the accident and how to prevent them.

Yoosook V, 1999 concluded the cause of the working accident in 2 main cause as

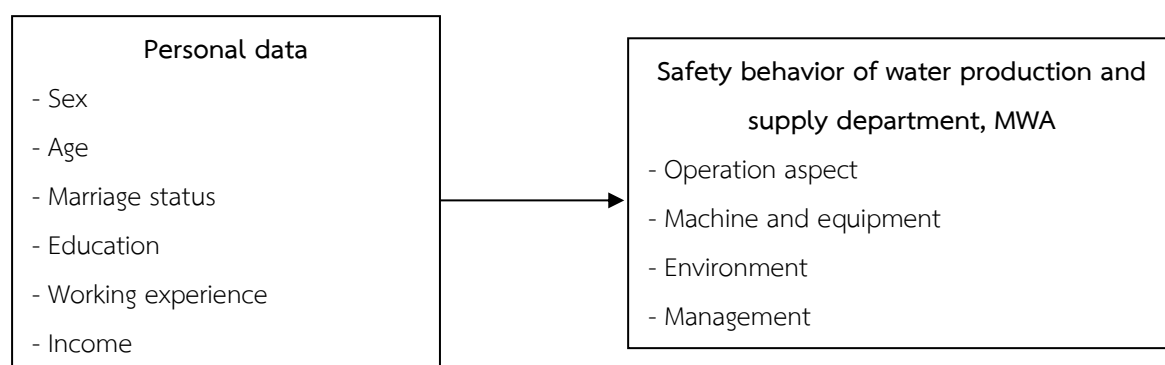
1. Unsafe act means the human act or practice cause unsafe to them and co-worker, lack of awareness of safety and without prevention.

2. Unsafe condition means environment and machine without good quality. It cause accident, injury or death. The improper working place without adequate light, noisy or improper chemical storage are the environmental part.

However, the human factor may involve such as fatigue and emotional stress.

Schulizinger said, there are over 250 proved factors involved in working accident. Most of them because of staff emotional factors followed their situations and external environmental factors.

Joseph Tiffin studied the incidence of working accident in 9,000 staffs of the mine and found that the younger age group had higher incidence and hospital admission. It is possible that the younger need to work directly with the higher risk job while the elder with more experience had less chance to expose the risk. And the couples had less accident than the single.



## **OBJECTIVE**

To study the safety behavior of staffs in water production and supply department, MWA.

## **METHODOLOGY**

This is a descriptive study in the population of 131 staffs in the water production and supply department, MWA. The data were collected by questionnaire including 3 parts as

1. Demographic data composed of sex, age, marriage status, education, experience and income
2. Questionnaire of 21 safety behaviors with 5-scale rating. The question had both positive and negative aspect.

<b>Positive</b>	<b>Score</b>	<b>Negative</b>	<b>Score</b>
Always	5	Always	1
Often	4	Often	2
Usually	3	Usually	3
Sometime	2	Sometime	4
Never	1	Never	5

We interpret the result by rating the safety behavior as excellent, good, fair, poor, very poor

The questionnaire was validated by

1. Content validity by 3 experts in content and language.
2. Reliability by using the validated questionnaire with the other plant.

Data was analyzed by statistical test as t – test and one-way ANOVA with the significant level of 0.05

## RESULTS

### Demographic data

**Table 1**  
**number and percentage of the staffs in water production and supply department, MWA**  
**(N = 131)**

<b>Demographic data</b>	<b>n</b>	<b>%</b>
<b>1. Sex</b>		
Male	110	83.9
Female	21	16.1
<b>2. Age</b>		
21 – 30 years	43	32.8
31 - 40 years	41	31.3
41 - 50 years	26	19.9
Over 50 years old	21	16.0
<b>3. Marriage status</b>		
Single	64	48.9
Married	67	51.1
<b>4. Education</b>		
Below Bachelor	3	2.3
Bachelor	109	83.2
Master	19	14.5
<b>5. Working experience</b>		
1 – 10 years	82	62.6
11 – 20 years	17	13.0
Over 20 years	32	24.4
<b>6. Monthly income</b>		
10,000 – 15,000 THB	22	16.8

Demographic data	n	%
15,001 – 30,000 THB	70	53.4
30,001 – 45,000 THB	15	11.5
45,000 – 60,000 THB	10	7.6
Over 60,000 THB	14	10.7

## Safety behavior

**Table 2**  
**Safety behavior of staffs in water production and supply department, MWA**

	Safety behavior	$\bar{x}$	S.D.	Evaluation
	<b>Operation</b>			
1	Follow the safety guide	3.93	.704	Good
2	Observe the working defect	3.87	.808	Good
3	Proper dressing	3.68	.922	Good
4	Talk with friends during on the machine	4.02	1.011	Good
5	Follow the step as trained	3.94	.820	Good
	<b>Total in Operation aspect</b>	<b>3.88</b>	<b>.573</b>	<b>Good</b>
	<b>Machine and equipment</b>			Good
6	Review the working process of the machine	3.63	.835	Good
7	Recheck the machine prior to start	3.95	.910	Good
8	Proper use	3.94	.811	Good
9	Proper storage after use	4.05	.758	Good
10	Use the equipment extra from the manual	2.91	1.085	Fair
	<b>Total in machine and equipment aspect</b>	<b>3.69</b>	<b>.6301</b>	<b>Good</b>
	<b>Environment</b>			
11	Clean environment	4.04	.637	Good
12	Chemical area	3.26	1.225	Fair
13	Improper ventilation	3.31	1.082	Fair
14	Working with machine	3.34	1.168	Fair
15	Inadequate light	2.98	1.095	Fair
	<b>Total in environmental aspect</b>	<b>3.38</b>	<b>.4595</b>	Fair
	<b>Management</b>			
16	Join the safety activity	3.73	.765	Good
17	Follow the safety instruction	4.04	.637	Good
18	Follow the safety signs	4.15	.634	Good

19	Support the college to follow the safety rules	4.14	.654	Good
20	Distribute the safety information to college	3.82	.836	Good
21	Safety suggestion or opinion to the organization	3.56	.954	Good
	<b>Total in management aspect</b>	<b>3.90</b>	<b>.56879</b>	<b>Good</b>

The table 2 showed the overview of the operation aspect in good level. The machine and equipment aspect in good level and the management aspect in good level, too. The environmental aspect showed the level fair except the topic working in the clean environment that was good.

**Table 3**  
**Comparing the safety behavior by sex**

Safety behavior	Sex	T - test for Equality of Means			
		$\bar{X}$	S.D.	t	Sig.
Safety behavior	Male	3.72	.39	.019	.985
	Female	3.72	.50		

This table showed no difference in safety behavior between sex.

**Table 4**  
**Safety behavior in discrete age group**

Age	$\bar{X}$	20 – 30 yr (3.24)	31 – 40 yr (3.51)	41 – 50 yr (3.37)	Over 50 yr (3.37)
20 – 30 yr	3.24	-	.275* (.006)	-.132 (.024)	-.229 (.058)
31 – 40 yr	3.51			.207 (.143)	.707 (.046)
41 – 50 yr	3.37			-	.462 (.097)
Over 50 yr	3.47				-

This table showed the middle age group had better safety behavior compare to the younger group.

**Table 5**  
**Comparing safety behavior by marriage group**

Safety behavior	Status	T - test for Equality of Means			
		$\bar{X}$	S.D.	t	Sig.
Safety behavior	Single	3.64	.39	-2.423	.017
	Married	3.80	.40		

The couple had better safety behavior than the single.



**Table 6**  
**Comparing between level of graduation**

<b>Education</b>	<b>SS</b>	<b>df</b>	<b>MS</b>	<b>F</b>	<b>Sig.</b>
Intergroup	.367	2	.183	1.129	.326
Intragroup	20.792	128	.162		
Total	21.159	130			

There is no statistically significant in the level of graduation.

**Table 7**  
**Comparing the safety behavior on the working experience**

<b>Experience</b>	<b><math>\bar{X}</math></b>	<b>11 – 20 yr (3.53)</b>	<b>Over 20 yr (3.93)</b>
1 – 10 yr	3.64	.112 (.499)	.283* (.030)
11 – 20 yr	3.53		.395* (.035)
Over 20 yr	3.93		-

This table showed the higher experience had better safety behavior than the new staffs.

### **CONCLUSION**

The studied population are 83.9% male and 16.1% female, half single and half marriage. Most of the population were less than 40 years old, 83.2% were bachelor degree and 62.6% had worked less than 10 years. The average monthly incomes of 15,001-30,000 baht were 53.4 percent. Most of them worked 8 hours a day and nearly half of the group, 43.9%, had over-time job.

The overview safety behavior of the operating staffs in water production and supply department of MWA was good. Considering in each aspect of the safety bahavior on the operation, equipment and management were good. The working environmental factor was in the acceptable average. Since the organization has the safety regulation and continuous training, the overall results showed positive picture.

Sex, education, average income, working hour and over-time work were not statistically difference in safety behavior. The difference age group had difference safety behavior in the environmental aspect. The young had less score than the elder. Higher experience staffs who worked over 20 years had significantly better safety behavior compare to the new one and the couple had significantly higher safety behaviour than the single. These result related to the study of Arisara (2000) and Suppawat (2005) that these factors do not interfere the safety bahavior.

In conclusion, the staffs working in the field with chemical and mechanical equipment need to aware of safety by putting on the protection. The organization needs to strict to the safety procedure and rules. Addition study about the risk such as fatigue, working place, environment and equipment should be performed to reduce further incident.

The staffs who work in the area of chemical and machine need to aware of the safety by putting on the proper suit and preventive equipment. The organization needs to strict to the safety rules with the punishment

to the out rule. Additional study about the tired, fatigue or working position may help to reduce the risk and working accident.

### **ACKNOWLEDGEMENT**

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# PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY, FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES

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## ABSTRACTS

This research proposal aimed to find the forms and the most appropriate strategies to eradicate rabies that continue epidemic in 2 districts by the community sector, and to find out the key success factors in policy implementation. Study method is an quasi-experimental operational research. Selected a specific research area ie. Tambon PA Kai, Amphur Muang, Ratchaburi province, western region and Tambon Mabtapud, Amphur Mueng, Rayong Province, eastern region. The main information providers are 25 in each group. They join to learn the top down policies and developed their own policies and implement them into their communities. The study is divided into 4 steps, first step is to study the data and visualization (Look), second step is to analyze, interpret the results and planning (Think), third step is follow the plan (Act) and forth step is monitoring and evaluation (M&E) Using focus group discussion as a tool in the study. Analysis of the data is using documental analysis. Verify the reliability of the data by reflecting the comments to the group. Time of this study is 2 years. Results of this study are that two communities in different area develop rabies eradication models that are quite similar because they follow the national top down policy. But after 2 years after policies were implemented, Pakai district were free of human rabies death while Mabtapud district had one. Factors that effect the failure of Mabtapud district are the industrial area that has much migration of worker families and dogs. The key success factor of Pakai districts are (1) The community has strengthened. (2) Participation and continuous action of people in community through the arena until becoming community way of life. (3) Adequate resources support of Local and central government. (4) Many channels of communication and public relations channel in the community. (5) Community leaders and the consortium/network has strengthened. (6) The knowledge and commitment of government representatives. (7) Community regulation and law enforcement done by people in the community. (8) Accessibly of vaccine and wound care of contact rabies victims adequate.

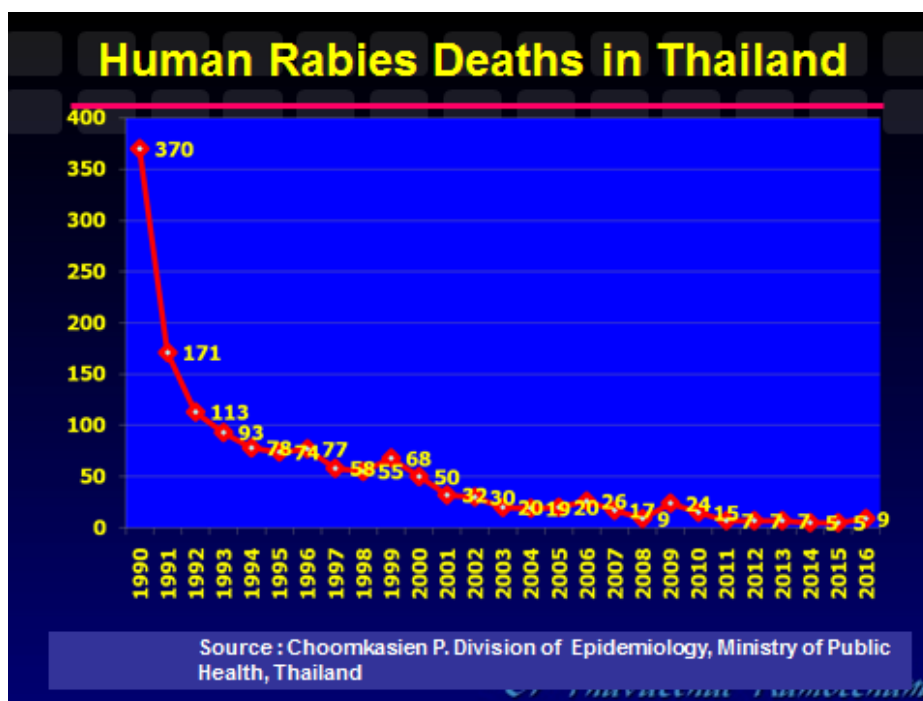
**Keywords**–Community model, Key success factor, Rabies elimination.

## INTRODUCTION

Rabies Eradication Strategies deal with several agencies roles such as the Ministry of Public Health, the Ministry of Interior, the Ministry of Agriculture and Co-operation and the Ministry of Education but also the numbers of human rabies death in Figure 1. It shows that outcome of long term eradication strategic policy bring about only controllable of human rabies death. There is continuous human rabies death from 5-9 cases per year for more than 10 years. Eradication of rabies infection cannot achieve because the Rabies policy

formation in Thailand is compatible with Elite model which is a top down policy lack of people participation. (Sombat Thumrongchaiyawong, 2003; Utai Laohavichien, 2001) So if the policy is done by the effected people which are bottom up policy, it can be expected to be more effective implementation. (Voradej Chuntharasorn, 2003)

**Figure 1**  
**Situation of Human Rabies Deaths in Thailand 1990-2016**



## OBJECTIVE

1. To prove that rabies eradication policies which are formulated by effected people are the most proper policy.
2. To find a key success factors effect the results of rabies elimination

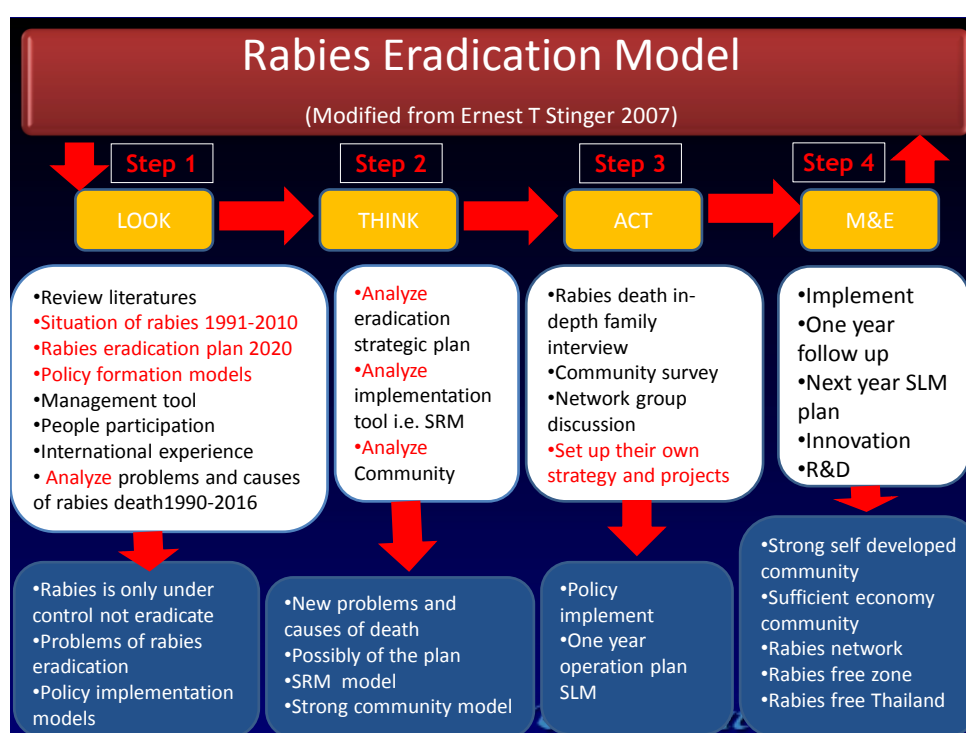
## RESEARCH DESIGN

Action research using 3 steps; “Look step” i.e.: to review literatures, national policy, international experiences and situation of human rabies death from 1990-2016. “Think step” i.e.: to analyze problems and causes of rabies death, epidemiology, and prevalence of death in each province. “Act step” ie Rabies death in-depth family interview, community survey, network group discussion then set up their own strategy and projects. The process is modified from action research of Ernest T Stringer (2007) in order to set a new rabies eradication model (figure 2) Projects sat up for one year operation plan which mixed government strategy with innovative community projects. They supported budget from local government. Implementations were done and follow up for one year.

## PARTICIPANTS

Two group of key performances in this study are district and level rabies network who responsible for policy implementation, rabies death family, people and community leader who live in Map Ta Phut municipality Rayong province and tombon Pakai muang district Ratchaburi province where they were endemic area of rabies that had continuous death of the rabies in this 2 area. All together are 45 participants in this study.

**Figure 2**  
**The structure of the research**



## RESULT AND FINDING

**Step 1:** After review literatures such as: problem of rabies, strategic plan of rabies, SRM tool, policy cycle, and analyzes problems of prevention and control of rabies disease in Thailand since 1990 upto 2016 from disease investigation reports of 135 deaths found Interesting finding about Human Rabies:

- Flat pattern, continuous human rabies death in Thailand almost 10 years
- 96% of the death did not see any doctors and nor vaccinated while hospital were near and treatment is free
- 26% received proper wound management
- 3.7% post exposure treatment failure
- 5% threat by quack doctor
- Most often age of death 31-40 year old
- Incubation period 3 days – 5 years and 5 months

- 12% of Rabies death without history of contact
- 6% had CAT I wound (abrasion without bleeding)

Animal factors:

- 52% of Dogs age less than 3 months
- 67% bitten and death by their own dogs
- 2.2% of rabid dogs had history of fully immunized
- Only 3% of dogs had laboratory proof rabies

From these statistic authors conclude that main cause of problems comes from the failure to cover dog vaccination and uncontrollable dog population that bring about uncertain number of dog population. Beside that surveillance system in dogs is a problem. People lack of knowledge and realized the virulent of the disease. On the other hand, rabies knowledge has changed from our previous. So that, no perfect maneuver of rabies prevention can trust.

**Step 2:** Community survey and field research in districts that human rabies death remains a problem at least 3 years consecutively in Pakai Ratchaburi and Map Ta Phut Rayong found interesting cause root of problems. Authors found that there are over 200 stray dogs in garbage field in Ratchaburi province and dogs migrate with worker camp in Map Ta Phut municipality Rayong province. These problems would never known by the top down policy maker people.

**Step 3:** Rabies Eradication plan and Strategies by Community people were formulated by method of Focal group discussion with our network and people. Community context analysis using mind mapping model, 4 perspectives were done. Data were captures and analyzed using content and Thematic analysis technique.(Berg, 2001), then all data were reflected to the group again for final agreement.

From people community and network discussion gave results (Table 1) and destination statement (Table 2)

**Table 1**  
**Problems of prevention and control of Rabies in community 2003-2009**

<p>Fundamental Perspective</p> <p>Animal factors:</p> <ul style="list-style-type: none"> <li>• Uncontrollable dog migration</li> <li>• Underlying population with stray dog</li> <li>• Stray dogs: Uncontrolled and non-vaccinated</li> <li>• Owner dogs: No vaccination</li> </ul> <p>Environmental Factors:</p> <ul style="list-style-type: none"> <li>• Garbage plants</li> <li>• Urbanization community</li> <li>• Way of life and belief</li> <li>• Human and dog population density</li> </ul>	<p>Management Perspective:</p> <ul style="list-style-type: none"> <li>• No community regulation for rabies control</li> <li>• No co-ordination of network</li> <li>• Constrain of budgeting for dog vaccination</li> <li>• No dog registration system</li> <li>• No animal surveillance in community</li> </ul>
<p>Network Perspective</p> <ul style="list-style-type: none"> <li>• Lack of cooperation of network and people</li> <li>• Budget constrain of local government</li> <li>• Responsibility of camp people, school, livestock, and community people</li> </ul>	<p>People Perspective</p> <ul style="list-style-type: none"> <li>• Migration, refugees</li> <li>• Non access to care</li> <li>• Lack of rabies knowledge</li> <li>• Miss belief in quack doctor</li> <li>• Lack of perception and concern of rabies danger</li> <li>• Poverty</li> </ul>

**Table 2**  
**Destination statement of community**

<b>Learning and Development Perspective (Fundamental):</b>	<b>Management Perspective:</b>	<b>Stakeholder(Network) Perspective:</b>	<b>People Perspective:</b>
1. Set an effective community leader 2. Take care of update rabies information 3. Dogs registration in community 4. Co-operate with outside organization of dealing with rabies.	1 Participation of community people in rabies elimination planning in the district people arena 2 Participate in rabies project implementation and evaluation 3 Using community radio, voice over community line and every district media to cover news and knowledge for everyone esp. camp people	1. District government support vaccine and wedge expense for dog vaccination 2. Teaching student at school and their parent at home. 3. Dog population control and dog registration by livestock people 4 Vaccinate and dog population survey by health volunteer once a year 5 Teaching rabies knowledge teach by monk	1. Acknowledge rabies situation of community 2. Learn how to care dog bite wounds by themselves 3. Learn how rabies free community is. 4. Set group of people for rabies surveillance 5. Increase camp people responsibility for treating the dog

What brought to results of the planning process are 6 Strategies created by the community people and their network.

1. Promote participation in planning process, implement and evaluate the outcome.
2. Promote participation in surveillance, prevention and control human and dog rabies.
3. Increase investment for dogs' vaccination coverage using district fund.
4. Set up social regulation and law enforcement in rabies and dogs control by Public Hearing in Community
5. Set up mass media communication system in community in order to advocate awareness and changing behavior.
6. Advocate people to control the stray dog and to build capacity of the network team and the people in order to access to care and vaccination.

#### **Step 4 Strategic implementation and Evaluation**

Many projects and innovation were done by community people for example: "catch pole" for catching fierce dogs, community delegate rabies health volunteer for better surveillance.

Keys of success are 7 components:

(First) Strong community: promote community to do themselves the surveillance, prevention and control human and dog rabies through public hearing,

(Second) People participation: promote participation in planning process, implement and evaluate the outcome

(Third) Central and local government support increase accessibility of treatment after bites, and increase investment for dogs' vaccination coverage and dogs control using district funds.

(Forth) Mass media communication: set up a mass media communication system in the community to advocate awareness and behavioral change.

(Fifth) Strength of community leader and their network, Intention and awareness of district officers especially their leader are very important.

(Sixth) Knowledge and willing of public officers: Increase of officer's knowledge in rabies control for health volunteers' education to bring about health literacy in rabies prevention of the people in community.

(Seventh) Social regulation and implementation: set up social regulation and law enforcement in dogs vaccination, dog registration and stray dog control.

(Eighth) Accessibility of Medical Care: build capacity in the network team and the community for access to medical care and vaccination and (seventh)

One year after implementation of this project, the number of human rabies deaths in the areas had been declined to 0 cases. Consequently, Community Model has been demonstrated to be an important and effective tool for rabies disease elimination.



## CONCLUSION AND DISCUSSION

This Thailand community model in rabies eradication is an effective tool of policy for formulation and implementation because it brings participation of government officers at local level, district manager and their network, and the people who are effected. Government officers return fact to the community people and implement government plan and strategy, willingly. (Sorg, 1983). The local governor support budgets and apply people's projects as a decentralization programme implementation process occurred (Cheema and Rondimelli, 1983). The community people set up their own regulation and do what they plan to do. (Utiti Jitguern, 2551) The communities become strong and rabies can be eliminated from their community. SRM can apply in every community and require small budget but it should be done in a cyclic continuous process similar PDCA cycle of Demming. We concluded that SRM is an important and effective tool for rabies disease elimination.

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# **JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY)**

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## **ABSTRACT**

The study specifically examined the level of job satisfaction and productivity of the employees and then tested the relationship between job satisfaction and productivity. The study survey design was on a sample of 312 staff of the population of non-teaching staff of the Anambra state University. Descriptive statistics such as Mean standard, frequencies and percentages were used to analyse the demographic characteristics and answer the research questions, while the Friedman's Chi-square test was used on hypotheses one and two while Spearman's ranked correlation analysis was adopted to test the hypotheses three. The SPSS version 17 for windows (a computer based statistical programme) was used to run all the analyses for the study. The results showed that the employees of Anambra state University are significantly satisfied from the job they do and are significantly productive. The study concluded that job satisfaction is not a contributor to the employees' productivity in the public sector of Nigeria, as the institutions do not cue their plans towards satisfying the needs of the employees. The study therefore recommends amongst other things that management need to improve the system of communication with their employees, create a motivating climate to increase productivity and clear reward system to all members of the organisation.

**Key words:** Job satisfaction, Productivity, employee motivation, motivation

## **INTRODUCTION**

### **Background of the study**

Employee attitude are important to management because they determine the behaviour of workers in the organization. The commonly held opinion is that 'A satisfied worker is a productive worker'. A satisfied work force will create a pleasant atmosphere within the organization to perform well. Thus, attainment of a high level performance through productivity and efficiency has always been an organizational goal of high priority. In order to do that highly satisfied work force is an absolutely necessity for achieving a high level of performance advancement of an organization Pushpakumari (2008). Hence job satisfaction has become a major topic for research studies.

Job satisfaction is the level to which workers like their work it is the difference between what employees' expectation and what they receive. It is a general attitude towards the job; the difference between the amount of rewards employees receive and the amount they believe they should receive (Rocca and Kostanki, 2001). Morale, motivation and satisfaction concepts are used interchangeably, anyhow, there is a slight difference; the word "Morale" refers to the collective attitude of a group of individuals forming the department /organization, is a collective construct however motivation and satisfaction are individual-oriented (Pattanavak,2002).motivation is the drive and struggle for satisfying wants and goals. It is the "contentment" enjoyed by an employee when his/her goals are achieved (Verma,2004).job satisfaction is an elusive, even mythical, concept that has been increasingly challenged and refined. Both managers and researchers are working on job satisfaction and valid measure of job satisfaction is the best information about an employee. Thus, a huge community is concerned about the quality of job satisfaction including managers, employees an general public (Karimi, 2007; Sattar et al., 2010).

Employees have attitudes about many aspects of their jobs, their careers, and their organization; however, the most focal employee attitude is job satisfaction. Looking at a group of people performing the same job for some time, we cannot but observe that some people do it better than the others.one will want to know the factor

that account for these differences in performance. One factor is that the differences reflect varying degree of skills or abilities displayed by individual workers, while the other factor is motivation. Motivation on the other hand simply refers to the urges, aspiration and needs of human beings that direct or control or explain their behaviour.

Dessler (1978) cited in Mbah and Ikemefuna (2012) refers to job satisfaction, “as the degree of needs satisfaction that is derived from and experienced on the job”. He affirms to the ability of employees in an organization aspiration, feeling happy doing their job with the hope that their needs will be achieved. Also satisfied employees are known to show higher level work performance in organizations. By analysing job satisfaction an organisation can possibly increase positive outcomes such as employee satisfaction and performance, and may decrease absenteeism and turnover. The intention of investigating employee job satisfaction is therefore a step toward creating a healthy psychological contract for people at work (Schermerhorn JR, 1996). Hence, the concept of job satisfaction is one of the most studied in industrial and organization psychology and in the sociology of work and occupations (Mulinge, 2000)

Organizations want their employee to be satisfied to become more productive and efficient therefore research is being conducted about different dimension of job like, work ,pay , supervision, promotion co-workers and the demographic impacts on the overall satisfaction of the work force [shah and jalees, 2004; saifuddin et al., 2010; sattar et al 2010]

### **Statement of the Problem**

Large segments of the population in developing countries have been deprived of getting a good job to satisfy their demands (Islam, Rasul and Ullah, 2012). Unemployed applicant come to seek for “any” job in Anambra State University. Thus, the institution have so many employees, with some doing job unrelated to their discipline and or unattractive. This has trend has created unsatisfied employees for the institution. Also, the management of the institution has complained of low productivity from some of its staff. Several effort have been employed by the management of the institution in improving the productivity of these staff. These include the introduction of code of SERVICOM and performance appraisal, suspension, sack etc. the aim of all these is to make workers to assist the Institution in meeting its organizational goals of producing quality students for employers and entrepreneurship. These efforts of the institution imply that the most vital problem in a company is its job performance as noted by Dizgah, Chegini, Bisokhan (2012). Since it is believed that performance is total expectation of organization from separate behaviour samples of each person during specific period of time, staff productive ity has and will help in achieving the institutions goal. Despite this, the core issue to understand whether there is positive relationship between job satisfaction and employee productivity.

### **Objective of the Study**

The objective of this paper is to find the relationship between job satisfaction in the work place and employee productivity. The specific objective of the study is to examine:

1. The level of job satisfaction among employees of Anambra State University.
2. The level of productivity of the employee of Anambra State University.
3. The relationship between job satisfaction and employee productivity.

### **Research Questions**

1. What is the level of job satisfaction from the employees of Anambra State University?
2. What is the productivity level of the employees of Anambra State University?

3. What is the relationship between job satisfaction and employee productivity?

### **Research Hypothesis**

HO<sub>1</sub>: The employees of Anambra State University are not significantly satisfied from the job they do.

HO<sub>2</sub>: The employees of Anambra State University are not significantly productive.

HO<sub>3</sub>: There is a meaningful relationship between job satisfaction and productivity.

## **2. REVIEW OF RELATED LITERATURE**

### **Concept of job Satisfaction**

The most used research definition of job satisfaction is by (Locke,1976),who defined it as “ a pleasurable or positive emotional state resulting from the appraisal of ones job or job experiences”. Job satisfaction has been recognised as a component of organizational commitment (Kovach, 1977). Job satisfaction is a result of employee’s perception of how well their job provides those things that are viewed as important. According to the woods et al job satisfaction can be achieved when an employee becomes one with the organisation, performance is positively influenced by rewards. Various factors influencing job satisfaction were identified by kreitner et al (2002),such as the need for management to create an environment that encourages employee involvement and manages stress in the work place. Mitchell and lasan (1987) said,it is generally recognized in the organizational behaviour field that job satisfaction is the most important and frequently studied attitude.

External environment affects human sensation in work place. Thus, as job is a large part of life, so job satisfaction effect on total satisfaction of human. As such, there is effect between job satisfaction so managers should not only monitor the job situation but also check their employee life condition (Devies,storm,1991). When employees are hired, they will have a set of needs, wishes and previous experiences which make totally the job expectations. Organization’s reactions and responses tom these needs will negative or positive attitude among personal towards their job. Actually job satisfaction shows the relation between human expectation and advantages taken from job (Willem, 2007). Worse performance and quitting the job lead to negative effecTs on productivity (Lu, et al,2005 ).

A case study from a previous African study identified the most important human resources tools to manage satisfaction; these include materials, salary, training,the working environment, supportive supervision and recognition (Mathauner et al 2006). The level of job satisfaction across various groups may not be consistent, but could be related to a number of variables. This allows managers to predict groups likely to exhibit behaviour associated with dissatisfaction. Older employees are generally with their job. Although this may change as their chances of advancement get they face the reality of retirement. Due to better remuneration, better working condition and job content, management also tends to be satisfied with their jobs (Greenberg et al, 1997).Lack of job satisfaction is a predictor of quitting a job (Alexander, Lichtenstein and Hellmann, 1997; Jamal, 1997; 1997). Nwagwu (1997) identified that job satisfaction is so important that its absence often leads to lethargy and reduced organisational commitment.

### **Productivity**

The most vital problem in a company is its employee productivity. This made researchers to research more and more (Shekrkon, 2001). They believe that productivity is total expectation of organisation from separate behaviour sample of each person during specific period of time (Motowildo, 2003). Productivity is asset of behaviour which a person show in relation to his job or in other words, amount of efficiency gained due to the person job type (training, producing or servicing). Productivity is the same person efficiency in his job according to his legal task and show more amount of effort and successfulness of that person (Babu,et.al, 1997). It can be defined either as skill of a person in doing his job and task.

### **Relationship between employee productivity and job satisfaction**

The most challenging subjects in job satisfaction is its relationship with productivity, organizational responsibility, physical and mental health, so person will work with better mood and will learn more skills and finally promotions in his performance (comber, barriball, 2007). There are many reasons that show job satisfaction is the result of employee productivity and awards have significant role in that. Internal awards are because of job results (i.e. feeling of success) and external ones because of gratitude from job (income and salary). This award will satisfy employees, specifically workers (Gholipour, 2001).

Dizgah, Chegini, Bisokhan (2012) noted three related to the study: productivity leads to satisfaction, satisfaction leads to productivity; awards is a medium between satisfaction and productivity. The first two theories are supported strongly, but the third is award. Award not only promotes the productivity but also effect on job satisfaction. Stirs and porter (1991), states that “the higher motivation and more positive attitude towards job, the higher productivity he will have vice versa” Vroom (1964) studied this relation and show that there is a positive relation between job satisfaction and productivity. Bartol (1981) started an experimental test and reviewed that other researchers were done by Yi Han (2008), Lee, and Javalgi, Oliviva (2010), Chen Colin (2008), Zimmerman, Todd (2009) and positive relation between job satisfaction and job productivity confirmed.

Anuar (2011) examined the level of job satisfaction performance and to identify the relationship between job satisfaction components (which are pay, promotion, the work itself, supervision, & co-workers) and job performance among employee of Trade Winds Group of companies of companies. The study was conducted among 115 respondents in Trade Winds group of companies. In Klang Valley. The study revealed that there was a positive relationship between job satisfaction components which were promotion, work itself, supervision and co-workers except for pay towards employee job performance. There was a significant difference between position and job performance. It proved that job satisfaction dimension (pay, promotion, work itself, supervision and co-workers) can contribute to 17.8 percent (%) to increase the job performance.

Recent studies in Nigeria abound on the issues relating to job satisfaction. Omolase, Seidu, Omolase and Agborugbe (2010) aimed to assess job satisfaction amongst Nigerian ophthalmologists. The study was conducted during the annual congress of the ophthalmological society of Nigeria in September 2008. One hundred and ten ophthalmologists were selected by simple random sampling and asked to complete a structured questionnaire. Most respondents 62 (78.5%) were satisfied with their job as ophthalmologist and 17 (21.5%) were not satisfied. Only 12 (15.4%) were satisfied with their remuneration and 42 (53.2%) were satisfied with their skill. Most respondents (75.6%) expressed readiness to pursue a career in ophthalmology if they were to

make a choice again. The study concluded that most respondents were satisfied with their job, but only minorities were satisfied with remuneration.

Adekola (2012) investigated the impact of organizational commitment on job satisfaction among the employees at Nigerian Universities. Data were collected from 150 employees consisting of academic and administrative and technical staff from both public and private Universities. The results revealed that employees in both public Universities have greater degree of organizational commitment in comparison to private Universities, also, job satisfaction increase or decrease based on increase or decrease in organizational commitment. Obtained results were in the line of the hypotheses. In terms of organizational commitment; a significant difference was noticed between Public and Private Universities. Against expectation, employees of public Universities exhibited higher degree of organizational commitment as compared to those of Private universities. Most importantly, organizational commitment is being proven as the catalyst for enhancing job satisfaction level of employees.

Mbah and Ikemefuna (2012) examined job satisfaction and employees' turnover intentions in Total Nigeria PLC in Lagos State. It specifically considered satisfaction with pay, nature of work and supervision as the three facets of job satisfaction that affect employee turnover intervention. The authors adopted a survey method by administration of questionnaire, conducting interview and by reviewing archival documents as well as review of relevant journals and textbooks in this field of learning as means of data collection. Four (4) major hypotheses were derived from literature and respective null hypotheses tested at .05 level of significance it was found that specifically job satisfaction reduces employees' turnover intervention.

Oyewobi, Suleiman & Muhammad-Jamil (2012) studied job satisfaction and job commitment among quantity surveyors in Nigerian Public Service. Primary data were sourced through survey of quantity surveyors in various ministries and parastatals by adopting job satisfaction Questionnaires used by previous researchers to elicit information under the two heading for general satisfaction scale to indicate their satisfaction or dissatisfaction with researchers' variables along a five point scale. The data were subjected to descriptive statistics. The researchers revealed that quantity surveyors in the public service are more satisfied with their when adequate recognition is given and opportunities for advancement are encouraged the result of the correlation also showed that strong positive relationship existed between adequate recognition opportunities and feeling of accomplishment derived from the job with the r-value of 85%.

Among all these studies in Nigeria, only few have relatedness with study.

### **3.METHODOLOGY**

#### **Research Design**

The study used a survey research to investigate the effect of job satisfaction and employee productivity. The population of the study is the staff of the Anambra State University.

#### **Sample and sampling technique**

The study employed Non-probabilistic sample three hundred and twelve (312) non-teaching staff of Anambra State University. The non-teaching staff was used for study because the nature of the work they do subjects them to go to work all the week days and being attendance and performance subjects to daily work

assignments. The sample is comprised four (4) staff each from each of the 789 unit/offices of institution. Thus, this sample is assumed to be a good representative of the population since all the units are duly represented in the study.

### **Instrument and Data Collection**

The questionnaire comprised of two parts: the first part of the questionnaire was used to ascertain the demographic factors like gender, age, marital status, education, experience and staff cadre job relevancy and nature of the job.

The second part includes the question about the objectives of the study focusing on the different environmental, functional and psychological variables that may have effects on job satisfaction of the employee of public sector. The variables of job satisfaction and employee productivity as review from empirical literatures were considered in the construction of the questionnaire items. The second part of the questionnaire was divided into three section; first section include 5 item for determining job satisfaction made by Brown Peterson (1994) and second section include 13 item for employee productivity. Respondents were asked to indicate their level of agreement based on five point linker scales ranging from 1(“strongly disagree”) to 5(“strongly agree”).

The participants were asked to rate their perception of satisfaction with their job and their heads of unit were asked to rate the perception about their (employee) productivity. This technique for measuring employee performance was modified evaluation strategy developed by hind and Baruch (1997) which measured job performance on evaluation from immediate manager or supervisor, self rating and self- rating as compared to peers.

### **Method of Data Analysis**

Descriptive statistics: Mean standard, frequencies and percentage were used to analyse the demographic characteristics and answer the research question, while the Friedman`s chi-square test was used on hypotheses one and two while Spearman`s ranked correlation analysis was adopted to test the hypotheses three. Researcher argued that for accurate and comprehensive statistical result on large scale, the statistical package are the most consistent instruments (Buglear. 2005cited in Khan, Nawaz, Aleem and Hamed,2012). Due to accuracy in performing the statistical function, many scholars have used SPPSS and other statistical package for data analysis. The SPPSS version 17 for windows (a computer based statistical programme) was used to run analysis for the study.

## **4 RESULTS AND INTERPRETATION**

### **Response rate**

The 312 questionnaires were distributed to the staff of Anambra State University and all the 312 were received, hence there was the 100% response received from the respondents

### **Demographic Characteristics**

Table 1: Characteristics of the Respondents

SN	Variables	Frequency	Percentage
1	Gender		
	Male	118	37.8
	Female	194	62.2
	Total	312	100
2	Age		
	Less than 30 years	77	24.7
	31-40yrs	132	42.3
	41-50 yrs	78	25.0
	51 yrs or more	25	8.0
	Total	312	100
3	Marital Status		
	Single	83	26.6
	Married	223	71.5
	Divorced/Seperated	6	1.9
	Total	312	100
4	Educational Qualification		
	O'level		
	NCE,OND,or equivalent	72	23.1
	Masters		
	PhD	43	13.8
	Total	110	35.3
		79	25.3
		8	2.6
		312	100
5	Experience		
	Less than 5 years	20	6.4
	6-10years	129	41.3
	11-15years	139	44.6
	16-20years	24	7.7
	Total	312	100
6	Job Level		
	CONUNAS 1-5	140	44.9
	CONUNAS 6-8	143	45.8
	CONUNAS 9-11	20	6.4
	CONUNAS 12-16	9	2.9
		312	100

**Source: Field survey, 2013 Analysed from SPSS 17**



The demographic information of the sample is given in Table 1. The compositions of respondents are included in the demographic section of the questionnaire. The female gender is more prevalent in the sample suggesting that the employee of the institution is made of more female than male. Majority of the employees aged 25 to 31 years are included in the sample because the induction age is 18 years in the public sector. Most of the sample is persons who are married. Most of the employees have First Degree Qualification, so majority of the sample has BSc or equivalents. More so, the majority of the sample have worked with the institution for more than six years (6-10 years and 11-15 years), so the respondents have a good number of the years of experience. Furthermore, the sample comprised of more lower class employees (CONUNAS 1-5=44.9%) and middle class (CONUNASS 6-8=45.8%) employees.

#### The Level of Job Satisfaction among the Employees

Table 2: Analyses of Job Satisfaction Level of Employees

SN	Variable	CS	VS	FS	SS	N	Remarks
A1	I have generally found the kind of work I do here exciting	64 (20.5%)	167 (53.5%)	51 (16.3%)	13 (4.2%)	17 (5.4%)	Very Satisfied
A2	It is worthwhile to invest my time delivering service at this institution	16 (19.9%)	163 (52.2%)	55 (17.6%)	13 (4.2%)	19 (6.1%)	Very satisfied
A3	I would advise my friends to patronize this institution	132 (42.3%)	158 (50.8%)	17 (5.4%)	4 (1.3%)	1 (3%)	Very satisfied
A4	I would recommend this institution as a place of work	93 (29.8%)	179 (57.4%)	22 (7.1%)	18 (5.8%)	0	Very satisfied
A5	Overall, I feel I am satisfied with my job	132 (42.3%)	133 (42.3%)	16 (5.1%)	21 (6.7%)	10 (3.2%)	Very satisfied

Source: Computation from SPSS 17 Analysis

Table 3: Test of Hypothesis one:

N	312
Chi-Square	122.634
Df	4
Asymp. Sig	.000

#### a. Friedman Test

The responses on Table 2 are used to analyse the level of job satisfaction for the employees of Anambra State University. The remarks from each questionnaire items (A1-A5) indicate that majority of the employees are very satisfied with their job at the Anambra State University.

Furthermore, hypothesis one 'the employees of Anambra State University are not significantly satisfied from the job they do' is tested. The results from the Friedman test indicate a Chi-square value of 122.634 with degree of freedom 4 among 312 respondents. The test aimed to test whether there is relatedness in the responses to all the questionnaire items (A1-A5) addressing level of job satisfaction. The decision is to reject the null hypothesis when the calculated significant value (Asymp.Sig.) is less than 5% ( $\alpha = 0.05$ ). Otherwise, we shall accept the null hypothesis. In other words, the asymptotic significance (computed) is less than 5% at (0.000), and therefore, we reject the null hypothesis. Thus, the study concludes that the employees of Anambra State University are significantly satisfied from the job they do.

#### **Level of Productivity of employees**

More so, analysis of the productivity level of the employees indicated that the employees are very productive in terms of always completes the duties specified in his/her job description; meeting all the formal performance requirements of the job; NOT neglecting aspects of the job that he/she is obligated to perform; creating new ideas for improvements; and transforming ideas into useful applications. More so, the employees are fairly productive in fulfilling all responsibilities required by his/her job and generating original solutions to problems.

Further analysis is done to test the null hypothesis two that 'the employees of Anambra State University are not significantly productive'. The Friedman's chi-square test was adopted. The test aimed to determine whether there is relatedness in the responses to all the questionnaire items (B1-B7) addressing level of employee productivity. The decision rule is to reject the null hypothesis when the calculated significant value (Asymp. Sig) is less than 5% ( $\alpha < 0.05$ ). Otherwise, we shall accept the null hypothesis. In other words, the asymptotic significance (computed) is less than 5% at (0.000), and therefore, we reject the null hypothesis. Thus, the study concludes that the employees of Anambra State University are significantly productive.

The study aimed to investigate the relationship between job satisfaction and employee productivity in the public sector of Nigeria using the Anambra State University as a study. The study thus, determined the job satisfaction and productivity levels of the employees to be very satisfactory. It can be concluded from the study that facets of job satisfaction such as pay, promotion, job safety and security, working conditions, job autonomy, relationship with co-workers, relationship with supervisor, and nature of work significantly affect the level of job satisfaction among employees of Anambra State University. More so, the employees are significantly productivity. Furthermore, it was found that there is a very weak but insignificant relationship between job satisfaction and employee productivity in the institution. This suggests that job satisfaction is not a contributor to the employee productivity in the public sector of Nigeria. This further indicates that the institution does not cue her plans towards satisfying the need of the employee.

#### **Recommendation**

In the above result it is recommended that in order enhance the employee productivity in Anambra State University; the government should focus on all facts of job satisfaction. The government should consider all factors like promotion, working condition, co-workers and nature of the work which have significant impact on the job satisfaction level as proved in this study.

Furthermore, it is recommended among other measure that the management need to improve the system of communication with their employee; should create a motivating climate to increase productivity and clear reward system to all members of the organisation; since work environment is the key determinant of job satisfaction, emphasis should be on how to improve the work environment, making it more conducive to employees in providing loans and other scheme that uphold and sustain employees' commitment and dedication to their jobs. Lastly, management should clearly set structures and work system as to achieve goals and objectives. This way, the job satisfaction level could be marched with reasonable level of employee productivity.

The study also recommend that advancement opportunity in career progression and professional development such as in house training should be encouraged to improve quality service and delivery and also practice of job development and job enrichment in the work place.

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# AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO ECONOMIC GROWTH: BRICS AND MINT

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## **Abstract**

In this study the aim is to an outlook of stock market performance and its contribution to economic growth looking at the case of BRICS and MINT region. A significant correlation between stock market development and economic growth was also confirmed in the work done by Levine and Zervos. The causal relationship embedded in economic growth and financial development has continued to receive attention from a wide array of scholars. The objectives above have been addressed sufficiently where a nexus between stock market development and economic growth for both BRICS and MINT was confirmed. It was also seen that there was much influence coming from stock market variables to economic growth. Also, the null hypotheses set forth in the paper were rejected. It meant stock market performance in BRICS region **DOES** Granger cause Economic growth and secondly; stock market performance in MINT region **DOES** Granger cause Economic growth. Overall, the strengths of the study were that it used widely assorted methodologies unlike other works, therefore, making it highly reliable in the quest to arguing whether MINT and BRICS has benefited from its stock market development in terms of economic growth.

**Keywords:** Economic Growth, BRICS, MINT, Granger causality test, Augmented Dicker-Fuller, EViews

# DEMONETIZATION IN INDIA: AN OVERVIEW

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## ABSTRACT

The Government of India has implemented a major economic decision of demonetizing high value currency notes of Rs. 500 and Rs. 1000. The rationale given behind this is that it would curb black money and its flow as most of it would get invalidated. This proposition, however, is not backed by any evidence or proof and therefore portends distinct long-term, medium-term and short-term complications. This makes it imperative to assess the challenges such a shock is expected to have on functioning of the Indian economy, which may vary according to the extent of re- monetisation that would follow- up. This paper tries to explain the repercussions of such a move on the obtainability of credit, spendings and extent of economic activities, particularly in India.

**Keywords:** Demonetisation, India, Repercussions, Economy.

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# EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN

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## ABSTRACT

This experimental research aimed to examine the effect of aroma oil massage and herbal compression with analgesic drugs on pain in persons with low back pain. The 60 samples were randomly assigned to experimental and control group in equal number. The experimental group received 20 minutes aroma oil massage and 10 minutes herbal compression for 3 days consecutively together with diclofenac 25 mg. and tolperisone 50 mg. 1 tablet 3 times a day after meal. The control group received diclofenac 25 mg. and tolperisone 50 mg. 1 tablet 3 times a day after meals for 3 days consecutively. The instruments used for this research were aroma oil massage, herbal compression, hand book of an aroma oil massage and herbal compression, a demographic data form, a low back pain assessment form, and a medication record.

Data were analyzed using frequency, percentage, independent t-test, and paired t-test. The results revealed that the mean difference of pain score in the experimental group was lower than the control group with statistical significance ( $t = 7.860$ ,  $p < .001$ ). Additionally, in the experimental group, it was found that after the experiment, the average mean of pain score were lower than those before the experiment with statistical significance ( $t = 25.981$ ,  $p < .001$  and  $t = 13.347$ ,  $p < .001$ , respectively).

This study showed that the aroma oil massage and herbal compression could alleviate low back pain in persons with low back pain. Meanwhile, the persons with low back pain feel comfortable from aroma oil massage and herbal compression. The results provided the evidence that aroma oil massage and herbal compression could complement with pharmacologic treatment for relieving pain. Also, this complementary medicine could be recommended to enhance caring and fulfill holistic completion in persons with low back pain.

**Keywords**--Aroma oil massage, Herbal compression, Low back pain, Complementary medicine

## BACKGROUND AND SIGNIFICANCE OF THE PROBLEM

Low back pain is the problem of the musculoskeletal system especially on back spine which are the structure of the body that movement all day long. Consequently, these parts are prone to injury<sup>1</sup>. Although low back pain is not life threatening, improper management or unmanaged pain can leave persons with low back pain at risk for recurrent pain or relapse at a rate as high as 70-80%<sup>2</sup>. Low back pain can be encountered in people of all occupations. Malposition can caused low back pain due to muscle spasm. Low back pain in which 10-20% of people with acute back pain have chronic symptoms because the symptoms are not treated until completely cured<sup>4</sup>. According to a survey on Thai medical services during 2007-2011, the symptoms causing patients to seek physician were back, waist and hip pain<sup>5</sup>. And according to a report in 2009, 16,789,872 peoples reported illnesses involving the musculoskeletal system and connective tissues at a rate of 67.15%<sup>6</sup>.

The most common cause of low back pain are malposition<sup>7</sup>, overuse<sup>8</sup>, obesity<sup>9</sup> and stress<sup>9</sup>. Although low back pain is not a life threaten but it has tremendous impact on a patient's lifestyle causing physical, mental and socio-économique problems<sup>10</sup>. The aforementioned physical discomfort and limited activity make the patient could not go to work effectively. Consequently, mental impacts cause by reduced self-worth which further affects work-related duties and economic extravagance spent for medical treatment and burden family members.



Current low back pain treatment is composed of pharmacological and non-pharmacological treatments.<sup>11</sup> Pharmacological treatment especially non-steroidal anti-inflammatory drug may result in complications such as gastrointestinal bleeding, inflammation of the liver, renal impairment and potentially life-threatening allergies to medication<sup>3,12</sup>. Non-pharmacological treatments include offering advice on weight reduction, correct posture and movement, physical therapy and alternative medicine. In particular, aroma oil massage and herbal compression together with analgesic drugs as a complementary medicine to enhance treatment effectiveness for low back pain. Pharmacologic and non-pharmacologic treatment together for fulfil treatment and holistic care. Those are the concept of no singular medical science in the world is capable to treat or cure every ailment. Every medical science has its weaknesses and gaps. How can we fulfil the gap of knowledge or enhance the effectiveness of treatment<sup>13</sup>. According to the reports on studies conducted by the World Health Organization (WHO)<sup>14</sup> (2006) and and Gaston – Johansson<sup>15</sup> (2005) cited in Ladaval Ounprasertpong Nicharojana<sup>16</sup>, analgesic drugs were found to be considered a significant contribution to pain relief with effectiveness at a rate of 70 - 90 percent. Another 10-30 percent left, however, report analgesic drugs as being unable to relieve pain completely. This point of view, non-pharmacologic treatment must be considered in order to help and fulfil for pain management. Those are the concept of Complementary and Alternative Medicine for holistic care<sup>13</sup>. The abovementioned concurs with the policy of the Ministry of Public Health of Thai medical services in order to promote people and health care staff for using Thai traditional Medicine and Alternative Medicine as a complementary therapy and primary medical care<sup>17</sup>. According to the background and significance of the problem as stated above and previous literature reviews, insufficient data has been discovered in the form of evidence-based practice to prove the effects of aroma oil massage and herbal compression with analgesic drugs on low back pain. Thus, the researcher is interested in conducting additional study to test the hypothesis for confirm the effects of aroma oil massage and herbal compression on pain in person with low back pain with scientific evidence.

### CONCEPTUAL FRAMEWORK OF THE STUDY

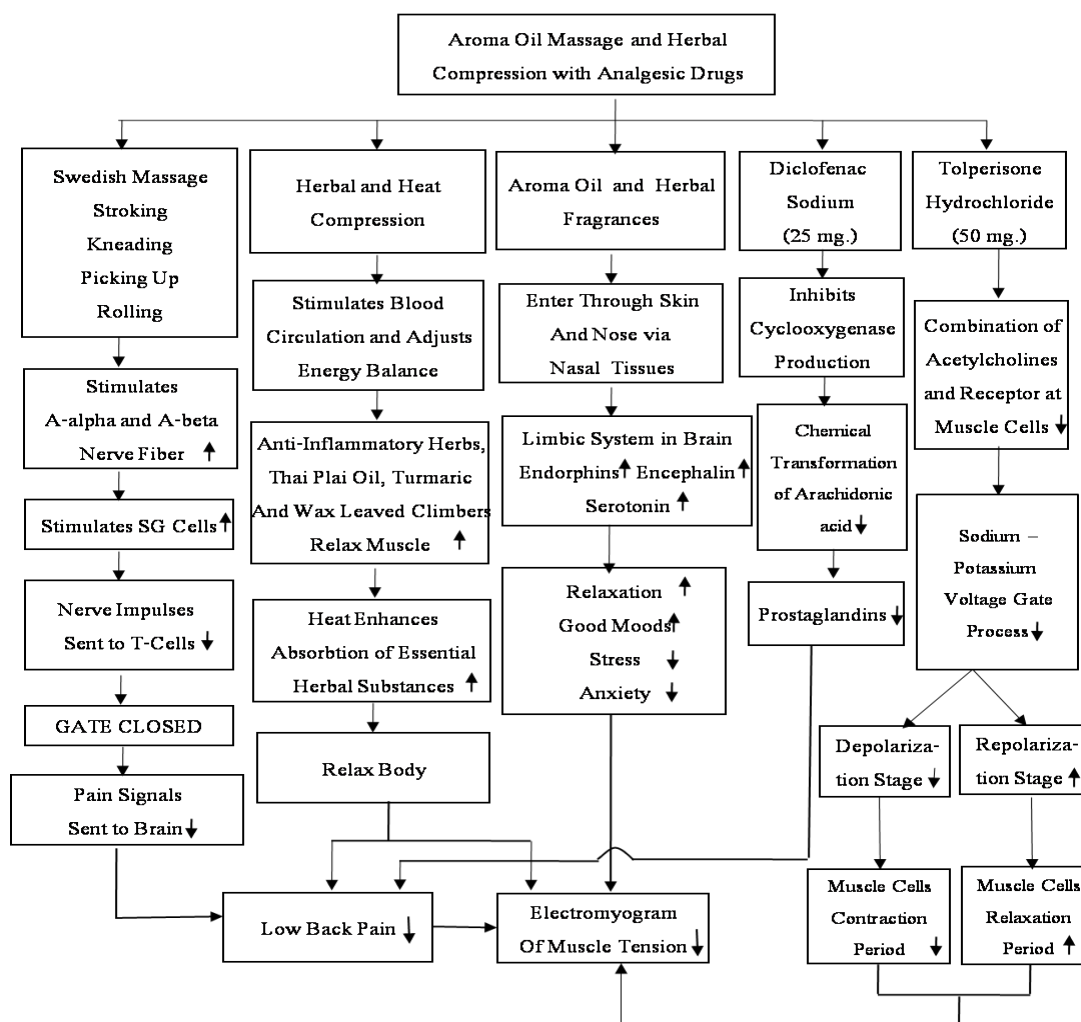
This study investigated the effect of aroma oil massage and herbal compression with analgesic drugs on low back pain in persons with low back pain. The framework based on the concept of complementary and alternative medicine, pharmacologic and non-pharmacologic treatment combination. Explain by the Gate Control Theory<sup>18</sup>, Aroma oil massage with kaffir fragranced mixed with lavender used to apply Swedish massage composed of stroking/effleurage, superficial stroking, deep stroking, compression movement, kneading/petrissage, picking up and rolling<sup>16</sup>. The neurotransmissions of pain sent by the A-alpha and A-beta nerves result in increased secretions from the brain to the SG cells to reduce the nerve impulse to T-cell and effect to gate closes<sup>19</sup>.

Aroma massage, herbal compression is applied. The main components of the herbal compresses are Thai Plai oil and Turmeric which has anti-inflammatory effects; and acts as a natural steroid and Wax leaved climber helps relax hardened muscle. In addition, camphor is used to help relieve pain and acts as a local anesthetic. Heat and the properties of the aforementioned herbs is deeply absorbed by the skin (1-2 centimeters) into the tissues at the compression site with sodium as the conductor of the heat from the process of compression. Hence, the skin in the compression area rises in temperature to 40-42 degrees Celsius<sup>16</sup>, thereby causing the muscles, tendons and connective tissues to relax. The blood vessels dilate more, which sends nutrients to the aching muscles, tendons and connective tissues as inflammatory substances such as prostaglandins and bradykinin, etc. are drained. Once these substances are reduced, the tissues will receive more oxygen<sup>20</sup> and reduce low back pain. Furthermore, herbal compresses contain the aromatic fragrances of Thai plai oil, kaffir peel, turmeric, camphor and lavender oil mixed with the aroma oils used in massage. There are the aromatic sense go to the nostril and olfactory nerve will send to limbic system in mid brain to secrete endorphin with has morphine-like substance effect, enkephalin and serotonin effects will uplift the emotion and feel relax<sup>16</sup>.

In addition, diclofenac sodium has the effect of inhibiting the production of the enzyme, cyclooxygenase that is used in the chemical transformation of arachidonic acid into the substrate in the production of prostaglandins, a substance causing pain and inflammation leading to low back pain. Furthermore, receipt of tolperisone hydrochloride has the effect of reducing the attachment of acetylcholine to the receptor cells of the striated muscles, thereby leading to sodium-potassium exchanges as the sodium-

potassium voltage gate process decreases<sup>21</sup>. Hence, the the muscle spasm at the depolarization stage, which is the phase where the muscles become tense, lessens. At the same time, the effects of the medication cause the repolarization stage, or the resting phase of muscle constriction, cause the muscles to relax longer. Thus, muscle tension is relieved<sup>22</sup>. The conceptual framework of the study can be summarized as follows:

**Figure 1**  
**Conceptual Framework of the Study (Ladaval O. Nicharojana ,2012 )**



## 1. General Research Objective

To study the effects of aroma oil massage and herbal compression with analgesic drugs on low back pain in persons with low back pain.

## 2. Specific Research Objectives

2.1 To compare pain in persons with low back pain before and after receiving aroma oil massage and herbal compression with analgesic drugs.

2.2 To compare pain in persons with low back pain between subjects receiving aroma oil massage and herbal compression with analgesic drugs and subjects receiving analgesic drugs only.

## METHODOLOGY

This research is quasi experimental research pretest and posttest designs with a comparison group conducted to study the effects of aroma oil massage and herbal compression with analgesic drugs on low back pain in persons with low back pain. The size of sampling group determine by using Cohen's power

analysis table<sup>23</sup> in which power = .80; significance = .0, one –tailed; and substituted made in Glass's formula<sup>24</sup> (Glass, 1979).

The effect Size (ES) was calculated at 2.41 with one way. When compared to the table designating the sample size by using t-test, a sample group size of twenty subjects was obtained. In order to ensure the research had a sample group size sufficiently large in line with preliminary agreement of parametric statistics and to compensate for sample attrition, two sample groups with thirty subjects each were set for a total of sixty peoples. Both groups received one tablet of 25-mg diclofenac sodium and one tablet of 50-mg Tolperisone HCl three times a day for three days. For the experimental group received extra aroma oil massage for 30 minute combine with herbal compress 10 minute per day for 3 days. All of the subjects were instructed to do not receive treatment or any therapy for low back pain elsewhere or by other methods. The sample was randomized into two group and selected purposively according to inclusion criteria. The population used in this study diagnosed with low back pain and pain score  $\geq 6$  point of numeric pain scale, body mass index in between 18.5 - 25 kg/m<sup>2</sup>. Willingness to participate in the research during the designated time schedule with signed consent. Restrictions concerning massage and herbal compression: High fever of 38.5 degrees Celsius or more, Pregnancy and Heart disease or epilepsy.

The instrumentation employed in this study was divided into two parts, namely, 1) instruments used in data collection and 2) instruments used in conducting research. The instruments for data collection comprised of Demographic Data Questionnaires composed of data on gender, age, religion, marital status, educational attainment, occupation, family income, duration of low back pain, cause of low back pain, medication side-effects, low back pain management method and history of chronic disease. The questionnaires content questions concerning low back pain. Content validity was examined by a panel of three experts.

Low Back Pain Assessment Questionnaire – A numeric pain intensity scale with scores ranging from 0-10 points was used McCaffery & Pasero, 1999 in which the left-hand side meant “no pain” and the right-hand side meant “most pain”. The subjects with low back pain were instructed to mark the spot indicating their pain intensity on the aforementioned scale. The interpretation criteria for pain intensity was as follows: 0 points indicated no pain; 1-3 points indicated mild pain; 4 - 6 points indicated moderate pain; 7 - 9 points indicated intense pain; and 10 points indicated unendurable pain.

**Conducting Instruments** was 1.The aroma oil massage instruments comprised of the following equipment:

1. Aroma massage oil mixed by the researcher with the eight drops each of kaffir and lavender scents with 30 milliliters of sesame oil as the carrier. 2) large cloth for body cover.

2. The herbal compression instruments comprised of the following equipment: 1) two dry herbal ball contained 100 grams composed of 31.25 grams of Thai plai oil, 6.68 grams of turmeric, 9.37 grams of kaffir peel; 4.68 grams of wax leaved climbers ½ teaspoon of camphor, ½ teaspoon of salt and other ingredients. Which had been certified by Thai Community Product Standards, No. TCPS. 176/2546. An aroma oil massage and herbal compression handbook developed by the researcher which was modified from video on a complete version of aromatic oil massage and aromatherapy and symptom relief by Assistant Professor, Dr. Ladaval Ounprasertpong Nicharojana (2009).

Two Sets of Research Assistants –The first set of research assistants were professional nurses who had been nurses for three years and received explanations and instructions on the guidelines and procedures for data collection. The aforementioned performed the tasks of collecting the sample group's demographic data and assessment of low back pain. The second set of research assistants were traditional Thai medicine staff who had received skills training in aroma oil massage and herbal compression from the researcher performed the aromatic oil massage and herbal compression on the subjects. Each research assistant massaged not more than five people per day for thirty minutes per person with 15-minute breaks between massages.

Data Collection for pre phase of study, researcher and research assistant were train in aroma oil massage and how to mix aroma oil and how to use Thai herbal compress. Pretest data collection was conducted before assigning the participants to the control and experimental groups. Conducting interviewed on demographic data and assessed low back pain score in the control and experimental groups. Testing for allergic reaction before using aroma oil massage for the experimental group.

Experimental phase, both groups received one tablet of 25-mg diclofenac sodium and one tablet of 50-mg tolperisone HCl three times a day for three days. For the experimental group received extra treatment with aroma oil massage 30 minute follow by 10 minutes of Thai herbal ball compress 10 minutes once daily.

Post-Test Data Collection, - After three days of experimentation, the researcher and research assistants conducted interviews on demographic data and assessed pain level in the control and experimental groups.

The data was analyzed by computer program package. Basic data for sample group presented in the form of descriptive statistics, amount and percentage. Comparison of difference in mean of pain score in between group was carried out by independent t test. Before and after intervention group was analyzed by paired t test.

## RESULTS

Finding the results showed that the sample group was composed of 60 subjects. Thirty of the subjects were assigned to the control group and the other thirty subjects were assigned to the experimental group. Demographic data on gender, age, religion, marital status, educational, occupation and average family income were tested for similarities among the variables by using chi-square statistics, no differences with statistical significance were encountered at  $p > .05$  ( $\chi^2 = .268$ ,  $p = .605$ ,  $\chi^2 = 2.819$ ,  $p = .244$ ,  $\chi^2 = .077$ ,  $p = .781$ ,  $\chi^2 = -$ ,  $p = 1.000$ ,  $\chi^2 = .444$ ,  $p = .801$ ,  $\chi^2 = 1.418$ ,  $p = .4921$ , respectively. The findings after experiment, level of pain score in both group lower than pretest as shown in the Table 1

**Table 1**  
**Number and percentage of sample group classified by pre- and post-test low back pain intensity**

Level of Pain Severity	Control Group (n= 30)		Experimental Group (n=30)		Entire Sample Group (n=60)	
	Amount	%	Amount	%	Amount	%
<b>Pre-Test Level of Back Pain Severity</b>						
Moderate Pain (4 - 6)	18	60.00	17	56.67	35	58.33
Extreme Pain (7 - 9)	12	40.00	13	43.33	25	41.67
<b>Post-Test Level of Back Pain Severity</b>						
Mild Pain (1 - 3)	12	40.00	30	100.00	42	70.00
Moderate Pain (4 - 6)	15	50.00			15	25.00
Extreme Pain (7 - 9)	3	10.00			3	5.00

**Table 2**  
**Comparison of the mean pre- and post-test back pain scores between the control and experimental groups using paired t-test**

Variable	Control Group				Experimental Group				t	p
	(n=30)				(n=30)					
	Min	Max	Mean	S.D.	Min	Max	Mean	S.D.		
Low Back Pain										
Pre-Test	6	8	6.47	.629	6	8	6.50	.630	-.205	.838
Post-Test	3	7	5.17	.874	2	3	2.47	.507	14.630	<.001
Pre- and Post-Test Differences in Low Back Pain										
	3	1	1.30	.245	4	5	4.03	.123	7.86	<.001

The comparison of the pre-and post-test mean back pain scores revealed the low back pain of the experimental group receiving aroma oil massage and herbal compression with analgesic drugs were lower than before the experiment with statistical significance ( $p < .001$ ) as shown in Table 3.

**Table 3**

**Comparison of the pre-and post-test mean back pain scores in experimental group by using paired t-test**

Variable	Mean	S.D.	Mean difference	S.D. Mean difference	t	p
<b>Back Pain score</b>						
Pre-Test	6.50	.63	4.03	.12	25.981	<.001
Post-Test	2.47	.51				

### DISCUSSION OF THE FINDINGS

This finding may be explain that aroma oil massage and herbal compression with analgesic drugs more effective than the group of using analgesic drug only with statistical significance ( $p < .001$ ). Also post test in experimental group after receiving aroma oil massage and herbal compression with analgesic drugs pain score level lower than pretest test with statistical significance ( $p < .001$ ). Since aroma massage could relax the back muscle. Herbal ball can stimulate the blood circulation to enhance nutrient to muscle cell and also enhance relaxation and get rid of stress. During the process of massage with stroking, kneading, picking up and rolling could be stimulate A alpha, A beta nerve fiber and SG cell then inhibit nerve impulse to T cell and close GATE control. This finding showed the evidence base of analgesic drugs combination with massage was better than only analgesic drug for reducing low back pain. Then it is possible for set up clinical guideline for low back pain problem in using complementary therapy to enhance quality of life. Given the optimal benefit and safety. We recommend the training program for health care personnel. It is necessary for implementation of aroma oil massage and herbal compression for simplicity and safety. Curriculum specification for aroma oil massage and herbal compression should be taught in order to improve the capacity of health care provider for caring low back pain patient with complementary therapy.

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