



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 34, 2022

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

Editorial Team

Editor-in-chief

Lecturer **Tanase Tasente**, PhD. (Ovidius University of Constanta, Romania)

Editorial coordinators

Asia

- **Yvonne Augustine Sudibyo** (Faculty of Economics and Business, Trisakti University, Jakarta, Indonesia)
- **Tomy Michael** (Faculty of Law, Universitas 17 Agustus 1945 Surabaya)
- **Baby Poernomo** (STIAMI- Institute of Social Sciences and Management Jakarta-Indonesia)
- **Theodorus Pangalila** (Pancasila dan Civic Education Department-Faculty of Social Science- Universitas Negeri Manado, Indonesia)
- **Gautam Makwana** (Mizoram University, India)
- **Ryan Delos Reyes** (Urdaneta City University, Philippines)

Europe

- **Nicolae Brînzea** (Ovidius University of Constanta, Romania)
- **George Daniel Petrov** (Ovidius University of Constanta, Romania)

South America

- **Carina Ganuza** (Instituto Internacional de Investigación y Desarrollo Tecnológico Educativo INDTEC)

Africa

- **Ali Madouni** (University of Biskra, Igeria)
- **Amina Abdelhadi** (Ibn Khaldoun University, Tiaret Algeria)
- **Mfundo Masuku** (University of Kwazulu-Natal, South Africa)
- **Samuel Karim** (Faculty of Social and Management Sciences, Ernest Bai Koroma University of Science and Technology, Sierra Leone)

Editorial Board

- Prof. Dr. habil. **Mihaela Rus** ("Ovidius" University of Constanta, Romania)
- **Jayson Dela Fuente** (Northern Negros State College of Science and Technology, Philippines)
- **Darrel M. Ocampo** (Central Bicol State University of Agriculture-Sipocot, Philippines)
- Prof. Univ. Dr. **Habil. Aivaz Kamer-Ainur** (Faculty of Economics, Ovidius University of Constanta, Romania)
- **Florinela Serbanica** (University of Pitesti, Romania), Faculty of Theology, Letters, History and Arts)
- **Bashar Adnan Malkawi** (University of Jordan/Amman and Institute of Public Administration/ Riyadh- Saudi Arabia)
- Lecturer **Maria Alina Carataş**, PhD. ("Ovidius" University of Constanta, Romania)
- Lecturer **Anca-Jeanina Niţă**, PhD. ("Ovidius" University of Constanta, Romania)
- **João Simão**, Assistant Professor (Universidade Aberta and CAPP- Centre for Public Administration and Public Policies, Portugal)
- **Dr. Ibidunni Oyebisi Mary** (Covenant University, Nigeria)
- Conf. univ. dr. **Marilena Marin** ("Ovidius" University of Constanta, Romania)
- Conf. univ. dr. **Madalina Botina** ("Ovidius" University of Constanta, Romania)
- Lect. univ. dr. **Mari-Isabella Stan** ("Ovidius" University of Constanta, Romania)
- Conf. univ. dr. **Mariana Mitra-Nita** ("Ovidius" University of Constanta, Romania)
- Prof. **Bashar H. Malkawi** (University of Sharjah, United Arab Emirates)
- Lect. univ. dr. **Cristian Delcea** (UMF Cluj Napoca, Romania)
- Prof. Dr. **Maria Cristina Marcelino Bento** (Centro Universitário Teresa D'Ávila - UNIFATEA, Brasil)
- Prof. univ. dr. **Florica Brasoveanu** ("Ovidius" University of Constanta, Romania)
- Prof. Dr. **Angelo Emiro Paez Moreno** (Universidad del Zulia, Venezuela)
- **Valéria dos Santos Nascimento**, MBA. (Instituto Federal Baiano, Brasil)
- Prof. Dr. mult. **Mirosław Matyja**, Dr. h.c. (Polish University Abroad in London, Indian Management School& Research Centre in Mumbai, Selinus University in Bologna/Italy, Logos Interantional University in Miami/USA)
- **Lect. univ. dr. Ciprian Vasile Rus** (Ovidius University of Constanta, Faculty of Theology)
- **Nicolae-Sorin Drăgan** - PhD in Communications Science, Collaborating Professor (Communication and Public Relations Faculty (FCRP) of the National University of Political

Studies and Public Administration (SNSPA), Bucharest, Romania)

- **Rafael Ángel Salazar Martínez**, PhD (University of Holguin-Mayarí Municipality Center, Cuba)
- Professor **Zdzisław W. Puślecki** PhD, DSc (Adam Mickiewicz University, Poznań, Poland)
- **Javier Gil Quintana**, Dr. Education and Communication (National University of Distance Education, Spain)
- **Alina Chervinchuk**, PhD student, Senior Lecturer at Journalism (Advertising and Media Communications chair Department of Journalism, Advertising and Publishing Odessa I. I. Mechnikov National University, Ukraine)
- Professor **María Dolores Sanchez-Fernández** (University of A Coruña, Spain)
- **Adamkolo Mohammed Ibrahim**, MSc (University of Maiduguri, Nigeria)
- Lect. Dr. **Kaanaeli Kaale** (St. Augustine University of Tanzania)
- **Paulo Henrique Basilio Santana** (PUC Minas, Belo Horizonte, Brazil)
- **Evi Aryati Arbay** (London School of Communication & Business Institute (LSPR) Jakarta)
- Assist. prof. PhD. **Mari-Carmen Caldeiro-Pedreira** (University of Santiago de Compostela, Spain)
- Dr. **Tareq Nael Hashem**, Associate Professor of Marketing (Head of Marketing Department, Isra University, Jordan)
- **Raquel Breitenbach**, PhD in Rural Extension (Federal Institute of Education, Science and Technology of Rio Grande do Sul (IFRS), Brazil)
- **Robert Hernández Martínez**, Ph.D. (Universidad Iberoamericana Mexico City, Mexico)
- Associate Professor PhD. **Azman Ismail** (Universiti Kebangsaan Malaysia)
- Assoc. Prof. PhD. **Ionel Bondoc** (Public Health, „Ion Ionescu de la Brad” University of Agricultural Sciences and Veterinary Medicine of Iași)
- **Živilė Nemickienė**, PhD. (Vilnius University; Kauno Kolegija/ University of Applied Sciences, Lithuania)
- **Carina Viviana Ganuza**, PhD. (National University of Rosario, Argentina)
- **Behrije Ramaj-Desku**, Dr.Sc. , Assistant (University of "Haxhi Zeka")
- Conf. univ. dr. **Flavia Ghencea** ("Ovidius" University of Constanta, Romania)
- Assoc. Prof. Dr. **Tono Suwartono** (Universitas Muhammadiyah Purwokerto, Indonesia)
- **Marily Rafaela Fuentes Águila** (Docente investigador: Universidad Metropolitana del Ecuador)
- Prof. Dr. **Ghanta Chandra Shekhar** (Telangana University, India)
- Master **Ramsés Albertoni Barbosa** (College Professor (PPGCOM) and Doctoral Student in Arts (PPGACL) at Federal University of Juiz de Fora, Brazil)
- Lecturer **Rita Monteiro Mourão**, Ph.D. Student (GT Jovens Investigadores Researcher in Universidad Autonoma de Barcelona, despacho IO-106, departamento de Comunicación, Spain)
- Lect. univ. dr. **Mihaela Luminita Sandu** ("Ovidius" University of Constanta, Romania)

- **Manuel Joaquim de Sousa Pereira**, PhD (Polytechnic Institute of Viana do Castelo, Portugal)
- Prof. univ. dr. **Rodica Gabriela Enache** ("Ovidius" University of Constanta, Romania)
- Prof. univ. dr. **Loredana Viscu** ("Tibiscus" University of Timisoara, Romania)
- **Marco Vinicio Vásquez Bernal** (Universidad Nacional de Educación - UNAE, Ecuador)
- **Abdeljalil Metioui**, Ph.D. (Université du Québec à Montréal, Canada)
- **Luu Tien Dung**, PhD. (Faculty of Postgraduate Studies, Lac Hong University, Bien Hoa City, Vietnam)
- Assoc. Prof. Dr. **Bahtiar Mohamad** (Universiti Utara, Malaysia)
- Prof. **Fabienne Martin-Juchat** (Université Grenoble Alpes, France)
- **Grona Natalia** (Pryluky Humanitarian and Pedagogical College named after. I. Ya Franko Priluki, Ukraine)
- Dr. **Maria Vaxevanidou** (Press and Communication Councillor, Specialist in Public Diplomacy, Head of Directory of International Communication, Ministry of Foreign Affairs, Greece)
- **Lecturer Okan KOÇ** (Balıkesir University, Turkey)
- **Diogo Guedes Vidal** (UFP Energy, Environment and Health Research Unit, University Fernando Pessoa, Portugal)
- Dr. **Abdulkadir Ameen** (Department of Politics and Governance, Kwara State, University, Nigeria)
- **Alexis Arredondo Espinosa** (Universidad Complutense de Madrid, Colombia)
- Assoc. Prof. **Ali Ameen** (Head of Postgraduate and Research Programs, Lincoln University, Malaysia)
- **Carolina de Moraes Souza**, (PhD Student in Contemporary History, University of Coimbra, Portugal)
- Assist. prof. **Reza Vaezi** (University of IRIB, Iran)
- **Segundo Gonzalo Pazmay Ramos** M.A. (Pontificia Universidad Catolica del Ecuador)
- Assist. prof. **Helena Laura Dias de Lima** (Faculty of Arts and Humanities of University of Porto, Portugal)
- Dr. **Sean Perera** (Sub Dean, College of Arts and Social Sciences, The Australian National University, Canberra, Australia)
- Associate Professor Dr. **Syed Shah Alam** (MAHSA University, Malaysia)
- Assoc. prof. **Carmen Alexandrache** („Dunarea de Jos" University of Galati, Romania)
- Assist. prof. PhD. **Sohrab Abdi Zarrin** (University of Qom, Iran)
- Lect. univ. dr. **Nina Stanescu** ("Ovidius" University of Constanta, Romania)
- Prof. zw. dr hab. **Zbigniew Blok** (Adam Mickiewicz University Poznań, Poland)
- **Resul Sinani**, PhD (AAB College, Faculty of Mass Communication, Prishtina, Kosovo)
- **Paulo da Silva Quadros** (Post-doctoral researcher at the School of Communications and Arts of University of São Paulo, Brazil)
- PhD. **Carlos Mario Morales-Bautista** (Universidad Juárez Autónoma de Tabasco, Mexico)

- **Charles Antônio de Paula Bicalho** (State University of Minas Gerais (UEMG), Brazil)
- Ph.D. **Tatiana Hidalgo Marí** (University of Alicante, Spain)
- Assoc. Prof. **Carmen Marta Lazo** (University of Zaragoza, Spain)
- **Irina Milutinović**, PhD, Senior Research Associate (Institute of European Studies Belgrade, Serbia)
- **Tomás Humberto Rodríguez Caguana** (Universidad de Guayaquil, Guayaquil, Ecuador)
- Assistant Professor **Adil Hassan Bakheet Khalid** (Sohar University, Oman)
- Associate professor **Gabdullin Lenar** (Kazan Federal University, Russia)
- **Oksana Kaliberda** (Berdiansk State Pedagogical University, Ukraine)
- **Roberto Garcés Marrero**, PhD. (Universidad Iberoamericana, Ciudad de México)
- Lect. univ. dr. **Daniel Daneci Patrau** (Spiru Haret University, Faculty of Legal Sciences and Economic Sciences, Constanta, Romania)
- Dr. **Sulaeman**, Drs., M.Si (Departement of Islamic Journalism, State Islamic Institute Ambon, Indonesia)
- Prof. Dr. **André Petitat** (University of Lausanne, Switzerland)
- Assist. prof. **Amir Qorbanpoor Lafmejani** (University of Guilan, Iran)
- Dr. **Siti Azizah** (Universitas Brawijaya, Indonesia)
- **Sandra Marisa Lopes Miranda**, PhD. (School of Communication and Media Studies, Polytechnic Institute of Lisbon - Portugal)
- **Francisca Rozângela Lopes de Sousa** (Paraíba State University (UEPB); Federal University of Campina Grande (UFCG), Brazil)
- **Bianca Stefany Aguiar Nascimento** (Universidade Estadual do Maranhão, Brazil)
- **Catur Nugroho** (Faculty of Communication and Business, Telkom University, Bandung, Indonesia)
- **Dimitra Laurence Larochelle**, PhD. Candidate (Université Sorbonne Nouvelle - Paris 3, France)
- **Alie Pérez Véliz**, PhD. (Pinar del Río University, Cuba)
- **Taís Steffenello Ghisleni** (Universidade Franciscana - UFN, Brazil)
- Prof. Dr. Ph. **José A. Marín-Casanova** (University of Seville, Spain)
- Dr. **Luis Felipe Dias Lopes** (Federal University of Santa Maria, Brazil)
- Assist. prof. PhD. **Ivana Ilić Krstić** (University of Nis, Serbia)
- Dr. **Sonia Rovito** (Universita Della Calabria, Italy)
- **Fernanda Pires Jaeger** (Universidade Franciscana, Brazil)
- Prof. MS.c. **Camilo Ernesto Mora Vizcaya** (University of Los Andes, Táchira Nucleus, Venezuela)
- Dr. **Abdul Rani Usman**, M.Si. (Islamic University, Ar-Raniry, Banda Aceh, Indonesia)
- **Hector Ramon Ramirez Partida**, PhD. in Government (University of Guanajuato, Mexic)
- **Raquel Silvano Almeida**, PhD. in Language Studies (State University of Paraná, Brazil)
- **Santiago Ávila Vila**, PhD. in Economics (Universitat Politècnica de Catalunya – UPC, Spain)

- Prof. **Jedrzej Skrzypczak** (Adam Mickiewicz University in Poznań, Poland)
- **Davi Barboza Cavalcanti**, PhD (Centro Universitário Brasileiro, Unibra, Brazil)
- **Camilia Gómez Cotta** (Universidad del Valle. Escuela de Comunicación Social de la Facultad de Artes Integradas (FAI). Docente catedrática, Colombia)
- Prof. **Maria Abril Sellares** (Universitari en Gestió Turística del Patrimoni Cultural)
- **Sonia Aparecida de Carvalho** (University of Vale do Itajaí UNIVALI, Brazil; University of Alicante UA, Spain)
- **Luis Felipe Quendo Prieto** (Universidad del Zulia, Humanidades y Educación, Venezuela)
- Prof. **Roger Mondoue** (University of Dschang, Faculty of Letters and Social Sciences, Cameroon)
- Dr. **Francisco Julián Martínez Cano** (University Miguel Hernández, Spain)
- Assoc. Prof. PhD. **Andoni Iturbe Tolosa** (University of Basque, Spain)
- **Živilė Nemickienė**, PhD. (Vilnius University Kaunas Faculty, Lithuania)
- Prof. PhD. **Germán Carrillo** (University of Murcia, Spain)
- **Cláudia Maria Arantes de Assis Saar**, PhD. (Federal University of Amapá, Brazil)
- Prof. Dr. **Fabiano Maury Raupp** (Universidade do Estado de Santa Catarina - UDESC, Brazil)
- Prof. Me. **Teófilo Augusto da Silva** (University of South and Southeast of Pará (Unifesspa), Brazil)
- PhD. **Marcin Łukaszewski** (Adam Mickiewicz University in Poznań - Faculty of Political Science and Journalism, Poland)
- **Vivian Leticia Romeu Aldaya** (UNAM, Mexico)
- **Ioan Lazar**, Habilitated Doctor (Academy of Romanian Scientists, Romania)
- Prof. **Evgenii A. Palamarchuk**, Dr. Habil. (Rostov Institute (branch) of the All-Russian State University of Justice - RLA of the Ministry of Justice of Russia, Russian Federation)
- **Maria Antoniou**, Ph.D. (Democritus University of Thrace, Faculty of Education, School of Primary Education and Hellenic Open University, Faculty of Humanities)
- **Hernán Fair**, PhD. (University of Quilmes, Argentina)
- Prof. **Asoke Kumar Saha** (Jagannath University, Dhaka, Bangladesh)
- **Gabriel Ling Hoh Teck** (Department of Urban and Regional Planning, Faculty of Built Environment and Surveying, Universiti Teknologi Malaysia)
- **Jerzy Kaźmierczyk**, PhD. (Poznan University of Economics and Business, Poland; Tyumen State University, Russia)
- **Richard Douglas Kamara**, PhD. Researcher (Stellenbosch University, South Africa)
- **Alene Agegnehu Waga** (Debre Markos University, Ethiopia)

Technium Social Sciences Journal

(ISSN: 2668-7798)

is indexed in the following international databases:


Scholar

 Crossref

EBSCO

 Dimensions



INDEX  COPERNICUS
I N T E R N A T I O N A L

SSRN



 **ROAD** DIRECTORY
OF OPEN ACCESS
SCHOLARLY
RESOURCES



Stanford | LIBRARIES

 WorldCat®

RePEc

 **IDEAS**

EconPapers



Elektronische Zeitschriftenbibliothek



SCIPIO

SCIENTIFIC PUBLISHING & INFORMATION ONLINE



The global source for periodicals information since 1932



Scilit



neliti



Technium

by OJS PKP

TABLE OF CONTENTS

Administrative Sciences

The Application of Fair Value in Commercial Banking and its Relationship to Transparency Financial Statements - Evidence from Iraq

Mohammad Salman Dawad, Murtadha Hasan Khlaif, Asaad Mohammed Ali Wahhab
1-12

The Effect of Ownership Structure and Audit Quality in Producing High-Quality Financial Statements - Evidence from the Iraq Stock Exchange

Asaad Mohammed Ali Wahhab, Murtadha Hasan Khlaif
13-31

Analyzing the Legislative Prescriptions Representing Persons with Disabilities in South Africa

Sazi Gcabashe, Sareesha Pillay, Nangamso Teyise
32-40

Impact of COVID-19 Pandemic on the Clinic Operations of Primary Care Physicians in Southern Negros Occidental

Mylene P. Terry-Sabay, Joseph G. Guevarra
41-53

The Alignment Challenges of Development Planning and Budgeting: Insights from Indonesia

Suhartono, Roy Valiant Salomo, Umanto Eko Prasetyo
54-83

Education

Coping mechanisms of families of children's with special education needs

Rodica Gabriela Enache, Iuliana Mitu
84-89

Comparative analysis on: Metacognition and Mindfulness in twins with Attachment and children with ASD through I.C.T.

Angeliki Sideraki, Athanasios Drigas
90-109

"Key to Behavioral Observation of Developmental Disorders" by teachers in Greek School and the role of ICTs

Irene Chaidi , Athanasios Drigas
110-125

The role of multiple-representation-based 'real' learning model in the development of students' metacognitive and problem-solving abilities

I Wayan Distrik, Antomi Saregar
126-135

Cutting-Edge Technologies in Breathwork for Learning Disabilities in Special Education

Eleni Mitsea, Athanasios Drigas, Charalampos Skianis
136-157

Cry and Delight in Time of Pandemic: A Phenomenological Inquiry on the Experiences of Multi-grade Teachers in a Philippine Public Elementary School

Annaros B. Beleganio, Dennis V. Madrigal
158-166

Early Childhood Teachers' Professional Learning and Development during the Homeschooling Period

Tünde Barabási, Gabriella-Mária Stark
167-179

Post-Occupancy Evaluation of Thermal Comfort Sensation of Pupils in School Establishments under Hot Arid Climate Conditions

Khaled Mansouri, Leila Sriti, Marouane Samir Guedouh
180-192

Language Development and Mobile Apps for Down Syndrome Children

Eleni Karagianni, Athanasios Drigas
193-213

Digital games & special education

Irene Chaidi , Athanasios Drigas
214-236

Chemistry Teachers' TPACK Competence: Teacher Perception and Lesson Plan Analysis

Nurlaila Hayati, Asep Kadarohman, Wahyu Sopandi, Muhamad Abdulkadir Martoprawiro, Diana Rochintaniawati
237-247

"Questionnaire of parents' opinions on digital games in the education of children with autism spectrum disorder" in a Greek context

Irene Chaidi, Athanasios Drigas
248-270

Communication Sciences

The Chronicle of Digital (Media) Arts in Contemporary Indonesia: The Shifting of Focus Toward Society 5.0

Jokhanan Kristiyono, Rachmah Ida, Wirawan Ida Bagus, Mayastuti
271-282

Law

Legal protection for outsourced workers/laborers due to termination of employment during the contract period

Chamdani, Krisnadi Nasution, Slamet Suhartono, Hufon

283-311

The values for justice in the trade contract in Islamic Law

Muh. Sjaiful, Muh. Nazar, Zahrowati
312-319

Legal protection of song-creating works against piracy of musical artworks that can be downloaded for free on the website

Sri Hartini, Rama Radiansyah, Dadang Iskandar, Rudi Hartono
320-330

In Search of Consistency in International Law on the Right to Self-Determination, Non-Interference, and Territorial Integrity

Charles Okeke
331-346

Economics

The COVID-19 Pandemic in Low-Income Countries with Different GHI Severities: A New Concept to Cope with COVID-19 in these Countries

Saada Reuveni
347-361

Effect of Green Accounting, Intellectual Capital on Financial Performance, and Competitive Advantage as moderating variables

Siti Choiriah, Shanti Lysandra
362-373

Zakat Management Formulation: Improving the Quality of Management with a Quality Assurance approach

Fasiha, Muh. Ruslan Abdullah
374-386

Psychology

Improvement of human resources as a factor for increasing the teaching performance in pre-university education

Mihaela Rus, Mihaela Luminița Sandu, Ionica Caranfil Ianoș, Claudia Enculescu
387-399

A comparative analysis of stereotypes between Romania and the Republic of Moldova

Mariana Floricica Călin, Tănase Tasește, Octavian Martinescu
400-410

The Relationship between burnout and coping to employees in Social Care (Child Protection)

Mihaela Rus, Mihaela Luminița Sandu, Cristina Mădălina Preda (Georgescu), Adrian Cristian Titorencu
411-423

Evaluation of the effects of a cognitive and neuromotor stimulation program for a group of elderly people with major neurocognitive disorders

Viorica Mariana Uță, Rodica Gabriela Enache
424-429

The effects of burnout on the professional activity of teachers

Mariana Floricica Călin, Tănase Tasețe, Antonia Seucea
430-440

Management

Lessons Learned from Japan for Disaster Risk Reduction to Build Disaster Resilience and Sustainable Communities During and Post-Covid-19 Pandemic

Penta Sukmawati, I Dewa Ketut Kerta Widana, RM Tjahja Nurrobi, Nrangwesthi Widyaningrum, Ersha Mayori
441-454

The Effect of Tax Literacy on Tax Compliance: The Moderating Role of Patriotism

Maria Rosa Intansari, Supramono
455-464

Perception of brand value and motivation to collect second goods

Monika Tiarawati, Widyastuti, Yessy Artanti, Agus Frianto, Sista Paramita
465-471

The consequences of illicit drug use. Estimation, methods and challenges

Paula Ștefania Frusinoiu, Cristian Silviu Bănașu
472-482

Tourism

Viability of an Integrated Farm as an Agritourism Site in Toboso, Negros Occidental in the New Normal

Kenneth T. Benignos, Kristin Iris G. Estores
483-502

Promotion strategy in increasing the tourists' interest in visiting UPT Balanga Museum Palangka Raya City

Angela Ariani, Madia Putriana Hundjeh, Enny Mulyantari
503-511

Political Science

The role of Algerian diplomacy in the Libyan crisis: Objectives and obstacles

Samir Guattas, Lazhar Benaissa

512-520

Improving Youth Unemployment Issues and Further Development of Youth Policies in the European Union member states

Tamar Pkhakadze

521-528

Nationalization and Foreign Direct Investment in Venezuela in the Era of President Nicolas Maduro Ramos

S. Miavania, Kusuma Paksi Arie

529-541

Sociology

A quantitative and qualitative thermal comfort assessment in urban public squares of the inhabitants of desert regions

Marouane Samir Guedouh, Mohamed Amine Khadraoui

542-548

The manifestation of the religiosity of older people through social media during the pandemic period

Gianina Chirugu, Doru Claudiu Damean

549-556

Social Work

Perceptions of nursing students regarding their Discipline at Kabul University of Medical Science in 2021

Abdul Qudoos Ahmadi, Najeebullah Faizi, Sayed Obaidullah Hamidi, Hafizullah Majidi

557-565

Theology

Religious diversity and pluralism. Inter-religious relations in globalization

George Daniel Petrov, Mihai Marian Croitoru

566-571

Geography

Incomplete construction as a contaminant of the urban environment. Case study of the city of M'sila, Algeria

Lahcene Feloussia

572-587

The oasis system in southern Algeria: a natural heritage threatened with disappearance, case of the oasis of Biskra

Hadjira Berbache, Mohamed Khaoui, Makhloufi Hadjab

588-603

Assessing the evolution of the Aleppo Pine plantations by using field measurements and one-way Analysis of variance

Boumediene Khaouani, Azziz Hirche, Said Bourfa, Djamaledine Berrabeh, Ilyes Hadbaoui, Okkacha Youb, Abdessamed Derdour

604-623

Visual pollution in the Algerian city: manifestations and causes. Case Study of the City of Batna

Khemissi Mansour, Mohamed Elcharif Addad

624-635

Sustainability

Implementation of Sustainable Supply Chain Management in Organic Rhizome Supply Partnership

Ardi Novra, Rayandra Asyar, Adriani, Husda Marwan, Mursalim, Eva Achmad

636-645

Miscellaneous

Research on gender in access to economic resources and labor market of ethnic minorities in Vietnam

Tran Minh Duc

646-653

Organization and development of document flow on children's literature in Azerbaijan (Second half of the 19th century and the beginning of the 20th century)

İsmayilov Nadir, Ganbarova Shahla

654-660

Problems in the implementation of the APTTA Agreement and Recommendations for its Future

Amin Stanikzai

661-689

Influence of Buddhism in the cultural life of Vietnamese people

Tran Minh Duc

690-699

Prevalence of death due to Firearm (Gunshot) injuries in Forensic Cases, in Kabul city, Afghanistan

Hasibullah Baha Nijrabi, Mohammad Sadeq Ahmadi, Mohibullah Salih

700-707

The influence of perceptions of usefulness, user ease, and security on interest in using fund e-wallet with e-trust as intervening variable

Mujiyana, Sahni Damerianta, Didin Mukodim, Ashur Harmadi, Indriyani

708-717

Perception of brand value and motivation to collect second goods

Monika Tiarawati¹, Widyastuti², Yessy Artanti³, Agus Frianto⁴, Sista Paramita⁵

^{1 2 3 4 5}Universitas Negeri Surabaya

monikatiarawati@unesa.ac.id, widyastuti@unesa.ac.id, yessyartanti@unesa.ac.id,
agusfrianto@unesa.ac.id, sistaparamita@unesa.ac.id

Abstract. This study aims to empirically examine the perceived value of a brand on the behavior of buying second goods and the motivation for buying behavior of second goods. Second hand goods or used goods are goods that are not used or are no longer needed by the owner, but not all of these goods cannot be used anymore. Second goods become an alternative in getting cheap goods without reducing the usefulness and satisfaction of the type of goods needed. The majority of people state that there is no need to buy new goods if Second goods can still be used and are suitable for use. In this study, researchers distributed online questionnaires to 100 respondents, namely people who had bought secondhand goods, and then analyzed using the Multiple Regression analysis tool. The results showed that there was an influence of perception of brand value and motivation to collect variables on the decision to buy second-hand goods.

Keywords. Perception, value, motivation, buying behavior, used goods

Introduction

Second hand goods or used goods are goods that are no longer used or are no longer needed by the owner, but not all of these goods cannot be used anymore. In fact, many items that are no longer used are still in good condition and quality. Used goods become an alternative in getting cheap goods without reducing the usability and satisfaction with the type of goods needed. The majority of people stated that there was no need to buy new items if the used items were still usable and fit for use. The data shows that the number of unused items in the house is 82% with the number of unused items being 29 items. As many as 65% of the community stated that it was difficult to remove items that were no longer used. The community also stated that they had memories of these unused items so they still kept them. Another reason is because they think that these items will still be needed later. The types of goods that are most often stored by the public are toys or board games, books, and other items that are no longer used but are still possible to be used by other people in need because the condition and quality of the goods are still good. People claim that the reason they keep these items is because they have a sentimental value or the item has memories and memories contained in it, making it difficult to let go.

Used items that are often offered or resold by their owners can be in the form of shoes, watches, branded clothes, bags, children/baby items, luggage, household items, vintage and

classic items that are currently can no longer be found in most stores or e-commerce. Most of these items still have value and are in a usable condition.

Research conducted by Gregson and Crewe (2003) reveals that consumers' purchase intentions of used goods are often determined by evidence of "contamination" by the previous owner's agency. Meanwhile, Granstrom:2006 stated that the market for used goods is still not widely known and even tends to be underestimated by consumers. The informal nature of most transactions makes them difficult to evaluate, but their recent growth shows that they still meet consumer expectations in addition to economic benefits and attractiveness apart from those offered by conventional channels, as well as providing opportunities to find goods. goods that are unusual and often have nothing in common with those in the new goods market (Roux, 2005).

The second-hand market is considered capable of providing a wide variety of goods through various channels. In addition, the second-hand market is increasingly becoming a part of everyday life and is an alternative to new goods markets for people without pressing economic needs (Williams and Windebank, 2000; Gregson and Crewe, 1997).

The price aspect of brand value can have implications for perceived quality, however, Jobber (2007) states that many people use price as an indicator of quality, and Baines et al (2008) emphasize that consumers often assume that higher prices reflect higher quality clothing. Attwood (2007) asserts that future growth does not depend on offering the lowest possible prices, but it is necessary to identify that although consumers prefer low prices, consumers also need to be inspired by the added value of the overall shopping experience. According to Attwood (2007), that the value sector to grow depends on the success of balancing prices.

Shopping behavior develops from a real need to mere prestige. Current market behavior tends to be reinforced by individual urges to become enthusiasts, behavior to own or behavior to buy second-hand goods due to collecting behavior and the desire to have good economic value from second-hand goods, with the argument that they will resell them if they don't used.

Consumers do not need to have special knowledge as purchasing decision makers. there is an assumption that in reality, rationality of decision making does not clearly distinguish between purchases made by professionals and purchases made by consumers. Although casual, recreational and inspirational purchases are commonly associated with consumers, Wilson (2001) and Smith and Taylor (1985) suggest that organizations sometimes also engage in such buying behavior. Nevertheless, rationality seems to distinguish between different buying contexts the extent to which it is considered the norm for appropriate decision-making procedures. The results of research on decision making refer to rationality of choice as behavior directed at maximizing the utility or value expected by the decision maker (Hindess, 1988).

Literature Review

Perception of Brand Value

Consumers play an important role in value creation. In essence, a brand can only offer value to consumers, but cannot decide to what extent the brand value is subjectively realized by consumers. Value for a consumer can appear before buying, at the time of purchase, in the actual use of the product and after its use (Acharya and Elliott; 2001).

Acharya, Elliott (2001) and Miller (2007) discuss that a person's perception of brand value often stems from their previous experience with the brand, which begins when the brand is first seen or heard. The level of value of a brand is then assessed based on the alignment of self-image (Belk, 1988). This is in accordance with the term fit, where the higher the compatibility between the brand and self-image, the better and fit.

Miller (2007) explored the idiosyncratic nature of brand value and found that individual value perceptions vary widely. Miller's research results show that brand significance and attitude toward brand directly affect the perception of brand value, while brand does not directly contribute to brand value. Miller suggests, in support of McCracken's (1986) description of brand significance, that brands must be significant to individuals' lives in order for them to value a brand.

The assessment of brand significance affects the level of involvement of an individual's experience with the brand (Ligas and Cotte, 1999), because product and brand meaning influence attitudes and choices in purchasing decisions (Belk, 1988). Meanwhile, Miller (2007) states that the higher the meaning of brand ownership in a person's life, the more likely that person will share a favorable attitude with that ownership.

Woodall's (2003) conceptual review of the results of his research on the perception of brand value on perceived value identifies that there are actually five different meanings of the concept of value, showing different perspectives on how value can be perceived by consumers. Net value to customers refers to the utilitarian balance between benefits and sacrifices; selling value to customers refers to lower prices or lower sacrifices; rational value for customers discuss benefits in terms of units of exchange; derived value for customers refers to outcomes, i.e. perceived value post-purchase; and marketing value to customers is related to the attributes (products) that generate value. Woodall's (2003) research focuses on the notion of the concept of value when discussing how fashion brands are perceived and analyzing what constitutes value and purchase intention in the second-hand market at the time of purchase.

Referring to Liang et al (2017), perception of brand value has dimensions of self value factors which include hedonic value and uniqueness value and dimensions of societal value factors which include social status, conformity value. Deli-Gray et al (2010) identify and analyze the hedonic buying behavior of shopping value and conclude that twenty-first century consumers base their buying decisions not only on rational reasons but also on emotional feelings.

Wiedmann et al (2007, 2009) explain that products from used goods tend to get benefits such as pleasure in drawing and beauty, thus obtaining from buying pleasant items, enjoyment and feelings of emotional pleasure. While the uniqueness aspect is very dominant in the used goods market, and especially in the fashion industry, where ownership of unique and innovative products makes consumers feel different from others (Shukla, 2012). Perceived uniqueness value refers to consumers who buy second-hand goods to demonstrate the need to be unique to enhance their personal appearance and public status. Consumers want to be different and may reject certain products when the general public also considers them (Vigneron and Johnson, 1999, 2004; Wiedmann et al., 2007, 2009).

Consumers believe that products with scarce attributes have high quality. Brannon and McCabe (2001) show that several well-known brands with a limited number emphasize unique features, thereby attracting consumers' attention and interest to buy. The SED model (Lynn, 1991) and the Perceived Value Model (Monroe et al., 1991) illustrate that products with scarcity attributes play an important role in the market and influence consumers' purchase intentions.

Buyers' needs for uniqueness and pleasure are common determinants of second-hand shopping (Bardhi and Arnould, 2005; Lane et al., 2009; Prieto and Caemmerer, 2013; Turunen and Leipämaa-Leskinen, 2015). In addition, perceived value also influences buyers to shop for used goods (Ertz et al., 2015; Lee and Lee, 2005; Xu et al., 2014).

Hypothesis 1: Perception of Brand Value will affect the decision to buy second-hand goods.

Motivation to Collect

Motivation is an important variable that links individual factors and buying behavior. Page (1992) states that spending money on goods that are usually not important in an effort to describe success is not a new phenomenon, especially in the western world, where most of the population is materialistic and a casteless society that encourages a culture of consumption and purchase of goods for promote or mark class and identity, regardless of the buyer's actual status. In this case the explanation of motivation relates to individuals associating goods with prestige, respect, and authority and the idea that they derive pleasure through the product itself, and consequently leads to believing that happiness can be achieved once again by buying more.

Several studies that have been conducted suggest that consumers of all ages can purchase products through second-hand sources due to environmental motivation (Hiller Connell, 2011) or a desire to seek authentic vintage looks to build individuality and uniqueness (Parsons, 2000). Ruoh-Nan Yan's research. et al (2015) have shown that young adult consumers shop for second-hand goods for a variety of reasons.

A student may shop at a thrift store with the particular expectation that they may be able to find a unique or interesting product that is not normally available through traditional shopping channels (Flores, 2014; Jenß, 2004). Collectors show a passion for their object, which is driven by the time and energy invested in acquiring the selected object. Belk (1995) states that collecting is a materialistic form of luxury consumption, i.e. beyond comparison, because the act involves the search for specific, usually unused but unique items that are essentially seen as valuable to the seeker.

Horne and Maddrell (2002) argue that researchers should investigate the consumption behavior of second-hand goods through an economic and cultural lens to fully understand these buying behavior practices. In connection with this argument, Williams and Paddock (2003:343) conducted face-to-face interviews regarding the purchase of certain household goods, electronic goods, and clothing products, then concluded that influential middle-class consumers can participate in shopping for second-hand goods, to buy those products with the excuse of having fun, doing socialites, wanting to look different. For consumers with economic constraints, shopping for used goods is done because of a lack of variety or lack of choice. Although the researchers identified that the reasons for shopping used goods may extend beyond economics and that consumer identity can be reflected through such practices, it is thus necessary to undertake further research to fully understand the meaning of the secondhand channel for consumers.

Jung and Kellaris (2004) stated that when there are supply restrictions such as time limits, consumers tend to increase their desire to buy products. In addition, product scarcity information is often used by consumers in the shopping decision-making process and that product scarcity information has a certain impact on purchase intentions, which will encourage other consumers to conclude that the product has good popularity, universality and quality, thus leading to their decision. to buy that product. (Parker and Lehmann, 2011).

Hypothesis 2: Motivation to Collect will have a positive effect on the decision to buy second-hand goods.

Research Methods

This type of research is a quantitative study that examines the causal relationship between variables, namely perceptions of the value of a brand, buying motivation and motivation to collect, and buying secondhand goods. The research approach used is a survey method.

Respondents are consumers who have purchased secondhand goods for the fashion and accessories category as many as 100 people. The sampling method used is non-random sampling with purposive sampling, meaning that the sample selection that will be used as respondents is based on certain considerations or criteria based on the research objectives (Sekaran, 2000; Malhotra, 2010).

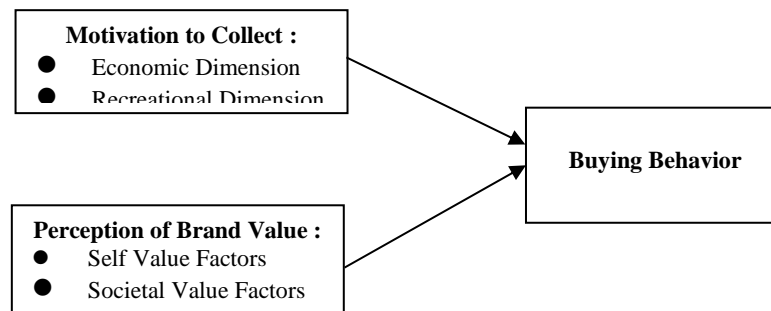


Figure 1 : Research Model

Results and discussion

The results of distributing questionnaires to 100 respondents, it can be seen that the characteristics based on gender are dominated by women as much as 56% and men as much as 44%. This shows that women like to shop or buy second hand products. In terms of age, which dominates in the age range of 19 - 24 years as much as 47%, followed by ages 25 - 30 years as much as 21%, ages 31 - 36 years as much as 19%, ages 37 - 45 years as much as 7%, and ages > 45 years as many as 6%. Based on the character of the work the most are students as much as 51%, private sector 17%, entrepreneur 6%, others consist of freelancers, housewives and sales promotion girls as much as 26%. Meanwhile, in terms of income, 52% have income less than 1,000,000 rupiahs.

Conclusions

Based on the development of the hypothesis, it shows that the perception of brand value and motivation to collect affect the decision to buy second-hand products. And this research has limitations on certain types of second-hand goods, namely fashion and accessories, so it cannot be generalized to all types of second-hand goods which can be in the form of antiques or rare goods. So, for further research, the types of second-hand products can be expanded.

References

- [1] Abbes, I., Hallem, Y., & Taga, N. (2020). Second-hand shopping and brand loyalty: The role of online collaborative redistribution platforms. *Journal of Retailing and Consumer Services*, 52(April 2019), 101885. <https://doi.org/10.1016/j.jretconser.2019.101885>
- [2] Acharya, C., Elliott, G., 2001. An examination of the effects of 'country-of-design' and 'country-of-assembly' on quality perceptions and purchase intentions. *Australasian Marketing Journal* 9 (1), 61–75.
- [3] Arnould, E., Thompson, C., 2005. Consumer culture theory (CCT): twenty years of research. *Journal of Consumer Research* 31 (4), 868–882.

- [4] Ijams Spaid, B. (2018). Exploring consumer collecting behavior: a conceptual model and research agenda. *Journal of Consumer Marketing*, 35(6), 653–662. <https://doi.org/10.1108/JCM-05-2017-2224>
- [5] Chung, T. (2013). *Understanding second-hand retailing : A resource based perspective of best practices leading to business success by Jinhee Han A thesis submitted to the graduate faculty in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE Major .*
- [6] Cronin, J., Brady, M., Hult, G. and Tomas, M. (2000), “Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments”, *Journal of Retailing*, Vol.76No.2,pp.193-218.
- [7] Finch, H., & Lewis, J. 2003. Focus groups. In J. Ritchie & J. Lewis (Eds.), *Qualitative research practice: A guide for social research students and researchers* (pp. 172-198). Thousand Oaks, CA: Sage.
- [8] Flores, K. (2014), “Business honors student studies the motives for vintage clothing consumption”, Mihaylo College of Business and Economics, available at: <http://bizblogs.fullerton.edu/blog/2014/04/01/business-honors-student-studies-the-motives-for-vintage-clothing-consumption/>
- [9] Gilligan, C. et. al. 2003. *In a different voice: Psychological theory and women’s development*. Cambridge, MA: Harvard University Press.
- [10] Granström, F. (2006), *Socio-Economic Evaluation of Furniture Re-Use - An Exploratory Case Study of A Community Waste Scheme (NOAH)*, Institute of Water and Environment, Cranfield University, Cranfield.
- [11] Gregson, N. and Crewe, L. (2003), *Second-hand Cultures*, Berg, Oxford.
- [12] Guiot, D. and Roux, D. (2010), “A second-hand shoppers’ motivation scale: antecedents, consequences, and implications for retailers”, *Journal of Retailing*, Vol. 86 No. 4, pp. 355-371.
- [13] Hiller Connell, K.Y. (2011), “Exploring consumers’ perceptions of eco-conscious apparel acquisition behaviors”, *Social Responsibility Journal*, Vol. 7 No. 1, pp. 61-73.
- [14] Hofstede, G., 1997. *Cultures and Organizations: Software of the Mind*. McGraw-Hill, New York.
- [15] Horne, S. and Maddrell, A. (2002), *Charity Shops, Consumption, Retailing and Society*, Routledge, London.
- [16] Luna, D., Gupta, S., 2001. An integrative framework for cross-cultural consumer behavior. *International Marketing Review* 18 (1), 45–69.
- [17] McCarthy, Jerome & William Perreault. (2006). *Pemasaran Dasar Pendekatan Manajemen Global*. Jakarta: Salemba empat.
- [18] McClelland, D., 1961. *The Achieving Society*. The Free Press, New York.
- [19] McCracken, G., 1986. Culture and consumption : a theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research* 13 (1), 71–84.
- [20] Moleong, Lexy. (2011). *Metodologi Penelitian Kualitatif*. Rev .ed. Bandung. PT Remaja Rosdakarya.
- [21] Morgan, L.R. and Birtwistle, G. (2009), “An investigation of young fashion consumers’ disposal habits”, *International Journal of Consumer Studies*, Vol. 33 No. 2, pp. 190-198.

- [22] Mukherjee, S., Datta, B., & Paul, J. (2020). The phenomenon of purchasing second-hand products by the BOP consumers. *Journal of Retailing and Consumer Services*, 57 (September 2019), 102189. <https://doi.org/10.1016/j.jretconser.2020.102189>
- [23] Page, C., 1992. A history of conspicuous consumption. Meaning, Measure, and Morality of Materialism, Association for Consumer Research, Provo, UT (1992), pp. 82–87.
- [24] Parsons, L. (2000), “New goods, old records and second-hand suits: charity shopping in South-West England”, *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 5 No. 2, pp. 141-151.
- [25] Solomon, M. R. (2013). *Consumer Behavior: Buying, Having, and Being*. 10th ed. England: Pearson Education.
- [26] Turunen, L. L. M., Leipämaa-Leskinen, H., & Sihvonen, J. (2018). Restructuring Secondhand Fashion from the Consumption Perspective. *Vintage Luxury Fashion*, 11–27. https://doi.org/10.1007/978-3-319-71985-6_2
- [27] Yan, R. N., Bae, S. Y., & Xu, H. (2015). Second-hand clothing shopping among college students: The role of psychographic characteristics. *Young Consumers*, 16(1), 85–98. <https://doi.org/10.1108/YC-02-2014-00429>
- [28] Verplanken, B., Herabadi, A., & Knippenberg, A. V. (2009). Consumption experience of impulsive buying in indonesia: emotional arousal and hedonistic considerations. *Asian Journal of Social Psychology*, 12, 20-31.
- [29] Watson, M. (2008), “A review of literature and research on public attitudes, perceptions and behaviour relating to remanufactured, repaired and reused products”, Report for the Centre for Remanufacturing and Reuse, Centre for Remanufacturing & Reuse, The University of Sheffield, Sheffield.
- [30] Williams, C.C. and Paddock, C. (2003), “The meanings of informal and second-hand retail channels: some evidence from Leicester”, *The International Review of Retail, Distribution and Consumer Research*, Vol. 13 No. 3, pp. 317-336.
- [31] Wong, N., & Ahuvia, A. (1998). Personal taste and family face: Luxury consumption in Confucian and western societies. *Psychology and Marketing*, 15(5), 423–441.
- [32] Yin, R. K. 2000. *Case study research: Design and methods* (5nd ed.). Newbury Park, CA: Sage.
- [33] Zampier, R. L., Farias, R. de C. P., & Pinto, M. R. (2019). Authenticity in discursive practices of the online market for second-hand luxury clothing. *The Qualitative Report*, 24(12), 3125-3149.
- [34] <http://marketeers.com/apa-yang-membedakan-barang-preloved-dengan-barang-bekas/>
- [35] <https://republika.co.id/berita/gaya-hidup/trend/17/12/14/p0y54p328-orang-indonesia-suka-belanja-barang-bekas>