

ISSN: 2581-8651



theshillonga

JHED

**Journal of Humanities and Education
Development**

Cross Ref DOI: 10.22161/jhed

<https://theshillonga.com/index.php/jhed>

Volume - 4 | Issue - 6

Nov-Dec, 2022

TheShillonga Publication

Journal of Humanities and Education Development (JHED)

(ISSN: 2581-8651)

DOI: 10.22161/jhed

Vol-4, Issue-6

November-December, 2022

Editor in Chief

Dr. Manoj Kumar

Copyright © 2022 Journal of Humanities and Education Development (JHED)

Publisher

TheShillonga Publication Group

Email: theshillonga.jhed@gmail.com

Web: <https://theshillonga.com/index.php/jhed/index>

FOREWORD

I am pleased to put into the hands of readers Volume-4; Issue-6: 2022 (November-December, 2022) of “**Journal of Humanities and Education Development (JHED) (ISSN: 2581-8651)**”, an international journal which publishes peer reviewed quality research papers on a wide variety of topics related to, Humanities and Education development. Looking to the keen interest shown by the authors and readers, the editorial board has decided to release print issue also, journal issue will be available in various library also in print and online version. This will motivate authors for quick publication of their research papers. Even with these changes our objective remains the same, that is, to encourage young researchers and academicians to think innovatively and share their research findings with others for the betterment of mankind. This journal has DOI (Digital Object Identifier) also, this will improve citation of research papers.

I thank all the authors of the research papers for contributing their scholarly articles. Despite many challenges, the entire editorial board has worked tirelessly and helped me to bring out this issue of the journal well in time. They all deserve my heartfelt thanks.

Finally, I hope the readers will make good use of this valuable research material and continue to contribute their research finding for publication in this journal. Constructive comments and suggestions from our readers are welcome for further improvement of the quality and usefulness of the journal.

With warm regards.



Dr. Manoj Kumar

Editor-in-Chief

Journal of Humanities and Education Development (JHED) (ISSN: 2581-8651)

<https://theshillonga.com/index.php/jhed/index>

DOI: 10.22161/jhed

Date: January, 2023

International Editorial/ Reviewer Board

Dr. Manoj Kumar

Assistant Professor, English Department, Amity University, Jaipur, India

Dr. Rose Asayas Arceño

Faculty, Educational Management, and Research

College of Graduate Studies, Palompon Institute of Technology, Palompon, Leyte, Philippines

Prof. Dr. Andrew Sagayadass Philominraj

Director, M.A. in English Didactics, Academic & Researcher, School of English Pedagogy, Department of English, Faculty of Education, Universidad Católica del Maule, Talca - Chile

Dr. Osama Mahmoud Abu Baha

Assistant Professor English Language and Literature, University College of Educational Sciences - UNRWA

Prof. Dr. Misbah Mahmood Dawood AL-Sulaimaan

Dept. of English/ College of Education and Languages/ Lebanese French University, Kurdistan Region - Iraq

Agnieszka Ilendo-Milewska

Ph D., Director of the Faculty of Psychology, Private University of Pedagogy in Bialystok, Poland

Area of Interest: Psychology

Dr. H.Saremi

Vice- chancellor For Administrative & Finance Affairs, Islamic Azad university of Iran, Quchan branch, Quchan-Iran

Damianus Abun

Doctor of Philosophy in Management

Faculty of the College of Business, Divine Word College of Vigan and Divine Word College of Laoag, Philippines

Area of Interest: Business Management, educational management, ethics, philosophy, religion, theology

Tem Protus Mbeum

Lecturer, Department of History, Bamenda University Institutes of Science and Technology, Bamenda, Cameroon

Sanibe Emmanuel Traore

Researcher in Terrorism in the Sahel, Mali

Vol-4, Issue-6, November-December, 2022

(DOI: 10.22161/jhed.4.6)

-
- Methods used by Head of Schools in Managing Conflict in Improving Teachers Morale in Public Secondary Schools in Chato District in Tanzania***
Khadija Kayanda, Felista Tangi 1-7
- Analyzing different types of advertising and its influence on customer choice***
Khowanas Saeed Qader, Pshdar Abdalla Hamza, Rizhin Nuree Othman, Sanarya Adnan Anwer, Hawkar Anwar Hamad, Bayar Gardi, Hamin Khasrow Ibrahim 8-21
- Production Management: Analyzing the alignment of knowledge management with production management***
Idrees Sadeq Kanabi, Diyar Abdulmajeed Jamil, Rozhgar Khorsheed Mahmood, Zaid Saad Ismail, Swran Jawamir Jwmaa, Saif Qudama Younus, Baban Jabbar Othman, Muhammed Khazal Rashad 22-37
- Consumer Purchasing decision: Choosing the Marketing Strategy to influence consumer decision making***
Diyar Abdulmajeed Jamil, Rozhgar Khorsheed Mahmood, Zaid Saad Ismail, Swran Jawamir Jwmaa, Saif Qudama Younus, Baban Jabbar Othman, Muhammed Khazal Rashad, Idrees Sadeq Kanabi 38-52
- Organizational effectiveness: Educational leadership and its impact on organizational effectiveness***
Muhammed Khazal Rashad, Idrees Sadeq Kanabi, Diyar Abdulmajeed Jamil, Rozhgar Khorsheed Mahmood, Zaid Saad Ismail, Swran Jawamir Jwmaa, Saif Qudama Younus, Baban Jabbar Othman 53-66
- The Effect of Blended Learning Instruction using Simplified Science Module on Students' Academic Performance***
Florhen B. De Leon, Mona-Allea L. Matolo 67-73
- The Effect of the Round House Strategy on Acquiring Geographical Concepts for Fourth-grade Literary Pupils and Developing their Effective Communication***
Abdul Halim Muhammad Obaid Saeed Al Fahdawi, Nazim Jawad Ali Firas Al Fahdawi 74-85
- The Bluest Eye by Toni Morrison, Analyzed Through the Lens of a Cultural Materialism***
Mohammed Hamad Sulaiman 86-90
- Integration of MS Teams as an LMS Tool for Language Classroom: An Analysis using SAMR Model***
Anish Jackson N, Susmitha Shyamsundar 91-95

Methods used by Head of Schools in Managing Conflict in Improving Teachers Morale in Public Secondary Schools in Chato District in Tanzania

Khadija Kayanda*, Felista Tangi

Department of Education Foundations, St. Augustine University of Tanzania, Mwanza, Tanzania

*Corresponding author

Received: 12 Oct 2022; Received in revised form: 31 Oct 2022; Accepted: 05 Nov 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

Head of schools in public secondary schools play a key role in establishing the adhesive that links the outdoor environment and while doing such important duty, conflict during implementation is not too far especially during conflict management. At the same time head of schools have different alternative in attacking the challenges. This study examines challenges which head of schools encounter during resolving conflict and techniques used to stand as way forward towards challenges. Primary data were collected using questionnaire and focus group discussion tools from 133 respondents who are teachers, 30 school board members, 6 head of schools and 1 district education officer. The sample was chosen from each selected secondary school within Chato district by simple random sampling technique. The data was analyzed using Statistical Package for Social Science (SPSS ver. 20, IBM, USA). The high spot that some challenges faced by heads of school in managing conflict are lack of conflict management skills, biasness, scarce financial resources, low awareness on responsibilities to some teachers, lack of evidence, and political interference. The study revealed that the possible solutions used by the head of school in arguing conflict included the use of school board members, avoidance of favoritism, availabilities and good distribution of resources, ignoring conflict and collaborating. In this matter conflict is inevitable in secondary schools; however, there are means of managing challenges that are encountered in the course of managing conflict in schools. Therefore, government through the Ministry of Education and Vocational Training should focus on great need for heads of secondary schools and teachers to be trained in conflict management.

Keywords— Solution, Teacher, Management, Leadership.

I. INTRODUCTION

Head of school manage a school which is an educational organization including collection of several individuals who play an important role in school management activities (Gaol, 2021). Each individual has their own uniqueness and different motivation in the involvement of school management in accordance with their duties. Competition between individuals is a normal and reasonable occur because each individual wants to show the best performance. Individual conflict affects the extent to school management since when conflicts rise between individuals become conflicts between units or parts of the school's organizational structure. Head of school and leaders in schools confront with the potential for conflict that can lead to problems (Pasathang, Tesaputa & Sataphonwong, 2016).

Jantzi & Leithwood, (2016), unresolved conflicts can lead to job dissatisfaction, high absenteeism and turnover,

prolonged disruption of activities, and lack of concerted effort by organization members. Methods used to manage conflicts in school are needed to solve conflicts and find solutions in the form of solutions as a form of organizational optimization (Holloway, 2020). Conflicts that occur in schools need to be managed properly by the head of school so that they have the potential to make the organization effective. Ghaffar, (2019) suggested that general conflict management methods include win-lose method, a lose-lose method, and a win-win method. By using the method of win-lose, one side wins and one side loses, including the use of authority or power to suppress another party. Could be, the losing party behave non-productive, less active, and not identify themselves with the goals of the organization. A lose-lose strategy means that all parties to the conflict become losers. This method can be in the form of a compromise which comprise both sacrificing their interests, and arbitration (using a third

party). Win-win strategy, namely conflict is solved through the method of problem solving or problem solving (Omboko, 2020).

In other side, school leadership has become a peak importance all over the world since it is expected to play a key role in establishing the glue that links the outdoor environment with friendless classrooms, school policies and classroom practice. Problems of conflicts in public secondary schools in Tanzania have been renowned severally in various districts and schools, whereby in Chato district, conflicts in public secondary schools have alike been renowned. Head of school required to be able to master and condition conflicts that occur in schools that must be managed properly in secondary school. Ability and skills possessed by the head of school have an impact on the conditions and situations of conflict in schools is becoming energy positive are able to boost the management of all the components that exist in schools. The head of school must be able to carry out his role as an organizer, manager, educator, leader, and education supervisor. Carrying out their role as managers and educational leaders, the head of school faces various components that have the potential to cause conflict. This is caused by the heterogeneity of the resources being managed, the large number of interests between units in the overall organizational structure, personnel supporting the implementation of education who have varied backgrounds, interests, tasks, authorities, and responsibilities.

Despite the potential strategies employed by the head of school towards reducing conflict and reframing teachers to be as one team as part of managerial members in running the school, there is limited empirical evidence on challenges facing head of school in managing conflict and possible solution used to solve the challenges. The study therefore aimed at assessing the challenges facing head of school in managing conflict to teachers and methods which are employed to manage conflict towards improving morale to teachers for the purpose of drawing practical lessons for sustainable way of ensuring no conflict in public secondary school is managed properly.

II. LITERATURE REVIEW

Olaleye & Arogundade, (2017), revealed that the head of school use stakeholder meetings and consultations at their schools on a regular basis to resolve issues and suggested that schools should provide training on conflict resolution tactics to aid in dispute resolution. The study implies that conflict management mostly resolved by using staff meeting and consultations techniques while training stands as the major principal of imparting knowledge to the head

of schools and teacher about the best method of resolving conflict. Okumbe, (2018), discovered that schools used dispute resolution approaches and when it came to resolving disagreements between principals and teachers, mediation was frequently used. Techniques for conflict resolution were found to have a positive linearly significant impact on conflict resolution tactics. Secondary schools have conflict management methods, according to the survey, and mediation was often utilized to resolve problems between principals and instructors. More capacity building for school administrators on the usage of conflict management tactics currently in use in schools was recommended in the study. This is because, despite the fact that schools have conflict management procedures in place, conflicts still occur, necessitating more training. Thus this study aims to assess the method used by the head of school to manage conflict in public secondary schools based on chato district.

Eze & Victor, (2022) demonstrated that head of school techniques such as forcing, avoidance, and silence are unhelpful in resolving conflict. On the topic of managing conflict in organizations in New York, Rahim (2016) analyzed the various styles of behavior by which interpersonal conflict may be handled, and as a result, he developed a model of the styles of handling interpersonal conflict by quoting the results of theories done by Follet, 1926/1940, who discovered three main ways of dealing with conflict: dominance, compromise, and integration. Okumbe, (2018), concluding that students are not just raw materials in the education business but also valuable human resources and as a result, effective student management is required. The school administration must ensure that the actions of pupils and the operation of the organization are closely monitored. This necessitates the use of an educational manager who is well-versed in educational management practices. This study checks into whether or not the head of school employs an effective student manager, as well as whether or not he or she is a consistent user of management techniques.

Nafukho (2021) the college changed into like a middle of enterprise wherein income making changed into crucial. Head instructor's with inside the twenty first century is anticipated to run establishments of gaining knowledge of like enterprise worries and be loose from political interference if conflicts ought to be averted in schools. Politicians and different folks now no longer immediately concerned in college control ought to now no longer intrude in control of schools. Head of schools can prevent conflicts in their schools if the community fully supports the educational programs (Nukus, 2020). The school and community connections should be marked by collaboration, engagement, and dialogue. The community

must be aware of the school's activities. The administrator's job is to teach the community not only what it wants, but also to increase aspirations for what the school is doing. Conflicts can be avoided if the principal is able to communicate the educational programs to the community (McCorkle & Miller, 2017).

Ates & Yilmaz, (2018), revealed that, in order to improve employee productivity and morale, it is important for managers to allow employees to help set department or organizational goals and resolve their conflicts amicably. Employees will work harder to reach goals if they're involved in setting them. Employees resent being left out of the loop, especially when changes are going on, which can cause them to be cynical about future endeavors, their supervisors, and the company. If kept uninformed, they may also assume the worst - which their jobs are at risk. Managers need to stress both positive and negative aspects of change and be honest about the company's future. Open communication should especially be a priority when introducing any new initiatives. Cerit, Kadioglu, & Yilmaz, (2017), viewed that, informed employees are happier employees; they function better, feel like part of the team, and adjust to change more easily. If management's goal is to maintain high employee morale within their organization, part of the process will involve empowering employees to act independently when appropriate by being able to resolve conflicts that arise from within and from outside. Giving employees the room to grow professionally - and that includes allowing them to make mistakes - will increase their self-esteem and self-efficacy, thereby boosting their morale in the midst of conflicts.

III. RESEARCH METHODOLOGY

The target populations were teachers and head of schools, the survey included other actors along the education sector. Simple random sampling techniques were employed. The sample size involved 170 respondents from the chato district. The sample size was calculated based on the formula described by Kothari, (2004). Data collection was achieved using structured questionnaires and focus group discussion from key actors in the education sector: mainly teachers, head of schools and District education officer. Both descriptive analyses were employed. Statistical Package for Social Science (SPSS ver. 20, IBM, USA) was used to analyze descriptive statistics. Descriptive statistics were used to describe the characteristics and responses information trends about challenges during conflict management. Descriptive analyses included frequency and percentages which are statistical measures of central tendency.

Findings of the Study

Methods used by Head of School in Managing Conflict

The results revealed that, the head of school use table discussion as methods of resolving conflict. A table discussion organized by conversation between the two side, several chosen solve and bring a variety of perspectives to a subject, and an audience who may simply observe by asking questions. Some events use the table discussion format as a breakout exercise during a conflict management. Also the study findings revealed that formulating different school committees (SCs) at school help in conflict managements which is evidenced in high response by the teachers. The SCs carry out a variety of critical functions in the development of the school. These include formulation of the School Development Plan (SDP), provision of school infrastructure, resource mobilization, financial and asset management, creation of learner-teacher friendly schools, as well as managing conflict with the ultimate goal of improving learning outcomes. If these duties and responsibilities are executed efficiently and effectively the desired outcomes realized. The successful conflict's management calls upon skillful and competent SCs to plan, manage funds and assets, provide infrastructure, mobilizes resources and manage conflict. Ultimately this will improve the teaching and learning environment.

Furthermore, the study findings show that, team work method used by head of school and team work involved more than one person in a process to achieve a school target. Team work emphasized in the strategic management of a school organization in forming a working team that actively and abled to work together to achieve school objective hence help in conflicts managements. In general, the team group of quality built in order to create a rule that strive for excellence. Therefore, the success of the efforts of a group that was formed, the spirit of cooperation and good relations among group members need to be nurtured hence reduce conflicts in school. The importance of team work in schools include effective team work, make decisions together, the emphasis on action, leaders and group work, teamwork is a skill for life, the refusal fostering teamwork in schools, Extra teamwork, and good team building methods.

On other hand good communication between school organization in one way or another used as method in managing conflict supported by 72.9 percent. Conscientization as methods a method used by head of school in managing conflicts scored 69.9 percent of response from teachers. Regular conducting staff meeting scored 51.9 percent, motivation to teachers' 42.9 percent, provision of punishments 39.1 percent, warning

responsible person 39.8 percent and delegation of power 19.5 percent were methods used by head of schools as stated by teachers participated in the study (Table 4.6).

In response to the question whether Board of schools knew of any conflict management methods the head of school used to resolve conflicts in school. Conclusion from Board of schools indicated that they knew the conflict management methods. Board of schools members further asked to cite the specific methods used by head of school to deal conflict in school. The Board of schools suggested that head of school sit the conflicting parties down and investigates the main cause of the conflict. The involved parties in the conflict are also enlightened about the backlash of the particular disagreement. Further, the offender is warned not to repeat the action otherwise faces stiff punishment. If there is no change the offender is instructed to come with parents or guardians to the school for further disciplinary action. Board of schools stated that if the conflict was monumental, a punishment is given to both parties but they need to do it together as a team this facilitates cooperation between them. In all these processes, the head of school takes the mediator roles.

During the interview with head of school from the sampled schools were also asked to indicate the conflict management methods they use to resolve conflict in secondary school. The following conflict management strategies were pointed out: mediation, arbitration, negotiation and counseling. To add on the aforementioned list, the respondents mentioned open dialogue which allows the students, teachers and staffs to sight their feelings and look for possible solution to the conflict. Furthermore, the respondents also stated that open dialogue entails talking to the students, teachers and staffs involved warning and cautioning them about conflict. However, some cases require parental concern such as parents are called in to assist in resolving children's conflicts in school.

During the interview with DSEO responded that, Head of school are directed to solve conflicts through rules and regulations guiding public servants. Hence failure to compile with those rules and regulations make it difficult in managing secondary school. Specifically, DSEO stated that;

“It is very difficult to say exactly kind of conflict management technique used by head of school in managing conflict because of diverse and varied types of conflicts and its

managing techniques also vary considerably. Sometime head of school decides to take no action, sometimes give second chance and sometime use aggressive language even to be rude just for the sake of the schools. Like I said it is difficult to use the only one conflict management technique in all types of conflicts...” (Interviewee August, 2021).

The results imply that the conflict management methods hired by head of school in secondary schools include mediation, arbitration, negotiation, dialogue and counseling. Mediation and dialogue have been found to be the main methods used to resolve conflicts. Additionally, the findings revealed that open dialogue such as offering the chance to express their views as to why they were involved in conflict and explore possible solution of the conflict was used by head of school also. The study further reputable that the other methods used were mediation and arbitration, with mediation taking center stage in most conflict resolution cases. In line with the results, Dady, (2015), noted that when conflict occurs, head of school most commonly employs one or a combination of these conflict resolution styles and generally respond to conflict using what skills they have learned and moreover, are most comfortable with. Like parenting where most people receive no formal instruction but engage in it on the basis of what has been modeled for them in the past, so do people learn how to resolve conflict through experiencing one or more of these problem-solving styles in use?

Similar studies have found varying conflict management strategies; these include the studies by; Robbins (2002) concentrated on strategies specifically labeled as resolution techniques. Lists eight techniques such as: problem solving, super ordinate goals, avoidance, smoothing, compromise, authoritative command, altering the human variable and altering structural variables. Sang, (2019) effective communication described as the best because it would make the group aware of the kind of communication which could lead to problem solving. Altalhi & Alshammri, (2018) identified five methods of solving conflicts which are; smoothing, compromising, forcing, withdrawal and problem solving. In most of these studies compromise has been found to be the common strategy which most of the researchers mentioned above identified in their studies. In our case, negotiation is however similar to compromise which all other studies found.

Table 1: Response of Methods used by Head of School in Managing Conflict

Methods	Yes		No	
	Frequency	Percent	Frequency	Percent
Team work method	99	74.4	34	25.6
Motivation to teachers	57	42.9	76	57.1
Table discussion	125	94.0	8	6.0
Good communication	97	72.9	36	27.1
Punishments	52	39.1	81	60.9
Warning	53	39.8	80	60.2
Formulating committees	105	78.9	28	21.1
Delegation of power	26	19.5	107	80.5
Regular staff meeting	69	51.9	64	49.1
Conscientization	93	69.9	40	31.1

Source: Field Data (2021)

Usefulness of Methods employed by Head of School in Conflict Managements

The study findings (Table 4.8) revealed that the majority strongly agreed with the opinion that welfare issues (motivation to teachers) at 41.3 percent while only 6.0 percent strongly disagreed about the subject matter. Other methods which were used by head of school in managing conflict in lager extent included performance of duties effectively, good allocation of inadequate resources available, avoid favoritism, avoid absenteeism to workers and syllabus coverage with the scores of 58.6 percent, 39.8 percent, 35.3 percent, 84.9 percent and 57.9 percent respectively.

During the focus group discussion with members revealed that some of head of school methods were effective in such a way that students involved in conflict may be suspended or expelled from school because conflict was serious offence as stated in the school rules. The expulsion may lead to students’ difficulties in finding another school hence for fear of expulsion; students avoid involving themselves in conflicts. This makes students involved in conflict to change which has helped in the reduction of conflict in the school thereby increasing peace building in the school. This has helped with the effective coordination of the schools.

Board of school members were then asked to explain what they thought should be done to impart conflict management skills among head of school. In responding to the question, they discussed that conflict management skills can be imparted in learners by teaching them the importance of friendship and the importance of peace and

justice among them and by teaching them how to solve arguments or misunderstandings among them. They further stated that head of schools should consider forming clubs which teach on the importance of peace and demote conflict. The schools should come up with dialogue programs so that learners can learn how to solve conflict in a peaceful manner. They also indicated that schools should consider involving anti-conflict groups to talk about what causes learners to have conflicts among themselves and how to resolve such conflicts.

The study is in line with Shanka & Thuo, (2017) who revealed that collaborating is effective in that it enables people to work together so that everyone can win. Collaborative strategy involves a behavior that is strongly cooperative and assertive which reflects a win-win approach to resolving conflict. Commenting on the compromise strategy, Altalhi & Alshammri, (2018), posit that compromise is an attempt to have a partial satisfaction for both parties in the sense that both receive the proverbial “half loaf” and this compels both parties to make sacrifices to obtain a common gain. This style is effective in that both parties gain in the process of conflict resolution. He asserted that collaboration and compromise are the most effective and productive forms of addressing conflict because there is not a winner or loser but rather a working together for the best possible solution. On the other hand, found that those who adopt a competitive style try so hard to get what they want that they ruin friendships or relationships in the process.

On other hand head of school were asked to state the support government gives to secondary school in conflict management. In responding to the question, head of school

stated that government is encouraging school head of school to undergo conflict management courses. Government does this by organizing workshops on conflict management that school managers attend. Also, government organizes a lot of workshops through the ministry of education on conflict resolution. Further, they indicated that government has embarked on training more head of school in conflict management skills so that they become fully equipped to solve conflict among learners in schools. Through the creation and promotion of guidance and counselling department in schools, government is trying to support secondary school conflict management.

Generally, the methods used by heads of schools in managing conflict in the secondary schools involved team work method and stakeholders' meetings and consultations in their schools as a way by head of school in resolving conflicts. Similarly, motivation to teachers, table

discussion, good communication with teachers, provision of punishments, warning responsible person, were used also by head of school in resolving conflict. Lastly formulating different committees at school, delegation of power, regular conducting staff meeting, and conscientization were also conflict management methods used by head of school. The results coincide with skill theory of leadership skills are learned, not innate and any person can be a leader. From this perspective, ordinary teachers have the right like any other people to hold head of school position as to influence teachers at the job. However, the appointed school head of school should enhance the school effectiveness by increasing teacher motivation, good communication with teachers, provision of punishments and warning responsible person at the job through manifesting their leadership skills - technical, human and conceptual skills.

Table 2: Opinion on the Extend of Applicability of Conflict Methods

Statements	Level of Usefulness				
	1	2	3	4	5
Welfare issues	8(6.0)	38(28.6)	27(20.3)	5(3.8)	55(41.3)
Effective performance of duties	10(7.5)	2(1.5)	35(26.3)	78(58.6)	8(6.0)
Allocation of resources	12(9.0)	8(6.0)	53(39.8)	52(39.2)	8(6.0)
Distribution of responsibilities	10(7.5)	27(20.3)	15(11.3)	34(25.5)	47(35.3)
Avoid favoritism	36(27.0)	35(26.3)	2(1.5)	47(35.3)	13(9.8)
Opportunity to attend courses	2(1.5)	34(25.7)	87(65.4)	0(0)	10(7.5)
Equal appointment	10(7.5)	8(6.0)	68(51.1)	0(0)	47(35.3)
Avoid absenteeism to workers	10(7.5)	2(1.5)	0(0)	113(84.9)	8(6.0)
Syllabus coverage	8(6.0)	2(1.5)	38(28.6)	77(57.9)	8(6.0)

1 = Strongly Disagree, 2 =Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree

Source: Field Data (2021)

IV. CONCLUSION

Methods used by heads of schools in managing conflict in the secondary schools in Chato District, the majority of the respondents frequently had team work method and stakeholders' meetings and consultations in their schools as a way of resolving conflicts. Similarly, motivation to teachers, table discussion, good communication with teachers, provision of punishments, warning responsible person, were also used in resolving conflict. Use of Student Representative Council, adequate coverage of syllabus, transparency and accountability in financial and resource allocations and absence of political interference and patronage were also found out as conflict management methods. Lastly formulating different committees at school, delegation of power, regular conducting staff

meeting, and conscientization were also conflict management methods used by head of school.

RECOMMENDATIONS

Since conflict is inevitable in secondary schools and is often caused by many factors, head of school need to limit personal issues in the management of secondary schools as these stimulate conflicts, ensure transparency and effective communication are important should be considered as a must implement policy in public secondary schools. The school administration should try to find out the root cause of conflicts in public secondary schools and involve all the education stakeholders in the school in order to enhance discipline for effective conflict management strategies to be put in place.

ACKNOWLEDGEMENTS

This work was supported by the family members. I am grateful to my husband Nassib Abdul and my children for their support. Also, I would like to thank the Vice Chancellor for Research and Technology of St. Augustine University of Tanzania for supporting this study, as well as all respondents who participated in this study during data collection.

REFERENCES

- [1] Kothari, C. R. (2004). *Research methodology: Methods and technique*. New Age International Ltd.
- [2] Nafukho, M., (2021). *Financing education for efficiency and effectiveness of education institutions, in Kenya, Kitale: A paper presented at the Rift Valley Heads Association Conference in Kitale*. Unpublished Material
- [3] Nukus B. K., (2020), conflict management practices in secondary schools, Addis Ababa University, Ethiopia.
- [4] Okumbe, J. A. (2018). *Educational management: Theory and practice*. Nairobi University press.
- [5] Rahim, A.M. (2016). *Managing Conflict in Organizations*. Praeger Publishers.
- [6] McCorkle, J. and Miller, R. (2017). *School management*. McGraw-Hill
- [7] Robbins, P.S & Coulter, M. (2002), *Management*. Prentice Hall Inc.
- [8] Gaol N. T. L., (2021). School leadership in Indonesia: A systematic literature review, *Educational Management Administration and Leadership*, 0(0). <https://doi.org/10.1177/17411432211010811>
- [9] Jantzi, L. & Leithwood, K. (2016). The relative effect of principal and teachers' services of leadership on student engagement in school, *Educational Administration Quarterly*, Vol. 35pp679-680
- [10] Pasathang, S., Tesaputa, K & Sataphonwong, P., (2016). Teachers' Performance Motivation System in Thai Primary Schools *International Education Studies, Published by Canadian Center of Science and Education*, 9(7)
- [11] Ghaffar B., (2019), Conflict In schools: its causes and management strategies, *Journal of Managerial Sciences*, Vol. 3(2):211-227
- [12] Omboko, P., (2020). Levels and effects of conflicts in Kapsabet division school, A report presented to stakeholders' forum in education in Kapsabet, Chemundu and Kaptel, Unpublished Material.
- [13] Olaleye, F. O. & Arogundade B. B. (2017), Conflict management strategies, University administrators in South-West Nigeria
- [14] Eze H. O and Victor O., (2022), Conflict management and resolution strategies between teachers and school leaders in secondary schools of Enugu educational zone, Enugu state, *International Journal of Multidisciplinary Research and Development*, 9(3): 46-56.
- [15] Ateş H. K and Yilmaz P., (2018), Investigation of the Work Motivation Levels of Primary School Teachers, *Journal of Education and Training Studies*, 6(3): 184-196 <https://doi.org/10.11114/jets.v6i3.2948>
- [16] Cerit, Y., Kadioglu, A. H., & Yilmaz, P. (2017). Investigation of Factors Affecting Job Motivation Perceptions of Class Teachers-, YEAUK 2017 International Research on Education and Applications in Higher Education in Higher Education, 19-20 May, 2017 Istanbul.
- [17] Dady N., (2015), Conflict management strategies used by head teachers and teachers of primary schools in Tanzania, *Journal of Education, Humanities and Sciences*, Vol. 4(2):
- [18] Sang, F. K. (2019). Perceived causes, effects and resolution of management conflicts in church sponsored public secondary schools in Kipkaren Division. Unpublished thesis manuscript. UEAB.
- [19] Altalhi H. & Alshammri S. N., (2018), Cooperation in Negotiation Is the Way to Creativity: A Case from the Royal Commission Yanbu Colleges and Institutes, *Journal of Human Resource and Sustainability Studies*, 6(1): 156-156. Doi: 10.4236/jhrss.2018.61033.
- [20] Shanka E. B and Thuo M., (2017), conflict management and resolution strategies between teachers and school leaders in Primary Schools, *Journal of Education and Practice*, Vol.8(4):63-74

Analyzing different types of advertising and its influence on customer choice

Khownas Saeed Qader¹, Pshdar Abdalla Hamza², Rizhin Nuree Othman³, Sanarya Adnan Anwer⁴, Hawkar Anwar Hamad⁵, Bayar Gardi⁶, Hamin Khasrow Ibrahim⁷

¹Department of Accounting and Finance, College of Administrations and Economics, Lebanese French University, Kurdistan Region, Iraq

²Department of Business Administration, Kurdistan Technical Institute, Sulaymaniyah, Iraq

³Department of Computer Science and Engineering, Lebanese French University, Kurdistan Region, Iraq

⁴Department of Business Administration, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

⁵Department of Accounting and Finance, College of Administrations and Economics, Lebanese French University, Kurdistan Region, Iraq

⁶Department of Accounting, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

⁷Department of Accounting, College of Economy and International Relations, Catholic University in Erbil, Kurdistan Region, Iraq

Received: 15 Oct 2022; Received in revised form: 03 Nov 2022; Accepted: 10 Nov 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license

<https://creativecommons.org/licenses/by/4.0/>

Abstract

Marketers spend money on a variety of media platforms in order to influence consumer purchasing choice. Every advertisement on every media platform has a unique composition that engages the customers in a different way depending on the platform. The purpose of this research is to determine five types of advertisement and its influence on consumer purchasing choice at selected retailer stores in Erbil. It is a quantitative approach that is used to analyze data that has been obtained by the researcher. The Manager has circulated the survey to consumers of retailer stores and has gathered responses from those customers. When conducting the current study, the researcher employed a questionnaire in order to gather information. In the first segment, demographic questions were asked, beginning with the customer's gender and marital status and progressing to other inquiries. The second section had questions about the company's products and services. The second part of questionnaire was regarding five types of advertisement as independent factors and consumer purchasing choice at selected retailer stores in Erbil. When it comes to the sampling process, it will be a random sampling method, which means that almost all consumers at retailer stores in Erbil will have equal odds of being picked for the findings revealed that all five advertisements will have positive and significant influence on consumer purchasing choice at selected retailer stores, however, it was found that online advertising is the most effective and efficient among all five advertisements to bring consumer attentions while making decision in selecting certain brand or a product at their daily, weekly and monthly shopping at retailer stores in Erbil. The study recommended that management of firms in retail stores should consider it a requirement to adequately market their products, since doing so will provide them a competitive advantage over their competitors.

Keywords— Broadcast advertising, Online advertising, Outdoor advertising, Product placement, print advertising, consumer purchasing choice

I. INTRODUCTION

These days, no one is immune to the widespread impact of the mainstream media. Advertising is well-known for having a long-lasting influence on clients, even when compared to other marketing techniques. Every year, a significant portion of a company's revenue is spent on advertising the company's products and services to potential customers (Hani et al. 2018). Various studies and researches have been undertaken on this subject in order to have a

better understanding of what advertising is actually about. According to Cerri et al. (2018), it is a strong commercial instrument that has the potential to alter people's minds and behaviors, which is why it is utilized for a variety of goals by firms of all sizes and industries. Specifically, according to Martins et al. (2019), it is the circulation or dispersion of knowledge pertaining to a concept, a service, or an item. Advertising has been around from the beginning of time, when individuals would employ symbols or visual messages on handcrafted goods to entice customers to their

products. Advertising used to be limited to just providing information about a product or service, but today's advertisements must also serve to establish brand image, shape brand loyalty, and most crucially, persuade consumers to purchase the product or service being advertised. The most important aspect of running a business is to generate sales and profits. It is necessary for a business to produce sufficient sales to pay its operational costs while also earning a respectable level of profit in order to survive and develop in the market. Because of the significance of sales to a company's existence as well as the relationship that exists between customers and sales, it is vital for businesses to engage in advertising campaigns that can influence consumers' decisions to purchase their products. Advertising is now an inescapable part of every successful marketing strategy. Advertisement has risen to become one of the most important means of communication between businesses and the people who consume their products or services. Advertising is often regarded as the most important aspect in the success of any organization on a global scale (Han & Guo, 2018).

Print advertising (newspapers, magazines, and brochures), outdoor advertising, broadcast advertising (television, radio), internet advertising (social media, display advertisements), and product placement advertising are all examples of distinct sorts of media (ads displayed through movies and shows). The primary goal of advertising is to influence a customer's purchasing behavior. The efficacy of

advertising messages, which is defined as the extent to which the presumed purpose of the advertisement was achieved, is commonly used to assess the influence of advertising (Hüttel et al. 2018). Advertising, when used as a promotional technique, is an important instrument in increasing product awareness in the minds of potential customers in order for them to make an eventual purchase choice. People may judge the quality of a thing by accumulating information about it, which they often obtain via marketing. As a result of technical and economic advancements, firms that are competing against one another in this decade and the next decades have a significant challenge in changing customer perceptions of products and directing their purchasing decisions. When businesses are experiencing financial difficulties, the first item they cut from their budgets is advertising spending. This is due to a lack of understanding of the influence of advertising on customer purchase decisions. Companies who invest more time and effort in learning about their consumers, the sorts of advertisements they use, and the efficacy of each type may put up strategic plans for their budgets, allowing them to spend less money more intelligently in the long run. Furthermore, just a few research have examined the impact of advertisements in influencing customer purchase decisions in retailer stores (Grewal et al. 2019).

Conceptual Framework

Research Model

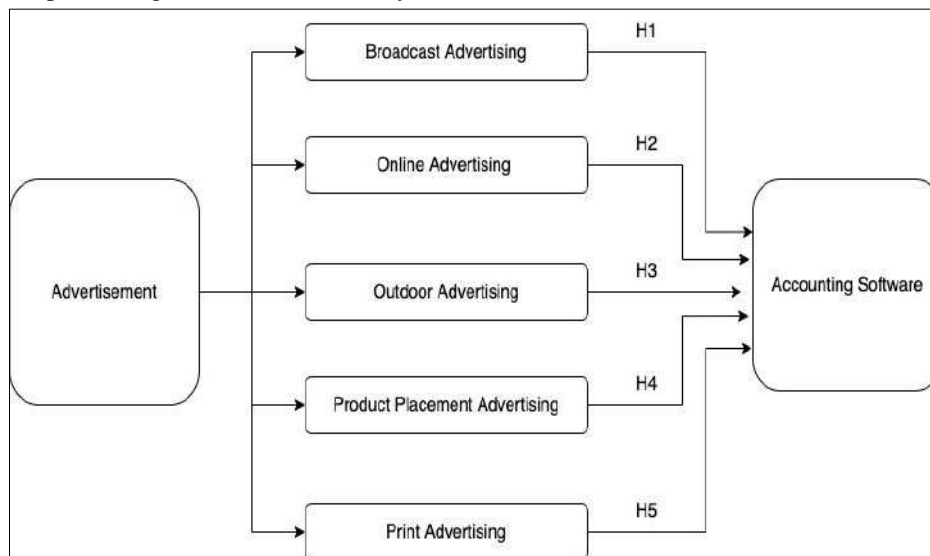


Figure 1: Research Model

Research Hypotheses

H1: Broadcast advertising will have a significant and positive influence on consumer purchasing choice.

H2: Online advertising will have a significant and positive influence on consumer purchasing choice.

H3: Outdoor advertising will have a significant and positive influence on consumer purchasing choice.

H4: Product placement advertising will have a significant and positive influence on consumer purchasing choice.

H5: Print advertising will have a significant and positive influence on consumer purchasing choice.

II. LITERATURE REVIEW

Advertisement

Advertising, in general, is mass media material that is designed to convince audiences of readers, viewers, or listeners to take action on items, services, and ideas that have been presented to them (Whitley et al. 2018). According to Todri et al. (2020), it is a strong marketing instrument that has the potential to alter people's minds and behaviors, which is why it is utilized for a variety of objectives by industrial giants, non-profit organizations, and even the tiniest retail institution. It is an advertising tool that is used to transmit information about products, services, or ideas to a specific target audience. Advertising, according to Huddleston et al. (2018), is a vital component of the marketing process between a product and its target market, and it helps to generate rapid sales by going across geographical borders and stimulating the purchase of a certain product. As a result, advertising allows us to gain a thorough understanding of the complex interaction that exists between the customer, the firm, the brand, and the company's offerings or products and services. Marketing strategy techniques, according to Sama, (2019), are ineffective unless organizations understand the behavior of their consumers and develop their plans based on this understanding. The use of marketing as a communication tool within a corporation is one of the most powerful methods of exerting direct influence over the market. It was developed a formalized formal Specifically, according to Kuokkanen & Sun, (2020), the stated function of advertising is to make the potential market aware of the fact or availability of a product in the market place. Making an advertising message credible is difficult, yet it is necessary to pique the consumer's interest enough to encourage them to try the product. Furthermore, Chen et al. (2019) elaborated that the advertisement only adds value to what the customer has already perceived and learned about the brand, and that the main advertisement task is to present the entire advertisement idea in such a way that the product is always fresh in the minds of the consumers they target. It was underlined that advertising is persuasive in nature, and that it influences people's lives when they are creating or selecting a brand, as well as enhancing the market value of the companies that advertise. Reich & Maglio, (2020) also discovered that advertising is a fantastic source of product learning for consumers. It is either information advertisements or image advertisements that carry out this

learning process. However, research has shown that the presence of informational content in an advertisement is the primary tool for creating learning about the product, whereas the presence of image content has a relatively minor role in creating learning about the product. Furthermore, this prestige strategy does not work in every product category with the same effectiveness to support the purpose of learning, as has been demonstrated. Advertising has the potential to alter the image of a product (Voramontri & Klieb, 2019). Alé-Chilet & Moshary, (2022) noted that brand advertisements play an important role in encouraging customers to purchase the same brands, as well as in improving the performance of any firm and its image in the competitive marketplace. As you are well aware, commercials have a critical role in influencing customer behavior and purchasing decisions. Advertisements serve as a form of motivation for consumers, causing them to purchase a specific product. Advertisements are also a valuable tool for establishing credibility. A consumer is considerably influenced if he is seeking for information about the product's quality and pricing. Product assessment and brand recognition can also help to develop a positive attitude about purchasing. Personal motivation, needs, attitudes, and values, as well as personality characteristics, socio-economic and cultural background (including age and gender), professional status, and social influence of various kinds exerted by family, friends, and colleagues, as well as society as a whole are all factors that influence consumers' purchasing decisions and behavior. As a consumer, each individual has his or her unique set of standards of judgment and distinct conduct in all facets of his or her role. However, there are certain commonalities that exist behind the surface of individual differences, which allow us to describe the behavior of specific types or groups of individuals. When an advertiser conducts a thorough study of consumer behavior, he or she gains a more in-depth understanding of their target segments, which is extremely useful when making strategic advertising decisions, particularly when defining target markets and developing the advertising appeal and message (Stasi et al. 2018).

Broadcast Advertising

Having been in existence for a longer amount of time, television sets have become a permanent fixture in all upper and middle-class houses, and they are not uncommon even in the lower sections of society, such as urban and rural households (Ketelaar et al. 2018). Advertisements on television assist customers in making purchasing decisions for items and services, and they play an important role in giving useful information. Advertisement makers employ a variety of tactics to engage the audience in order to boost the appeal of advertisements and to combat the problem of advertisement avoidance. Advertising through the

television media blends sight, sound, and action, appealing to the senses, and as a result, it draws a great deal of attention and reaches a large number of people. (Galoni et al. 2020). Those to television advertising appear to be more intense than reactions to print advertisements, according to research. When it comes to reaching customers, advertisers believe that using television rather than print media is more successful (Högberg et al. 2019). The use of television advertising helps marketers to demonstrate and inform a large number of people about their company, product, or service. Television appeals to both the literate and the ignorant, and this is one of the characteristics that distinguishes television from other media (Dhiman et al. 2018). Because television is seen as a combination of audio and video elements, it has a distinct advantage over other mediums in that it gives companies with instant validity and fame, as well as the largest opportunity for innovative advertising campaigns (Weismueller et al. 2020). Despite the fact that there are only a few research available on radio commercials and their socioeconomic influence, it appears that radio advertisements have a beneficial impact on consumer purchasing decisions based on the studies I discovered. Promoting products and services accounts for around twelve percent of the operational budgets of supermarkets, department shops, and big shopping malls. When it comes to particular advertising alternatives such as generating an acceptable communication mix and producing messaging, radio advertising was discovered to be the most often employed promotional element. Given the strong competition that retailing enterprises are facing, efficient marketing and advertising are required to motivate consumers across all demographics and market groups (McClure & Seock, 2020). Food retailers, such as supermarkets and department shops, respond quickly to radio advertising that broadcast promotional messages about product sales. Radio ads that are more entertaining while also conveying a message are more likely to be heard by radio commercial listeners.

A sense of comedy is infused into the most popular kind of radio advertisement on sales promotions at retail establishments in order to enhance emotional value. The brand's humour is seen by the audience, and an attitude toward the brand develops. Consumers' purchase intentions are greater when the commercial is amusing and moderate in tone rather than when the campaign is only focused on communicating a message (Kizgin et al. 2018). The most remembered advertising among radio listeners have been those that have elicited the most favorable emotions and have been the most easily comprehended by the audience. Radio advertisements, despite the fact that they account for a tiny proportion of the total amount of media available, are significant for marketing and advertising in big cities and

metropolitan areas. The television advertising is another sort of broadcast advertisement. TV advertisements tend to make use of well-known presenters and compelling messaging, as well as audiovisual effects, all of which are used in conjunction to create a vivid presentation of products and services. The advancement of technology has resulted in an increase in the number of options to advertise on television in recent years (Chin et al. 2020).

Online Advertising

In recent years, online advertising has taken on new forms that provide greater advantages over traditional means of advertising such as print media, television, and radio. There has been a significant increase in the amount and variety of internet advertisements. Businesses are spending more money on internet advertising than they were previously. Companies that engage with consumers through online social networking sites have a better chance of having an effect on their purchase decisions. Customers are now more likely to share their thoughts about products and services through online social networks such as Facebook than they are to just be recipients of information (Pérez-Villarreal et al. 2019). Clients may readily communicate with one another through these networks, exchanging their experiences, ideas, and information with one another (Luo et al. 2020). Researchers (Liao et al. 2020) discovered that online social networks had an influence on every step of the purchase decision process for customers who shop at grocery stores to varying degrees. Customers may engage with supermarkets and other customers using Facebook's capabilities, and they can also view comments from other customers on supermarkets' Facebook sites, according to the findings. Individuals have come to see online social networks as a significant and useful tool and source of information about products and services, as well as indications for their own behavior and action (Kao & Du, 2020). Consumers' decisions about which items and services to purchase are influenced by their involvement and debate on the internet. The Internet, and particularly social media, have altered the way consumers and advertisers connect with one another (Panwar et al. 2019). Customers may survey, choose, and purchase items from businesses all over the globe, which is one of the many advantages of the internet. Enterprises can reach a worldwide client population, allowing customers to profit from businesses all over the world (Camilleri et al. 2019). The quick development in online advertising revenues, according to Ikonen et al. (2020), "indicates the potential of international web advertising as a viable alternative to traditional media." When you take into consideration the expansion of online advertising, there is no doubt that the internet is a potent and viable alternative to traditional media advertising." Companies are becoming more

interested in online advertising as a result of the tremendous growth of internet advertising over the previous decade. The number of individuals who connect and spend time online is rising all the time, according to statistics (Hani et al. 2018). Generally speaking, internet advertising is more welcoming than previous forms of advertising in this century, which may be stated as follows: As defined by Wikipedia, social media is "a collection of internet-based apps that is built on the ideological and technological underpinnings of Web 2.0, and it allows for the production and exchange of user-generated content" (Cerri et al. 2018). The use of social media offers several advantages, including the ability to link businesses with customers, create connections, and nurture those relationships in a timely and cost-effective manner, as (Martins et al. 2019). The distinct characteristics of social media, as well as its enormous popularity, have transformed traditional marketing strategies such as advertising and promotion (Hanna, et al., 2011). Because of social media's significantly higher level of efficiency when compared to other traditional communication channels, industry leaders have stated that companies must participate in social media platforms such as Facebook, Twitter, Instagram, and others in order to succeed in online environments. If marketers want to establish a successful online advertising plan that includes social media platforms such as Facebook, YouTube, and Twitter, they must first understand what it is that makes these websites so popular. According to the findings of the research, the primary motivations for utilizing these websites are motivated by the need of consumers to establish and maintain social ties (Han & Guo, 2018). Because their primary purpose on social media platforms is to interact with other people, rather than with businesses, customers reject corporations who attempt to transplant their digital techniques into social contexts and make similar overtures (Hüttel et al. 2018). Businesses may find that they need to learn how to participate in the discourse in order to engage with their target audience as a result of this knowledge.

Outdoor Advertising

In recent years, there has been a significant increase in the amount of outdoor advertising. Outdoor billboards aid in the development of brands and the reinforcement of their images in the minds of potential customers (Grewal et al. 2019), refers to any word, letter, model, sign, board notice, device, or representation that is utilized for the purpose of advertisement, notification, or direction outside of a building. It is the most ancient kind of advertising in the history of the globe. When compared to other media, outdoor advertising has received less attention in the literature. The majority of the research were concerned with determining the efficacy of outdoor advertising, particularly

in terms of memory and recognition (Whitley et al. 2018). There haven't been many research on people's views (Todri et al. 2020). Supermarkets, in addition to websites and fliers, create advertising for their establishments that are displayed on building facades, billboards, and public transportation vehicles to inform customers of their existence, as well as signs displaying current promotions that are being offered at the supermarket.

Outdoor advertising comprises advertising on billboards or signboards, advertising on the exterior of a building, and advertising on the side of the road. Outdoor advertising has been around for a very long time. The Egyptians, for example, used a huge stone obelisk to announce laws and treaties thousands of years ago, according to one source. When compared to other media, outdoor advertising has generated a disproportionately little amount of literature. The majority of research concentrated on determining the efficacy of outdoor advertising, particularly in terms of memory and recognition (Huddleston et al. 2018). There haven't been many research done on people's attitudes (Sama, 2019). There are a variety of factors affecting the competitive environment of the outdoor industry, including increased competition and product proliferation, overcapacity, and shifting customer expectations, to name a few. Despite revenue growth, outdoor advertising continues to be "one of the least explored of any mass medium," according to the Advertising Research Foundation (Chen et al. 2019). There have been a limited number of research undertaken, and of those, only a few have looked at the components that contribute to its success (Kuokkanen & Sun, 2020). A significant increase in the use of atypical formats, such as street furniture (such as bus shelters and information kiosks), alternative media (such as arenas and stadiums, airborne media, and marine media), and transit advertising, has accompanied the expansion of outdoor advertising (e.g., buses, airports). The outdoor advertising will continue to grow and diversify over the next several decades, not only because of its cost-effectiveness, but also because it appears to be the only unavoidable realm from which to reach increasingly difficult-to-reach consumers and the ideal anchor of integrated marketing communication strategies. A study conducted by (Reich & Maglio, 2020) found that the following are the most commonly utilized instruments of outdoor advertising: Billboards made out of panels and posters that are immovable and distinct from one another, Racquet billboards, stations, and cylindrical towers are examples of street furniture. Transit panels are seen in airports, trains, subways, buses, and taxis, among other places. Billboards are the most popular and commonly utilized kind of outdoor advertising among the several forms of outdoor advertising media described above. Billboards placed on highways are more appreciated in a

cultural environment because they are safer than billboards placed in city areas and more convenient because drivers may pay more attention to billboards on highways because of their visibility from a distance, which will undoubtedly aid in increasing brand awareness and increasing brand recognition (Voramontri & Klieb, 2019). According to the Outdoor Advertising Association of America, Inc. (2015), billboards are the most effective and biggest medium of advertisement for out-of-home marketing campaigns. Alé-Chilet & Moshary, (2020) conducted research on creativity in traditional outdoor advertising in Castellon (Spain) and Warrington (United Kingdom) and discovered that the true power of outdoor media lies in its ability to creatively summarize the entire idea of the advertising message. They concluded that when compared to other mediums such as television commercials, pictures from magazines, or newspaper advertisements, outdoor advertising requires the following characteristics: distinct features, appropriate look of the content, effective use of language, and a distinct messaging style.

Print Advertising

Many businesses have made investments in printed materials such as pamphlets, brochures, and flyers in order to better promote their products and enhance their sales. A flyer is a marketing tool that is often overlooked by marketing professionals, despite the fact that retail companies are constantly concerned with the efficacy of their promotional methods, such as flyers. According to Stasi et al. (2018), flyers are an important part of any marketing strategy. When compared to those who did not get or pick up flyers in the supermarket, 8.4 percent of those who did receive or pick up flyers in the supermarket used the flyers throughout their shopping and purchased a greater quantity of items, according to the findings of the study (Ketelaar et al. 2018). It was discovered that while choosing businesses, Chinese customers pay close attention to sales promotions (such as free gifts, samples, loyalty programs, discounts and coupons), according to the findings of the study. According to Galoni et al. (2020), promotional methods such as print ads, direct mail, customer loyalty programs, and discounts are more likely to draw consumers to retail businesses, ultimately resulting in a purchase being made by them. Högberg et al. (2019) presented a compelling argument for print media advertising in the internet age by examining media consumption habits in the United States of America and other countries. They asserted that the amount of money spent on newspaper, magazine, and business paper advertisements accounts for approximately 40% of all media advertising expenditure in 2004, with broadcast, cable TV, and radio accounting for an additional 44% of the total media advertising dollar spent in 2004. They came to the conclusion that persons who were exposed

to print advertising were more likely to recognize the substance of the advertisement than people who were exposed to an internet version of the identical advertising message.

Print media is an advertising approach that has been employed by a large number of businesses to market their products and services over time. It may be described as printed communications, as opposed to broadcast or electronically transmitted communications, and encompasses all newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications, as well as all newsletters and other printed publications. Since 1605, print media has been regarded as the most affordable method of mass communication, and it has proven to be a popular medium of advertising among readers and those who were interested in important topics of the day (Dhiman et al. 2018) Many advertisers that used print media to attract customers placed their adverts in magazines, newspapers, point-of-purchase displays, and other places to attract customers (Schreiner et al. 2019). McClure & Seock, (2020) asserted that the effectiveness of print advertising is impacted by consumers' opinions regarding advertising in general and specifically print advertising. Print media is widely acknowledged to have an important role in educating and molding people's opinions and attitudes (Kizgin et al. 2018). According to the author, print media is also conveniently accessible everywhere and at any time (Chin et al. 2020). Research into traditional print advertising has already shown that color print advertisements have a positive impact on consumer behavior and financial outcomes (for example, attitude toward the advertising or willingness to buy (Pérez-Villarreal et al. 2019).

Product Placement Advertising

Product placement has evolved over the years, from "the practice of placing brand name products in movies as props" (Luo et al. 2020) to "the paid inclusion of branded products or brand identifiers, through audio and or visual means within mass media programming" (Liao et al. 2020), and more recently as "the purposeful incorporation of a brand into an entertainment vehicle" (Kao & Du, 2020), to "the practice of placing brand name products in movies as props (Panwar et al. 2019) Accordingly, the relevant literature distinguishes different types of placement in movies, such as verbal, visual, and audiovisual placement, depending on its importance within a scene (subtle or prominent) (Camilleri et al. 2019), degree of integration with the plot, and relationship with the main character(s) (Ikonen et al. 2020). Product placement is the deliberate insertion of commercial material into noncommercial contexts, i.e., a product plug formed via the fusion of advertising and entertainment, or a product plug generated through the

fusion of advertising and entertainment. Hani et al. (2018), while conventional media is in decline, newspaper circulation is down, and one in every four U.S. households has a DVR that allows consumers to avoid ads, product placement has presented advertisers with a potential new approach to interrupt people in their daily lives. Cerri et al. (2018) in general, people have a good view toward product placement, with the exception of specific instances such as the placement of illicit items (drugs, booze, and cigarettes). The cost of product placement in television shows and movies was \$3.8 billion in 2011, and it is likely to reach more than \$14 billion by 2014, according to industry estimates (Martins et al. 2019). For the goal of attracting the attention. As more people strive to avoid commercials, the technique of brand placement, which is the integration of companies into entertainment media, notably television and movies, has grown in popularity (Han & Guo, 2018). Television programs or shows, stage plays, music, videogames and novels are all examples of where you might find them (Hüttel et al. 2018). The trademarks or goods of certain marketers have been included into video games that are an excellent match for their respective brands or products. For example, in car-racing games, BMW offers a variety of different kinds of racing cars to choose from; in the computer game FIFA International Soccer, an Adidas billboard is presented in the background as a backdrop. Both theory and practice have demonstrated that the employment of celebrities and other well-known persons in advertising produces a great deal of exposure and attention. Grewal et al. (2019). In recent years, the use of celebrities in advertising has been a staple of contemporary advertising, since it has been discovered that using celebrities in advertising has the potential to increase the financial returns of organizations that employ this strategy in their commercials. Apejoye is an abbreviation for Apejoye (2013).

The amount of research done on brand placement over the past two decades has been little, but it has emerged as a fascinating issue in marketing (Whitley et al. 2018). In spite of the fact that product placement is becoming increasingly popular as a marketing tactic, there is insufficient scientific data about the effectiveness of product placement in influencing customer responses (Todri et al. 2020). A considerable influence on brand awareness and customer purchase decisions may be achieved through this sort of marketing because customers relate the film world to their own and take on the goals of the items featured in the film. This, in turn, has an impact on their views and purchase decisions. It was found that participants' memories were more stimulated when the brand was integrated into the storyline of the film to a greater extent than when the brand was not integrated. When it comes to product placements in

movies, they must be less repetitious and less noticeable in order to avoid acting as a distraction while consumers are viewing a movie (Huddleston et al. 2018), according to the authors. In order to raise awareness and influence customer decision, celebrities are being used in a variety of ways. Sama, (2019) did a study and concluded that, before employing celebrities, advertising should be aware of the criteria that should be used in the selection process. The company must exercise caution and thoroughly research the celebrity's lifestyle and current societal acceptance before endorsing him or her in order to prevent creating a bad image that may have a detrimental impact on the product.

Consumer Purchasing Choice

Individuals and society are shaped by advertising, which influences their views and perceptions, as well as their purchasing behavior. Advertisement has become increasingly essential in the contemporary day. To entice people to try a certain product, adverts need to be presented in an appealing manner and pique their interest sufficiently to persuade them to purchase the item in question. Another research suggests that businesses should have a thorough grasp of their numerous client categories and their purchasing habits in order to discover the - what, why, when, and how - they buy; otherwise, an unstructured advertising campaign will not provide favorable results. - (Kuokkanen & Sun, 2020). In general, the influence of advertising on consumer brand purchase is bigger than the impact of gender, regardless of age or education level, indicating that the impact of advertising is not especially tied to gender. According to the findings of their study, advertising have a considerable influence on customers' purchasing behavior and their choices (Chen et al. 2019). Customers' purchasing decisions can be influenced by imaginative commercials that are of high quality, which will ultimately result in increased sales for the company in question.

Despite the fact that there are only a few research available on radio commercials and their socioeconomic influence. Promoting products and services accounts for around twelve percent of the operational budgets of supermarkets, department shops, and big shopping malls. When it comes to particular advertising alternatives such as generating an acceptable communication mix and producing messaging, radio advertising was discovered to be the most often employed promotional element. Given the strong competition that retailing enterprises are facing, efficient marketing and advertising are required to motivate consumers across all demographics and market groups (Voramontri & Klieb, 2019). Food retailers, such as supermarkets and department shops, respond quickly to radio advertising that broadcast promotional messages

about product sales. Radio ads that are more entertaining while also conveying a message are more likely to be heard by radio commercial listeners (Reich & Maglio, 2020).

A sense of comedy is infused into the most popular kind of radio advertisement on sales promotions at retail establishments in order to enhance emotional value. The brand's humour is seen by the audience, and an attitude toward the brand develops. Consumers' purchase intentions are greater when the commercial is amusing and moderate in tone rather than when the campaign is only focused on communicating a message (Alé-Chilet & Moshary, 2022). The most remembered advertising among radio listeners have been those that have elicited the most favorable emotions and have been the most easily comprehended by the audience. Radio advertisements, despite the fact that they account for a tiny proportion of the total amount of media available, are significant for marketing and advertising in big cities and metropolitan areas. The television advertising is another sort of broadcast advertisement. TV advertisements tend to make use of well-known presenters and compelling messaging, as well as audiovisual effects, all of which are used in conjunction to create a vivid presentation of products and services. The advancement of technology has resulted in an increase in the number of options to advertise on television in recent years. Every day, audiences are subjected to hundreds of thousands of advertising messages that are targeted to them. It is undeniably true that numerous media are used to raise awareness, yet television commercials have a big impact on the purchasing decisions of consumers. Humor has also been employed in television commercials because it is more effective in achieving communication objectives (Stasi et al. 2018).

Many businesses have made investments in printed materials such as pamphlets, brochures, and flyers in order to better promote their products and enhance their sales. A flyer is a marketing tool that is often overlooked by marketing professionals, despite the fact that retail companies are constantly concerned with the efficacy of their promotional methods, such as flyers. According to Ketelaar et al. (2018), flyers are an important part of any marketing strategy. When compared to those who did not get or pick up flyers in the supermarket, 8.4 percent of those who did receive or pick up flyers in the supermarket used the flyers throughout their shopping and purchased a greater quantity of items, according to the findings of the study. Galoni et al. (2020) discovered that while choosing businesses, Chinese customers pay close attention to sales promotions (such as free gifts, samples, loyalty programs, discounts and coupons), according to the findings of the study. According to Högberg et al. (2019), promotional methods such as print ads, direct mail, customer loyalty

programs, and discounts are more likely to draw consumers to retail businesses, ultimately resulting in a purchase being made by them.

In recent years, internet advertising has taken on new forms that offer more advantages over traditional forms of advertising such as print media, television, and radio. There has been a significant increase in the size and variety of online advertisements. Businesses are spending more money on internet advertising than they were previously. Companies that engage with consumers through online social networking sites have a better chance of having an effect on their purchase decisions. Customers are now more likely to share their thoughts about products and services through online social networks such as Facebook than they are to just be recipients of information (Dhiman et al. 2018). Clients may readily communicate with one another through these networks, exchanging their experiences, ideas, and information with one another (Weismueller et al. 2020). Researchers (McClure & Seock, 2020) discovered that online social networks had an influence on every step of the purchase decision process for customers who shop at grocery stores to varying degrees. Customers may engage with supermarkets and other customers using Facebook's capabilities, and they can also view comments from other customers on supermarkets' Facebook sites, according to the findings. Individuals have come to see online social networks as a significant and useful tool and source of information about products and services, as well as indications for their own behavior and action (Schreiner et al. 2019). Consumers' decisions about which items and services to purchase are influenced by their involvement and debate on the internet.

In recent years, there has been a significant increase in the amount of outdoor advertising. Outdoor billboards aid in the development of brands and the reinforcement of their images in the minds of potential customers. Outdoor advertising, according to Kizgin et al. (2018), refers to any word, letter, model, sign, board notice, device, or representation that is utilized for the purpose of advertisement, notification, or direction outside of a building. It is the most ancient kind of advertising in the history of the globe. When compared to other media, outdoor advertising has received less attention in the literature. The majority of the research were concerned with determining the efficacy of outdoor advertising, particularly in terms of memory and recognition (Pérez-Villarreal et al. 2019). There haven't been many research on people's views. Supermarkets, in addition to websites and fliers, create advertising for their establishments that are displayed on building facades, billboards, and public transportation vehicles to inform customers of their existence, as well as

signs displaying current promotions that are being offered at the supermarket (Luo et al. 2020).

The amount of research done on brand placement over the past two decades has been little, but it has emerged as a fascinating issue in marketing (Liao et al. 2020). In spite of the fact that product placement is becoming increasingly popular as a marketing tactic, there is insufficient scientific data about the effectiveness of product placement in influencing customer responses (Kao & Du, 2020). A considerable influence on brand awareness and customer purchase decisions may be achieved through this sort of marketing because customers relate the film world to their own and take on the goals of the items featured in the film. This, in turn, has an impact on their views and purchase decisions. A study conducted by Panwar et al. (2019) found that participants' memories were more stimulated when the brand was integrated into the storyline of the film to a greater extent than when the brand was not integrated. When it comes to product placements in movies, they must be less repetitious and less noticeable in order to avoid acting as a distraction while consumers are viewing a movie (Camilleri et al. 2019), according to the authors. In order to raise awareness and influence customer decision, celebrities are being used in a variety of ways. Ikonen et al. (2020) did a study and concluded that, before employing celebrities, advertising should be aware of the criteria that should be used in the selection process. The company must exercise caution and thoroughly research the celebrity's lifestyle and current societal acceptance before endorsing him or her in order to prevent creating a bad image that may have a detrimental impact on the product (Schreiner et al. 2019).

III. METHODOLOGY

The purpose of this research is to determine five types of advertisement and its influence on consumer purchasing choice at selected retailer stores in Erbil. It is a quantitative approach that is used to analyze data that has been obtained by the researcher. The Manager has circulated the survey to consumers of retailer stores and has gathered responses from those customers.

Design of the Study

When conducting the current study, the researcher employed a questionnaire in order to gather information. In the first segment, demographic questions were asked, beginning with the customer's gender and marital status and progressing to other inquiries. The second section had questions about the company's products and services. The second part of questionnaire was regarding five types of advertisement as independent factors and consumer purchasing choice at selected retailer stores in Erbil.

Sample Size

When it comes to the sampling process, it will be a random sampling method, which means that almost all consumers at retailer stores in Erbil will have equal odds of being picked for the sample. Twelve surveys were deemed invalid, while the other 108 were completely completed.

IV. FINDINGS

The information was gathered through the use of a questionnaire, which was then examined. Descriptive statistics of frequencies and percentages were produced and examined in accordance with the respondent's personal information profile. As an additional measure of accuracy, the mean and standard deviation for each question have been determined. In addition, regression and correlation analyses were carried out to further refine the results.

Table 1-Demographic Analysis

Items	Scales	Frequency	Percent
Gender	Male	62	57
	Female	46	43
Age	20–25	17	16
	26–30	26	24
	31–35	22	20
	36–40	19	18
	41–45	16	15
	46 and above	8	7
Marital status	Married	62	57
	Single	38	35

	Divorced	8	7
--	----------	---	---

Table 1 illustrates participants' gender in this study. According to statistical results 62 participants were male and 46 participants were female. This indicates that majority of the responders from the retailer stores customers were male. As for participants' age which have been involved in this study: 17 participants fall under group of age 20-25 years old, 26 participants fall under group of 26-30 years old, 22 participants fall under group of 31-35 years old, 19 participants fall under group of 36-

40 years old, 16 participants fall under group of 41-45 years old and 8 participants fall under group of 46 years old and above. This indicates that majority of participants fall under group of 26-30 years old which means that most of participants were mature and reliable to fulfill the questionnaire. As for participants' marital status: 62 participants were married, 38 participants were single and 8 participants were divorced.

Table 2-Reliability analysis

Variables	Cronbach's Alpha	N of items
Broadcast Advertising	.739	7
Online Advertising	.791	6
Outdoor Advertising	.744	7
Product Placement	.761	7
Print Advertising	.759	6
Consumer Purchasing Choice	.787	7

As seen in table 2, the reliability analysis for five independent factors (Broadcast advertising, Online advertising, Outdoor advertising, Product placement, print advertising) and a dependent factor (consumer purchasing choice); however, it was found that the value of Alpha for broadcast advertising as a type of advertisement = .739 which is more than .6, the result revealed that broadcast advertising is reliable to be examined in collecting data from customers at retailer stores, the value of Alpha for online advertising as a type of advertisement = .791 which is more than .6, the result revealed that online advertising is reliable to be examined in collecting data from customers at retailer stores, the value of Alpha for outdoor advertising as a type of advertisement = .744 which is more than .6, the result revealed that outdoor advertising is reliable to be examined

in collecting data from customers at retailer stores, the value of Alpha for product placement advertising as a type of advertisement = .761 which is more than .6, the result revealed that product placement advertising is reliable to be examined in collecting data from customers at retailer stores, the value of Alpha for print advertising as a type of advertisement = .759 which is more than .6, the result revealed that print advertising is reliable to be examined in collecting data from customers at retailer stores, and the value of Alpha for consumer purchasing choice as a dependent variable = .787 which is more than .6, the result revealed that consumer purchasing choice is reliable to be examined in collecting data from customers at retailer stores.

Table 3-Correlations Analysis

Variables	Pearson correlation	Broadcast	Online	Outdoor	Product Placement	Print	Consumer Purchasing Choice
Broadcast	Pearson correlation	1					
	Sig. (2- tailed)						
	N	108					
Online	Pearson correlation	.598**	1				
	Sig. (2- tailed)	.000					

	N	108	108				
Outdoor	Pearson correlation	.608**	.601**	1			
	Sig. (2- tailed)	.000	.000				
	N	108	108	1081			
Product placement	Pearson correlation	.712**	.693**	.634**	1		
	Sig. (2- tailed)	.000	.000	.000			
	N	108	108	108			
Print	Pearson correlation	.599**	.673**	.609**	.765**	1	
	Sig. (2- tailed)	.000	.000	.000	.000		
	N	108	108	108	108	108	
Consumer Purchasing Choice	Pearson correlation	.705**	.721**	.687**	.699**	.742**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108

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

As it was found the correlation analysis between each independent factor and dependent factor (as seen in table 3). The results revealed that the Pearson correlation between broadcast advertising and consumer purchasing choice = .705**, as it can be concluded that there is a positive and strong relationship between broadcast advertising and consumer purchasing choice, since the value = .705** is higher than 0.01, the Pearson correlation between online advertising and consumer purchasing choice = .721**, as it can be concluded that there is a positive and strong relationship between online advertising and consumer purchasing choice, since the value = .721** is higher than 0.01, the Pearson correlation between outdoor advertising and consumer purchasing choice = .687**, as it can be concluded that there is a positive and strong relationship

between outdoor advertising and consumer purchasing choice, since the value = .687** is higher than 0.01, the Pearson correlation between product placement advertising and consumer purchasing choice = .699**, as it can be concluded that there is a positive and strong relationship between product placement advertising and consumer purchasing choice, since the value = .699** is higher than 0.01, and the Pearson correlation between print advertising and consumer purchasing choice = .742**, as it can be concluded that there is a positive and strong relationship between print advertising and consumer purchasing choice, since the value = .742** is higher than 0.01. The results concluded that the strongest correlation was found to be between online advertising and consumer purchasing choice at selected retailer stores in Erbil.

Table 4-Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.219	.95		2.433	.000
Broadcast	.604	.029	.611	1.981	.000
Online	.739	.031	.746	1.543	.000
Outdoor	.532	.041	.539	1.332	.000
Product placement	.598	.062	.603	1.989	.000
Print	.611	.037	.618	1.771	.000

R Square	.71
F	1.2992
a. Dependent Variable: Consumer Purchasing Choice	

The researchers implemented multiple regression analysis to measure customers' satisfaction based on each service quality dimensions. According to the conceptual framework and five research hypotheses which developed by the author, the multiple regression analysis was applied to measure each research hypothesis. The findings revealed that; as for broadcast advertising it was found that there is a positive and significant relationship between broadcast advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for broadcast advertising is .604 which is higher than .005 with P-value =.000 this indicates that the first research hypothesis is supported which stated that broadcast advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, as for online advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for online advertising is .739 which is higher than .005 with P-value =.000 this indicates that the second research hypothesis is supported which stated that online advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, as for outdoor advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for outdoor advertising is .532 which is higher than .005 with P-value =.000 this indicates that the third research hypothesis is supported which stated that outdoor advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, as for product placement advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for product placement advertising is .598 which is higher than .005 with P-value =.000 this indicates that the fourth research hypothesis is supported which stated that product placement advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, and as for print advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for print advertising is .611 which is higher than .005 with P-value =.000 this indicates that the fifth research hypothesis is supported which stated that

print advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil. The findings revealed that all five advertisements will have positive and significant influence on consumer purchasing choice at selected retailer stores, however, it was found that online advertising is the most effective and efficient among all five advertisements to bring consumer attentions while making decision in selecting certain brand or a product at their daily, weekly and monthly shopping at retailer stores in Erbil.

V. CONCLUSIONS FROM THE STUDY

It is possible to deduce from the outcomes of this study that the relationship line between advertisement and consumer purchasing decision is well-fitting; as a consequence, the findings of the study revealed that there is a relationship between advertisement and consumer purchasing behavior. Furthermore, because of the linear link between advertising and consumer purchasing behavior, it is assumed that an increase in advertising in retailer stores would result in an increase in customer purchasing behavior. The goal of this study was to look at the impact of advertising on customers' purchasing decisions and how they behaved. In order to fulfill the study's goal, three fundamental research questions were provided, one of which was to evaluate the influence of advertising on customers' purchasing behavior and the other two of which were to answer the basic questions. Based on the outcomes of the study, it is possible to infer that: Every research aim for this study was met; the overall goal of the study was to explore the influence of advertising on customer purchasing behavior, which was accomplished in the following ways: All of the selected ad features, with the exception of attention-grabbing, have a statistically significant impact on customers' purchasing behavior. ω It was necessary to conduct a correlation analysis in order to better understand the links between variables; the correlation matrix indicated that all coefficients of correlations of independent variables were positively and significantly linked with the dependent variable. ω According to the results of the correlation analysis, all alternative hypotheses proposed for this study are accepted, and the null hypothesis is rejected in full. The quantitative outcome demonstrates that television commercials have an impact on the majority of consumers. This suggests that the majority of those who responded chose internet advertising as their first option. From the regression result, it can be

concluded that online advertising is the most effective and efficient among all five advertisements to bring consumer attentions while making decision in selecting certain brand or a product at their daily, weekly and monthly shopping at retailer stores in Erbil.

VI. RECOMMENDATIONS

Based on the findings of this study, the following recommendations:

- The management of firms in retail stores should consider it a requirement to adequately market their products, since doing so will provide them a competitive advantage over their competitors.
- There is an urgent need to do a cost-benefit analysis of every advertising program, which means that every advertising campaign must be evaluated in order to determine how well it contributes to the achievement of the firm's objectives.
- The industry should conduct seminars/workshops for managers on a regular basis to sensitize and educate them on current best advertising techniques in order to help them keep up with the extremely competitive business trend in the retailer sector.

VII. IMPLICATIONS FOR THEORY AND PRACTICE

As a result of the digital revolution, customers are assaulted with hundreds of advertising messages every minute of every day. Therefore, managers must develop a media mix strategy that will cut through the confusion and have the desired impact. When selecting a medium for displaying advertising, it is important to make an informed decision in order to guarantee that the advertiser's objectives are met. Many studies have been conducted to determine the influence of ads on the sales of merchandise at retail establishments. However, just a few research studies have been carried out after taking five advertising into consideration. This is the one-of-a-kind contribution made by this research to the field of theory.

REFERENCES

- [1] Alé-Chilet, J., & Moshary, S. (2022). Beyond consumer switching: Supply responses to food packaging and advertising regulations. *Marketing Science*, 41(2), 243-270.
- [2] Camilleri, A. R., Larrick, R. P., Hossain, S., & Patino-Echeverri, D. (2019). Consumers underestimate the emissions associated with food but are aided by labels. *Nature Climate Change*, 9(1), 53-58.
- [3] Cerri, J., Testa, F., & Rizzi, F. (2018). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products. *Journal of Cleaner Production*, 175, 343-353.
- [4] Chen, Q., Feng, Y., Liu, L., & Tian, X. (2019). Understanding consumers' reactance of online personalized advertising: A new scheme of rational choice from a perspective of negative effects. *International Journal of Information Management*, 44, 53-64.
- [5] Chin, P. N., Isa, S. M., & Alodin, Y. (2020). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 26(8), 896-912.
- [6] Dhiman, R., Chand, P. K., & Gupta, S. (2018). Behavioural aspects influencing decision to purchase apparels amongst young Indian consumers. *FIIB Business Review*, 7(3), 188-200.
- [7] Galoni, C., Carpenter, G. S., & Rao, H. (2020). Disgusted and afraid: Consumer choices under the threat of contagious disease. *Journal of Consumer Research*, 47(3), 373-392.
- [8] Grewal, L., Hmurovic, J., Lambertson, C., & Reczek, R. W. (2019). The self-perception connection: Why consumers devalue unattractive produce. *Journal of Marketing*, 83(1), 89-107.
- [9] Han, C. M., & Guo, C. (2018). How consumer ethnocentrism (CET), ethnocentric marketing, and consumer individualism affect ethnocentric behavior in China. *Journal of Global Marketing*, 31(5), 324-338.
- [10] Hani, S., Marwan, A., & Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, 13(2), 190-196.
- [11] Högberg, J., Shams, P., & Wästlund, E. (2019). Gamified in-store mobile marketing: The mixed effect of gamified point-of-purchase advertising. *Journal of Retailing and Consumer Services*, 50, 298-304.
- [12] Huang, H., Liu, S. Q., Kandampully, J., & Bujisic, M. (2020). Consumer responses to scarcity appeals in online booking. *Annals of Tourism Research*, 80, 102800.
- [13] Huddleston, P. T., Behe, B. K., Driesener, C., & Minahan, S. (2018). Inside-outside: Using eye-tracking to investigate search-choice processes in the retail environment. *Journal of Retailing and Consumer Services*, 43, 85-93.
- [14] Hüttel, A., Ziesemer, F., Peyer, M., & Balderjahn, I. (2018). To purchase or not? Why consumers make economically (non-) sustainable consumption choices. *Journal of Cleaner Production*, 174, 827-836.
- [15] Ikonen, I., Sotgiu, F., Aydinli, A., & Verlegh, P. W. (2020). Consumer effects of front-of-package nutrition labeling: An interdisciplinary meta-analysis. *Journal of the Academy of Marketing Science*, 48(3), 360-383.
- [16] Kao, T. F., & Du, Y. Z. (2020). A study on the influence of green advertising design and environmental emotion on advertising effect. *Journal of cleaner production*, 242, 118294.

- [17] Ketelaar, P. E., Bernritter, S. F., van Woudenberg, T. J., Rozendaal, E., Konig, R. P., Hühn, A. E., ... & Janssen, L. (2018). "Opening" location-based mobile ads: How openness and location congruency of location-based ads weaken negative effects of intrusiveness on brand choice. *Journal of Business Research*, 91, 277-285.
- [18] Kizgin, H., Jamal, A., Dey, B. L., & Rana, N. P. (2018). The impact of social media on consumers' acculturation and purchase intentions. *Information Systems Frontiers*, 20(3), 503-514.
- [19] Kuokkanen, H., & Sun, W. (2020). Companies, meet ethical consumers: Strategic CSR management to impact consumer choice. *Journal of Business Ethics*, 166(2), 403-423.
- [20] Liao, X., Shen, S. V., & Shi, X. (2020). The effects of behavioral intention on the choice to purchase energy-saving appliances in China: the role of environmental attitude, concern, and perceived psychological benefits in shaping intention. *Energy Efficiency*, 13(1), 33-49.
- [21] Luo, B., Sun, Y., Shen, J., & Xia, L. (2020). How does green advertising skepticism on social media affect consumer intention to purchase green products?. *Journal of Consumer Behaviour*, 19(4), 371-381.
- [22] Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387.
- [23] McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of retailing and consumer services*, 53, 101975.
- [24] Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review*, 15(1), 36-44.
- [25] Pérez-Villarreal, H. H., Martínez-Ruiz, M. P., & Izquierdo-Yusta, A. (2019). Testing model of purchase intention for fast food in Mexico: how do consumers react to food values, positive anticipated emotions, attitude toward the brand, and attitude toward eating hamburgers?. *Foods*, 8(9), 369.
- [26] Reich, T., & Maglio, S. J. (2020). Featuring mistakes: The persuasive impact of purchase mistakes in online reviews. *Journal of Marketing*, 84(1), 52-65.
- [27] Sama, R. (2019). Impact of media advertisements on consumer behaviour. *Journal of Creative Communications*, 14(1), 54-68.
- [28] Schreiner, T., Rese, A., & Baier, D. (2019). Multichannel personalization: Identifying consumer preferences for product recommendations in advertisements across different media channels. *Journal of Retailing and Consumer Services*, 48, 87-99.
- [29] Stasi, A., Songa, G., Mauri, M., Ciceri, A., Diotallevi, F., Nardone, G., & Russo, V. (2018). Neuromarketing empirical approaches and food choice: A systematic review. *Food Research International*, 108, 650-664.
- [30] Todri, V., Ghose, A., & Singh, P. V. (2020). Trade-offs in online advertising: Advertising effectiveness and annoyance dynamics across the purchase funnel. *Information Systems Research*, 31(1), 102-125.
- [31] Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
- [32] Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian marketing journal*, 28(4), 160-170.
- [33] Whitley, S. C., Trudel, R., & Kurt, D. (2018). The influence of purchase motivation on perceived preference uniqueness and assortment size choice. *Journal of Consumer Research*, 45(4), 710-724.

Production Management: Analyzing the alignment of knowledge management with production management

Idrees Sadeq Kanabi¹, Diyar Abdulmajeed Jamil², Rozhgar Khorsheed Mahmood³, Zaid Saad Ismail⁴, Swran Jawamir Jwmaa⁵, Saif Qudama Younus⁶, Baban Jabbar Othman⁷, Muhammed Khazal Rashad⁸

^{1,5,6,7,8}Department of Business Administration, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

^{2,3,4}Department of Accounting, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

Received: 30 Oct 2022; Received in revised form: 19 Nov 2022; Accepted: 24 Nov 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

The development of new information in the field of project management has had a significant effect on the manufacturing industry. As a result, it is critical that service development procedures be optimized in every project. The rise in cement manufacturing production was supposed to be accomplished through the utilization of knowledge management principles and knowledge management as a mediator, which was the purpose of this research. The research was carried out across a number of different cement-producing sites in the Kurdistan area of Iraq. The researchers looked at four different aspects of knowledge management in order to determine how much production could be increased by using knowledge management. These aspects were knowledge creation, knowledge storage management, knowledge sharing, and knowledge application, with knowledge management acting as a mediator. The researchers utilized a quantitative research methodology in the form of a survey in order to carry out the current analysis that is being presented. The questionnaire was handed out in a randomized fashion to around one hundred and forty administrative staff members working for a variety of cement production enterprises in the Kurdistan area. However, the researchers did manage to gather a total of 128 completed surveys. The study employed hierarchical multiple regression analysis as well as the Sobel test in order to evaluate the research hypotheses that had been created. According to the findings, each component of knowledge management—knowledge creation, knowledge storage development, knowledge sharing, and knowledge application—had a distinct and significant positive relationship with increased production at carpet manufacturers in the Kurdistan region of Iraq. This was the case regardless of which component of knowledge management was examined. In addition, the findings indicated that all knowledge management concepts with a mediator (a project management development program) had an indirect positive and significant relationship with increased production at cement manufacturing facilities in the Kurdistan region of Iraq. The mediator in this case was the project management development program.

Keywords— Development, Production Management, Knowledge management

I. INTRODUCTION

Companies that are able to complete projects within the allotted time and without exceeding the allotted budget are becoming increasingly sought after or appreciated as potential suppliers now that business conditions have become more competitive. The establishment of reliable infrastructure serves as the basis for the success of this project. In addition, the capacity to move quickly as well as nimbleness are quite important. management as a number of different costs (Abdalla Hamza et al., 2021) Also, when markets grow, several aspects, including complexity,

flexibility, scalability, strategy, and trade-specific requirements, have to be taken into consideration for improved strategic value management (Othman et al., 2022). In addition, there should be studies conducted on concerns, challenges, and issues that are currently present and need to be solved (Sadq et al., 2021). If the study is going to be significant, then these steps are obligatory in order to identify the research topic that needs to be researched (Mahmood et al., 2022), the goals that need to be accomplished, and the motivation to carry out the investigation. conventional projects and activities by

compiling important academic papers, news (Faeq, 2022), blogs, and industry publications, along with internet sites of general interest, professional publications, books, and government reports that offer information regarding project management (Ismeal et al., 2021). As a result, this thesis takes a critical look at the theories of finance management and project management and presents questions about how such ideas could apply to the context of provincial development in Iraq (Faeq et al., 2020). As a consequence of this, the strategy for acquiring the items needs to be simplified in order to achieve the objective of the project (Faeq et al., 2021). Frequently instructs potential contractors on the specific elements that must be included in a request for proposal to be successful (Hamad et al., 2021). This makes it possible for bids to be more competitive with regard to other companies and to incorporate all relevant specifications into the RFP (Anwar, 2016). When we look at the opportunity based on these needs, we ask each firm to build a plan for how they can satisfy those requirements, and then we compare those proposals to determine whether or not both companies can achieve those criteria. Despite the fact that the project is working with the Iraqi government (Gardi et al., 2021), the economy of the Kurdistan region is struggling owing to the huge number of new businesses and youthful populations that do not have many years of experience working for the government (Faeq et al., 2022). This second source provides the rationale behind OPM's recommendation to use a project management method known as "programs" to conduct, and this advice has been shown to be sound (Hameed & Anwar, 2018). An excellent source has validated this suggestion to implement project management strategies by providing strategies for project implementation (Qader et al., 2021). Managing benefits is something that is becoming more and more essential in the modern corporate world (Faeq et al., 2022), but for the majority of firms, the question of who is to be held accountable for such benefits still remains unclear. According to Anwar and Shukur (2015), the fact that long-term benefits have not kept pace with expectations and may even have diminished since almost a decade ago is excellent news. The researchers found that this situation occurred (Anwar, 2017). Firms need to engage in a more demanding endeavor of transformative change and incorporate stakeholders that are farther along in the process in order to reach the goals that are not currently being met (Hamza et al., 2021). Only within the confines of a program management framework is it possible to make a transformative change. Any program for a company should begin with a statement of goals and objectives before moving further (Faeq et al., 2022). These forecasts provide a measurement of the advantages that the company will get as a result of the vision. A "blueprint" of the future state of

things may be created by combining the processes, structures, and technologies that are already in place with the value proposition that is being targeted (Anwar & Shukur, 2015). The leadership of the program develops business and personal enterprises as well as public infrastructure projects and services in order to establish and empower the new state (Hamad et al., 2021). This new or updated software delivers the capabilities in combination with an extension of existing ones, supporting them in a way that makes their usage easier and in ways that are applicable to the activities that are now being carried out (Faeq, 2022). The implementation of a transformation program will result in observable advantages and make it easier to realize the organization's overarching goal (Abdullah et al., 2017). To achieve excellence in any kind of program, an organization must find a partner with the appropriate power (Hamza et al., 2021), where the programs believe in it, and with a high level of responsibility. Program managers are uniquely positioned to better understand the critical interconnections and programs for OPM improvement. This is not to mention aligning them with project goals and the needs of stakeholders. When used in this context, the phrase "new organizational skills" indicates that capability is more than just something that exists; rather (Faeq & Ismael, 2022), it is something that can be explained in addition to being realized, and that can then be quantified as projected outcomes and continuing gains. In order to be profitable and to reach or surpass the sponsor investment objectives (Anwar & Shukur, 2015), the objectives and goals of a program should take into consideration both the tangible and intangible advantages of the program (Aziz et al., 2021). The traditional approach suggests that a program manager should normally play a major role in the programs that they are responsible for administering (Faeq, 2022). The problem with this approach is that it places all of the responsibility and authority in the hands of a single individual or group rather than dividing it up evenly across all of the many divisions and regions of the organization. Organizations that are program-managed and project-managed should provide program managers and project managers with the ability and flexibility to innovate and participate fully in change that is commensurate with the responsibilities they supervise (Anwar, 2017). Even if there has been a significant shift toward the usage of matrices for organizational management, matrices may still be found in many other kinds of businesses. There is a correlation between the presence of the program manager and a reduction in the efficacy of the team in modifying the corporate structure (Qader et al., 2021). In contrast to the role of the program manager, a program normally follows a management pattern that is more traditional (Faeq & Ismael, 2022). This pattern is responsible for planning, managing,

and regulating the full lifecycle of the program. In this approach, the tasks of project management include developing the projects and encouraging the introduction of additional project functions that assist programs in meeting the requirements of the company (Sabir et al., 2021). When it comes to providing the capabilities as well as obtaining the anticipated benefits of the improvement programs, the integrator is of utmost importance since he or she contributes to the development and maturation of the new system's work processes (Anwar, 2016). This planning takes place, more or less, before the pre-transition period, after the transition, and during the transition itself. These duties will comprise the following: (Faeq & Ismael, 2022). In the scenario described above, the program manager does not need to have extensive knowledge of project management. Instead, the controller is selected from outside of the business unit that will possess the capabilities and profit from them for a period of time (Sorguli et al., 2021), but for a period of time that is significant enough to have an effect (Anwar & Surarchith, 2015). In addition to this, they are useful sources for criteria for the formulation and administration of change management as well as for involving stakeholders and the communities in which they are located. first and foremost, consisting of the program sponsor, program manager, and integrator (Ismael, 2022). In order to guarantee that the advice and direction provided by the program are accurate, the leadership of the program should include both subject-matter experts and leaders. Making recommendations regarding how OPM programs might be improved based on the usage of OPM assessment tools is a typical function that will be allocated to an OPM consultant in this context (Faeq & Ismael, 2022). It is very necessary for both the development and implementation of the program capabilities as well as the roll-out of the program advantages and the delivery of the program's value. (Anwer et al., 2022) As a direct consequence of this, the sponsor receives reports from both the manager of the program and the implementation team simultaneously. In fact, despite appearances, the program board is highly effective and gets the job done (Anwar & Ghafoor, 2017). It helps to structure the plan, makes certain that a prospective state capacity does in fact exist, and bolsters the concept of the program's potential benefits. Furthermore, it serves as a representative of the market or business environment (Ismael, 2022). The availability of resources will be limited, and the most recent capabilities, which are subject to varying degrees of OPM-process acceptance challenges, will be challenged. This committee provides a means for the continuation of programs as well as the potential for adaptation and the ability to be flexible. In addition to this, it enables students to concentrate on their

achievements and permits adaptability (Faeq & Ismael, 2022).

II. LITERATURE REVIEW

Even the most fundamental aspects of a company may benefit from the technique articulated by KM (Faeq, 2022). KM is able to facilitate the execution of the majority of the business procedures that are typically carried out. The study assumed that the structure of work behavior was the only factor that had any impact on any aspect of work, including their presence and level of relevance (Abdulrahman et al., 2022). Al-Emran et al. (2018), on the other hand, analyzed the link between the production of employee creativity and overall efficiency (Anwar, 2017). This was done when the authors were examining how specific work qualities, such as innovation and employee growth, impact one another (Ismael et al., 2022). The strengths were not mentioned in any form once it was determined that the functional and motivational traits were the most essential; nonetheless, all of the attributes were still characterized as being connected to the creative generation (Anwar & Climis, 2017). Respect for the requirements of businesses is necessary for the maintenance of a sustainable and competitive market. It was noted by (Qader et al., 2022) that there has been an increase in KM training on the importance of skills such as the aforementioned elements for effective ecosystems for ongoing growth and green product development (Ismael, 2022). This led them to state that mentioning KP development as an important ecosystem element is necessary. According to Anwar & Louis (2017), KM is essential for developing and maintaining one's operational competence since it can be used to construct, store, and apply routines (Akoi et al., 2021). As a consequence of this, the KM approaches raise questions about the capacity and productivity of the supply chain, as well as distribution and the creation, storage, dissemination, and use of company knowledge (Ismael, 2022). However, significant progress has been made in certain areas, but it seems that a large number of factors, some of which overlap, are at play in others. This type of matrix (Sadq et al., 2020) is described as being diverse and intricate in the findings published by Ismael (2022). KM can be defined as the use of tools for record management, recording, record capture, regulations, or recovering knowledge (Faeq et al., 2022). This involves simply bringing everything that an employee encounters to light and having the ability to log (Qader et al., 2022), rate, code, harvest, and share facts, regulations, and details with people at the workgroup level in order to reduce the accumulation of missed information (Faeq & Ismael, 2022). Knowledge and application of KM have frequently enabled and increased a degree of physical activity; that is, it

enhances one's knowledge by making use of it, develops it via adoption, and disseminates it through application (Akoi & Andrea, 2020). In order to guarantee the continued success of a KM architecture, it is necessary to use a method that models both the infrastructure and the operations of the architecture (Faeq et al., 2021). According to Lee and Choi, KM enablers are a set of procedures that may be used by companies in order to achieve greater levels of consistency in their information utilization (Sabah et al., 2022). After KM, companies need to focus on common understanding. Every business has its own unique set of skills and competencies, but it can be challenging to spread awareness of this information throughout the company. If it is difficult to overcome this impediment (Ali et al., 2021), it will greatly constrain how organizations can raise their overall performance and how their competitive advantages may be recognized, codified, and then developed upon. This will have a big impact on how companies compete in the future (Faeq & Ismael, 2022). Because the phase approach has also been shown to be useful at the corporate level, we have come to the conclusion that SKM ought to be understood as a collection of the many measures that have been carried out. KM broadening emerged during the early days of a variety of applications in business, government, and the 1990s, which was also the decade when knowledge management first appeared in the fields of health, science, administration, and policy, as well as in the public sector, information technology, and library science (Ali et al., 2021). The educational, cognitive, scientific, scientific, industrial, informational, technological, and technological, as well as the algorithmic, computer science, scientific, and rational (Akoi et al., 2021) theories and behavioral measures of success, philosophies, and approaches, each in their own right, advocate and make use of computer technology (Jamil et al., 2022). It wasn't until the latter part of the 20th century that the notion of information management made its debut in the corporate world, but the first two decades of the 21st century were spent trying to figure out what it meant and how it worked. In this age of globalization, increasing market productivity, opening the market up to competition, and encouraging innovative thinking were the objectives of the knowledge management movement (Sadq et al., 2020). a method that systematically searches out, gathers, organizes, ferrets out, intensifies, and shines with its own data in order to better equip the company with the workforce for various tasks in the organization (Akoi & Yesiltas, 2020). However, management thinks that product and process innovation, executive decision-making, as well as organizational reform and renewal, must all be linked with knowledge. This is in addition to the roles that have been listed (Jamil et al., 2022). To elaborate on knowledge management, "s one of

the more recent breakthroughs in the fields of information studies and information management. It is generally regarded as an enormously significant topic in both of these subfields. It helps a company make better decisions and tackle problems in a more effective manner, which is a benefit to the organization as a whole (Saleh et al., 2021). This process is referred to as "knowledge management" because it involves not only the three functions of collecting, making, and using (which is the role of the curator), and spreading the word of what you've learned (producers), but also (ii) activities that go along with these functions and help you find new information (including obtaining, pooling, and organization), organize it, and release it (which also refers to administration). It is not feasible to talk of one thing as being "superior" to another item; rather, something can only be considered superior if it is more effective at achieving its goal than what came before it. Despite the fact that we do not yet have a theory of information management in the field of applied science at this time (Faeq, 2022), The principles of knowledge growth and knowledge transfer are at the center of knowledge management in firms and other types of organizations. Knowledge management encompasses a variety of knowledge domains, including processes, information technology (IT) methods, structures, capabilities, and initiatives, which frequently include preparation and decision-making (Ali et al., 2021). Information management is an interdisciplinary field that deals with various types of information and applies holistic perspectives to all aspects of product handling. One definition of information management describes it as "the application of holistic perspectives to all aspects of product handling." KMMs (key management machines management systems) include not only humans and machines but also the technological, logistical, and organizational components of key management machines management systems (Hamad et al., 2021). In order for various businesses to remain competitive in today's business environment, they have recognized the importance of incorporating knowledge management into their operations. lead diopter pointing to the right A knowledge management system is a type of information management system that makes use of information and communication technology (Ismael & Yesiltas, 2020) to assist in the management of information by delivering the appropriate information at the appropriate time (Gardi et al., 2021). When authors search for key words to learn new concepts, ideas, or ideas to uncover new key words, they are engaging in a practice that is sometimes referred to as "keyword mining" (Ismael et al., 2022). The strategies for managing information are quite diverse due to the fact that they originate from a variety of viewpoints and distinct areas of research, each of which is

predicated on the individual's personal perception of what there is to be discovered. M as a whole is not growing. Existing methodologies are not well understood, and competing approaches have not yet converged (Qader et al., 2021), despite the fact that the surrounding areas are still in the process of being created. The term "management of information systems and processes" refers to activities that go beyond the traditional realm of personnel management (Ismael et al., 2022). These activities include assisting with the training of staff members, organizing operations and projects, and motivating individuals to make efficient use of available resources. IOPs are something that can be described as something that deals with the expansion of information such as patents and guidelines and documents such as the industry's best practices and expertise as well as data in electronic records such as previous problems and approaches and everything else that is pertinent to an issue that is being worked on and that is known by teams and an organization, including their approach to solving it. The KM cycle encompasses not only the gathering of information but also its processing, creation, and utilization at all phases of the process (Hamza et al., 2021). The organization makes use of its information management function in order to monitor these procedures. In order to do so, it generates methods and design philosophies, and it also brings players on board. The aims of management are to guarantee an effective and productive flow of knowledge, to raise awareness, to optimize the understanding of knowledge processes, and to enhance business choices by having a hold on information. Although individuals are capable of putting all of the KM processes into action, the focus here should be on enhancing the ability of managers to allow individuals to take part in achieving these goals. Self-organizing societies are an example of a social mechanism. Larger communities are focused on enabling communication, while smaller communities try to combine individuals with like-mindedness. Groups that already exist to unite people strive to bring together those with diverse skill sets. It is necessary to have social processes since information originates most frequently in the minds of individuals, but it can only be disseminated through social groups and networks (Hussein et al., 2022). Although a lot of people feel that knowledge management is entirely dependent on contemporary information and communications technologies, The use of KM technology makes it substantially more human-intensive, despite the fact that knowledge generation already depends heavily on the personnel of the company (Faraj et al., 2021). It is seen as a product in the sense that it may be sold when information is considered to be one of the most valuable assets that a business possesses. To elaborate further, "Intelligence, which can be built from information, is at least to an even

greater level of comprehension of fundamental situations, causal relationships, and underlying rules (whether explicit or not), as well as to gain a better understanding of rules or theories that apply under said circumstances" (Anwar, 2017). It is also wide in the sense that its application helps all businesses expand and network, which includes the exchange of data as well as dealing with challenges in culture, which means that you may think about communication and finding solutions to queries that you might have. (Ali, 2021). There has been an increase in the need for both tactics and strategy as a result of an increased understanding of the value of information, techniques, and resources for maintaining the organization's expertise and ensuring its continued growth. This procedure will most likely make use of KM because it is the method that is both the most visible and the most efficient at facilitating change. In addition to this, the process of developing software is extremely fast, which necessitates an even higher level of physical agility. Second, the availability of resources is always growing, but the demands that businesses place on those resources are growing even faster, making it more difficult for technology firms to do so. The organization places equal importance on the program itself as it does on the processes, methodology, people, history, and working environment associated with the software development process. When businesses rely on multiple levels of software in the process, there is a necessity to more accurately identify, better manage, and more efficiently define the interests of consumers and markets. Additionally, there is a need to promote cooperation between software developers in order to meet these requirements (Anwar, 2016). When an individual knows something, or when it is immediately perceptible to them, they are said to have either tacit or explicit knowledge of the subject matter. When you are already accustomed to something, you do not become consciously aware that you have tacit awareness until much later. When one becomes used to something, it may become difficult to teach it to others or express its significance to them. Explicit data is not only able to be encoded and communicated, but it can also frequently be simply interpreted and comprehended in any given circumstance. This is in contrast to conventional information, which is frequently encoded and distributed. This idea asserts that information is an organization's most valuable resource, and as a result, it offers a core definition of KM, which states that an organization's knowledge and resources are its most valuable assets. One of the factors that goes into determining how successful an organization is at spreading information is the capacity of its workers to do so both within the organization and to make the most of the opportunities presented by the information. In a word, we are able to get things done because we are either aware of

the answer itself or of a source of knowledge that the answer is based on. The utilization of the entire workforce in an effort to establish clear goals and evaluation criteria is an essential part of knowledge-based management (KM). The goal of information management is not simply to provide access to the various types of knowledge that an organization might store; rather, its primary focus is on directing the most significant strategic applications of that knowledge. It's not just about giving people the knowledge; it's also about making sure they have it and that they recognize when they need it (Abdullah et al. 2017). One of the most important goals is to make sure that individuals have access to accurate information when they need it, when they need it, and in the proper context. One bad aspect of knowledge management is that no matter how much work you put into managing it, you just can't bring it anywhere near under control. This is true regardless of how much effort you put into controlling it. What we are able to do, and what the KM elements are all about, is encourage people to be creative by helping them develop their capabilities and come up with their own ideas, and then motivate them to create knowledge, disseminate it, use it, and receive it for the benefit of the company, its employees, and its customers (Anwar & Balcioglu, 2016). When it comes to the cultures of many different types of businesses, information management is a very pertinent topic. Despite the fact that the phrase "knowledge management know-how" may be defined in a straightforward manner, there are a variety of perspectives and applications; at least three of them do not make use of this ability. However, as the rate of market expansion quickens, so does the significance of developing a strategy that is both lucrative and conducive to competition (Demir et al. 2020). In addition, Martins et al. (2019) argue that one-of-a-kind project needs ought to be accompanied by one's very own set of project specifications, which may include milestones, technological standards, constraints, and limitations. They also left the subject of which components are to be utilized open to interpretation by the contractor; however, none of these things are specified because the team has a provision that says it's okay for them to do so. The findings of other research corroborate the findings of Anwar and Abd Zebari (2015), which say that designing a project also needs paying attention to the final results, in addition to management controls, in order to establish project authority. In the PMI's organizational description, the tasks, deadlines, scope, and responsibilities are broken down by corporate, departmental, and financial scope, accordingly (Gaviria-Marin et al. 2018). On the other hand, the project has cooperated with the best methods for addressing these criteria; nonetheless, the obstacle is the management limit. For instance, the only direct relationship that the project's

sponsor has to the prime minister is through the initiative itself. Because of this, the progress of the project has slowed down. According to Anwar (2017), a bad performance of a project may be ascribed to leadership or may be an excuse to have less support from sponsors. In the event that the scope of the project is specified, the ideas will be implemented. While expanding [the scope of] the horizons of his objectives, there are also a few small inconsistencies and contradictions in the doctrines that he holds. There are never any criteria for the software that is included in the project at any point. Another issue that has arisen as a result of this circumstance concerns the management body of the project, which is the Iraqi administration. This body is accountable for the whole project management process. It has been decided that the Prime Minister of Iraq will be in charge of all of the activities that take place in the Kurdistan Region of Iraq. This has led to a number of issues, particularly considering the prime minister's extensive involvement in the ongoing crisis in Iraq's Kurdistan. Because of this, the Prime Minister would be unable to handle the project, and there would be no meeting arranged with the sponsors. "To incorporate all of the needed tasks while excluding any superfluous activity," according to the PMI, the following should be done: According to the Project Management Institute (PMI), the definition of project scope control is "to contain all of the needed activities, as well as zero of the superfluous ones" (Ferraris et al. 2019). According to Ali (2020), the most advancement may be made in the course of a project's implementation by taking a cautious approach and being faithful to the life cycle. If one wants to be successful, however, they must stick to this methodology in order to accomplish so. Magnus, (2030-2030), development plan If the project's scope is not sufficiently planned, then effort will be wasted, money will be squandered, time will be used inefficiently, and resources will be employed erroneously; hence, good management of the project's scope is of the utmost significance. A great deal of influence is also exerted on the scope control value by other factors, such as the number of activities and the number of people working on a project. On the other side, the project has been made more difficult due to increased scrutiny of the project's scope. Certain processes and actions are included as part of the scope of the project, although this list is not exhaustive. As a result, the first step of the project is to engage stakeholders with the purpose of collecting requirements to produce a project charter or development papers that have their support. Due to the fact that the approach that required project requirements to be acquired by means of conducting interviews was shown to be unsatisfactory, the project needed to proceed to the next phase in the process. When all is said and done, the project plan for the project will ultimately be determined on the

basis of these interviews. Nevertheless, the purpose of this study is to identify significant characteristics in the most accurate manner possible. Interviews are nonetheless going to be employed in the research project to collect crucial data; however, there are a great many alternative methods that are far more suited to the task of gathering this information. It is often not the most effective method to organize things to have two different ways of completing a single set of responsibilities or to bring different groups of individuals together and have them work on a project as a single entity (Al-Emran et al. 2018). As a consequence of this, the project now has access to a greater pool of resources, and as a consequence of this, additional tactics, such as group creative approaches, are utilized in order to expand the number of needs. Investment choices are determined by a company's financial situation; according to Hameed and Anwar (2018), these choices are significantly influenced by the analysis of various financial factors, which offer guidance to company executives regarding whether or not the proposed investments are feasible. Also, in accordance with the findings of Anwar and Ghafoor (2017), it is essential to conduct financial forecasting when determining the target of the project in order to compute the net present value (NPV) and the internal rate of return (IR) by making use of cash flow numbers that are derived from the project (Anwar, 2016). Because the primary emphasis of the program is on improving community systems, the financial analysis comes to the conclusion that there is a potential financial gain that the government may be unable to take advantage of. Gardeabal et al. discovered that the findings may be obtained by moving on to the second stage of their net present value calculation. This step involves doing a calculation that takes into account both the rate of return on money and the time value of money. Finally, Infrastructure (Barley et al. 2018) calculates "net present value" (which means future money in the cash equivalent) as the amount of a given stream of cash inflows, the estimated money's actual value at the moment, and the value in the money at which they were stated at the stated moment of "now." In other words, "net present value" equals the amount of future money in cash equivalent. "The net present value (or NPV) technique is used in capital budgeting for difficult enterprises to determine how much of the income would be generated by cash flows (or how much it would cost to deposit in the bank).""The NPV approach is used to determine how much it costs to put in the bank" (Abdullah et al. 2017). Because of this, NPVesting includes stakeholders in the process of making investment decisions; hence, it is beneficial for individuals to have a comprehensive awareness of the many investment options available to them. In addition, Anwar and Baloglu write (2016) that IR serves as a tool for identifying whether a

project is on track or ahead of schedule. This is because the intrinsic rate of return is equal to zero when one looks at the net present value. Increasing interest rates have an additional impact on the variety of investment choices available. A project life cycle is a series of projects aimed at achieving a number of management and control objectives, and who or what is involved in and defined as part of the project. Projects are composed of the various elements that have been geared toward a set of management and control goals and deployed in several contexts, as described by the Project Management Institute (PMI) (Zaim et al. 2019). According to Anwar and Qadir (2017), the phases of a project's life cycle comprise start-up decisions, project evaluations, and conclusion. These three stages are included in the reference to the life cycle of a project (also referred to in a few places as process evaluations [start to end]). According to Anwar, the life cycle of the project consists of many phases, each of which requires the project stakeholders to establish project priorities and monitor sources along the way. As a consequence, decisions need to be made regarding the monitoring of the project life cycle and the achievement of milestones.

III. METHODOLOGY

Through the utilization of knowledge management as a mediator and the combination of knowledge management ideas, the purpose of this study was to find a way to boost the productivity of the carpet manufacturing process. The researchers evaluated the production levels of various cement companies based on four different aspects of knowledge management: first, the creation of knowledge; second, human capital; third, knowledge sharing; and fourth, the application of knowledge, with knowledge management serving as a mediator. A quantitative analytic technique was taken by the researchers, and they employed a survey as the primary data collection tool. The questionnaire was sent at random to 140 administrative staff members working for a variety of carpet manufacturers located in the Kurdistan area. Despite this, the researchers were successful in gathering a total of 128 completed surveys. On the Likert scale, each item in the questionnaire was given a score between one and five, with one representing strong disagreement, two representing disagreement, three representing neutrality, four representing agreement, and five representing strong agreement. After the data collection phase was finished, every piece of information was put through an SPSS analysis to determine how to improve the performance of the carpet manufacturing process through the utilization of knowledge management principles and a project management development program as a mediator.

Research Hypotheses

H1: Knowledge management mediates Knowledge creation as knowledge management element to production management of carpet manufacture.

H2: Knowledge management mediates Knowledge storage as knowledge management element to production management of carpet manufacture.

H3: Knowledge management mediates knowledge sharing as knowledge management element to production management of carpet manufacture.

H4: Knowledge management mediates Knowledge application as knowledge management element to production management of carpet manufacture.

Table 1- KMO and Bartlett Sphericity Test of Self-rating Items

Factors	N of items	n	KMO	Bartlett test	
				Chi-Square	Sig
Knowledge creation	8	139	.731	2.009	.000
Knowledge storage	10	139			
Knowledge Sharing	12	139			
Knowledge application	9	139			

As we can see in table (1), the result of KMO for all independent variables (Knowledge creation as knowledge management element, Knowledge storage as knowledge management element, knowledge sharing as knowledge management element, and Knowledge application as

mediator and production management of carpet manufacture as dependent variable r; is .731 which is higher than .001 this indicates that the sample size used for the current study was more than adequate. Furthermore, the result of Chi-Square is 2.009 with the significant level .000.

Table 2: Reliability analysis

Variables	N of items	n	Cronbach's Alpha
Knowledge creation	8	139	.731
Knowledge storage	10	139	.735
Knowledge Sharing	12	139	.729
Knowledge application	9	139	.761
Knowledge management	10	139	.775
Production management	10	139	.791

As seen in table (2), the reliability analysis for 60 items used to measure the influence of all independent variables (Knowledge creation as knowledge management element, Knowledge storage as knowledge management element, knowledge sharing as knowledge management element, and Knowledge application as knowledge management element), knowledge management as mediator and production management of carpet manufacture as dependent variable. The above questions were distributed as follow; 8 items for Knowledge creation as knowledge management element, 10 items for Knowledge storage as knowledge management element, 12 items for knowledge sharing as knowledge management element, 9 items for Knowledge application as knowledge management element, 10 items for knowledge management as a mediator, and 10 items for production management at carpet manufacture as

a dependent variable. The researchers applied reliability analysis to find out the reliability for each factor, the findings revealed as follow: as for Knowledge creation as knowledge management element was found the Alpha to be .731 with the sample size of 128 for 10 questions which indicated that all 10 questions used to measure Knowledge creation as knowledge management element were reliable for the current study, as for Knowledge storage as knowledge management element was found the Alpha to be .735 with the sample size of 128 for 9 questions which indicated that all 9 questions used to measure Knowledge storage as knowledge management element were reliable for the current study, as for knowledge sharing as knowledge management element was found the Alpha to be .729 with the sample size of 128 for 11 questions which indicated that all 11 questions used to measure knowledge

sharing as knowledge management element were reliable for the current study, as for Knowledge application as knowledge management element was found the Alpha to be .761 the sample size of 128 for 10 questions which indicated that all 10 questions used to measure Knowledge application as knowledge management element were reliable for the current study, as for knowledge management as a mediator was found the Alpha to be .775

the sample size of 128 for 10 questions which indicated that all 10 questions used to measure knowledge management as a mediator were reliable for the current study, and as for Production management as a dependent variable was found the Alpha to be .791 the sample size of 128 for 10 questions which indicated that all 10 questions used to measure Production management as a dependent variable were reliable for the current study.

Table 3: Correlation Analysis

Correlations							
		IT	HR	KS	OC	Production Management	EP
Knowledge creation	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	139					
Knowledge storage	Pearson Correlation	.614**	1				
	Sig. (2-tailed)	.000					
	N	128	128				
Knowledge sharing	Pearson Correlation	.574**	.591**	1			
	Sig. (2-tailed)	.000	.000				
	N	128	128	128			
Knowledge application	Pearson Correlation	.619**	.614**	.614**	1		
	Sig. (2-tailed)	.000	.001	.000			
	N	128	128	128	128		

As it can be seen in table (3), the correlation analysis among independent variables (Knowledge creation as knowledge management element, Knowledge storage as knowledge management element, knowledge sharing as knowledge management element, and Knowledge application as knowledge management element), knowledge management as mediator and production management of carpet manufacture as dependent variable. The finding revealed that the value of Pearson correlation ($r = .512^{**}$, $p < 0.01$), between Knowledge creation as knowledge management element this indicated that there is positive and strong correlation between Knowledge creation as knowledge management element and production management at carpet manufacture, the value of Pearson correlation ($r = .641^{**}$, $p < 0.01$), between Knowledge storage as knowledge

management element this indicated that there is positive and strong correlation between Knowledge storage as knowledge management element and production management at carpet manufacture, the value of Pearson correlation ($r = .644^{**}$, $p < 0.01$), between knowledge sharing as knowledge management element this indicated that there is positive and strong correlation between knowledge sharing as knowledge management element and production management at carpet manufacture, the value of Pearson correlation ($r = .521^{**}$, $p < 0.01$), between Knowledge application as knowledge management element this indicated that there is positive and strong correlation between knowledge sharing as knowledge management element and production management at carpet manufacture, and the value of Pearson correlation ($r = .679^{**}$, $p < 0.01$),

between knowledge management as mediator this indicated that there is positive and strong correlation between knowledge management as mediator and production management at carpet manufacture.

H1: Knowledge management mediates Knowledge creation as knowledge management element to production management of carpet manufacture.

Table 4-Hierarchal Multiple Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005	.2021		2.326	.000
	Knowledge creation	.591	.029	.619	2.365	.000
2	(Constant)	1.235	.132		2.251	.000
	Knowledge creation	.619	.072	.629	1.3621	.000
	Production Management	.672	.025	.679	1.932	.000
a. Dependent Variable: Production management						

Table (4), demonstrates a hierarchal multiple regression analysis to investigate first research hypothesis which stated that Knowledge management mediates Knowledge creation as knowledge management element to production management of carpet manufacture. Concerning model (1) the direct relationship between Knowledge creation as knowledge management element and production management at carpet manufacture, the value of B = .591, the value of Beta = .619 with P-value =.000 this indicated that there is a significant and positive relationship between Knowledge creation as knowledge management element and production management at carpet manufacture and enhanced production at carpet manufacture. As for model (2) which applied multiple regression analysis to find both Knowledge creation as knowledge management element as independent factor and knowledge management as a mediator factor with enhanced production at carpet manufacture as dependent factor, the findings showed that

the value of B =.619, the value of Beta = .629 with P-value .001 as indirect relationship between Knowledge creation as knowledge management element and enhanced production at carpet manufacture, on the other hand, the value of B =.672, the value of Beta = .679 with P-value .000 as mediation between knowledge management and enhanced production at carpet manufacture. The findings proved that there is a positive and significant direct and indirect relationship between Knowledge creation as knowledge management element and enhanced production at carpet manufacture, moreover enhanced production at carpet manufacture has a positive and significant mediating role between Knowledge creation as knowledge management element and enhanced production at carpet manufacture.

H2: Knowledge management mediates Knowledge storage as knowledge management element to production management of carpet manufacture.

Table 5: Hierarchal Multiple Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.112	.123		3.352	.000
	Knowledge storage	.519	.038	.544	3.251	.000

2	(Constant)	1.325	.121		2.369	.000
	Knowledge storage	.619	.015	.633	2.363	.000
	Production Management	.629	.031	.638	1.259	.000
a. Dependent Variable: Production management						

Table (5), demonstrates a hierarchal multiple regression analysis to investigate second research hypothesis which stated that Knowledge management mediates Knowledge storage as knowledge management element with enhanced production at carpet manufacture. Concerning model (1) the direct relationship between Knowledge storage as knowledge management element and enhanced production at carpet manufacture, the value of B = .519, the value of Beta = .544 with P-value =.000 this indicated that there is a significant and positive relationship between Knowledge storage as knowledge management element and enhanced production at carpet manufacture. As for model (2) which applied multiple regression analysis to find both Knowledge storage as knowledge management element as independent factor and Knowledge management as a mediator factor with enhanced production at carpet manufacture as dependent factor, the findings showed that the value of B =.619, the value of Beta = .633 with P-value .001 as indirect

relationship between Knowledge storage as knowledge management element and enhanced production at carpet manufacture, on the other hand, the value of B =.629, the value of Beta = .638 with P-value .000 as mediation between Knowledge management and enhanced production at carpet manufacture. The findings proved that there is a positive and significant direct and indirect relationship between Knowledge storage as knowledge management element and enhanced production at carpet manufacture, moreover knowledge management has a positive and significant mediating role between Knowledge storage as knowledge management element and enhanced production at carpet manufacture.

H3: Knowledge management mediates knowledge sharing as knowledge management element to production management of carpet manufacture.

Table 7: Hierarchal Multiple Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.112	.1551		2.021	.000
	Knowledge sharing	.491	.029	.509	2.195	.000
2	(Constant)	1.522	.325		1.932	.000
	Knowledge sharing	.507	.031	.539	1.252	.000
	Production Management	.577	.093	.619	1.298	.000
a. Dependent Variable: Production management						

Table (7), demonstrates a hierarchal multiple regression analysis to investigate third research hypothesis which stated that Knowledge management mediates Knowledge sharing as knowledge management element with production management of carpet manufacture. Concerning model (1) the direct relationship between Knowledge sharing as knowledge management element and production management of carpet manufacture, the value of B = .491, the value of Beta = .509 with P-value =.000 this indicated that there is a significant and positive relationship between Knowledge sharing as knowledge management element and

production management of carpet manufacture. As for model (2) which applied multiple regression analysis to find both Knowledge sharing as knowledge management element as independent factor and Knowledge management as a mediator factor with production management of carpet manufacture as dependent factor, the findings showed that the value of B =.507, the value of Beta = .539 with P-value .001 as indirect relationship between Knowledge sharing as knowledge management element and production management of carpet manufacture, on the other hand, the value of B =.577, the value of Beta = .619 with P-value .000

as mediation between Knowledge management and production management of carpet manufacture. The findings proved that there is a positive and significant direct and indirect relationship between Knowledge sharing as knowledge management element and production management of carpet manufacture, moreover knowledge management has a positive and significant mediating role

between Knowledge sharing as knowledge management element and marketing experience.

H4: Knowledge management mediates Knowledge application as knowledge management element to production management of carpet manufacture

Table 9: Hierarchal Multiple Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.925	.2315		1.362	.000
	Knowledge application	.569	.093	.522	1.521	.000
2	(Constant)	1.632	.052		1.362	.000
	Knowledge application	.529	.093	.591	1.635	.000
	Production Management	.629	.093	.619	1.251	.000
a. Dependent Variable: Production management						

Table (9), demonstrates a hierarchal multiple regression analysis to investigate fourth research hypothesis which stated that Knowledge management mediates Knowledge application as knowledge management element with production management of carpet manufacture. Concerning model (1) the direct relationship between Knowledge application as knowledge management element and production management of carpet manufacture, the value of B = .569, the value of Beta = .522 with P-value = .000 this indicated that there is a significant and positive relationship between Knowledge application as knowledge management element and production management of carpet manufacture. As for model (2) which applied multiple regression analysis to find both Knowledge application as knowledge management element as independent factor and Knowledge management as a mediator factor with production management of carpet manufacture as dependent factor, the findings showed that the value of B = .529, the value of Beta = .591 with P-value .001 as indirect relationship between Knowledge application as knowledge management element and production management of carpet manufacture, on the other hand, the value of B = .629, the value of Beta = .619 with P-value .000 as mediation between Knowledge management and production management of carpet manufacture. The findings proved that there is a positive and significant direct and indirect relationship between Knowledge application as knowledge management element and production management of carpet manufacture, moreover knowledge management has a positive and

significant mediating role between Knowledge application as knowledge management element and production management of carpet manufacture.

IV. CONCLUSION

This article discusses both the knowledge principle and the knowledge management approach for the purpose of accomplishing operational goals. As a direct result of the increased level of competitiveness on the world stage, a number of companies have recently encountered difficulties in the areas of recognition and knowledge management on both a local and a global scale. According to the conclusions of the study, information management, also known as KM, would assist businesses in increasing their productivity by fostering the creation, dissemination, retention, and application of knowledge. We have investigated the history of knowledge management (KM), in addition to its many procedures and models. In addition, we contributed to the article by talking about the benefits, significance, and drawbacks of using an information management system and incorporating that material into our discussion. We made an effort to show how the difficulties and impediments that arise during the adoption of KM in companies may be circumvented. At long last, the distinctive traits of an information management system have been brought to light. The study reveals that information management, also known as knowledge management (KM), is extremely

important for the long-term survival of a business, both today and in the future.

The purpose of this research was to enhance the quality management of carpet production by combining components of knowledge management and using knowledge management as a mediator. Knowledge development, knowledge storage, knowledge sharing, and knowledge application were the four aspects of knowledge management that the researchers used in the study to quantify improvements in output at cement companies. Knowledge management served as a mediator between these four aspects of knowledge management. Both hierarchical multiple regression analysis and the Sobel test were utilized by the researchers so that the produced study hypotheses could be evaluated. Concerning the first study hypothesis, it is proposed that knowledge management acts as a mediator between knowledge development and knowledge management as a function of knowledge management in carpet manufacturing production management. According to the findings, there is a positive and significant direct and indirect relationship between enhanced carpet manufacturing production and knowledge creation as an element of knowledge management. Furthermore, there is a positive and significant mediating function for knowledge management between knowledge creation as an element of knowledge management and enhanced carpet manufacturing production. Concerning the second study hypothesis, knowledge management as a knowledge management component to carpet manufacturing production management mediates knowledge storage. This is a feature of knowledge management that is related to knowledge management. According to the findings, there is a positive and significant direct and indirect relationship between increased carpet production and increased carpet production, and cultural experience plays a positive and significant mediating role between increased carpet production and increased carpet production. In addition, there is a positive and significant relationship between increased carpet production and increased carpet production. Concerning the third study hypothesis, it is said that knowledge management functions as a mediator between information sharing and knowledge sharing functions in carpet manufacturing production management. According to the findings, there is a positive and significant direct and indirect relationship between carpet manufacturing production management and knowledge sharing as an element of knowledge management. Furthermore, there is a positive and significant mediating function for knowledge management between knowledge sharing as an element of knowledge management and carpet manufacturing production management. In conclusion, the fourth study hypothesis is

that knowledge management mediates the application of knowledge as a knowledge management component to carpet manufacturing production management. According to the findings, there is a positive and significant direct and indirect relationship between knowledge application as an element of knowledge management and carpet manufacturing production management. Furthermore, there is a positive and significant mediating function for knowledge management in the relationship between knowledge application as an element of knowledge management and carpet manufacturing production management.

REFERENCES

- [1] Ali, B. J., Akoi, S., Saleh, P. F., & Sardar, Z. (2021). Factors shaping customer satisfaction with residential flats: Evidence from Sulaymaniyah City. *Jamal Ali, B., Akoi, S., Fadel Saleh, P., & Sardar, Z.* (2021). *Factors Shaping Customer Satisfaction with Residential Flats: Evidence from Sulaymaniyah City. Black Sea Journal of Management and Marketing*, 2(2), 1-12.
- [2] Jamil, D. A., Sabah, K. K., Gardi, B., & Adnan, S. (2022). The mediation role of organizational culture between employee turnover intention and job satisfaction.
- [3] Akoi, S., Ali, B. J., Saleh, P. F., Najmalddin, B., Mustafa, R. S., Abdulmajid, M. R., & Hama, A. R. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. *Akoi, S., Jamal Ali, B., Fadel Saleh, P., Najmalddin, B., Sabah Mustafa, R., Rzgar Abdulmajid, M., & Rebwar Hama, A.* (2021). *Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. Black Sea Journal of Management and Marketin*.
- [4] Hamad, H. A., Qader, K. S., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The essential variables to consider before investing in financial markets during Covid-19.
- [5] Ismael, F., & Yesiltas, M. (2020). Sustainability of CSR on Organizational Citizenship Behavior, Work Engagement and Job Satisfaction: Evidence from Iraq. *Revista de Cercetare si Interventie Sociala*, 71.
- [6] Gardi, B., Hamza, P. A., Qader, K. S., Anwar, H., Hamad, D., & Anwar, G. (2021). Factors affecting the quality of financial statements on investment decision making.
- [7] Ismael, F. O., Yeşiltaş, M., & Andrea, S. R. (2022). The impact of corporate social responsibility on organisational citizenship behaviour, work engagement, and job embeddedness. In *Research Anthology on Developing Socially Responsible Businesses* (pp. 1153-1165). IGI Global.
- [8] Qader, K. S., Hamad, H. A., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The role of sophisticated accounting system in organizational planning.
- [9] Ismael, F., Hussein, B., Ibrahim, M. S., & Akoye, S. (2022). The mediation role of organization citizenship behaviour between employee motivation and productivity: Analysis of

- Pharmaceutical Industries in KRG. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 10-22.
- [10] Hamza, P. A., Hamad, H. A., Qader, K. S., Gardi, B., & Anwar, G. (2021). Management of outsourcing and its relationship with hotels' performance: An empirical analysis of selected hotels in Erbil. *International Journal of Advanced Engineering Research and Science*, 8, 10.
- [11] Hussein, B., Ibrahim, M. S., & Ismael, F. (2022). The influence of Perceived Leadership Styles on Employee Commitment: The Mediating Role of Conflict Management. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 43-60.
- [12] Faraj, K. M., Faeq, D. K., Abdulla, D. F., Ali, B. J., & Sadq, Z. M. (2021). Total Quality Management And Hotel Employee Creative Performance: The Mediation Role Of Job Embeddedment. *Faraj, KM, Faeq, DK, Abdulla, DF, Ali, BJ, & Sadq, ZM (2021). Total Quality Management And Hotel Employee Creative Performance: The Mediation Role Of Job Embeddedment. Journal of Contemporary Issues in Business and Government*, 27(1), 3838-3855.
- [13] Hamad, H. A., Hamza, P. A., Gardi, B., Saeed, K., Qader, D., & Anwar, G. (2021). The influence of accounting software in minimizing business costs.
- [14] Faeq, D. K., Garanti, Z., & Sadq, Z. M. (2021). The Effect of Total Quality Management on Organizational Performance: Empirical Evidence from the Construction Sector in Sulaymaniyah City, Kurdistan Region–Iraq. *UKH Journal of Social Sciences*, 5(1), 29-41.
- [15] Hamza, P. A., Othman, R. N., Qader, K. S., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Financial crisis: Non-monetary factors influencing Employee performance at banking sectors.
- [16] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [17] Abdalla Hamza, P., Sabir, B. Y., Qader, K., Mahmood Aziz, H., Ismeal, B., Sorguli, S., ... & Anwar, G. (2021). Global financial markets: Factors influencing the global financial markets. *International Journal of Advanced Studies of Scientific Research*, 7(6).
- [18] Othman, B., Harun, A., Sadq, Z. M., Rashid, W. N., Abdullah, K. M., Mohammed, H. O., & Faeq, D. K. (2020). Effects of service marketing mix on umrah customer satisfaction: Empirical study on umrah traveling industry in Malaysia. *TEST Engineering and Management*, 83, 22895-22909.
- [19] Jamil, D. A., Younus, S. Q., Ismail, Z. S., Sadeq, I., Kanabi, B. J. O., Faieq, H. T., ... & Jwmaa, S. J. (2022). Investing on the Stock Exchange: determining the essential factors affecting Stock Exchange Investment.
- [20] Ahmed, Y. A., & Faeq, D. K. (2020). An economic Evaluation of training and its Effect on employee performance in Building Construction Directory of Sulaimani province–Kurdistan region. *Qalaai Zanist Journal*, 5(2), 1048-1068.
- [21] Jwmaa, S. J., Kanabi, I. S., Younus, S. Q., Ismail, Z. S., Faieq, H. T., Othman, B. J., ... & Jamil, D. A. (2022). Corporative Governance in an International Context.
- [22] Sadq, Z. M., Faeq, D. K., & Abdulla, D. (2021). Role of servant leadership in achieving and developing employee's career satisfaction and intention to remain with the organization: an empirical study of tourist companies in erbil city, kurdistan region of iraq. *Ecoforum Journal*, 10(1).
- [23] Mahmood, R. K., Faieq, H. T., Ismail, Z. S., Sadeq, I., Kanabi, S. Q. Y., Jwmaa, S. J., ... & Jamil, D. A. (2022). Critically evaluate the relationship between the organisational effectiveness and its international environment.
- [24] Faeq, D. K. (2022). The Effect of Positive Affectivity on Creative Performance Mediating by Quality of Work Life. *QALAAI ZANIST JOURNAL*, 7(1), 862-877.
- [25] Ismeal, B. A., Aziz, H. M., Sorguli, S., Qader, K. S., Sabir, B. Y., Hamza, P. A., ... & Anwar, G. (2021). The Role of External Auditing in Reducing Creative Accounting Practices.
- [26] Faeq, D. K., Ismail, Z. N., & Sadq, Z. M. (2020). The Role of Body Language on Achieving Customer Satisfaction (An empirical study of consumers' perspectives of electronic devices in the commercial centers of Sulaymaniyah Governorate-Kurdistan Region/Iraq). *International Journal on Humanities and Social Sciences*, 16(1), 117-129.
- [27] Anwar, G., & Shukur, I. (2015). The impact of training and development on job satisfaction: a case study of private banks in Erbil. *International Journal of Social Sciences & Educational Studies*, 2(1), 65.
- [28] Hamad, H. A., Qader, K. S., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The essential variables to consider before investing in financial markets during Covid-19.
- [29] Faeq, D. K., Abdulla, D. F., Ali, B. J., & Akoi, S. (2021). Impact of job resources on employee green behavior: An Empirical Investigation Among Employees Work in The Tourist Companies in Erbil-City Kurdistan Region of Iraq. *The Scientific Journal of Cihan University–Sulaimaniya*, 5(2), 115-126.
- [30] Anwar, K. (2016). Comparison between cost leadership and differentiation strategy in agricultural businesses. *Custos E Agronegocio on Line*, 12(2), 212-231.
- [31] Gardi, B., Hamza, P. A., Qader, K. S., Anwar, H., Hamad, D., & Anwar, G. (2021). Factors affecting the quality of financial statements on investment decision making.
- [32] Faeq, D. K., Ali, B. J., & Akoi, S. (2022). The Impact of People Related TQM and CSR on Employees Job Satisfaction. *UKH Journal of Social Sciences*, 6(1), 1-9.
- [33] Hameed, A. A., & Anwar, K. (2018). Analyzing the Relationship between Intellectual Capital and Organizational Outcome: A Study of Selected Private Banks in Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(4), 39.
- [34] Qader, K. S., Hamad, H. A., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The role of sophisticated accounting system in organizational planning.

- [35] Faeq, D. K., Ziad, K., & Hassan, R. (2022). Impact of resonant leadership in reducing workplace bullying: A case from Sulaymaniyah chamber of commerce & industry. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 264-276.
- [36] Anwar, K. (2017). Analyzing the conceptual model of service quality and its relationship with guests' satisfaction: a study of hotels in Erbil. *The International Journal of Accounting and Business Society*, 25(2), 1-16.
- [37] Hamza, P. A., Hamad, H. A., Qader, K. S., Gardi, B., & Anwar, G. (2021). Management of outsourcing and its relationship with hotels' performance: An empirical analysis of selected hotels in Erbil. *International Journal of Advanced Engineering Research and Science*, 8, 10.
- [38] Faeq, D. K., Saleh, P. F., Hiwa, H., Ismael, A., & Nawzad, M. (2022). Purchase intention in the scope firm of corporate social responsibility. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 43-55.
- [39] Anwar, G., & Shukur, I. (2015). The impact of recruitment and selection on job satisfaction: Evidence from private school in Erbil. *International Journal of Social Sciences & Educational Studies*, 1(3), 4-13.
- [40] Hamad, H. A., Hamza, P. A., Gardi, B., Saeed, K., Qader, D., & Anwar, G. (2021). The influence of accounting software in minimizing business costs.
- [41] Faeq, D. K. (2022). The role of job bullying in promoting turnover intention: an exploratory study of the opinions of a sample of employees in the General Directorate of Tourism in Sulaimania, Kurdistan Region, Iraq. *Cihan University-Erbil journal of humanities and social sciences*, 6(2), 17-26.
- [42] Abdullah, M. S., Toycan, M., & Anwar, K. (2017). The cost readiness of implementing e-learning. *Custos E Agronegocio On Line*, 13(2), 156-175.
- [43] Hamza, P. A., Qader, K. S., Gardi, B., Hamad, H. A., & Anwar, G. (2021). Analysis the impact of Information technology on Efficient tax Management. *International Journal of Advanced Engineering, Management and Science*, 7(9), 31-41.
- [44] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [45] Anwar, G., & Shukur, I. (2015). The Impact of Service Quality Dimensions on Students' Satisfaction. *International Journal of Social Sciences & Educational Studies*, 76.
- [46] Aziz, H. M., Sorguli, S., Hamza, P. A., Sabir, B. Y., Qader, K. S., Ismeal, B. A., ... & Gardi, B. (2021). Factors affecting International Finance Corporation. *Journal of Humanities and Education Development (JHED)*, 3(3), 148-157.
- [47] Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 15-26.
- [48] Anwar, K. (2017). The Role of Effective Leadership in Crisis Management: Study of Private Companies in Kurdistan. *QALAAI ZANIST JOURNAL*, 2(4), 326-338.
- [49] Qader, K. S., Ismeal, B. A., Aziz, H. M., Hamza, P. A., Sorguli, S., Sabir, B. Y., ... & Gardi, B. (2021). The Effect of Human Resources Management Skills on Accounting Information Quality in Kurdistan Public Sector. *Journal of Humanities and Education Development (JHED)*, 3(3), 131-143.
- [50] Faeq, D. K., & Ismael, Z. N. (2022). Organizational Culture as a mediator between Employee Dissatisfaction and Turnover Intention.
- [51] Sabir, B. Y., Qader, K. S., Hamza, P. A., Ali, B., Ismeal, S. S., Aziz, H. M., ... & Anwar, G. (2021). Analysis of Accounting-Based Measures of Expected Returns: A Study of Private SME In Kurdistan.
- [52] Anwar, K. (2016). The relationship between transformational leadership characteristics and effectiveness: A case study of construction companies in Erbil. *International Journal of Science Technology & Management*, 5(2), 250-156.
- [53] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [54] Sorguli, S., Hamza, P. A., Ismeal, B. A., Sabir, B. Y., Aziz, H. M., Qader, K. S., ... & Gardi, B. (2021). Adaption of E-Filling of Income Tax Returns in Kurdistan.
- [55] Anwar, G., & Surarchith, N. K. (2015). Factors Affecting Shoppers' Behavior in Erbil, Kurdistan-Iraq. *International Journal of Social Sciences & Educational Studies*, 1(4), 10.
- [56] Ismael, Z. N. (2022). Project team management: the significance of various leadership approaches in work environments when managing ICT project teams. *International journal of Advanced Engineering, Management and science (IJAEMS)*, 8(11), 1-15.
- [57] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [58] Anwer, S. A., Mohammad, A. J., Abdulrahman, B. S., Qader, K. S., Jamil, D. A., Gardi, B., & Khalid, K. (2022). Leading Project teams: The role of leadership styles in dynamic work environment.
- [59] Anwar, K., & Ghafoor, C. (2017). Knowledge management and organizational outcome: A study of private universities in Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(2), 53.
- [60] Ismael, Z. N. (2022). Emotional intelligence: Employee attitudes as a Mediation Role between creativity and Emotional intelligence. *International journal of Language, Literature and Culture (IJLLC)*, 2(6), 16-29.
- [61] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [62] Abdulrahman, B. S., Qader, K. S., Jamil, D. A., Sabah, K. K., Gardi, B., & Anwer, S. A. (2022). Work engagement and its influence in boosting productivity.
- [63] Anwar, K. (2017). Leading Construction Project Teams: The Effectiveness of Transformational Leadership in Dynamic Work Environments in Kurdistan. *International Journal of Advanced Engineering, Management and Science*, 3(10), 239925.

- [64] Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 15-26.
- [65] Ismael, F., Hussein, B., Ibrahim, M. S., & Akoye, S. (2022). The mediation role of organization citizenship behaviour between employee motivation and productivity: Analysis of Pharmaceutical Industries in KRG. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 10-22.
- [66] Anwar, K., & Climis, R. (2017). Analyzing the relationship between types of advertisement and customer choice: a study of retailer stores in erbil. *The International Journal of Accounting and Business Society*, 25(2), 43-52.
- [67] Qader, K. S., Jamil, D. A., Sabah, K. K., Anwer, S. A., Mohammad, A. J., Gardi, B., & Abdulrahman, B. S. (2022). The impact of Technological acceptance model (TAM) outcome on implementing accounting software.
- [68] Ismael, Z. N. (2022). Statigic Marketing: the importance of competitive intelligence in the decision -making for strategic marketing. *International journal of teaching, learning and education (IJTLE)*, 1(4), 6-22.
- [69] Anwar, K., & Louis, R. (2017). Factors Affecting Students' Anxiety in Language Learning: A Study of Private Universities in Erbil, Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(3), 160.
- [70] Akoi, S., Ali, B. J., Saleh, P. F., Najmalddin, B., Mustafa, R. S., Abdulmajid, M. R., & Hama, A. R. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. *Akoi, S., Jamal Ali, B., Fadel Saleh, P., Najmalddin, B., Sabah Mustafa, R., Rzgar Abdulmajid, M., & Rebwar Hama, A. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. Black Sea Journal of Management and Marketin.*
- [71] Ismael, Z. N. (2022). The Causes and Effects of Quality of Brand Relationship and Customer Engagement. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 73-84.
- [72] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [73] Ismael, Z. N. (2022). Marketing strategy: The Influence of Corporate Social Responsibility on Brand Awareness. *International journal of Engineering, Business and Management*, 6(5).
- [74] Faeq, D. K., Ali, B. J., & Akoi, S. (2022). The Impact of People Related TQM and CSR on Employees Job Satisfaction. *UKH Journal of Social Sciences*, 6(1), 1-9.
- [75] Qader, K. S., Hamza, P. A., Othman, R. N., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Analyzing different types of advertising and its influence on customer choice. *International Journal of Humanities and Education Development (IJHED)*, 4(6), 8-21.
- [76] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [77] Akoi, S., & Andrea, S. (2020). The determinants of the performance of the banking sector: evidence from an emerging market. *Journal for Social Sciences (MEIJSS)*, 2(4), 192-202.
- [78] Faeq, D. K., Abdulla, D. F., Ali, B. J., & Akoi, S. (2021). Impact of job resources on employee green behavior: An Empirical Investigation Among Employees Work in The Tourist Companies in Erbil-City Kurdistan Region of Iraq. *The Scientific Journal of Cihan University– Sulaimaniya*, 5(2), 115-126.
- [79] Sabah, K. K., Anwer, S. A., Mohammad, A., J., Abdulrahman, B. S., Qader, K. S., ... & Jamil, D. A. (2022). Stock investment: Factors influencing stock exchange in banking sector.
- [80] Ali, B. J., Akoi, S., Saleh, P. F., & Sardar, Z. (2021). Factors shaping customer satisfaction with residential flats: Evidence from Sulaymaniyah City. *Jamal Ali, B., Akoi, S., Fadel Saleh, P., & Sardar, zhilwan. (2021). Factors Shaping Customer Satisfaction with Residential Flats: Evidence from Sulaymaniyah City. Black Sea Journal of Management and Marketing*, 2(2), 1-12.
- [81] Faeq, D. K., & Ismael, Z. N. (2022). Organizational Culture as a mediator between Employee Dissatisfaction and Turnover Intention.
- [82] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [83] Akoi, S. M., & Yesiltas, M. (2020). The impact of human resource development (Hrd) practices on organizational performance: the mediating role of human capital. *Revista de Cercetare Si Interventie Sociala*, 70, 90.
- [84] Jamil, D. A., Sabah, K. K., Anwer, S. A., & Qader, S. (2022). The role of external auditing in reducing creative cost practical in agricultural businesses.
- [85] Saleh, P. F., Ali, B. J., Akoi, S., Najmalddin, B., Ali, R. S., & Anwar, G. (2021). Factors affecting the Success of Female Entrepreneurs in Kurdistan. *International journal of Engineering, Business and Management (IJEEM)*, 5.
- [86] Faeq, D. K. (2022). A Mediated Model of Employee commitment: The Impact of Knowledge Management Practices on Organizational Outcomes.
- [87] Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021, May). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. In *Ali, BJ, Saleh, Akoi, S., Abdulrahman, AA, Muhamed, AS, Noori, HN, Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. International journal of Engineering, Business and Management (Vol. 5, No. 2, pp. 65-77).*

Consumer Purchasing decision: Choosing the Marketing Strategy to influence consumer decision making

Diyar Abdulmajeed Jamil¹, Rozhgar Khorsheed Mahmood², Zaid Saad Ismail³, Swran Jawamir Jwmaa⁴, Saif Qudama Younus⁵, Baban Jabbar Othman⁶, Muhammed Khazal Rashad⁷, Idrees Sadeq Kanabi⁸

^{1,2,3}Department of Accounting, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

^{4,5,6,7,8}Department of Business Administration, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

Received: 28 Oct 2022; Received in revised form: 18 Nov 2022; Accepted: 25 Nov 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

The purpose of this study was to investigate the role that marketing strategy plays as a determining element in the decision-making process of consumers. The current study made use of the quantitative research approach by customizing a questionnaire based on information gleaned from academic sources. This particular study had a sample size of 162 participants, all of whom were selected at random throughout the selection process. According to the findings, penetration pricing exerts a substantial and beneficial impact on the decision-making process of consumers at the 5% level. According to the findings, price skimming has a substantial and favorable effect on the decision-making process of consumers at the 5% level. According to the findings, marketing sharing websites have a considerable beneficial impact on the decision-making process of consumers at the 5% level. The findings indicate that blogs have a considerable and beneficial effect on the decision-making process of consumers at the 5% level. According to the findings, competitive pricing has a substantial and favorable impact on the choice-making process of consumers at the 5% level. Furthermore, every beta value exceeds the.001 threshold. All of the models have extremely high adjusted R², which indicates that the models are very capable of explaining the variance in consumer decision-making that is caused by the variation in the independent variables. The F-value demonstrates that the explanatory variables are jointly statistically significant in the model, and the Durbin-Watson (DW) statistics demonstrate that there is autocorrelation in the models. Both of these findings are supported by the model's positive autocorrelation.

Keywords— Marketing, Consumer Decision Making, Strategy, Marketing Strategy

I. INTRODUCTION

People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Jamil et al., 2022). In spite of the fact that broadcasters try very hard to sway viewers to join them, they do not have a good handle on the type of people that make up their audience (Ahmed & Faeq, 2020). Marketing that needed private communication between two individuals, such as one-on-one interactions such as a phone call, was also allowed for a brief time. This type of marketing was the only one available. This type of engagement is known as "dyadic interaction." People were able to get together in groups in person, but group-based

interactions through marketing channels like the telephone were unusual at the time (Jwmaa et al., 2022). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to cluster marketing on CB radio, online mediums such as bulletin boards, specialty forums, chat rooms, and blogging have gained a larger audience (Sadq et al., 2021).

Through the use of mass marketing, information, fundamentals, and concepts are communicated to audiences that range from the broad to the particular (Mahmood et al., 2022). They are crucial resources for accomplishing objectives related to public health. On the other hand, having a conversation about health in marketing is difficult and calls for a diverse set of talents. "When it comes to

promoting public health, using mass marketing is analogous to trying to navigate a wide network of highways without any traffic signs." Faeq (2022) "It is quite possible that you will miss your deadline if you do not know either where you are going or why you are there" (Ismeal et al., 2021). Recent pricing strategy studies, as well as books and articles devoted to a single, distinct platform, such as Facebook or Twitter, have placed a strong emphasis on specific websites. Two, it is self-evident that you must consider Twitter as a platform, including the company that controls it and how it operates, as well as the terrible marketing strategy funded post that must be under 140 characters. When it comes to the reasons why marketing strategy is important, the substance rather than the medium is what counts the most from a social scientific point of view (Faeq et al., 2020). Content genres move merrily between very different platforms, as our individual ethnographies of marketing strategy from around the world have shown, appearing one year on Orkut and the next year on Facebook, one year on BBM and the next year on Twitter. This phenomenon is illustrated by the fact that content genres are like musical chairs (Anwar & Shukur, 2015). As an illustration, Facebook often revises its functioning, both in terms of appearance and the addition of new features. As a consequence of this, this study is not an examination of a forum; rather, it is an investigation into the topics that people post and discuss on various platforms, as well as the reasons why we prefer to post and the results of our postings (Hamad et al., 2021). We worked at a total of nine different field sites, and throughout that time, we found that each of those sites had quite distinct materials. Material causes innate experiences and disagreements to appear and undergo transformation. Our research has thus far shown itself to be the most in-depth investigation of the ways in which marketing strategies have altered the world (Faeq et al., 2021). It is quite clear that the method that we once took to networking and engagement is not a case of "one size fits all." To begin, we would need to determine what those potentials are, and then we would investigate what the rest of the world has done for them (Anwar, 2016). If we imagine a world in which pricing strategies were nonexistent, it is much simpler to understand what they are now. As a consequence of this, let's go back in time to a period in which Snap Chat and Spunk, Facebook and QQ, MySpace, and Friendster did not exist (Gardi et al., 2021). People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Faeq et al., 2022). The people who make up a broadcaster's audience are not

entirely within their control, regardless of how hard broadcasters try to get viewers to watch their programs. For a brief period of time, marketing strategies that required confidential interaction between two individuals, such as 1-5(2)-2021, were permitted. The terms "marketing," "news," "entertainment," and "advertising" are frequently used interchangeably. Fred Allen, who works in comarketing, believes that radio should be regarded as a medium because very little is done properly on it. Advertising spots are purchased on the internet, on television and radio, and in print media such as newspapers and magazines by marketing buyers on their clients' behalf (Hameed & Anwar, 2018). McLuhan, for our purposes, also clarifies the concept of platform. When he first introduces the concept of a medium in *Understanding Marketing*, he defines it as "any continuation of ourselves." The use of a hammer is said to stretch our arms and hands, while the use of a wheel is said to stretch our legs and feet. The second motivates us to push ourselves beyond the limits of what our bodies are capable of doing on their own. In a similar vein, language gives us the ability to convey to other people our most private ideas. In fact, given that our ideas are the result of the particular sensory encounters that we have had (Qader et al., 2021), we can consider speech to be a kind of meaning reversal. Whereas our senses typically bring the outside world into our heads, speech propels our sensorially-shaped minds into the outside world (Faeq et al., 2022). On the other hand, McLuhan frequently imagined a medium in the form of a growth medium, like fertile potting soil or agar in a Petri dish, for example. In other words, whatever causes a change, such as an expansion of our body, senses, or mind, is referred to as a medium. In addition, every one of our innovations, developments, ideas, and fundamentals may be understood as a type of McLuhan marketing since everything that we construct or produce results in some kind of transformation (Anwar, 2017). The infrastructure that is designed to appeal to a huge number of individuals is what is meant to be referred to as "mass marketing." It is the strategy that is employed most frequently, and it is utilized to target the great majority of people. Newspapers, magazines, radio, television, and the Internet are the forms of media that are utilized for mass marketing the most frequently. The general populace often relies on marketing as their primary source for news about political, social, and entertainment matters, in addition to coverage of popular culture (Hamza et al., 2021).

Interactions with a single person, such as over the phone, were also an option. Interaction between two parties is referred to as "dyadic interaction" (Faeq et al., 2022). People were able to get together in groups in person, but group-based interactions through marketing channels like the telephone were unusual at the time (Anwar & Shukur,

2015). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to CB radio cluster marketing, online mediums such as bulletin boards, specialist forums, chat rooms, and blogging have garnered a far larger audience. Despite this, the two older forms of marketing, public broadcasting and private II, remained to exert a significant amount of influence over the majority of marketing's day-to-day interactions (Hamad et al., 2021). In the early days of social networking, the practice of individuals publishing content to teams was essentially a scaled-down version of public broadcasting (Faeq, 2022). These get-togethers could only consist of a few hundred individuals at the most. Many of the individuals who participated in the formation of those teams would frequently contact one another, for instance by providing feedback on the feedback provided by others (Abdullah et al., 2017). At around the same time, text messaging and internet services such as MSM and AOL came into existence. These networks progressed considerably further with the introduction of mobile technology, adding various cluster elements to elevate private electronic communications and emotional communication to new heights (Hamza et al., 2021). This pattern has become considerably more entrenched over the course of the past four years as a direct result of the astonishingly rapid expansion of networks such as WhatsApp and WeChat. These are more likely to form smaller, more intimate groups of roughly twenty people, in contrast to social networking sites like QQ or Facebook. They will not be concentrating on just one particular individual. Because they are group networks rather than individual ones, all members have an equal opportunity to post the vast majority of the time. Texting has become an increasingly common alternative to conversing on the phone among adolescents, making these points particularly pertinent (Faeq & Ismael, 2022). When choosing a marketing plan, it is obviously limiting to base your decision entirely on the options that are already available. For the purpose of ensuring the long-term viability of both our idea and our strategy, we need to take into account the newly emerging pricing strategy networks that are in the process of being developed, as well as the likelihood that some of them will become very widespread in the foreseeable future. Because of this, we are better able to identify a trend in the development of a new marketing plan (Anwar & Shukur, 2015). Several of these sources have become less reliant on public radio and more dependent on personal connections in order to fulfill their missions. When new networks are added in the future, it is possible that we will see a result that defines certain scales between the private and, therefore, the public, on which

these outlets may be discovered. This is something that we can look forward to seeing (Aziz et al., 2021). The introduction of Web 2.0 is one of the most significant breakthroughs that has ever taken place in the field of business. Along with it came another buzzword: marketing strategy, which is an evolution of Web 2.0 that not only promotes user-generated content but also extends the emphasis to customers by enabling them to exhibit content in order to interact among networks. This makes marketing strategy a Web 2.0 evolution that promotes user-generated content (Faeq, 2022). During the course of the past decade, a revolution in technology has brought about significant changes to conventional marketing methods, leading advertisers into a new century. Penetration pricing is going to completely change the way that marketers interact with retailers, distribution networks, and end customers in the era of digital marketing. In today's digital era, consumers are constantly confronted with a barrage of numerous pieces of information. According to Anwar (2017), when businesses go about their business and interact with customers, they produce a large amount of digital "exhaust data," which is data produced as a by-product of other activities. In other words, "exhaust data" is data produced when other activities are carried out. The massive quantity of big data that is currently available through the use of social media networks, smartphones, and other consumer devices is the result of contributions from billions of individuals all over the world (Ali, 2020). Due to the vast amount of marketing strategy promotions, e-commerce websites, sales newsletters, forums, and so on, it appears that businesses of all types have been adapting their marketing strategies to the Internet due to the ease with which they can meet their target audience and the low cost of doing so. This is because of the ease with which they can meet their target audience and the low cost of doing so. (Qader et al., 2021) On the other hand, standard advertisements in forms of mass marketing communication such as newspapers, magazines, and television try to reach a bigger audience in the hopes of reaching the same individuals who are already interested. People are more careful and skilled at allocating their exposure to particulars as a result of the increased stimulation bombardment; as a result, marketers need to recognize the variables that appeal to particular consumers' desires and explore ways to speak to customers individually or in smaller groups (Faeq & Ismael, 2022).

II. LITERATURE REVIEW

The terms "marketing," "news," "entertainment," and "advertising" are frequently used interchangeably. Fred Allen, who works in comarketing, believes that radio should be regarded as a medium because very little is done properly

on it. Advertising spots are purchased on the internet, on television and radio, and in print media such as newspapers and magazines by marketing buyers on their clients' behalf (Sabir et al., 2021). McLuhan, for our purposes, also clarifies the concept of platform. When he first introduces the concept of a medium in *Understanding Marketing*, he defines it as "any continuation of ourselves." The use of a hammer is said to stretch our arms and hands, while the use of a wheel is said to stretch our legs and feet. The second motivates us to push ourselves beyond the limits of what our bodies are capable of doing on their own. In a similar vein, language gives us the ability to convey to other people our most private ideas. In fact, given that our ideas are the result of the particular sensory encounters that we have had (Anwar, 2016), we can consider speech to be a kind of meaning reversal. Whereas our senses typically bring the outside world into our heads, speech propels our sensorially-shaped minds into the outside world (Faeq & Ismael, 2022). On the other hand, McLuhan frequently imagined a medium in the form of a growth medium, like fertile potting soil or agar in a Petri dish, for example. In other words, whatever causes a change, such as an expansion of our body, senses, or mind, is referred to as a medium. In addition, every one of our innovations, developments, ideas, and guiding principles may be understood as a type of McLuhan marketing since everything we formulate or produce results in some kind of transformation (Sorguli et al., 2021). The infrastructure that is designed to appeal to a huge number of individuals is what is meant to be referred to as "mass marketing." It is the strategy that is employed most frequently, and it is utilized to target the great majority of people. Newspapers, magazines, radio, television, and the Internet are the forms of media that are utilized for mass marketing the most frequently. The general populace often relies on marketing as their primary source for news about political, social, and entertainment matters, in addition to coverage of popular culture. Through the use of mass marketing, information, fundamentals, and concepts are communicated to audiences that range from the broad to the particular (Anwar & Surarchith, 2015). They are crucial resources for accomplishing objectives related to public health. On the other hand, having a conversation about health in marketing is difficult and calls for a diverse set of talents. "Using mass marketing to support public health is like navigating a wide network of highways without any street signs," said one expert. "It just doesn't work." It is quite likely that you will miss your deadline if you do not know either where you are going or why you are there (Ismael, 2022). Recent pricing strategy studies, as well as books and articles specialized to a specific platform, such as Facebook or Twitter, have highlighted individual sites (Faeq & Ismael, 2022). Two, it

is self-evident that you must consider Twitter as a platform, including the company that controls it and how it operates, as well as the terrible marketing strategy funded post that must be under 140 characters. When it comes to the reasons why marketing strategy is important, the substance rather than the medium is what counts the most from a social scientific point of view (Anwer et al., 2022). Content genres move merrily between very different platforms, as our individual ethnographies of marketing strategy from around the world have shown, appearing one year on Orkut and the next year on Facebook, one year on BBM and the next year on Twitter. This phenomenon is illustrated by the fact that content genres are like musical chairs. As an illustration, Facebook often revises its functioning, both in terms of appearance and the addition of new features. As a consequence of this, this study is not an examination of a forum; rather, it is an investigation into the topics that people post and discuss on various platforms, as well as the reasons why we prefer to post and the results of our postings (Anwar & Ghafoor, 2017). We worked at a total of nine different field sites, and throughout that time, we found that each of those sites had quite distinct materials. Material causes innate experiences and disagreements to appear and undergo transformation. Our research has thus far shown itself to be the most in-depth investigation of the ways in which marketing strategies have altered the world (Ismael, 2022). It is quite clear that the method that we once took to networking and engagement is not a case of "one size fits all." To begin, we would need to determine what those potentials are. Then we'd look into what the world has done with those potentials. Going back in history to a period before pricing strategies were used makes it much simpler to understand what they are (Faeq & Ismael, 2022). As a consequence of this, let's go back in time to a period in which Snap Chat, Spunk, Facebook, QQ, MySpace, and Friendster did not exist (Abdulrahman et al., 2022). People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Anwar, 2017). The people who make up a broadcaster's audience are not entirely within their control, regardless of how hard broadcasters try to get viewers to watch their programs. Marketing that needed private communication between two individuals, such as one-on-one interactions such as a phone call, was also allowed for a brief time. This type of marketing was the only one available. This type of engagement is known as "dyadic interaction." People were able to get together in groups in person, but group-based interactions through marketing channels like the telephone were unusual at the

time (Faeq, 2022). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to CB radio cluster marketing, online mediums such as bulletin boards, specialist forums, chat rooms, and blogging have garnered a far larger audience. Despite this, the two older forms of marketing, public broadcasting and private II, remained to exert a significant amount of influence over the majority of marketing's day-to-day interactions (Ismael et al., 2022). Individuals publishing to teams was essentially a scaled-down version of public broadcasting in the early days of social networking. These get-togethers could only consist of a few hundred individuals at the most. Many of the individuals who were responsible for the formation of such teams would frequently contact one another, for instance, by making comments on the remarks made by others (Anwar & Climis, 2017). At around the same time, text messaging and internet services such as MSM and AOL came into existence. These networks improved significantly with the introduction of mobile technology, adding a variety of cluster characteristics to elevate private electronic communications and emotional communication to new heights (Qader et al., 2022). This pattern has become considerably more entrenched over the course of the past four years as a direct result of the astonishingly rapid expansion of networks such as WhatsApp and WeChat. These are more likely to form smaller, more intimate groups of roughly twenty people, in contrast to social networking sites like QQ or Facebook. They will not be concentrating on a particular individual at any point. Because they are groups and not individual networks, the majority of the time all of the members have an equal opportunity to post. Texting has become an increasingly common alternative to conversing on the phone among adolescents, making these points particularly pertinent (Ismael, 2022). When choosing a marketing plan, it is obviously limiting to base your decision entirely on the options that are already available. For the purpose of ensuring the long-term viability of both our idea and our strategy, we need to take into account the newly emerging pricing strategy networks that are in the process of being developed, as well as the likelihood that some of them will become very widespread in the foreseeable future. Because of this, we are better able to identify a trend in the development of a new marketing plan (Anwar & Louis, 2017). Several of these sources have become less reliant on public radio and more dependent on personal connections in order to fulfill their missions. According to Sanclemente-Téllez (2017), as new networks are added in the future, we are likely to see a result that creates specific scales between the personal and the public, on which these outlets may be discovered. This is something

that we can look forward to seeing. People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Akoi et al., 2021). The people who make up a broadcaster's audience are not entirely within their control, regardless of how hard broadcasters try to get viewers to watch their programs. Marketing that needed private communication between two individuals, such as one-on-one interactions such as a phone call, was also allowed for a brief time. This type of marketing was the only one available. This type of engagement is known as "dyadic interaction." People were able to get together in groups in person, but group-based interactions through marketing channels like the telephone were unusual at the time (Chou et al., 2020). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to cluster marketing on CB radio, online mediums such as bulletin boards, specialty forums, chat rooms, and blogging have gained a larger audience (Ismael, 2022). There are five separate sorts of marketing strategies that are explored in connection with entirely different types of marketing strategies, and they are as follows: 1) psychological pricing, 2) penetration pricing, 3) premium pricing, and 4) skimming 5) competitive. Each of these marketing strategy networks has supplied individuals and organizations, such as marketers and customers, with distinctive qualities and insights related to the marketing strategy area. According to some sources, penetration pricing is comprised of psychological pricing, microblogs (Sadq et al., 2020), social networks (such as Facebook and LinkedIn), video networking (such as YouTube and Flickr), social news, and engagement (Ismael, 2022). customers' sensitivity to the edges, such as time savings and enhanced tracking capabilities with huge volumes of correct data, low price notification, high business communication, and cost reduction, among other things. Nearly half of all people connected to the world's networks, including marketing strategy networks, use costs that have recently increased (Faeq et al., 2022). Penetration-pricing sites are websites like Facebook and MySpace that give users the ability to communicate with one another through the use of the site. According to the definition provided by one source, "penetration pricing sites" are "common terminology for sites that are intended to link people with similar backgrounds and interests" (Qader et al., 2022). These two websites have some characteristics, including the following: (1) Within the confines of a predetermined framework,

users are able to construct dynamic and personalized profiles that may be made public or semi-public, as well as (2) a list of suggested friends. (3) Read the list in its entirety and go through it (Faeq & Ismael, 2022). In terms of individuals and associations that have been facilitated within the system by third parties (Akoi & Andrea, 2020). The practice of price skimming and the use of social bookmarking sites like Digg, Reddit, and Scoop It, for example, are very much in vogue in today's internet culture. The primary advantage of what has been described above is that it motivates users to save and review the significant connections that they have discovered. Price skimming allows users to not only monitor their news feeds but also to submit and comment on material sourced from all over the Internet (Faeq et al., 2021). People may use price skimming to upload, save, and share their multimarketing assets, such as images, movies, and music, with other users. This includes the ability to share their materials (Sabah et al., 2022). There are many opportunities available through engagement with these platforms, as some of the outlets mentioned in the marketing strategy section have long been bulwarks for online communities. These outlets allow users to create their own podcasts using low-cost technology and propagate their equivalent "channels" through subscriptions, so there are many opportunities available through engagement with these platforms. The tag is required to be shown, and it is one of the aspects of price skimming that is considered to be among the most important. The application of a notion known as a "tag" to a piece of material in order to assist in describing it helps to ensure that companies are aware of the significance of search engine keywords (Ali et al., 2021). Blogs are a form of content management system (CMS) that are often maintained by individuals or groups and serve to disseminate the thoughts and opinions of the blog's authors to a more widespread audience (Anwar & Qadir, 2017). Because they can be inserted into websites and messages, penetration pricing makes good portals for other marketing tools (Faeq & Ismael, 2022). In addition, blog programming has a number of social features, such as comments, blog moves, trackbacks, and memberships. Other penetration pricing marketing tools can be accessed through psychological pricing (Ali et al., 2021). However, despite the fact that websites make it possible for anyone to disseminate information and participate in a wide variety of online discussions, a portion of bloggers do not have any publishing controls and are able to access the entire web. As a result, their posts can have a negative effect on the popularity of consumers, objects, or brands, according to research (Jamil et al., 2022). The Psychological Pricing Diary is a specialized form of journal that allows individuals and companies to carry on ongoing talks with one another.

People are able to read your website, leave comments on it, and connect with you through it, building a vast network with a broad variety of current and relevant information regarding psychological pricing (Akoi et al., 2021). The use of psychological pricing may take many forms in the world of marketing. In the practice of psychological pricing, for instance, businesses may often package banner advertising with blog feeds. Second, they want to employ product sampling to get their wares into the hands of prominent bloggers within the industry in the expectation that this would generate buzz on those bloggers' own sites. A fledgling wine firm was able to effectively sidestep the conventional launch procedure by shifting their marketing efforts towards wine publications. As a direct consequence of this, annual sales increased by more than 100%. Keeping an eye on relevant websites in search of marketing intelligence is the third method that marketers may utilize psychological pricing in their work. One industry professional believes that a company that does not take into account factors such as blogs, chat rooms, and psychological pricing is either foolish or lacking in ability (Sadq et al., 2020). The real-time information network known as Competitive Pricing is somewhat analogous to blogging, with the key difference being that each post is limited in length (in terms of the quantity of words), which enables a more expedient style of communication. Because of the reasonable cost, users are able to send brief text messages to one another using instant messaging, mobile phones, e-mail, or the Internet. For instance, Twitter was established in 2006 and is one of the first and most widespread microblogging platforms; as of 2012, it had over 140 million members and over 1.5 billion regular search queries. (Akoi & Yesiltas, 2020). Because so many organizations have been utilizing Twitter to concentrate their efforts on sales possibilities, influencers, and clients, those businesses are now in a position to capitalize on relationship growth, achieve on- and off-line market goals, and finish growing, among other things (Jamil et al., 2022). Miniatur- scale web journals are a hybrid of traditional web journals and interpersonal communication destinations. They have a high level of self-introduction and self-revelation, but a medium- to low level of social proximity and marketing lavishness. Miniatur- scale web journals are used as a means of online networking. Smaller- scale websites are web-based apps that allow users to exchange little amounts of information, such as a few phrases, a single picture, or a link to a video. Examples of this kind of content include brief sentences, single photos, and video links (Saleh et al., 2021). The study of consumer behavior examines the processes through which people or groups select, acquire, make use of, or get rid of goods, services, ideas, or experiences in order to satisfy their requirements and

gratifications. Consumers come in all shapes and sizes, from a six-year-old girl who asks her mother for wine gums to a senior executive of a multinational corporation who selects an prohibitively expensive operating system (Faeq, 2022). Consumables can be anything from canned beans to massages, democracy, rap music, or even other people. Consumables can even be other people (the images of rock stars, for example). It is necessary to satiate all of one's wants and aspirations, including hunger, thirst, passion, status, and even the urge to achieve spiritual satisfaction. The study of consumer behavior is becoming increasingly commonplace, not only in marketing but also in the social sciences more generally. This is the result of an increasing awareness of the role that consumption plays in our day-to-day lives, in the organization of our daily activities, in the formation of our personalities, in politics and economic development, and in global cultural flows, where consumer culture appears to spread, although in new ways, from North America and Europe to other parts of the world (Anwar, 2016). The transmission of consumer culture by means of advertising is not always met with approval by social critics or by consumers themselves. Consumption has been given the moniker "vanguard history" (Ali et al., 2021) because of the fact that it plays such a vital role in all aspects of our lives, including our bodies, our minds, our finances, our governments, and our cultures. According to studies conducted in the middle to late 1960s, the study of consumer decision-making was still a relatively new field (Hamad et al., 2021). owing to the fact that it did not have its own body of study or tradition. Theorists in the field of marketing took substantial inspiration from the conceptual frameworks developed in other scientific disciplines, such as psychology (the study of the individual). Anthropology (the study of individuals) is closely related to sociology (the study of groups) and social science (the study of how people interact with one another in groups; the influence of society on the individual). The most recent marketing discipline would use economics as its basis for building its foundation. Many of the earliest models of market behavior were centered on economic theory, with the assumption that individuals behave rationally in order to enhance their rewards (Ismael & Yesiltas, 2020) when purchasing goods and services. This was the basis for many of the early market behavior models. According to later research, consumers are just as prone to make impulsive purchases and be affected by their mood, circumstances, and feelings as they are to be influenced by their families and friends, commercials, and role models. The combination of these two factors results in a comprehensive model of customer behavior that takes into account all rational and emotional aspects of consumer decision-making. This model is a

holistic representation of customer behavior (Gardi et al., 2021).

The procedures involved in grasping difficulties are referred to as "market decision making," and this phrase is used to characterize such processes. determining techniques, weighing the merits of many possibilities, settling on a course of action, and analyzing the outcomes of the collection. Customers can choose not only which product brand they want to use, but also how much of that product they want to buy. The works of Anwar and Surarchith (2015) Consumers make decisions in order to achieve their objectives, which may involve selecting the optimal action to take from among a number of possibilities and minimizing the amount of time required to come to a conclusion. Customers, to put it another way, make judgments "on the fly," with the process being impacted by the gravity of the problem, the consumer's experience and traits, as well as the features of the scenario (Ismael et al., 2022). The kind of decision-making procedure that a target market utilizes is an important factor that managers need to consider because it has an effect on all of the managerial technology domains. You have been a customer with the ability to make purchases for longer than you are aware of, beginning with the first time you were asked for the grain or toy you want (Qader et al., 2021). Over the course of your life, you have probably picked up a certain strategy for making decisions, even if you are unaware of it. A comparison procedure is followed by a number of different clients. This method is broken out in further detail in the first chapter of this section. The second part of this article takes a look at the situational, cognitive, and other elements that have an impact on whether or not individuals buy things, when they buy things, and how they buy things. Keep in mind, however, that no matter how comparable the products are, different consumers will choose to purchase them for a variety of reasons (Ismael et al., 2022). The purchase of a Savvy Auto can serve as a wonderful generator of ideas. You will have no choice but to purchase a Portage 150 tractor from the person who lives closest to you (Sadq et al., 2020). This is something that knowledgeable marketing professionals are aware of (Faeq et al., 2021). They are attempting to identify (Othman et al., 2022) shopping trends since they do not have budgets that are endless, which prevents them from advertising in a variety of ways to a huge number of individuals (Hamad et al., 2021). As a consequence of this, businesses are in a position to (Abdalla Hamza et al., 2021) communicate with members of the general public who are considering making a purchase of their wares at the most economical price (Faraj et al., 2021). The many phases of a customer's purchasing process are depicted in the figure, Stages of the Consumer's Purchase Process (Hussein et al., 2022). At any

given time, it is quite probable that you are engaging in some form of stage shopping (Hamza et al., 2022). You are thinking about the many different kinds of things that you require or will eventually buy, and you are attempting to identify the most straightforward options available at the most straightforward price, in addition to determining when and how you will acquire these things, and you are checking some products that you have already purchased. It's possible that some people are superior to others (Hamza et al., 2021).

III. METHODOLOGY

This study's objective was to investigate the role that marketing strategy plays as a determining element in the formation of customer behavior. As a consequence of this, the researchers utilized five distinct forms of marketing approach in order to make it possible for the study to assess the behavior of consumers: The fifth and last kind of pricing strategy is called psychological pricing, and it comes after penetration pricing, social news in marketing, marketing sharing sites, and psychological pricing. The five independent variables in the study are penetration pricing, social news, marketing sharing platforms, psychological

pricing, and microblogging. The dependent variable in the analysis is consumer behavior. In the current investigation, a quantitative analytic methodology was utilized, and a questionnaire that was derived from scholarly sources was used.

Research Hypotheses

H1: Penetration Pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H2: Price Skimming as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H3: Premium pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H4: Psychological Pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H5: Competitive Pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

IV. ANALYSIS AND RESULTS

Table 1: KMO and Bartlett Sphericity Test of Self-rating Items

No	Factors	N of items	Sample	KMO	Bartlett test	
					Chi-Square	Sig
1	Penetration Pricing	10	162	.802	3019.4	.000
2	Social news	8	162			
3	Marketing-sharing sites	9	162			
4	Psychological Pricing	10	162			
5	Micro blogging	8	162			
6	Consumer decision making	9	162			

As we can see in table (1), the result of KMO is .802 which is higher than .001 this indicates that the sample size used for the current study was more than adequate. Furthermore, the result of Chi-Square is 3019.4 with the significant level .000.

Table 2: Reliability analysis

Reliability Statistics			
Factor	Sample	Cronbach's Alpha	N of Items
Penetration Pricing	162	.739	10
Social news	162	.766	8
Marketing-sharing sites	162	.791	9
Psychological Pricing	162	.772	10
Micro blogging	162	.769	8
Consumer decision making	162	.782	9

As seen in table (2), the reliability analysis for 54 items used to measure the influence of marketing strategy (Penetration Pricing, social news, marketing sharing sites, Psychological Pricing, micro blogging) on consumer decision making. The above 54 questions were distributed as follow; 10 items for Penetration Pricing, 8 items for social news, 9 items for marketing sharing sites, 10 items for Psychological Pricing, 8 items for micro blogging, and 9 items for consumer decision making. The researchers applied reliability analysis to find out the reliability for each factor, the findings revealed as follow: as for Penetration Pricing was found the Alpha to be .739 for 10 questions which indicated that all 10 questions used to measure Penetration Pricing were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Price Skimming was found the Alpha to be .766 for 8 questions which indicated that all 8 questions used to measure Price Skimming were reliable for the current study, the reliability

for each factor, the findings revealed as follow: as for marketing sharing sites was found the Alpha to be .791 for 9 questions which indicated that all 9 questions used to measure marketing sharing sites were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Psychological Pricing was found the Alpha to be .772 for 10 questions which indicated that all 10 questions used to measure Psychological Pricing were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Competitive Pricing was found the Alpha to be .769 for 8 questions which indicated that all 8 questions used to measure Competitive Pricing were reliable for the current study, and the reliability for each factor, the findings revealed as follow: as for consumer decision making was found the Alpha to be .782 for 9 questions which indicated that all 9 questions used to measure consumer decision making were reliable for the current study.

Table 2: Correlation Analysis

		Correlations					
		Penetration Pricing	Social news	Marketing sharing	Psychological Pricing	Micro blogging	Consumer behaviour
Penetration Pricing	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	162					
Price Skimming	Pearson Correlation	.551**	1				
	Sig. (2-tailed)	.002					
	N	162	162				
Marketing sharing	Pearson Correlation	.549**	.559**	1			
	Sig. (2-tailed)	.000	.000				
	N	162	162	162			
Psychological Pricing	Pearson Correlation	.692**	.703**	.671**	1		
	Sig. (2-tailed)	.000	.001	.000			
	N	162	162	162	162		
Competitive Pricing	Pearson Correlation	.493**	.543**	.597**	.578**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	162	162	162	162	162	

Consumer decision making	Pearson Correlation	.622**	.687**	.611**	.712**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	162	162	162	162	162	162
**. Correlation is significant at the 0.01 level (2-tailed).							

As it can be seen in table (2), the correlation analysis between organizational learning (Penetration Pricing, social news, marketing sharing sites, Psychological Pricing, and micro blogging) and consumer decision making. The finding revealed that the value of Pearson correlation ($r = .622^{**}$, $p < 0.01$), between Penetration Pricing and consumer decision making this indicated that there is positive and strong correlation between Penetration Pricing and consumer decision making, the value of Pearson correlation ($r = .687^{**}$, $p < 0.01$), between Price Skimming and consumer decision making this indicated that there is positive and strong correlation between Price Skimming and consumer decision making, the value of Pearson correlation ($r = .611^{**}$,

$p < 0.01$), between marketing sharing sites and consumer decision making this indicated that there is positive and strong correlation between marketing sharing sites and consumer decision making, the value of Pearson correlation ($r = .712^{**}$, $p < 0.01$), between Psychological Pricing and consumer decision making this indicated that there is positive and strong correlation between Psychological Pricing and consumer decision making, and the value of Pearson correlation ($r = .732^{**}$, $p < 0.01$), between Competitive Pricing and consumer decision making this indicated that there is positive and strong correlation between Competitive Pricing and consumer decision making.

Table 2. Multiple Regression Analysis

Models	Fixed Effects Model			
			Coefficient	T-ratio
				P-value
Model 1 (H1) Penetration Pricing	Const	7.211	1.332	.0002
	Beta	6.92		.001
	Size		.7252	.003
	Adj R ²		.711	
	F-Value		19.585	
	Durbin-Watson		1.3959	
Model 2 (H2) Social news	Const	3.881	1.022	.0004
	Beta	.622		.0002
	Size		.3912	.000
	Adj R ²		.671	
	F-Value		16.552	
	Durbin-Watson		2.114	
Model 3 (H3) Marketing-sharing sites	Const	4.552	1.114	.0002
	Beta	.721		.0001
	Size		.6331	.0002

	Adj R ²		.736	
	F-Value		12.522	
	Durbin-Watson		1.022	
Model 4 (H4) Psychological Pricing	Const	9.889	1.441	.0002
	Beta	.641		.0003
	Size		.6331	.0001
	Adj R ²		.644	
	F-Value		12.522	
	Durbin-Watson		1.441	
Model 5 (H5) Micro blogging	Const	4.633	1.933	.0002
	Beta	.674		.0002
	Size		.6332	.0001
	Adj R ²		.723	
	F-Value		14.225	
	Durbin-Watson		1.391	

* significant at 0.10, ** significant at 0.05 and *** significant at 0.01 level.

The results show that Penetration Pricing has significant positive influence on consumer decision making at 5% level. The results show that Price Skimming has significant positive influence on consumer decision making at 5% level. The results show that marketing sharing sites has significant positive influence on consumer decision making at 5% level. The results show that blog has significant positive influence on consumer decision making at 5% level. The results show that Competitive Pricing has significant positive influence on consumer decision making at 5% level. Moreover, all beta value is higher than .001. All models have very high adjusted R2 (.711, .671, .736, .644, and .723 respectively) indicating the ability of the models explaining the variation of consumer decision making due to variation of independent variables is very high. The F-value shows that the explanatory variables are jointly statistically significant in the model and the Durbin-Watson (DW) statistics reveals that there is autocorrelation in the models.

V. CONCLUSION

The results of this exploratory study show that young individuals regularly spend several hours on pricing strategy websites, where they are very susceptible to advertising persuasion. Advertisers who use them, however, need to approach them differently from traditional marketers due to their unique properties, such as their ability

to search and their readiness to "congregate" people and index their views. Most importantly, they need to understand how to make the most of these marketing strategy networks, as social etiquette has made its way into the realm of marketing strategy in the shape of guidelines for appropriate conduct. Marketers in Iraq's Kurdistan region can't afford to "downplay" the appeal of their strategies anymore, because direct marketing communication with young people has become the preferred method of reaching them and has had a significant impact on their spending habits. Marketers are constantly faced with fresh obstacles and possibilities due to the ever-evolving nature of the promotional environment and the shifting habits of consumers. Due to the widespread adoption and utilization of pricing strategies, advertisers have been compelled to reevaluate their communication campaigns in order to maintain their competitive edge among millennials. In truth, young people spend a disproportionate amount of time on pricing strategy websites, making them more susceptible to the persuasive efforts of advertisers. Marketers need to find the most effective marketing strategy sites and use customer experience management and a focus on marketing strategy features and characteristics that improve the relationship with consumers to do so. The proliferation of marketing strategies as a means of spreading word about products has resulted in an overwhelming amount of promotional noise being generated "online." There is a significant obstacle

facing marketers who use pricing strategy websites to raise brand, product, and service awareness. In addition, when it comes to pricing, consumers are often influenced by advertisements for items and companies they are already familiar with or have a preference for, as well as those that have been recommended to them by their friends and family. If a marketer wants their promotional efforts in marketing strategy to be noticed by clients, the advertising messaging they use must be well thought out and unique. Price strategy users' privacy should also be respected while they are learning and having fun. Marketers need to evaluate the significance of real-time messaging delivered on pricing strategy sites and the effects this has on consumers' usage habits and purchasing behavior in order to maintain relevance with pricing strategy users. The results show that penetration price significantly influences consumer behavior at the 5% level. The results show that price skimming significantly influences customer behavior when implemented at the 5% level. The results show that marketing sharing sites have a significant positive effect on consumer behavior, even at the 5% level. The data demonstrates that blogs significantly affect consumer behavior at the 5% level. Findings indicate that competitive pricing significantly affects customer behavior at the 5% threshold. Furthermore, each beta value is greater than .001. Both models have relatively high modified R² values (.711, .671, .736, .644, and .723), indicating that they are very good at explaining variations in customer behavior as a result of changes in independent variables. The F-value and the Durbin-Watson (DW) statistics both point to autocorrelation in the models, suggesting that the model's explanatory variables are jointly statistically significant.

REFERENCES

- [1] Saleh, P. F., Ali, B. J., Akoi, S., Najmalddin, B., Ali, R. S., & Anwar, G. (2021). Factors affecting the Success of Female Entrepreneurs in Kurdistan. *International journal of Engineering, Business and Management (IJEEM)*, 5.
- [2] Faeq, D. K. (2022). A Mediated Model of Employee commitment: The Impact of Knowledge Management Practices on Organizational Outcomes.
- [3] Hamad, H. A., Qader, K. S., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The essential variables to consider before investing in financial markets during Covid-19.
- [4] Ismael, F., & Yesiltas, M. (2020). Sustainability of CSR on Organizational Citizenship Behavior, Work Engagement and Job Satisfaction: Evidence from Iraq. *Revista de Cercetare si Interventie Sociala*, 71.
- [5] Gardi, B., Hamza, P. A., Qader, K. S., Anwar, H., Hamad, D., & Anwar, G. (2021). Factors affecting the quality of financial statements on investment decision making.
- [6] Ismael, F. O., Yeşiltaş, M., & Andrea, S. R. (2022). The impact of corporate social responsibility on organisational citizenship behaviour, work engagement, and job embeddedness. In *Research Anthology on Developing Socially Responsible Businesses* (pp. 1153-1165). IGI Global.
- [7] Qader, K. S., Hamad, H. A., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The role of sophisticated accounting system in organizational planning.
- [8] Ismael, F., Hussein, B., Ibrahim, M. S., & Akoye, S. (2022). The mediation role of organization citizenship behaviour between employee motivation and productivity: Analysis of Pharmaceutical Industries in KRG. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 10-22.
- [9] Hamza, P. A., Hamad, H. A., Qader, K. S., Gardi, B., & Anwar, G. (2021). Management of outsourcing and its relationship with hotels' performance: An empirical analysis of selected hotels in Erbil. *International Journal of Advanced Engineering Research and Science*, 8, 10.
- [10] Hussein, B., Ibrahim, M. S., & Ismael, F. (2022). The influence of Perceived Leadership Styles on Employee Commitment: The Mediating Role of Conflict Management. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 43-60.
- [11] Faraj, K. M., Faeq, D. K., Abdulla, D. F., Ali, B. J., & Sadq, Z. M. (2021). Total Quality Management And Hotel Employee Creative Performance: The Mediation Role Of Job Embeddedment. *Faraj, KM, Faeq, DK, Abdulla, DF, Ali, BJ, & Sadq, ZM (2021). Total Quality Management And Hotel Employee Creative Performance: The Mediation Role Of Job Embeddedment. Journal of Contemporary Issues in Business and Government*, 27(1), 3838-3855.
- [12] Hamad, H. A., Hamza, P. A., Gardi, B., Saeed, K., Qader, D., & Anwar, G. (2021). The influence of accounting software in minimizing business costs.
- [13] Faeq, D. K., Garanti, Z., & Sadq, Z. M. (2021). The Effect of Total Quality Management on Organizational Performance: Empirical Evidence from the Construction Sector in Sulaymaniyah City, Kurdistan Region-Iraq. *UKH Journal of Social Sciences*, 5(1), 29-41.
- [14] Hamza, P. A., Othman, R. N., Qader, K. S., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Financial crisis: Non-monetary factors influencing Employee performance at banking sectors.
- [15] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [16] Abdalla Hamza, P., Sabir, B. Y., Qader, K., Mahmood Aziz, H., Ismeal, B., Sorguli, S., ... & Anwar, G. (2021). Global financial markets: Factors influencing the global financial markets. *International Journal of Advanced Studies of Scientific Research*, 7(6).
- [17] Othman, B., Harun, A., Sadq, Z. M., Rashid, W. N., Abdullah, K. M., Mohammed, H. O., & Faeq, D. K. (2020). Effects of service marketing mix on umrah customer

- satisfaction: Empirical study on umrah traveling industry in Malaysia. *TEST Engineering and Management*, 83, 22895-22909.
- [18] Jamil, D. A., Younus, S. Q., Ismail, Z. S., Sadeq, I., Kanabi, B. J. O., Faieq, H. T., ... & Jwmaa, S. J. (2022). Investing on the Stock Exchange: determining the essential factors affecting Stock Exchange Investment.
- [19] Ahmed, Y. A., & Faeq, D. K. (2020). An economic Evaluation of training and its Effect on employee performance in Building Construction Directory of Sulaimani province–Kurdistan region. *Qalaai Zanist Journal*, 5(2), 1048-1068.
- [20] Jwmaa, S. J., Kanabi, I. S., Younus, S. Q., Ismail, Z. S., Faieq, H. T., Othman, B. J., ... & Jamil, D. A. (2022). Corporative Governance in an International Context.
- [21] Sadq, Z. M., Faeq, D. K., & Abdulla, D. (2021). Role of servant leadership in achieving and developing employee's career satisfaction and intention to remain with the organization: an empirical study of tourist companies in erbil city, kurdistan region of iraq. *Ecoforum Journal*, 10(1).
- [22] Mahmood, R. K., Faieq, H. T., Ismail, Z. S., Sadeq, I., Kanabi, S. Q. Y., Jwmaa, S. J., ... & Jamil, D. A. (2022). Critically evaluate the relationship between the organisational effectiveness and its international environment.
- [23] Faeq, D. K. (2022). The Effect of Positive Affectivity on Creative Performance Mediating by Quality of Work Life. *QALAAI ZANIST JOURNAL*, 7(1), 862-877.
- [24] Ismeal, B. A., Aziz, H. M., Sorguli, S., Qader, K. S., Sabir, B. Y., Hamza, P. A., ... & Anwar, G. (2021). The Role of External Auditing in Reducing Creative Accounting Practices.
- [25] Faeq, D. K., Ismail, Z. N., & Sadq, Z. M. (2020). The Role of Body Language on Achieving Customer Satisfaction (An empirical study of consumers' perspectives of electronic devices in the commercial centers of Sulaymaniyah Governorate-Kurdistan Region/Iraq). *International Journal on Humanities and Social Sciences*, 16(1), 117-129.
- [26] Anwar, G., & Shukur, I. (2015). The impact of training and development on job satisfaction: a case study of private banks in Erbil. *International Journal of Social Sciences & Educational Studies*, 2(1), 65.
- [27] Hamad, H. A., Qader, K. S., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The essential variables to consider before investing in financial markets during Covid-19.
- [28] Faeq, D. K., Abdulla, D. F., Ali, B. J., & Akoi, S. (2021). Impact of job resources on employee green behavior: An Empirical Investigation Among Employees Work in The Tourist Companies in Erbil-City Kurdistan Region of Iraq. *The Scientific Journal of Cihan University–Sulaimaniya*, 5(2), 115-126.
- [29] Anwar, K. (2016). Comparison between cost leadership and differentiation strategy in agricultural businesses. *Custos E Agronegocio on Line*, 12(2), 212-231.
- [30] Gardi, B., Hamza, P. A., Qader, K. S., Anwar, H., Hamad, D., & Anwar, G. (2021). Factors affecting the quality of financial statements on investment decision making.
- [31] Faeq, D. K., Ali, B. J., & Akoi, S. (2022). The Impact of People Related TQM and CSR on Employees Job Satisfaction. *UKH Journal of Social Sciences*, 6(1), 1-9.
- [32] Hameed, A. A., & Anwar, K. (2018). Analyzing the Relationship between Intellectual Capital and Organizational Outcome: A Study of Selected Private Banks in Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(4), 39.
- [33] Qader, K. S., Hamad, H. A., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The role of sophisticated accounting system in organizational planning.
- [34] Faeq, D. K., Ziad, K., & Hassan, R. (2022). Impact of resonant leadership in reducing workplace bullying: A case from Sulaymaniyah chamber of commerce & industry. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 264-276.
- [35] Anwar, K. (2017). Analyzing the conceptual model of service quality and its relationship with guests'satisfaction: a study of hotels in erbil. *The International Journal of Accounting and Business Society*, 25(2), 1-16.
- [36] Hamza, P. A., Hamad, H. A., Qader, K. S., Gardi, B., & Anwar, G. (2021). Management of outsourcing and its relationship with hotels' performance: An empirical analysis of selected hotels in Erbil. *International Journal of Advanced Engineering Research and Science*, 8, 10.
- [37] Faeq, D. K., Saleh, P. F., Hiwa, H., Ismael, A., & Nawzad, M. (2022). Purchase intention in the scope firm of corporate social responsibility. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 43-55.
- [38] Anwar, G., & Shukur, I. (2015). the impact of recruitment and selection on job satisfaction: Evidence from private school in Erbil. *International Journal of Social Sciences & Educational Studies*, 1(3), 4-13.
- [39] Hamad, H. A., Hamza, P. A., Gardi, B., Saeed, K., Qader, D., & Anwar, G. (2021). The influence of accounting software in minimizing business costs.
- [40] Faeq, D. K. (2022). Thee role of job bullying in promoting turnover intention an exploratory study of the opinions of a sample of employees in the General Directorate of Tourism in Sulaimania, Kurdistan Region, Iraq. *Cihan University-Erbil journal of humanities and social sciences*, 6(2), 17-26.
- [41] Abdullah, M. S., Toycan, M., & Anwar, K. (2017). The cost readiness of implementing e-learning. *Custos E Agronegocio On Line*, 13(2), 156-175.
- [42] Hamza, P. A., Qader, K. S., Gardi, B., Hamad, H. A., & Anwar, G. (2021). Analysis the impact of Information technology on Efficient tax Management. *International Journal of Advanced Engineering, Management and Science*, 7(9), 31-41.
- [43] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [44] Anwar, G., & Shukur, I. (2015). The Impact of Service Quality Dimensions on Students' Satisfaction. *International Journal of Social Sciences & Educational Studies*, 76.
- [45] Aziz, H. M., Sorguli, S., Hamza, P. A., Sabir, B. Y., Qader, K. S., Ismeal, B. A., ... & Gardi, B. (2021). Factors affecting

- International Finance Corporation. *Journal of Humanities and Education Development (JHED)*, 3(3), 148-157.
- [46] Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 15-26.
- [47] Anwar, K. (2017). The Role of Effective Leadership in Crisis Management: Study of Private Companies in Kurdistan. *QALAAI ZANIST JOURNAL*, 2(4), 326-338.
- [48] Qader, K. S., Ismeal, B. A., Aziz, H. M., Hamza, P. A., Sorguli, S., Sabir, B. Y., ... & Gardi, B. (2021). The Effect of Human Resources Management Skills on Accounting Information Quality in Kurdistan Public Sector. *Journal of Humanities and Education Development (JHED)*, 3(3), 131-143.
- [49] Faeq, D. K., & Ismael, Z. N. (2022). Organizational Culture as a mediator between Employee Dissatisfaction and Turnover Intention.
- [50] Sabir, B. Y., Qader, K. S., Hamza, P. A., Ali, B., Ismeal, S. S., Aziz, H. M., ... & Anwar, G. (2021). Analysis of Accounting-Based Measures of Expected Returns: A Study of Private SME In Kurdistan.
- [51] Anwar, K. (2016). The relationship between transformational leadership characteristics and effectiveness: A case study of construction companies in Erbil. *International Journal of Science Technology & Management*, 5(2), 250-156.
- [52] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [53] Sorguli, S., Hamza, P. A., Ismeal, B. A., Sabir, B. Y., Aziz, H. M., Qader, K. S., ... & Gardi, B. (2021). Adaption of E-Filling of Income Tax Returns in Kurdistan.
- [54] Anwar, G., & Surarchith, N. K. (2015). Factors Affecting Shoppers' Behavior in Erbil, Kurdistan-Iraq. *International Journal of Social Sciences & Educational Studies*, 1(4), 10.
- [55] Ismael, Z. N. (2022). Project team management: the significance of various leadership approaches in work environments when managing ICT project teams. *International journal of Advanced Engineering, Management and science (IJAEMS)*, 8(11), 1-15.
- [56] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [57] Anwer, S. A., Mohammad, A. J., Abdulrahman, B. S., Qader, K. S., Jamil, D. A., Gardi, B., & Khalid, K. (2022). Leading Project teams: The role of leadership styles in dynamic work environment.
- [58] Anwar, K., & Ghafoor, C. (2017). Knowledge management and organizational outcome: A study of private universities in Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(2), 53.
- [59] Ismael, Z. N. (2022). Emotional intelligence: Employee attitudes as a Meditation Role between creativity and Emotional intelligence. *International journal of Language, Literature and Culture (IJLLC)*, 2(6), 16-29.
- [60] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [61] Abdulrahman, B. S., Qader, K. S., Jamil, D. A., Sabah, K. K., Gardi, B., & Anwer, S. A. (2022). Work engagement and its influence in boosting productivity.
- [62] Anwar, K. (2017). Leading Construction Project Teams: The Effectiveness of Transformational Leadership in Dynamic Work Environments in Kurdistan. *International Journal of Advanced Engineering, Management and Science*, 3(10), 239925.
- [63] Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 15-26.
- [64] Ismael, F., Hussein, B., Ibrahim, M. S., & Akoye, S. (2022). The mediation role of organization citizenship behaviour between employee motivation and productivity: Analysis of Pharmaceutical Industries in KRG. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 10-22.
- [65] Anwar, K., & Climis, R. (2017). Analyzing the relationship between types of advertisement and customer choice: a study of retailer stores in erbil. *The International Journal of Accounting and Business Society*, 25(2), 43-52.
- [66] Qader, K. S., Jamil, D. A., Sabah, K. K., Anwer, S. A., Mohammad, A. J., Gardi, B., & Abdulrahman, B. S. (2022). The impact of Technological acceptance model (TAM) outcome on implementing accounting software.
- [67] Ismael, Z. N. (2022). Stategic Marketing: the importance of competitive intelligence in the decision -making for strategic marketing. *International journal of teaching, learning and education (IJTLE)*, 1(4), 6-22.
- [68] Anwar, K., & Louis, R. (2017). Factors Affecting Students' Anxiety in Language Learning: A Study of Private Universities in Erbil, Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(3), 160.
- [69] Akoi, S., Ali, B. J., Saleh, P. F., Najmalddin, B., Mustafa, R. S., Abdulmajid, M. R., & Hama, A. R. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. *Akoi, S., Jamal Ali, B., Fadel Saleh, P., Najmalddin, B., Sabah Mustafa, R., Rzgar Abdulmajid, M., & Rebwar Hama, A.(2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. Black Sea Journal of Management and Marketin.*
- [70] Ismael, Z. N. (2022). The Causes and Effects of Quality of Brand Relationship and Customer Engagement. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 73-84.
- [71] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.

- [72] Ismael, Z. N. (2022). Marketing strategy: The Influence of Corporate Social Responsibility on Brand Awareness. *International journal of Engineering, Business and Management*, 6(5).
- [73] Faeq, D. K., Ali, B. J., & Akoi, S. (2022). The Impact of People Related TQM and CSR on Employees Job Satisfaction. *UKH Journal of Social Sciences*, 6(1), 1-9.
- [74] Qader, K. S., Hamza, P. A., Othman, R. N., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Analyzing different types of advertising and its influence on customer choice. *International Journal of Humanities and Education Development (IJHED)*, 4(6), 8-21.
- [75] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [76] Akoi, S., & Andrea, S. (2020). The determinants of the performance of the banking sector: evidence from an emerging market. *Journal for Social Sciences (MEIJSS)*, 2(4), 192-202.
- [77] Faeq, D. K., Abdulla, D. F., Ali, B. J., & Akoi, S. (2021). Impact of job resources on employee green behavior: An Empirical Investigation Among Employees Work in The Tourist Companies in Erbil-City Kurdistan Region of Iraq. *The Scientific Journal of Cihan University–Sulaimaniya*, 5(2), 115-126.
- [78] Sabah, K. K., Anwer, S. A., Mohammad, A., J., Abdulrahman, B. S., Qader, K. S., ... & Jamil, D. A. (2022). Stock investment: Factors influencing stock exchange in banking sector.
- [79] Ali, B. J., Akoi, S., Saleh, P. F., & Sardar, Z. (2021). Factors shaping customer satisfaction with residential flats: Evidence from Sulaymaniyah City. *Jamal Ali, B., Akoi, S., Fadel Saleh, P., & Sardar, Z. (2021). Factors Shaping Customer Satisfaction with Residential Flats: Evidence from Sulaymaniyah City. Black Sea Journal of Management and Marketing*, 2(2), 1-12.
- [80] Faeq, D. K., & Ismael, Z. N. (2022). Organizational Culture as a mediator between Employee Dissatisfaction and Turnover Intention.
- [81] Ali, B. J., Akoi, S., Saleh, P. F., & Sardar, Z. (2021). Factors shaping customer satisfaction with residential flats: Evidence from Sulaymaniyah City. *Jamal Ali, B., Akoi, S., Fadel Saleh, P., & Sardar, Z. (2021). Factors Shaping Customer Satisfaction with Residential Flats: Evidence from Sulaymaniyah City. Black Sea Journal of Management and Marketing*, 2(2), 1-12.
- [82] Jamil, D. A., Sabah, K. K., Gardi, B., & Adnan, S. (2022). The mediation role of organizational culture between employee turnover intention and job satisfaction.
- [83] Akoi, S., Ali, B. J., Saleh, P. F., Najmalddin, B., Mustafa, R. S., Abdulmajid, M. R., & Hama, A. R. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. *Akoi, S., Jamal Ali, B., Fadel Saleh, P., Najmalddin, B., Sabah Mustafa, R., Rzgar Abdulmajid, M., & Rebwar Hama, A. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. Black Sea Journal of Management and Marketing*.
- [84] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [85] Akoi, S. M., & Yesiltas, M. (2020). The impact of human resource development (Hrd) practices on organizational performance: the mediating role of human capital. *Revista de Cercetare Si Interventie Sociala*, 70, 90.
- [86] Jamil, D. A., Sabah, K. K., Anwer, S. A., & Qader, S. (2022). The role of external auditing in reducing creative cost practical in agricultural businesses.
- [87] Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021, May). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. In *Ali, BJ, Saleh, Akoi, S., Abdulrahman, AA, Muhamed, AS, Noori, HN, Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. International journal of Engineering, Business and Management (Vol. 5, No. 2, pp. 65-77).*

Organizational effectiveness: Educational leadership and its impact on organizational effectiveness

Muhammed Khazal Rashad¹, Idrees Sadeq Kanabi², Diyar Abdulmajeed Jamil³, Rozhgar Khorsheed Mahmood⁴, Zaid Saad Ismail⁵, Swran Jawamir Jwmaa⁶, Saif Qudama Younus⁷, Baban Jabbar Othman⁸

^{1,2,6,7,8}Department of Business Administration, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

^{3,4,5}Department of Accounting, College of Administration and Financial Sciences, Knowledge University, Kirkuk Road, 44001 Erbil, Kurdistan Region, Iraq

Received: 29 Oct 2022; Received in revised form: 19 Nov 2022; Accepted: 24 Nov 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

This paper aims to explore the link between educational leadership and organizational effectiveness, Erbil was selected as the place to carry out the research at small and medium-sized businesses. current studies are assessing the impact of strategic absorbency (ability), capacity to adjust strategies, and managerial wisdom on small and medium-sized companies in the Kurdistan region of Iraq's educational leadership a separate regression analysis was used to quantify the impact of each independent variable on organizational effectiveness in the researchers applied a straight line of reasoning to small and medium-sized businesses in the Kurdistan region of Iraq. this ended up being a total of 175 questionnaires that were completed, as 152 of the 152 participants answered them correctly The study discovered that the greatest impact was found in the absorptive capability, with regard to sustainability, but on the least effect in terms of management expertise.

Keywords— *Absorptive, Capacity to change, Managerial wisdom, educational leadership effectiveness, sustainable educational leadership.*

I. INTRODUCTION

Industrialized nations have undergone significant transformations, especially since the era of globalization. Large companies are used to operating in an ever-changing environment that embraces emerging technology. Many countries have focused on SMEs, claiming that they are the most powerful way to solve the issues that large companies face. SMEs are affected by economic changes and variations. They've also strengthened their ability to adapt to changes in the world (Jwmaa et al., 2022). Many economies work to protect SMEs by keeping track of their transactions and assisting them when necessary. SMEs are used as a means of stimulating economic growth in most countries, both developed and developing. They contribute to the gross domestic product by creating employment, raising wages, and increasing GDP. Small businesses create opportunities in both urban and rural areas while also maintaining the economy's longterm stability and innovation (Sadq et al., 2021). Furthermore, these companies employ a large number of people. SMEs face immense obstacles as they struggle to keep their companies

alive. They are plagued by a shortage of financial capital, technological difficulties, a scarcity of effective human resources, a lack of attention, and harsh policy treatment by policymakers (Mahmood et al., 2022). Small companies are stifled by these impediments unwittingly. Lack of business information, managerial skills, and infrastructure access are all problems that SMEs face. Furthermore, because of lower wages and a heavier workload, federal regulations often favor large companies over SMEs, and SMEs have a higher rate of workforce turnover. Centered on structural theory and the resource based view, this study claims that self-leadership and government support have a significant effect on SMEs' educational leadership. The managerial ability of SME managers is one of the factors affecting their competitiveness. Faeq (2022) argue that, in today's extremely competitive and demanding market environment, a type of "entrepreneurial" leader, rather than other behavioral approaches to leadership, is needed. According to Ismeal et al. (2021), entrepreneurial actions are an important way for SMEs to gain a educational leadership and improve their performance. Because of the importance

of SMEs, policymakers must find ways to improve their access to capital and create a favorable economic environment so that they can reach their full potential (Faeq et al., 2020). Governments should develop effective policy options to boost labor skills, such as increased financial access, market assistance, and education spending. Effective policy frameworks can be able to help SMEs overcome growth obstacles while also fostering competitiveness and entrepreneurship. Furthermore, SMEs will need to develop their management skills, product quality, and delivery capacity before reaping the benefits of globalization (Anwar & Shukur, 2015). SME's would also profit from a government initiative aimed at helping them compete. As a result, SMEs should improve their management skills and establish good relationships with government officials and other company executives in order to gain a educational leadership and efficiently manage themselves (Hamad et al., 2021).

II. LITERATURE REVIEW

Leaders and managers hold a variety of roles in organizations. Institutions are maintained and monitored by managers, while leaders seek to overhaul them. Organizations have different criteria for such positions at different points and periods in their life. According to Faeq et al. (2021), in order for companies to thrive, leaders must adapt to and manage changing conditions and creativity (Gardi et al., 2021). According to Faeq et al. (2022), leaders use a variety of methods to ensure that followers have the motivation and mission clarity they need to achieve clear goals. These methods range from subtle persuasion to overt application of authority. They also rearrange the workplace, such as allocating funds and modifying communication patterns, to make it easier for employees to achieve corporate objectives (Hameed & Anwar, 2018). Leadership has been defined by traits, behavior, authority, communication habits, work, relationship, and occupation in an administrative role. Qader et al. (2021) define leadership as the ability to guide, empower, and motivate others to contribute to the productivity and advancement of the organizations to which they belong. Leadership is defined as a two- or more-person power mechanism by Alayoubi et al. (2020). They show that the person who is the target of the impact campaign must attribute and recognize it to a specific person. Some authors attempted to characterize leadership as a whole. For example, Faeq et al. (2022) defined leadership as the nature of a leader's influencing process and its consequences, as well as how these influencing processes are represented by the leader's dispositional characteristics and attitudes, follower expectations and attributions, and the context in which the

influencing process occurs (Anwar, 2017). Although the majority of leadership scholars have described leadership as the process of influencing others to achieve goals and orchestrating the process shift, setting a course, and inspiring people to conquer challenges and move the company toward its perfect future are all important aspects of leadership (Hamza et al., 2021). Leaders use influence to motivate their followers and coordinate the workplace so that they can do their jobs more effectively. There are leaders not only in the executive office, but in the organization (Faeq et al., 2022). French and Raven described five outlets or bases of control that a leader may use to achieve the goal: legitimate (power of position in the organization), coercive (power based on the ability to punish or control), reward (power to provide positive benefit or reward), expert (power based on expertise, special skills or knowledge), and referee (power based on expertise, special skills or knowledge) (Anwar & Shukur, 2015). Furthermore, different leadership models have different perspectives on how to classify the traits and behaviors of leaders that are important to the leadership process. Then we'll go through some of the most common leadership concepts that are closely related to self-leadership (Hamad et al., 2021). Self-leadership was leaning toward theories that are relevant to the context discussed above, such as leadership's ability to retain creativity and adaption in high-velocity, volatile environments, based on the latest literature on leadership theories (Faeq, 2022). According to Abdullah et al. (2017), leadership is close to transformational leadership in that it elicits superior performance by reacting to followers' higher interests. Leadership is also associated with team-oriented leadership theories, which emphasize the capacity of leaders to evoke heightened levels of group involvement and loyalty from team members, by stressing relationships between leaders and staff participants (Hamza et al., 2021). Meanwhile, value-based leadership is related to leadership and is characterized by a leader's ability to establish a high-expectation vision while expressing confidence in the followers' ability to achieve it (Faeq & Ismael, 2022). Leaders are inspiring people who attract people's attention and provide intellectual stimulation. This leader has the ability to raise awareness of issues by assisting followers in seeing old problems in new ways, as well as excite, arouse, and inspire followers to go above and beyond to achieve the group's objectives. According to Anwar & Shukur (2015), transformational leaders provide intelligent motivation, motivational direction, and personalized thought to their followers. They also create a strategic vision, articulate the vision through framing and metaphors, model the vision, and work faithfully, all while building loyalty to the vision. As a result, this study links self-leadership to transformational leadership, as described

by Aziz et al. (2021), who discovered that transformational leadership traits are strongly linked to exploratory innovation in dynamic organizations. Furthermore, the characteristics of transformational leadership contribute to followers' higher needs, resulting in greater achievement. Furthermore, several facets of transformational leadership are consistent with leadership, according to this study. To begin, they create an atmosphere that promotes academic stimulation by giving employees one-on-one attention. Second, they motivate their workers to create and share knowledge, which encourages them to innovate and be more effective (Faeq, 2022). Leadership assists organizations in achieving their current goals by linking job success to valuable incentives and ensuring that employees have the resources they need to do their jobs. The contingency and behavioral views follow the transactional understanding of leadership. According to Anwar (2017), leaders' attributes empower their followers toward well-defined goals through instructive character and mission requirements. In addition, transactional leaders can depend on rewarding followers for completing a task or devising a strategy to achieve a goal. As a consequence, based on (Qader et al., 2021), this research compares self-leadership to transformational and transactional leadership because both place a high emphasis on finding and maximizing creativity tailored to the needs of the new venture's environment. Obtaining and maintaining an educational leadership by a business has become a significant research subject in the field of strategic literature. Many researchers in the field of strategy management have found that two approaches to achieving a company's educational leadership have emerged. The two perspectives are resource-based interpretation (Faeq & Ismael, 2022) and systemic theory (Sabir et al., 2021). The only source of educational leadership, according to RBV, is a company's finances. It also describes the qualities and characteristics that a firm's resources must possess in order to be a source of educational leadership. In the short term, according to Anwar (2016), companies with valuable and scarce resources would gain an educational leadership and increase productivity. To retain these advantages over time, a company's capital must be one-of-a-kind and irreplaceable. The importance of a firm's resources and competencies as a source of educational leadership has been recognized by a great deal of empirical and academic work. Different strategic strategies require different organizational resources and competencies, as well as different environments, to contribute to the growth and protection of the firm's profitability (Faeq & Ismael, 2022). Sorguli et al. (2021) developed a model for the operation of educational leadership in exporting in order to examine the tools of educational leadership. According to the model, superior export productivity is based on the ability to

manage a complex network of partnerships, which can be used to enhance the knowledge and resource base perspective that is the foundation for long-term educational leadership. Furthermore, core competence has emerged as a crucial concept in corporate planning as a firm's internal capital. The relationship between core competencies, educational leadership, and organizational performance is investigated by Anwar & Surarchith (2015). Despite the fact that core knowledge has a strong and positive impact on educational leadership and organizational performance, the results indicate that educational leadership also has a significant impact on organizational productivity. According to Ismael (2022), leadership is critical in achieving a firm's strategic advantage. Leadership is generally recognized as the foundation of every company and a critical source of strategic advantage. Faeq & Ismael (2022) explores the impact of leadership skills on educational leadership in a similar way. The research discovered that leadership skills had a significant impact on telecommunication companies' educational leadership in Jordan, and that there was a connection between leadership skills and educational leadership. According to Anwer et al. (2022), successful educational leadership practices will help a business boost productivity when operating in turbulent and volatile markets (Anwar & Ghafoor, 2017). They outline six critical elements of educational leadership for success. The firm's educational leadership activities can become a source of educational leadership once these components' operations are successfully performed. As a result, businesses will be able to achieve strategic productivity and above-average returns in the twenty-first century by using this advantage. Ismael (2022) investigated how manufacturing SMEs could save money by outsourcing their operations to other countries. Observational data from thirteen Canadian offshoring manufacturing SMEs was used to prove that the global distributed co-production network could instead optimize profit and market share. The study also found that offshoring a portion of their activities to foreign companies where certain "tasks" can be completed more cost-effectively can help both large multinationals and SMEs (Faeq & Ismael, 2022). According to Abdulrahman et al. (2022), educational leadership is the mechanism by which firms exploit their current educational leaderships while still searching for new opportunities, and they conclude that superior firm performance would be a function of how well companies learn to combine the best of strategic management and innovation as a source of educational leaderships for today and tomorrow (Gardi et al., 2021). The importance of entrepreneurial social competence in the growth of a business network and the enhancement of SMEs' educational leadership and performance is examined

by Anwar (2017). Entrepreneurial social competence is a new concept coined by the study that combines entrepreneurship and social competence. Entrepreneurial social competence has a major effect on SMEs' market network, educational leadership, and success, according to the results of that report. Faeq (2022) examines the implications of aligning management functional experiences with generic competitive strategies, using a multidimensional approach to generic competitive strategies that involves low-cost leadership and a number of differentiation-based strategies (Ismael & Yesiltas, 2020). The findings indicate that superior performance can be achieved when management relational relationships are aligned with the demands of specific condensed or composite strategies (Hamad et al., 2021). On educational leadership networks, institutional theory takes a different perspective. A business can lack the capital required to achieve an educational leadership, according to this perspective. According to the structural theory, these facilities are either operated by other companies or are not controlled by the organization that requires them. According to Ismael et al. (2022), the more financial resources a company has, the more opportunities it has to develop. The external environment can influence a company's strategy in either a positive or negative way. Where there is a strong desire to obey a set of laws and regulations, both theoretical and practical knowledge will help organizations succeed, particularly when it comes to product and service quality. As a result, the institutional theory investigates how firms develop core competencies that function as a source of educational leadership over time (Anwar & Climis, 2017).

To prosper and win, businesses must gain a competitive edge over their competitors. The company has a distinct advantage over its competitors in terms of delivering valuable services to its customers. A number of definitions have been given to the term "educational leadership." Qader et al. (2022) describe educational leadership as a company's relative positional superiority in the market, allowing it to outperform its competitors (Ali et al., 2021). While Ismael (2022) described educational leadership as a company's formulation and execution of a strategy that leads to greater performance than other competitors in the same market or the industry average. As a consequence, educational leadership refers to a company's ability to provide more value to its customers than its rivals in order to achieve a competitive edge. Educational leadership, according to some scholars, is important only if it is related to a market-valued attribute (Anwar & Louis, 2017). Customers must be able to distinguish between the producer's products or services and those provided by competitors based on key characteristics (Faeq, 2022). These discrepancies may be

linked to specific product/delivery characteristics that are among the most relevant buying criteria in the industry (Anwar & Ghafoor, 2017). Product/delivery characteristics affect customers' perceptions of a good or service, as well as its utility and affordability (Saleh et al., 2021). The process of evaluating an organization's resources in order to find and exploit attractive opportunities in the marketplace that favor the company's customers is referred to as educational leadership. Educational leadership, according to Akoi et al. (2021), is defined as the ability to identify attractive opportunities in the marketplace and possessing the necessary competencies to capitalize on these opportunities. Other authors, such as Ismael (2022), argue that strategic advantages are the answer to the question of how a company can improve its future competitive position. In addition, the author argues that combining and enforcing skills, as well as cultivating superior resources while providing value to visitors (Jamil et al., 2022), are sources of educational leadership. According to Sadq et al. (2020), educational leadership is the product of a company's policy formulation process aimed at bringing value to customers, resulting in a temporary educational leadership. While Ismael (2022) believes that having a CMA is inadequate in a global setting, businesses must have a long-term educational leadership. It ensures that a business implementing a value-creating strategy is aware that the strategy is not being implemented at the same time by any current or potential competitors, preventing other businesses from reaping the benefits of the strategy (Akoi & Yesiltas, 2020). SCA is described by Faeq et al. (2022) as the long-term benefit of following a specific value-creating strategy that is not being used by any current or future competitors at the same time, as well as the inability to duplicate the strategy's benefits. Based on the above, this study considers educational leadership as the product of a firm's policy formulation process aimed at providing value added to customers (Sadq et al., 2020), resulting in an educational leadership for the firm over time. In terms of strategic advantage, it is regarded as a crucial component of a company's successful market performance (Akoi et al., 2021). The importance of educational leadership cannot be overstated today, after many companies have lost sight of it in their search for creativity and diversification. Similarly, according to Qader et al. (2022), educational leadership is critical for all businesses, and those who do not have it must find ways to acquire it. According to some researchers, the word "educational leadership" is especially relevant. Furthermore, a company with an educational leadership is not only more profitable than its competitors, but it also grows faster as a result of its superior competition, allowing it to gain more market share, either directly from competitors or indirectly from overall business growth. The

CMA is a 501(c)(3) nonprofit organization. According to Faeq & Ismael (2022), in order to achieve environmental sustainability, SMEs must have a global perspective. SMEs are good at seeing opportunities and focusing on customers, but they aren't as good at gaining the educational leadership required to capitalize on those opportunities. As a result, SMEs must focus on gaining, sustaining, and rising educational leadership in all available resources (Akoi & Andrea, 2020). Educational leadership is the product of a company's policy formulation process, which aims to provide value to customers while also putting them in a stronger position to succeed over time. The favorable position in the literature has been discussed in a number of ways by researchers. Some studies, such as one published in 2011, concentrate on the two key dimensions of educational leadership flexibility (firm's intent and capability to deliver firm specific real alternatives for the configuration and reconfiguration of appreciably superior market value propositions) and responsiveness (firm's ability to adapt quickly to customer needs and wants). Furthermore, differentiated services, demand sensing, and market responsiveness, according to Anwar & Balcioglu, (2016), constitute educational leadership (Faeq et al., 2021). Low prices and high quality of products and services, as well as price-quality ratios, distribution networks, and after-sales customer services, are all factors that distinguish SMEs' educational leadership by industry. Employee quality, the company's relationship with the political and economic environment, the quality of applied management, the company's reputation, and its ability to innovate are all factors to consider (Sabah et al., 2022). Similarly, according to European Observatory (2002), today's educational leaderships for SMEs are mainly derived from product quality and customer service, with price being the third most important complication. In addition, (Ali et al., 2021) stresses the importance of innovation and business differentiation advantages in improving market competitiveness and, as a result, improving financial efficiency. On the other hand, Jamil et al. (2022) takes a multifaceted approach to generic strategic approaches, including low-cost leadership and a range of differentiation-based techniques including innovation differentiation and brand differentiation. Since marketing differentiation and cost advantage are two common tactics that can be used by any organization, big or small, manufacturing or facilities, this analysis will focus on market differentiation and cost

advantage as the key educational leadership dimensions, as discussed above, small businesses, for-profit or not-for-profit, public or private, seeking a comparative edge, regardless of size (Ali et al., 2021).

III. METHOD

A quantitative approach was used to analyze the results of this study. The current study examined the impact of educational leadership effectiveness (absorptive strategies, capacity to adjust strategies, and managerial wisdom) on small and medium businesses in Iraq's Kurdistan region to determine the impact on sustained educational leadership. A questionnaire was used to assess the current thesis. Sample design refers to the methodology or method that the researcher is willing to consider in selecting items for the survey. The research sample was selected using a random sampling method and conducted in various locations across Iraq's Kurdistan province. A total of 175 questionnaires were distributed, but only 152 people correctly completed them. To assess the impact of educational leadership effectiveness (absorptive strategies, capacity to adjust strategies, and managerial wisdom) on long-term educational leadership in small and medium businesses in Iraq's Kurdistan region. On a five-point scale ranging from unimportant to extremely important, participants were asked to rate the importance of each item.

IV. FINDINGS

The current research focused on assessing the impact of educational leadership effectiveness (Absorptive strategies, Capacity to change strategies, and Managerial wisdom) to measure the influence on sustained educational leadership in small and medium businesses in Kurdistan region of Iraq. In order to measure educational leadership effectiveness as Intangible resources for educational leadership, the researchers set three independent variables as self-leadership skills, these variables are (Absorptive strategies, Capacity to change strategies, and Managerial wisdom) on the other hand educational leadership. The researchers applied simple regression analysis to measure the influence of each independent variable separately on organizational effectiveness small and medium enterprises in Kurdistan region of Iraq.

Table.1: KMO and Bartlett Sphericity Test of Self-rating Items

No	Factors	N of items	Sample	KMO	Bartlett test	
					Chi-Square	Sig
1	Absorptive strategies	12	152	.899	5127.2	.000
2	Capacity to change Strategies	10	152			
3	Managerial wisdom	11	152			
4	Educational leadership	11	152			

As we can see in table (1), the outcome of KMO is .899 which is higher than .001 this indicates that the sample size used for the current study was more than adequate. Furthermore, the result of Chi-Square is 5127.2 with the significant level .000.

Table (2) demonstrates three independent variables (Absorptive strategies, Capacity to change Strategies, and Managerial wisdom) and a dependent variable (Educational

leadership). As for Absorptive as first skill of self-leadership, which had twelve item explained 21.157% of the total variance. As for Capacity to change as second skill of self-leadership, which had ten items explained 20.521% of the total variance. As for Managerial wisdom as third skill of self leadership, which had eleven items explained 12.528% of effectiveness dependent variable, which had eleven items explained 12.251% of the total variance.

Table 3: Reliability analysis

Reliability Statistics		
Factor	Cronbach's Alpha	N of Items
Absorptive strategies	.798	12
Capacity to change Strategies	.732	10
Managerial wisdom	.749	11
Educational leadership	.803	11

As seen in table (3), the reliability analysis for 44 items used to measure the influence educational leadership effectiveness (Absorptive strategies, Capacity to change strategies, and Managerial wisdom) to measure the influence on sustained educational leadership in small and medium businesses in Kurdistan region of Iraq. The above 44 questions were distributed as follow; 12 items for

Absorptive strategies, 10 items for Capacity to change Strategies, 11 items for Absorptive strategies, and 11 the total variance. And finally, as for Organizational items for Educational leadership. The researchers applied reliability analysis to find out the reliability for each factors, the findings revealed as follow: as for Absorptive was found the Alpha to be .798 for 12 questions which indicated that all 12 questions used to measure Absorptive were reliable for

the current study, as for Capacity to change was found the Alpha to be .732 for 10 questions which indicated that all 10 questions used to measure Capacity to change were reliable for the current study, as for Absorptive was found the Alpha to be .749 for 11 questions which indicated that all 11 questions used to measure absorptive were reliable for the current study, and finally as for Organizational effectiveness's dependent variable was found the Alpha to be .803 for 11 questions which indicated that all 11 questions used to measure Organizational effectiveness dependent variable were reliable for the current study.

First Research Hypothesis

Research Hypothesis (1): Absorptive as a self-leadership skill has a positive and significant influence on educational leadership.

Table 4: Correlation analysis between Absorptive and educational leadership

Correlations			
Variables	Pearson Correlation	Educational leadership	Absorptive strategies
Sustainable	Pearson Correlation	1	.776**

Competitive Advantage	Sig. (2-tailed)		.000
	N	152	152
Absorptive strategies	Pearson Correlation	.776**	1
	Sig. (2-tailed)	.000	
	N	152	152
**. Correlation is significant at the 0.01 level (2-tailed).			

As it can be seen in table (4), the correlation analysis between absorptive as a skill of self- leadership as a tangible resource to measure its influence on organizational effectiveness small and medium businesses value of

Pearson correlation ($r = .776^{**}$, $p < 0.01$), this indicated that there is positive and strong correlation between absorptive as self-leadership skill and educational leadership.

Table 5-Model Summary of Absorptive

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 ^a	.721	.711	.20711
a. Predictors: (Constant), Absorptive Strategies				

Regression analysis is the study of interactions between variables. $Y = f(x_1, x_2, \dots, X_c)$ The aim of regression analysis is to determine how Y can affect and alter X. The Absorptive approach is treated as an independent variable in this section, while organizational effectiveness treated as a dependent variable. The volatility of a comparative advantage will be used to calculate its total difference. The variations are determined by calculating the sum of the

overall mean divided by the number of participants. After dividing the variance by the overall variance of comparative benefit, the researcher discovered the sum or percentage of total differences or variances that are compensated for using regression analysis. The number can range from 0 to 1 and is defined by R Square. The value of R square = .721 as seen in Table (5), indicating that 77 percent of total variation has been clarified.

Table 6-ANOVA of Absorptive

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.682	1	143.239	223.152	.000 ^b
	Residual	44.3825	785	.045		
	Total	189.0645	786			
a. Dependent Variable: Educational leadership						
b. Predictors: (Constant), Absorptive strategies						

Table (6) shows that the F value for Absorptive as an independent variable = 223.152, indicating that there is a significant relationship between Absorptive and organizational effectiveness ($223.152 > 1$).

Table 7-Coefficients Analysis Absorptive and educational leadership

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.297	.051		3.521	.000
	Absorptive strategies	.791	.017	.801	52.125	.000

a. Dependent Variable: Sustainable Competitive Advantage

Table (7) shows the implications of the first hypothesis: Absorptive strongly predicts organizational effectiveness (Beta is weight 0.801, p.001), implying that Absorptive would have a clear beneficial relationship with organizational effectiveness based on these findings.

Second Research Hypothesis

Research Hypothesis (2): Capacity to change as a self-leadership skill has a positive and significant influence on educational leadership.

Table 8: Correlation analysis between Capacity to change and educational leadership

Correlations			
Variables	Pearson Correlation	Educational leadership	Capacity to change Strategies
Sustainable Competitive Advantage	Pearson Correlation	1	.698**
	Sig. (2-tailed)		.000
	N	152	152
Capacity to change Strategies	Pearson Correlation	.698**	1
	Sig. (2-tailed)	.000	
	N	152	152

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

As it can be seen in table (8), the correlation analysis between capacity to change as a skill of self-leadership as a tangible resource to measure its influence on organizational effectiveness in small and medium businesses in Kurdistan region of Iraq. The finding revealed

that the value of Pearson correlation ($r = .698^{**}$, $p < 0.01$), this indicated that there is positive and strong correlation between capacity to change as self-leadership skill and educational leadership.

Table 9-Model Summary of Capacity to change strategies

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671	.632	.618	.18625

a. Predictors: (Constant), Capacity to change Strategies

Regression analysis is the study of interactions between variables. $Y = f(x_1, x_2, \dots, x_c)$ The aim of regression analysis is to determine how Y can affect and alter X. The capacity to change approach is treated as an independent variable in

this section, while organizational effectiveness is treated as a dependent variable. The volatility of a comparative advantage will be used to calculate its total difference. The variations are determined by calculating the sum of the

overall mean divided by the number of participants. After dividing the variance by the overall variance of comparative benefit, the researcher discovered the sum or percentage of total differences or variances that are compensated for using

regression analysis. The number can range from 0 to 1 and is defined by R Square. The value of R square = .632 as seen in Table (9), indicating that 66 percent of total variation has been clarified.

Table 9-ANOVA of Capacity to change Strategies

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.078	1	129.649	293.198	.000 ^b
	Residual	38.219	469	.038		
	Total	169.297	470			
a. Dependent Variable: Educational leadership						
b. Predictors: (Constant), Capacity to change Strategies						

Table (10) shows that the F value for capacity to change as an independent variable =293.198, indicating that there is a

significant relationship between capacity to change and organizational effectiveness (293.198>1).

Table 11-Coefficients Analysis Capacity to change and educational leadership

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.331	.049		5.129	.000
	Capacity to change Strategies	.703	.028	.719	51.638	.000
a. Dependent Variable: Sustainable Competitive Advantage						

Table (11) shows the implications of the second hypothesis: Capacity to change strongly predicts organizational effectiveness (Beta is weight 0.719, p.001), implying that capacity to change would have a clear beneficial relationship with organizational effectiveness based on these findings.

Third Research Hypothesis

Research Hypothesis (3): Managerial wisdom as a self-leadership skill has a positive and significant influence on educational leadership.

Table 12: Correlation analysis between Managerial wisdom and educational leadership

Correlations			
Variables	Pearson Correlation	Educational leadership	Managerial wisdom
Sustainable Competitive Advantage	Pearson Correlation	1	.747**
	Sig. (2-tailed)		.000
	N	152	152
Managerial wisdom	Pearson Correlation	.747**	1
	Sig. (2-tailed)	.000	

N	152	152
**. Correlation is significant at the 0.01 level (2-tailed).		

As it can be seen in table (12), the correlation analysis between managerial wisdom as a skill of self- leadership as a tangible resource to measure its influence on organizational effectiveness in small and medium

businesses in Kurdistan region of Iraq. The finding revealed that the value of Pearson correlation ($r = .747^{**}$, $p < 0.01$), this indicated that there is positive and strong Regression analysis is the study of interactions between variables.

Table 13-Model Summary of Capacity to change strategies

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751	.698	.618	.20154
a. Predictors: (Constant), Managerial wisdom				

$Y=f(x_1, x_2, \dots, X_c)$ The aim of regression analysis is to determine how Y can affect and alter X. The managerial wisdom approach is treated as an independent variable in this section, while organizational effectiveness is treated as a dependent variable. The volatility of a comparative advantage will be used to calculate its total difference. The variations are determined by calculating the sum of the squares of the expected educational leadership values by the

overall mean divided by the number of participants. After dividing the variance by the overall variance of comparative benefit, the researcher discovered the sum or percentage of total differences or variances that are compensated for using regression analysis. The number can range from 0 to 1 and is defined by R Square. The value of R square = .698 as seen in Table (13), indicating that 69 percent of total variation has been clarified.

Table 14-ANOVA of Managerial wisdom

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.211	1	112.001	118.206	.000 ^b
	Residual	21.682	722	.033		
	Total	139.893	723			
a. Dependent Variable: Educational leadership						
b. Predictors: (Constant), Managerial wisdom						

Table (14) shows that the F value for managerial wisdoms an independent variable =118.206, indicating that there is a

significant relationship between managerial wisdom and organizational effectiveness ($118.206 > 1$).

Table 15-Coefficients Analysis Managerial wisdom and educational leadership

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.212	.029		3.541	.000
	Managerial wisdom	.671	.018	.689	32.784	.000
a. Dependent Variable: Sustainable Competitive Advantage						

Table (15) shows the implications of the third hypothesis: managerial wisdom strongly predicts organizational effectiveness (Beta is weight 0.689, p.001), implying that Managerial wisdom would have a clear beneficial relationship with organizational effectiveness based on these findings.

V. CONCLUSION

This article aims to examine the relationship between strong educational leadership and sustained educational leadership throughout the course of time. The research was conducted in Erbil's small and medium businesses. The current research looked at the effects of competent educational leadership (absorptive techniques, capacity to modify strategies, and managerial wisdom) on SMBs in Iraq's Kurdistan region. Researchers in the Kurdistan region of Iraq utilized simple regression analysis to gauge the effects of each independent variable on firm performance. This study examined the importance of educational leadership effectiveness in fostering the development and maintenance of competitive advantages for small and medium-sized enterprises (SMEs) in the city of Erbil. Long-term success in educational leadership requires developing and maintaining a trifecta of traits. This study makes a theoretical contribution to the literature on self-leadership and sustainable competitive advantage through its research methodology. Based on the findings, absorptive self-leadership has the most effect on educational leadership, while managerial wisdom as a self-leadership approach has the least.

REFERENCES

- [1] Qader, K. S., Jamil, D. A., Sabah, K. K., Anwer, S. A., Mohammad, A. J., Gardi, B., & Abdulrahman, B. S. (2022). The impact of Technological acceptance model (TAM) outcome on implementing accounting software.
- [2] Ismael, Z. N. (2022). Strategic Marketing: the importance of competitive intelligence in the decision -making for strategic marketing. *International journal of teaching, learning and education (IJTLE)*, 1(4), 6-22.
- [3] Hamad, H. A., Qader, K. S., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The essential variables to consider before investing in financial markets during Covid-19.
- [4] Ismael, F., & Yesiltas, M. (2020). Sustainability of CSR on Organizational Citizenship Behavior, Work Engagement and Job Satisfaction: Evidence from Iraq. *Revista de Cercetare si Interventie Sociala*, 71.
- [5] Gardi, B., Hamza, P. A., Qader, K. S., Anwar, H., Hamad, D., & Anwar, G. (2021). Factors affecting the quality of financial statements on investment decision making.
- [6] Ismael, F. O., Yeşiltas, M., & Andrea, S. R. (2022). The impact of corporate social responsibility on organisational citizenship behaviour, work engagement, and job embeddedness. In *Research Anthology on Developing Socially Responsible Businesses* (pp. 1153-1165). IGI Global.
- [7] Qader, K. S., Hamad, H. A., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The role of sophisticated accounting system in organizational planning.
- [8] Ismael, F., Hussein, B., Ibrahim, M. S., & Akoye, S. (2022). The mediation role of organization citizenship behaviour between employee motivation and productivity: Analysis of Pharmaceutical Industries in KRG. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 10-22.
- [9] Hamza, P. A., Hamad, H. A., Qader, K. S., Gardi, B., & Anwar, G. (2021). Management of outsourcing and its relationship with hotels' performance: An empirical analysis of selected hotels in Erbil. *International Journal of Advanced Engineering Research and Science*, 8, 10.
- [10] Hussein, B., Ibrahim, M. S., & Ismael, F. (2022). The influence of Perceived Leadership Styles on Employee Commitment: The Mediating Role of Conflict Management. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 43-60.
- [11] Faraj, K. M., Faeq, D. K., Abdulla, D. F., Ali, B. J., & Sadq, Z. M. (2021). Total Quality Management And Hotel Employee Creative Performance: The Mediation Role Of Job Embeddedment. *Faraj, KM, Faeq, DK, Abdulla, DF, Ali, BJ, & Sadq, ZM (2021). Total Quality Management And Hotel Employee Creative Performance: The Mediation Role Of Job Embeddedment. Journal of Contemporary Issues in Business and Government*, 27(1), 3838-3855.
- [12] Hamad, H. A., Hamza, P. A., Gardi, B., Saeed, K., Qader, D., & Anwar, G. (2021). The influence of accounting software in minimizing business costs.
- [13] Faeq, D. K., Garanti, Z., & Sadq, Z. M. (2021). The Effect of Total Quality Management on Organizational Performance: Empirical Evidence from the Construction Sector in Sulaymaniyah City, Kurdistan Region-Iraq. *UKH Journal of Social Sciences*, 5(1), 29-41.
- [14] Hamza, P. A., Othman, R. N., Qader, K. S., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Financial crisis: Non-monetary factors influencing Employee performance at banking sectors.
- [15] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [16] Abdalla Hamza, P., Sabir, B. Y., Qader, K., Mahmood Aziz, H., Ismeal, B., Sorguli, S., ... & Anwar, G. (2021). Global financial markets: Factors influencing the global financial

- markets. *International Journal of Advanced Studies of Scientific Research*, 7(6).
- [17] Othman, B., Harun, A., Sadq, Z. M., Rashid, W. N., Abdullah, K. M., Mohammed, H. O., & Faeq, D. K. (2020). Effects of service marketing mix on umrah customer satisfaction: Empirical study on umrah traveling industry in Malaysia. *TEST Engineering and Management*, 83, 22895-22909.
- [18] Jamil, D. A., Younus, S. Q., Ismail, Z. S., Sadeq, I., Kanabi, B. J. O., Faeq, H. T., ... & Jwmaa, S. J. (2022). Investing on the Stock Exchange: determining the essential factors affecting Stock Exchange Investment.
- [19] Ahmed, Y. A., & Faeq, D. K. (2020). An economic Evaluation of training and its Effect on employee performance in Building Construction Directory of Sulaimani province–Kurdistan region. *Qalaai Zanist Journal*, 5(2), 1048-1068.
- [20] Jwmaa, S. J., Kanabi, I. S., Younus, S. Q., Ismail, Z. S., Faeq, H. T., Othman, B. J., ... & Jamil, D. A. (2022). Corporative Governance in an International Context.
- [21] Sadq, Z. M., Faeq, D. K., & Abdulla, D. (2021). Role of servant leadership in achieving and developing employee's career satisfaction and intention to remain with the organization: an empirical study of tourist companies in erbil city, kurdistan region of iraq. *Ecoforum Journal*, 10(1).
- [22] Mahmood, R. K., Faeq, H. T., Ismail, Z. S., Sadeq, I., Kanabi, S. Q. Y., Jwmaa, S. J., ... & Jamil, D. A. (2022). Critically evaluate the relationship between the organisational effectiveness and its international environment.
- [23] Faeq, D. K. (2022). The Effect of Positive Affectivity on Creative Performance Mediating by Quality of Work Life. *QALAAI ZANIST JOURNAL*, 7(1), 862-877.
- [24] Ismeal, B. A., Aziz, H. M., Sorguli, S., Qader, K. S., Sabir, B. Y., Hamza, P. A., ... & Anwar, G. (2021). The Role of External Auditing in Reducing Creative Accounting Practices.
- [25] Faeq, D. K., Ismail, Z. N., & Sadq, Z. M. (2020). The Role of Body Language on Achieving Customer Satisfaction (An empirical study of consumers' perspectives of electronic devices in the commercial centers of Sulaymaniyah Governorate-Kurdistan Region/Iraq). *International Journal on Humanities and Social Sciences*, 16(1), 117-129.
- [26] Anwar, G., & Shukur, I. (2015). The impact of training and development on job satisfaction: a case study of private banks in Erbil. *International Journal of Social Sciences & Educational Studies*, 2(1), 65.
- [27] Hamad, H. A., Qader, K. S., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The essential variables to consider before investing in financial markets during Covid-19.
- [28] Faeq, D. K., Abdulla, D. F., Ali, B. J., & Akoi, S. (2021). Impact of job resources on employee green behavior: An Empirical Investigation Among Employees Work in The Tourist Companies in Erbil-City Kurdistan Region of Iraq. *The Scientific Journal of Cihan University–Sulaimaniya*, 5(2), 115-126.
- [29] Anwar, K. (2016). Comparison between cost leadership and differentiation strategy in agricultural businesses. *Custos E Agronegocio on Line*, 12(2), 212-231.
- [30] Gardi, B., Hamza, P. A., Qader, K. S., Anwar, H., Hamad, D., & Anwar, G. (2021). Factors affecting the quality of financial statements on investment decision making.
- [31] Faeq, D. K., Ali, B. J., & Akoi, S. (2022). The Impact of People Related TQM and CSR on Employees Job Satisfaction. *UKH Journal of Social Sciences*, 6(1), 1-9.
- [32] Hameed, A. A., & Anwar, K. (2018). Analyzing the Relationship between Intellectual Capital and Organizational Outcome: A Study of Selected Private Banks in Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(4), 39.
- [33] Qader, K. S., Hamad, H. A., Gardi, B., Abdalla, P., Hamza, D., & Anwar, G. (2021). The role of sophisticated accounting system in organizational planning.
- [34] Faeq, D. K., Ziad, K., & Hassan, R. (2022). Impact of resonant leadership in reducing workplace bullying: A case from Sulaymaniyah chamber of commerce & industry. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 264-276.
- [35] Anwar, K. (2017). Analyzing the conceptual model of service quality and its relationship with guests'satisfaction: a study of hotels in erbil. *The International Journal of Accounting and Business Society*, 25(2), 1-16.
- [36] Hamza, P. A., Hamad, H. A., Qader, K. S., Gardi, B., & Anwar, G. (2021). Management of outsourcing and its relationship with hotels' performance: An empirical analysis of selected hotels in Erbil. *International Journal of Advanced Engineering Research and Science*, 8, 10.
- [37] Faeq, D. K., Saleh, P. F., Hiwa, H., Ismael, A., & Nawzad, M. (2022). Purchase intention in the scope firm of corporate social responsibility. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 43-55.
- [38] Anwar, G., & Shukur, I. (2015). the impact of recruitment and selection on job satisfaction: Evidence from private school in Erbil. *International Journal of Social Sciences & Educational Studies*, 1(3), 4-13.
- [39] Hamad, H. A., Hamza, P. A., Gardi, B., Saeed, K., Qader, D., & Anwar, G. (2021). The influence of accounting software in minimizing business costs.
- [40] Faeq, D. K. (2022). Thee role of job bullying in promoting turnover intention an exploratory study of the opinions of a sample of employees in the General Directorate of Tourism in Sulaimania, Kurdistan Region, Iraq. *Cihan University-Erbil journal of humanities and social sciences*, 6(2), 17-26.
- [41] Abdullah, M. S., Toycan, M., & Anwar, K. (2017). The cost readiness of implementing e-learning. *Custos E Agronegocio On Line*, 13(2), 156-175.
- [42] Hamza, P. A., Qader, K. S., Gardi, B., Hamad, H. A., & Anwar, G. (2021). Analysis the impact of Information technology on Efficient tax Management. *International Journal of Advanced Engineering, Management and Science*, 7(9), 31-41.
- [43] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job

- Performance. *International journal of Engineering, Business and Management*, 6(5).
- [44] Anwar, G., & Shukur, I. (2015). The Impact of Service Quality Dimensions on Students' Satisfaction. *International Journal of Social Sciences & Educational Studies*, 76.
- [45] Aziz, H. M., Sorguli, S., Hamza, P. A., Sabir, B. Y., Qader, K. S., Ismeal, B. A., ... & Gardi, B. (2021). Factors affecting International Finance Corporation. *Journal of Humanities and Education Development (JHED)*, 3(3), 148-157.
- [46] Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 15-26.
- [47] Anwar, K. (2017). The Role of Effective Leadership in Crisis Management: Study of Private Companies in Kurdistan. *QALAAI ZANIST JOURNAL*, 2(4), 326-338.
- [48] Qader, K. S., Ismeal, B. A., Aziz, H. M., Hamza, P. A., Sorguli, S., Sabir, B. Y., ... & Gardi, B. (2021). The Effect of Human Resources Management Skills on Accounting Information Quality in Kurdistan Public Sector. *Journal of Humanities and Education Development (JHED)*, 3(3), 131-143.
- [49] Faeq, D. K., & Ismael, Z. N. (2022). Organizational Culture as a mediator between Employee Dissatisfaction and Turnover Intention.
- [50] Sabir, B. Y., Qader, K. S., Hamza, P. A., Ali, B., Ismeal, S. S., Aziz, H. M., ... & Anwar, G. (2021). Analysis of Accounting-Based Measures of Expected Returns: A Study of Private SME In Kurdistan.
- [51] Anwar, K. (2016). The relationship between transformational leadership characteristics and effectiveness: A case study of construction companies in Erbil. *International Journal of Science Technology & Management*, 5(2), 250-156.
- [52] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [53] Sorguli, S., Hamza, P. A., Ismeal, B. A., Sabir, B. Y., Aziz, H. M., Qader, K. S., ... & Gardi, B. (2021). Adaption of E-Filing of Income Tax Returns in Kurdistan.
- [54] Anwar, G., & Surarchith, N. K. (2015). Factors Affecting Shoppers' Behavior in Erbil, Kurdistan-Iraq. *International Journal of Social Sciences & Educational Studies*, 1(4), 10.
- [55] Ismael, Z. N. (2022). Project team management: the significance of various leadership approaches in work environments when managing ICT project teams. *International journal of Advanced Engineering, Management and science (IJAEMS)*, 8(11), 1-15.
- [56] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [57] Anwer, S. A., Mohammad, A. J., Abdulrahman, B. S., Qader, K. S., Jamil, D. A., Gardi, B., & Khalid, K. (2022). Leading Project teams: The role of leadership styles in dynamic work environment.
- [58] Anwar, K., & Ghafoor, C. (2017). Knowledge management and organizational outcome: A study of private universities in Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(2), 53.
- [59] Ismael, Z. N. (2022). Emotional intelligence: Employee attitudes as a Meditation Role between creativity and Emotional intelligence. *International journal of Language, Literature and Culture (IJLLC)*, 2(6), 16-29.
- [60] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [61] Abdulrahman, B. S., Qader, K. S., Jamil, D. A., Sabah, K. K., Gardi, B., & Anwer, S. A. (2022). Work engagement and its influence in boosting productivity.
- [62] Anwar, K. (2017). Leading Construction Project Teams: The Effectiveness of Transformational Leadership in Dynamic Work Environments in Kurdistan. *International Journal of Advanced Engineering, Management and Science*, 3(10), 239925.
- [63] Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 15-26.
- [64] Ismael, F., Hussein, B., Ibrahim, M. S., & Akoye, S. (2022). The mediation role of organization citizenship behaviour between employee motivation and productivity: Analysis of Pharmaceutical Industries in KRG. *International Journal of Humanities and Education Development (IJHED)*, 4(1), 10-22.
- [65] Anwar, K., & Climis, R. (2017). Analyzing the relationship between types of advertisement and customer choice: a study of retailer stores in erbil. *The International Journal of Accounting and Business Society*, 25(2), 43-52.
- [66] Anwar, K., & Louis, R. (2017). Factors Affecting Students' Anxiety in Language Learning: A Study of Private Universities in Erbil, Kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(3), 160.
- [67] Akoi, S., Ali, B. J., Saleh, P. F., Najmalddin, B., Mustafa, R. S., Abdulmajid, M. R., & Hama, A. R. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. *Akoi, S., Jamal Ali, B., Fadel Saleh, P., Najmalddin, B., Sabah Mustafa, R., Rzgar Abdulmajid, M., & Rebwar Hama, A. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. Black Sea Journal of Management and Marketin.*
- [68] Ismael, Z. N. (2022). The Causes and Effects of Quality of Brand Relationship and Customer Engagement. *International Journal of Humanities and Education Development (IJHED)*, 4(5), 73-84.
- [69] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [70] Ismael, Z. N. (2022). Marketing strategy: The Influence of Corporate Social Responsibility on Brand

- Awareness. *International journal of Engineering, Business and Management*, 6(5).
- [71] Faeq, D. K., Ali, B. J., & Akoi, S. (2022). The Impact of People Related TQM and CSR on Employees Job Satisfaction. *UKH Journal of Social Sciences*, 6(1), 1-9.
- [72] Qader, K. S., Hamza, P. A., Othman, R. N., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Analyzing different types of advertising and its influence on customer choice. *International Journal of Humanities and Education Development (IJHED)*, 4(6), 8-21.
- [73] Faeq, D. K., & Ismael, Z. N. (2022). Analyzing the Relationships Between Organizational Justice and Job Performance. *International journal of Engineering, Business and Management*, 6(5).
- [74] Akoi, S., & Andrea, S. (2020). The determinants of the performance of the banking sector: evidence from an emerging market. *Journal for Social Sciences (MEIJSS)*, 2(4), 192-202.
- [75] Faeq, D. K., Abdulla, D. F., Ali, B. J., & Akoi, S. (2021). Impact of job resources on employee green behavior: An Empirical Investigation Among Employees Work in The Tourist Companies in Erbil-City Kurdistan Region of Iraq. *The Scientific Journal of Cihan University–Sulaimaniya*, 5(2), 115-126.
- [76] Sabah, K. K., Anwer, S. A., Mohammad, A., J., Abdulrahman, B. S., Qader, K. S., ... & Jamil, D. A. (2022). Stock investment: Factors influencing stock exchange in banking sector.
- [77] Ali, B. J., Akoi, S., Saleh, P. F., & Sardar, Z. (2021). Factors shaping customer satisfaction with residential flats: Evidence from Sulaymaniyah City. *Jamal Ali, B., Akoi, S., Fadel Saleh, P., & Sardar, Z. (2021). Factors Shaping Customer Satisfaction with Residential Flats: Evidence from Sulaymaniyah City. Black Sea Journal of Management and Marketing*, 2(2), 1-12.
- [78] Faeq, D. K., & Ismael, Z. N. (2022). Organizational Culture as a mediator between Employee Dissatisfaction and Turnover Intention.
- [79] Ali, B. J., Akoi, S., Saleh, P. F., & Sardar, Z. (2021). Factors shaping customer satisfaction with residential flats: Evidence from Sulaymaniyah City. *Jamal Ali, B., Akoi, S., Fadel Saleh, P., & Sardar, Z. (2021). Factors Shaping Customer Satisfaction with Residential Flats: Evidence from Sulaymaniyah City. Black Sea Journal of Management and Marketing*, 2(2), 1-12.
- [80] Jamil, D. A., Sabah, K. K., Gardi, B., & Adnan, S. (2022). The mediation role of organizational culture between employee turnover intention and job satisfaction.
- [81] Akoi, S., Ali, B. J., Saleh, P. F., Najmalddin, B., Mustafa, R. S., Abdulmajid, M. R., & Hama, A. R. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. *Akoi, S., Jamal Ali, B., Fadel Saleh, P., Najmalddin, B., Sabah Mustafa, R., Rzgar Abdulmajid, M., & Rebwar Hama, A. (2021). Elaborating the Characteristics that Affect Buyers in Online Shopping: The Case of Generation Z Girls in Kurdistan Region of Iraq. Black Sea Journal of Management and Marketin*.
- [82] Sadq, Z. M., Ahmad, B. S., Faeq, D. K., & Muhammed, H. O. (2020). The Effect of Strategic Planning on Entrepreneurship Strategy Requirements (The Case of Private Hospitals in Iraqi Erbil City). *International Journal of Multicultural and Multireligious Understanding*, 7(10), 147-164.
- [83] Akoi, S. M., & Yesiltas, M. (2020). The impact of human resource development (Hrd) practices on organizational performance: the mediating role of human capital. *Revista de Cercetare Si Interventie Sociala*, 70, 90.
- [84] Jamil, D. A., Sabah, K. K., Anwer, S. A., & Qader, S. (2022). The role of external auditing in reducing creative cost practical in agricultural businesses.
- [85] Saleh, P. F., Ali, B. J., Akoi, S., Najmalddin, B., Ali, R. S., & Anwar, G. (2021). Factors affecting the Success of Female Entrepreneurs in Kurdistan. *International journal of Engineering, Business and Management (IJEEM)*, 5.
- [86] Faeq, D. K. (2022). A Mediated Model of Employee commitment: The Impact of Knowledge Management Practices on Organizational Outcomes.
- [87] Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021, May). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. In *Ali, BJ, Saleh, Akoi, S., Abdulrahman, AA, Muhamed, AS, Noori, HN, Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. International journal of Engineering, Business and Management (Vol. 5, No. 2, pp. 65-77)*.

The Effect of Blended Learning Instruction using Simplified Science Module on Students' Academic Performance

Florhen B. De Leon¹, Mona-Allea L. Matolo²

Tawi-Tawi School of Fisheries¹, Mindanao State University - Tawi-Tawi College of Technology and Oceanography²

Received: 30 Oct 2022; Received in revised form: 25 Nov 2022; Accepted: 05 Dec 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

In the new normal set-up, one of the ideal modes of teaching and learning used in the K-12 curriculum that is engaging and motivating is blended learning instruction. This study focused on the effect of blended learning instruction using simplified science module on the academic performance of Grade 11 students of Tawi-Tawi School of Arts and Trades (TTSAT) and Tawi-Tawi School of Fisheries (TTSF). This study made use of quasi-experimental design and had two sets of research instruments: the simplified science module used in blended learning instruction and the Pre-test and Post-test Questionnaire. The result revealed that there was an increase in the level of academic performance of students in both schools with blended learning instruction using simplified science module. It also revealed that blended learning instruction using simplified science module exhibits large effect in content standards such as Stellar Formation and Origin of Elements, Atomic Concept, and Chemical Reaction while medium effect on Properties of matter and Its Chemical Structure. There is a significant difference on the level of performance from pre-test to post-test of the said students in both schools. There is no significant difference on the extent of effect of blended learning instruction using simplified science module on the academic performance of the concerned students in both schools along the four content standards. Consequently, blended learning instruction using simplified science module is an effective way of engaging and motivating students to learn in both schools. Thus, schools should encourage teachers to engage students in blended learning instruction to achieve effective and meaningful learning.

Keywords— Blended Learning Instruction, Simplified Science Module, Academic Performance, Senior High School, Tawi-Tawi.

I. INTRODUCTION

Learning encompasses the whole life of an individual. It only differs on the process of how one attains and live with it meaningfully. Each generation has different modes of learning. With today's generation, where prevalent technological advances of gadgets influenced students' learning and the fact that everything has changed; science has played important role in life, technology has evolved, new discoveries and inventions arose.

Due to the rapid development of modern science and technology, our society is in the information technology age. Not only are students carrying their mobile phones, laptops, and iPods everywhere, but they are also familiar with different online environments (Harb, 2013).

With the changing environment, teaching and learning should also adapt without forgetting and ignoring the traditional one. It is undeniable that traditional teaching

is still adopted by some teachers due to the scantiness of the instructional resources, especially in the remote area perhaps because of the geographic location of the province.

Philippines is committed to achieving its Education for All (EFA) goals not only for the development of each Filipino, but also for the overall social and economic progress of the country. Part of the Philippine Education for All Plan of Action 2015, is Critical Task No. 5, "the expansion of basic education, targeting that by 2015, the Philippines has lengthened its cycle of basic education schooling to make it twelve years". (SEAMEO INNOTECH, 2012).

As the Philippines is embarking on the K 12 curriculum, it has been a great challenge to come up with reference materials intended for senior high school students. It is indeed challenging because the curriculum shall use spiral progression approach with emphasis on subject

integration (Cudera, et al., 2016). According to Almasaeid (2014) most of the public schools' results indicate that the achievement tests in science is declining. Thus, the integration of traditional learning and e-learning is an urgent requirement to achieve returns of the learning process, and blended learning.

Blended learning is an instructional methodology that leverages technology to provide a more personalized approach to learning, giving students control over the time, place, path, and pace of their learning (Brooke, 2017). Blended learning not only includes technology but real-life experiences too (Aslam, 2015). The uniqueness of the blended learning is represented by its ability to use the refined techniques from both, e-learning and traditional method, thus, the output will be a version of the best from each method (Almasaeid, 2014).

Philippine Education is now using ICT as part of learning. Use of ICT was supported by the DepEd Order no.78, s. 2010 – Guidelines on the implementation of the DepEd Computerization Program (DCP). Through this program and the combine efforts of other government agencies and the private sector, 5,409 public secondary schools have been provided with at least one computer laboratory each (DepEd Order 78, 2010). Unfortunately, one of the biggest problems of all teachers is the access to instructional materials and internet resources because not all may have received the supply and have equal access to internet. It hinders the teachers especially in rural areas to efficiently do their work. Thus, there is a need for an alternative or flexible resources such as modified, simplified, and suitable module for learners that even if there is lack of facilities, resourcefulness in the real world could apply.

In Bongao, Tawi-Tawi, Philippines, it has been observed that teaching science in senior high schools is quite a challenge. Problem situations or investigation approaches play a significant part in the teaching-learning process. Thus, no matter how intelligent the teacher is, if the approach is solely traditional, students may not fully engage in learning. Hence, the teacher has to generate an interactive class through blended learning instruction to create an effective and meaningful learning to students. With this notion, the researchers sought to conduct this study to determine the effect of blended learning instruction as well as to help highlight appropriate and relevant instructional approach and viable resources in teaching science class.

Research Problem

This study determined the effect of blended learning instruction using simplified science module on the academic performance in Physical Science subject of Grade 11 students of Tawi-Tawi School of Arts and Trades

(TTSAT) and Tawi-Tawi School of Fisheries (TTSF) in Bongao, Tawi-Tawi. Specifically, it sought to answer the following questions:

1. What is the level of academic performance (pre-test and post-test) of the concerned senior high school students in Physical Science subject when taught using a blended learning instruction and simplified science module in terms of the following content standards:
 - 1.1. Stellar Formation and the Origin of Elements;
 - 1.2. Atomic Concept;
 - 1.3. Properties of Matter and its Chemical Structure; and
 - 1.4. Chemical Reaction?
2. To what extent is the effect of blended learning instruction using simplified science module on the academic performance of the concerned students in Physical Science in terms of the aforementioned content standards?
3. Is there a significant difference on the level of academic performance (pre-test and post-test) of the concerned students in Physical Science pre-test and post-test on the tested content standards by school?
4. Is there a significant difference on the extent of effect of blended learning instruction using simplified science module on the academic performance of the concerned students in Physical Science in terms of the aforementioned content standards by school?

II. METHODOLOGY

This study used a quasi-experimental approach to determine the effect of blended learning instruction using simplified science module on students' academic performance. It was conducted in two public secondary schools in Bongao namely: Tawi-Tawi School of Arts and Trades (TTSAT) and Tawi-Tawi School of Fisheries (TTSF). TTSAT is a demand-driven institution committed to produce graduates with competencies, technical-vocational, and values for higher learning, entrepreneurship and life-long gainful employment fit for the global workplace. TTSF is an institution of learning which aims to provide accessible, efficient, and effective education to all individuals especially the underserved and underprivileged but deserving students of Tawi-Tawi and is globally competitive and equally parallel to the education with seal of international standard. Both schools are under the direct

supervision of the Ministry of Basic, Higher and Technical Education (MBHTE), Tawi-Tawi Division.

The respondents of this study were the Grade 11 students taking General Academic Strand (GAS). A Simplified Science Module developed by the researchers and patterned from the K-12 Science Module was utilized. Also, a researcher-made-test was developed and used to assess the performance of students in the pre-test and post-test. Said instruments were subjected to validity and reliability tests. Pilot test was initially done in one of the schools in Bongao, Tawi-Tawi. To gather the needed data, one of the researchers personally taught the simplified

science module to the respondents in the class using the blended learning instruction. The respondents' performance was evaluated through pre-test and post-test. Data were treated using mean, paired t-test, Cohen's *d*, and ANOVA.

III. RESULTS AND DISCUSSION

Table 1 presents the level of academic performance (pre-test and post-test) of the Grade 11 students of Tawi-Tawi School of Arts and Trade (TTSAT) and Tawi-Tawi School of Fisheries (TTSF) in Physical Science subject when taught using a blended learning instruction and simplified science module.

Table 1. Level of Academic Performance of TTSAT and TTSF Students Using Blended Learning Instruction and Simplified Science Module

Content Standard	TTSAT				TTSF				
	Pre-test		Post-test		Pre-test		Post-test		
	Mean	Int.	Mean	Int.	Mean	Int.	Mean	Int.	
Stellar Formation and the Origin of Elements	3.75	L	5.09	A	4.26	L	6.13	H	
Atomic Concept	2.52	VL	3.96	L	2.46	VL	4.39	L	
Properties of Matter and Its Chemical Structure	4.29	L	5.25	L	4.76	L	5.85	L	
Chemical Reaction		2.66	VL	4.30	L	4.13	L	5.54	L

Legend: VH- Very High; H – High; A – Average; L – Low; VL- Very Low

As shown in Table 1, there was an increase in the level of academic performance of Tawi-Tawi School of Arts and Trade (TTSAT) students in the Stellar Formation and the Origin of Elements from **low** (3.75) in the pre-test to **average** (5.09) in the post test. Further, an increase in the level of performance in the Atomic Concept and Chemical Reaction in pre-test from **very low** (2.52 and 2.66) to **low** (3.96 and 4.30) performance. However, in terms of Properties of Matter and Its Chemical Structure, students obtained **low** level of performance in both pre-test (4.29) and post-test (5.25).

In like manner, a large increase in the level of academic performance of Tawi-Tawi School of Fisheries (TTSF) students in terms of Stellar Formation and the Origin of Elements was gained from **low** (4.26) to **high** (6.13); while they obtained **very low** (2.46) to **low** (4.39)

performance in the Atomic Concept. Meanwhile, although mean score increased in terms of Properties of Matter and Its Chemical Structure and Chemical Reaction, students got **low** level of performance in both pre-test (4.76 and 4.13) and post-test (5.85 and 5.54).

The result implied that there was an increase in the level of performance in almost all content standards in the post-test. This further implied that blended learning instruction using Simplified Science Module had increased/improved the level of academic performance of both TTSAT and TTSF students.

Table 2 presents the extent of effect of blended learning instruction using simplified science module on the academic performance of the concerned students in terms of the aforementioned content standards.

Table 2. Extent of Effect of Blended Learning Instruction on Students' Academic Performance

Content Standard	TTSAT			TTSF			
	Mean	Cohen's Diff.	Level of <i>d</i> Effect	Mean	Cohen's Diff.	Level of <i>d</i> Effect	
Stellar Formation and the Origin of Elements	-1.339	0.712	Large	-1.870	1.048	Large	
Atomic Concept	-1.446	0.804	Large	-1.935	0.930	Large	
Properties of Matter and Its Chemical Structure	-0.964	0.432	Medium	-1.087	0.577	Medium	
Chemical Reaction		-1.643	0.693	Large	-1.413	0.693	Large

As shown in Table 2, blended learning instruction using simplified science module among TTSAT students revealed a **large effect** on Stellar Formation and the Origin of Elements; Atomic Concept; and Chemical Reaction with Cohen's *d* of 0.712, 0.804 and 0.693, respectively, while Properties of Matter and Its Chemical Structure had a **medium effect** (0.432) on the academic performance of the concerned students.

Comparably, TTSF students got the same effect with TTSAT students. There was a **large effect** on Stellar Formation and the Origin of Elements, Atomic Concept, and Chemical Reaction with Cohen's *d* of 1.048, 0.930, and 0.693, respectively, while Properties of Matter and Its Chemical Structure had a **medium effect** with a Cohen's *d* of 0.577.

The result implied that blended learning instruction using simplified science module manifested the same effect

on the students' learning gains in both schools in terms of the above-mentioned content standards. Further, it implied that students from both schools found blended learning instruction using simplified science module effective to learning. Meanwhile, the **medium effect** of blended learning instruction on both schools might be the result of the unavailability of the laboratory room since activities were done only inside the classroom of a large class size which might affect students' organization of ideas and the implementation of lab-rotation model of the blended learning instruction.

Table 3 presents the significant difference on the levels of academic performance (pre-test and post-test) of the concerned students in Physical Science pre-test and post-test on the tested content standards by school.

Table 3. Result of Significant Difference on the Levels of Academic Performance in Pre-test and Post-test by School

Content Standard	TTSAT			TTSF			
	Mean	p-value	Remarks	Mean	p-value	Remarks	
Stellar Formation and the Origin of Elements	-1.339	.000	Sig.	-1.870	.000	Sig.	
Atomic Concept	-1.446	.000	Sig.	-1.935	.000	Sig.	
Properties of Matter and Its Chemical Structure	-.964	.002	Sig.	-1.087	.000	Sig.	
Chemical Reaction		-1.643	.000	Sig.	-1.413	.000	Sig.

As shown in Table 2, there is a **significant difference** on the level of performance of the Grade 11 students of TTSAT in the aforementioned content standards between pretest and post-test with the p-values of 0.000,

0.000, 0.002, and 0.000, respectively, which are all lower than alpha 0.005.

In like manner, there was a **significant difference** on the level of performance of the Grade 11 students of TTSF in the aforementioned content standards between pre-

test and post-test with the p-values of 0.000, 0.000, 0.000, and 0.000, respectively, which are all lower than alpha 0.005.

This implied that the result of their performance in the post-test increased from that of their pre-test. There was a rise in the scores of the learners in both school from the pre-test to post-test though it was not sufficient to elevate their performance to the next higher level of interpretation.

Table 4. Result of Significant Difference on the Effect of Blended Learning Instruction on Students' Academic Performance by School

	p-value	Remarks
TTSAT Content Standards	0.372	Not Sig.
TTSF Content Standards	0.125	Not Sig.

As shown in Table 4, there is **no significant difference** on the extent of effect of blended learning instruction using simplified science module on the academic performance of the concerned students in both TTSAT and TTSF along the four (4) content standards with p-values of 0.372 and 0.123, respectively, which are greater than alpha 0.005. This indicates that the variation of effect along content standards within each school is not significant. Further, it implies that blended learning instruction using simplified science module showed similar effect along the four content standards.

IV. CONCLUSION

Based on the findings of the study, it is concluded that blended learning instruction using simplified science module increased the level of academic performance of the students in both schools. Further, it manifests that blended learning instruction had similar positive effect on the students' learning in both schools. Consequently, blended learning instruction using simplified science module is an effective way of engaging and motivating the said students in both schools to learn. Thus, schools should encourage teachers to engage students in blended learning instruction to achieve effective and meaningful learning.

REFERENCES

[1] Alelaimat and Ghoneem, (2012). "The Effect of Educational Modules Strategy on the Direct and Postponed Study's Achievement of Seventh Primary Grade Students in Science, in Comparison with the Conventional Approach". Higher Education Studies. Retrieved from <http://www.files.eric.ed.gov/fulltext/EJ1081470.pdf>

Thus, blended learning instruction using simplified science module is effective for students' learning in both schools.

Table 4 presents the significant difference on the extent of effect of blended learning instruction using simplified science module on the academic performance of the concerned students in Physical Science in terms of the aforementioned content standards by school.

[2] Almasaeid, T. F. (2014). The impact of teaching science using the blended learning strategy in the skill of achievement and attitudes among ninth graders in Dubai Educational Zone (in Arabic)". Ministry of Education, United Arab of Emirates. European Scientific Journal November 2014 edition vol.10, No.31 ISSN: 1857-7881 (Print) eISSN 1857- 7431 Retrieved from <https://www.researchgate.net/publication/328387128>

[3] Aslam, S. (2015). "A Comparative Study of Blended Learning versus Traditional Teaching in Middle School Science". Beaconhouse School System (Pakistan) Retrieved from saloom.aslam@beaconhouse.edu.pk

[4] Becker, L., (2000). "Effect Size (ES)". Retrieved from <http://web.uccs.edu/lbecker/Psy590/es.htm>

[5] Bensali, R. B., (2016). "Problems of Secondary Science Teachers in Bongao, TawiTawi". Master's Thesis, MSU-TCTO Graduate School, Bongao, Tawi-Tawi.

[6] Bicen, H., Ozdamli, F., and Uzunboylyu, H. (2014). "Online and blended learning approach on instructional multimedia development courses in teacher education". Interactive Learning Environments, Vol. 22, No. 4, 529-548, Retrieved from <http://dx.doi.org/10.1080/10494820.2012.682586>

[7] Boitshwarelo, B., (2009). "Exploring Blended Learning for Science Teacher Professional Development in an African Context". International Review of Research in Open and Distance Learning, Volume 10, Number 4. ISSN: 1492-3831

[8] Borra-Cudera, R., Carreon, H., and Morales, N., (2016). "Physical Science for Senior High School". Mutya Publishing House, Inc., ISBN 978-971-821-635-4

[9] Cohen, J., (1988). "Statistical power analysis for the behavioral sciences (2nd ed.)". Hillsdale, NJ: Lawrence Earlbaum Associates.

[10] Commission on Higher Education (CHED), (2016). "Teaching Guide for Senior High School PHYSICAL SCIENCE". K to 12 Transition Program Management

[11] Cracraft, L. (2015). "Effect of Blending Learning on Student's Percent Increase in Assessment Scores". Northwest

- Missouri State University Missouri, Blended Learning in the Classroom.
- [12] Dela Cruz, J. P. C., (2013). "Development of an Experimental Science Module to Improve Middle School Students' Integrated Science Process Skills". De La Salle University, Manila, Philippines, Science and Education Publishing 2015. Retrieved from http://www.dlsu.edu.ph/conferences/dlsu_research_congress/2015/proceedings/LI/D18LLI_DelaCruz_JP.pdf
- [13] Department of Education, (2013). "K to 12 Curriculum Guide in Science". p. 2 and 7 Retrieved from www.gov.ph.
- [14] Dewey, J., "John Dewey on education, experience and community" Retrieved from www.infeg.org/mobi/john-dewey-on-education-experience-andcommunity
- [15] Edillo, R. G. (2016). "Good Quality Education Now for a better 2030 and towards AmBisyon2040". National Economic and Development Authority.
- [16] Eastman, P. (2015). "Blended Learning Design Guidelines". 2121 Ward Court NW, 6th Floor, Washington, DC 20037, Retrieved from www.perkinseastman.com
- [17] Grgurovie, M. (2011). "Blended learning in an ESL Class: A case study". CALICO Journal, 29 (1),100-117.
- [18] Harb, I., (2013). "The Effectiveness of a Blended Learning Program on Developing and Retention of Palestinian Tenth Graders' English Writing Skills". The Islamic University-Gaza.
- [19] Hinkhouse, H. C., (2013). "Investigating blended learning in the high school science classroom". Electronic Theses and Dissertations. 75. Retrieved from <https://scholarworks.uni.edu/etd/75>
- [20] Huang, R., D. Ma, and Zhang, H. (2008). "Towards a Design Theory of Blended Learning Curriculum". DOI: 10.1007/978-3-540-85170-7_6 - Source: DBLP Retrieved from <https://www.researchgate.net/publication/221116755>
- [21] Jeffrey, L. M., Milne, J., Suddaby, G., and Higgins, A., (2014). "Blended learning: How teachers balance the blend of online and classroom components". Journal of Information Technology Education: Research, 13, 121-140. Retrieved from <http://www.jite.org/documents/Vol13/JITEv13ResearchP12-1-140Jeffrey0460.pdf>
- [22] K12 Incorporation (2020). "Physical Science". Florida Virtual Instruction Programs. Retrieved from www.k12.com/k-8-course-list/physical-science-calms1009.html
- [23] Kaur, M., (2013). "Blended learning - Its challenges and future," Procedia -Social and Behavioral Sciences, vol. 93, no. 21, pp. 612-617, 2013.
- [24] Kim, J., (2017). "Types of Blended Instruction: Different Approaches to Different Mixes". Armstrong Atlantic State University
- [25] Kolb, D. (1984). "Experiential Learning". p.41 Retrieved from www.learning/theories/education/315%.?q.pdf
- [26] Krasulia, A., (2017). "Blended Learning Advantages and Disadvantages in the Classroom". Sumy State University, Ukraine
- [27] LaBanca, F., Joo Oh, Y., Lorentson, M., Jia, Y., Sibuma, B., and Snellback, M., (2015). "Blended Instruction", Fran Nellie Mae Education Foundation, EDUCATION CONNECTION and Education Development Center, Inc.
- [28] Lalima, and Dangwal, K.L., (2017). "Blended Learning: An Innovative Approach". Universal Journal of Educational Research 5(1): 129-136, 2017. Retrieved from <http://www.hrpub.org> DOI: 10.13189/ujer.2017.050116
- [29] Lipsey, M. W., Puzio, K., Yun, C., Hebert, M. A., Steinka-Fry, K., Cole, M. W., Roberts, M., Anthony, K. S., and Busick, M. D. (2012). "Translating the statistical representation of the effects of education interventions into more readily interpretable form". Washington, D.C.: U.S. Department of Education, Institute for Education Sciences.
- [30] Matanluk, O., Mohammad, B., Kiflee, D.N.A., and Imbugaet, M., (2013). "The Effectiveness of Using Teaching Module Based on Radical Constructivism toward Students Learning Process". 6th International Conference on University Learning and Teaching (InCULT 2012), Procedia-Social and Behavioral Sciences 90 (2013) 607-615, 2012, retrieved on July 4, 2016. Retrieved from www.sciencedirect.com
- [31] Pappas, C., (2015). "Blended Learning History of Blended Learning". Retrieved from <https://elearningindustry.com/history-of-blended-learning/amp>
- [32] Saltan, F., (2017). "Blended Learning Experience of Students Participating Pedagogical Formation Program: Advantages and Limitation of Blended Education". International Journal of Higher Education Vol. 6, No. 1; Retrieved from <http://dx.doi.org/10.5430/ijhe.v6n1p>
- [33] Shand, K. and Glassett Farrelly, S. (2017). "Using Blended Teaching to Teach Blended Learning: Lessons Learned from Pre-Service Teachers in an Instructional Methods Course", 2017. Journal of Online Learning Research (2017) 3(1), 5-30
- [34] Southeast Asian Ministers of Education Organization (SEAMEO) Regional Center for Educational Innovation and Technology (INNOTECH) (2012). "K TO 12 TOOLKIT Resource Guide for Teacher Educators, School Administrators and Teachers". ISBN 978-971-0487-58-5 Retrieved from <http://www.seameo-innotech.org>
- [35] Stockwell, B. R., Stockwell, M.S., Cennamo, M., and Jiang, E. (2015). "Blended Learning Improves Science Education" Cell 162, August 27, 2015. Elsevier Inc. Retrieved from <http://dx.doi.org/10.1016/j.cell.2015.08.009>
- [36] Surjono, Herman Dwi, Ali Muhtadi, and Dian Wahyuningsih, (2017). "The Implementation of Blended Learning in Multimedia Courses for Undergraduate Students in Indonesia". International Journal of Information and Education Technology, Vol. 7, No. 10, October 2017 doi: 10.18178/ijiet.2017.7.10.972
- [37] Szadziewska and Kujawski, (2017). "Advantages and Disadvantages of the Blended Learning Method used in the Educational Process at the Faculty of Management at the University of GDANSK, in the opinion of Undergraduate Students". Proceedings of ICERI2017 Conference 16th-18th November 2017, Seville, Spain ISBN: 978-84-697-6957-7. 2017 Retrieved from <https://www.researchgate.net/publication/321762185> DOI: 10.21125/iceri.2017.1051

- [38] Tawil, H., (2018). "The Blended Learning Approach and Its Application in Language Teaching". *International Journal of Language and Linguistics* Vol. 5, No. 4, December 2018. doi:10.30845/ijll.v5n4p6 ISSN 2374-8850 (Print), 2374-8869 (Online) ©Center for Promoting Ideas, USA www.ijllnet.com
- [39] UNESCO, (2015). "Incheon Declaration and SDG4 – Education 2030 Framework for Action"
- [40] United Nations, (2015). "Transforming our world: the 2030 Agenda for Sustainable Development". Retrieved from <https://sustainabledevelopment.un.org/post2015/transformingourworld>.
- [41] University of the Sunshine Coast, (2017). "Blended Learning Strategy 2017-2020". The Centre for Advancement of Learning and Teaching (C~SALT). Retrieved from www.usc.edu.au
- [42] Von Glasersfeld, E., (2008). "Constructivism: The Theory, Perspectives and Practice". London: The Falmer Press. Retrieved from www.sciencedirect.com
- [43] Watterston, J. (2012). "Blended learning: A synthesis of research findings in Victorian education 2006-2011". State of Victoria (Department of Education and Early Childhood Development), Ultranet and Digital Learning Branch Melbourne. Retrieved from www.education.vic.gov.au/researchinnovation/

The Effect of the Round House Strategy on Acquiring Geographical Concepts for Fourth-grade Literary Pupils and Developing their Effective Communication

Abdul Halim Muhammad Obaid Saeed Al Fahdawi, Nazim Jawad Ali Firas Al Fahdawi

Ministry of Education / Directorate of Education in Anbar, Iraq

Received: 17 Nov 2022; Received in revised form: 10 Dec 2022; Accepted: 15 Dec 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license
(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

The current research aims to identify (the effect of the round house strategy in acquiring geographical concepts for fourth-grade literary pupils and developing their effective communication). This sample Andalusia for girls was randomly divided into two groups, one of them was an experimental group that included (32) male and female students who studied geography using the circular house strategy, and the other was a control group consisting of (33) male and female students, who studied the same material in the traditional way. Which: (Chronological age of students in months, educational level of parents, measure of effective communication). The researchers identified the topics studied during the experiment, which included the first, second and third chapters of the geography book for the fourth literary grade to be taught for the academic year (2019-2020) in the Republic of Iraq. The first test was the Geographical Concepts Acquisition Test consisting of (13) items, and its validity, stability and distinction were verified, as well as conducting statistical analyzes of its paragraphs. The results showed that the experimental group outperformed the control group in the test of concept acquisition and the effective communication scale.

Keywords— Round house strategy, concept of acquisition, effective communication.

I. DEFINITION OF RESEARCH

First, the research problem:

The world is witnessing a massive information revolution that prompted man to search for new ideas capable of meeting the requirements of the times, and keeping pace with its rapid and advanced developments, which imposed on learning basic and important requirements. Thus, it became necessary for educational institutions to not only transfer knowledge and skills, but also learn ways of thinking, creativity and dealing with life. The age to be a trainer, a producer capable of contributing to advancing development in all areas of life.

Therefore, geography studies are among the appropriate studies to achieve the goals of modern education. What is the best way to teach them in teaching methods that lead to their teaching and learning to learners, as the reality of teaching geography depends largely on recipients of what the teacher says, the traditional method based on memorization and memorization takes its way in teaching concepts in Our schools, which led to a lack of response and the participation of all learners, as the learners write

down what the teacher says, and this led to their grumbling and feeling frustrated and losing the benefit they gain from the school this subject.

The researchers noticed throughout their teaching of geography that most students do not distinguish between geographical concepts, and this reason may be due to the fact that the method of their acquisition of these concepts is incorrect.

The results of the studies indicated a low level of learners' acquisition of social concepts, especially geographical concepts, because they did not reach a deep and accurate understanding of them, a study (Al-Masoudi, 2017), a study (Al-Lami, 2019).

From the foregoing, the researchers found that the problem of the current research is the need for modern methods and strategies that take into account the process of building knowledge in an effective manner to create a suitable environment for learning, and expose students to real situations. The researchers suggest employing new and modern models and strategies in teaching geography, including the circular house strategy, perhaps enabling

them to acquire concepts and develop effective communication for them. The problem of the research is manifested in answering the following question: - What The effect of the round house strategy on acquiring geographical concepts for fourth-grade literary students and developing their effective communication?

Second: The importance of research: -

Education is a purposeful process by which a person moves from ignorance to science, so he becomes more aware of what is going on around him because it works to guide individuals and formulate them in a social manner. Others, it works to change the behavior of individuals towards the desired directions, and works to achieve a lot of scientific experiences (Al Rayyan, 19: 2004).

The importance of education emerges as a purposeful organized process aimed at preparing the individual to live a happy life in the society in which he lives according to programs that contain what is necessary for the development of the individual physically, mentally, emotionally and socially in a balanced manner, and that the teaching, education and training processes are planned with the intention of providing the individual with expertise under supervision Educational institutions and their cooperation with the family and society, and based on the needs of the individual and the society in which he lives, and the requirements and developments of the age (Atiya, 2009: 21).

Education, in its contemporary concept, aims to build an integrated personality, which is a process of change and development, and an important means of civilized construction, and a key factor in the events of scientific, educational and social changes, which makes reform its first and most successful tools and benefits. An organization that depends on the method or manner in which it is managed, and the ability of this organization to direct actions and activities towards achieving the desired goals (Struck, 2004: 47),

It works on developing society, protecting human rights, strengthening the principles of tolerance and understanding between nations and peoples, and developing interest in positive interaction with humanitarian issues, in an educational environment based on strengthening partnership between education and various sectors (Al Rawabdah, 1995: 15).

Teaching methods and methods are the main and important means of conveying the educational material to the educated minds. The teaching method has a prominent impact on the success of the educational situation, as it provokes the learners' activity and explodes their energies, and as a result plays an active role in achieving the goals. The effective teaching methods used by the teacher in the

educational situation are an important pillar that contributes to achieving educational goals. Effective teaching methods have positive effects on the nature of students' thinking and the continuous interaction among them, and these methods have an important and significant role in the growth of the student's personality in its various aspects, and they work to increase the teacher's abilities to reveal facts and information in the entire curriculum (Al-Muqram, 2001: 116).

The interest in cognitive and social strategies has increased in recent years, and work on developing thinking of its various types among students more than acquiring the knowledge itself, because the great diversity in the sources of knowledge requires individuals and societies to acquire methods that enable them to choose the most appropriate and employ it in a useful and effective manner to suit the size of cognitive development. (Balawi and Abu Gilban, 2008: 286).

The round house strategy is a learning strategy for an overall representation of science topics, procedures and activities, and focuses on drawing circular shapes that correspond to the conceptual structure of a specific part of knowledge, so that the center of the circle represents the main subject to be learned, and the seven outer sectors represent the component parts of the subject. 24)

The researchers stress the need to work on using modern methods and methods that depend primarily on the learner and his interaction in the classroom and his participation in the educational process, which contributes to the development of the educational process, and this may be in the strategy of the round house.

The process of forming concepts and teaching patterns have assumed a distinguished position in modern educational sciences because of their importance in organizing the knowledge structures of the curricula and the thinking process. Concepts, methods of teaching them and developing effective models and strategies (Al-Jallad, 2000: 63).

The reason behind this interest is that learning the concept provides an opportunity for students to analyze their thinking processes, helps them develop more effective strategies, and helps them discover and investigate major and secondary concepts, so that it can achieve several educational goals, including developing the learner's ability to use the main objectives that are represented in: Interpretation, judgment, prediction and planning, and as a result this leads to the discovery of new concepts, as well as the achievement of a functional standard for facts and information, which leads to an increase in the learner's ability to use these concepts in other situations (Abdul Hamid, 2005: 293).

Communication is of great importance as it contributes to the transfer of ideas and information between people. Every person has a lot of ideas, opinions and information, but sometimes that information is incomplete. Each of us sees the world from his point of view. Communication enables people to transfer this information and ideas among themselves and form ideas. And integrated information that leads to solving the various problems facing them (Abdul-Hamid, 1993: 38).

Communication represents the main part in the study of the human soul. Without it, individuals are unable to understand the suffering of the human soul and know its desires. Rather, the lack of communication makes scholars unable to identify diseases and disorders of the soul, and this saying leads us to the conclusion that the more the understanding of human psychology develops, the more people realize their sensory shortcomings. In contact with oneself (Dwidar, 1999: 17).

Third: Research goal: -

The current research aims to get acquainted with:-

- 1- The effect of the round house strategy on acquiring geographical concepts for female students of the fourth literary grade.
- 2- The effect of the round house strategy in developing their effective communication among female students of the fourth literary grade.

Fourth: Research Hypotheses:-

In light of the research objective, the researchers formulated The following null hypotheses:-

- 1- There is no statistically significant difference at the significance level (0.05) between the mean scores of female students. The experimental group that was taught the geography subject according to the round house strategy, and the average grades of female students. The control group that studied the same subject according to the usual method in the test of acquiring geographical concepts.
- 2- There is no statistically significant difference at the significance level (0.05) between the mean scores of female students. The experimental group that studied the subject of geography according to the strategy of the circular house, and the average grades of female students. The control group that studied the same material according to the usual method in the scale of effective communication after the post.
- 3- There is no statistically significant difference at the level of significance (0.05) between the mean

differences in the scores of the experimental group students who were taught geography according to the circular house strategy in the tribal and remote scales for effective communication.

Fifth: Research limits

Current research confined on:

1. The human limit: a sample of fourth-grade literary students in preparatory and secondary schools affiliated to the General Directorate of Education in Anbar Governorate, Morning study.
2. Spatial boundary: a secondary school in Anbar Governorate, the center of the Habbaniyah district.
3. Knowledge limit: the first, second and third semester, the geography subject for the fourth literary grade and specified for the first semester (first course) third edition 2019, for the fourth literary grade in Iraq.
4. Time limit: the first semester (first course) of the academic year(2019-2020).

Sixth: Definitions and terms

1- Round House Strategy:-"A set of educational and learning activities based on preparing a circular visual organizer that helps present the concept through seven sectors containing the most important ideas of the concept in addition to images and symbols for these ideas, which helps to facilitate their retrieval" (Muhanna, 2013: 13).

2- Procedural definition of the circular house strategy

A teaching strategy based on Activity and interaction followed by the researchers in teaching the research sample through the students' employment of their mental processes in order to export situations, whether life or educational, through three precise and organized stages that lead to the creation of the desired behavior of the students.

3- Concepts: "A mere mental perception of events or a category of information or behavior that is formed through successive experiences that are collected by common elements and can be expressed by a symbol, a term, a single word, or an additional structure" (Al-Samarrai and Al-Khafaji, 2014: 27).

4-Definition of the geographical concept

A group of abstract geographical concepts identified by the experts, which amounted to (13) thirteen concepts contained in the geography subject for the fourth literary grade, which are studied for the two research groups (experimental and control), and it is measured by the total score obtained by the students of the research sample through their answers to the test prepared by the researchers for this purpose".

Effective communication is defined as “A process through which knowledge is transferred from one person to another, until it becomes common between them, and leads to understanding between them” (Shehata and Al-Najjar, 2003: 8).

Procedural definition of effective contact:

It is the continuous interactive reciprocal process in which knowledge, ideas, customs and traditions are transferred between the school and the students of the experimental group and the control group in the experiment, and this communication is confirmed through the communication scale prepared by the researchers.

II. THEORETICAL ASPECTS AND PREVIOUS STUDIES

The first: is theoretical aspects of Round House Strategy:

Many researchers and educators have presented what the strategy of the circular house plan is, as I have known it. It is a set of educational activities based on preparing a circular visual organizer that helps to present the concept through seven sectors containing the most important ideas of the concept in addition to images and symbols for these ideas, which helps to facilitate their retrieval. (Mohanna, 2013: 13).

It is considered a learning strategy in order to represent the entirety of geographical topics, and it focuses on drawing circular shapes that correspond to the conceptual structure of a specific part of knowledge, so that the center of the circle represents the geographical subject to be learned, and the external sectors represent the component parts of the subject, and aims to provide students with geographical concepts and visual thinking skills. (Al-Kahlout, 2012: 9)

Stages of creating a pie chart:

To achieve the desired goals of building the circular plan and achieve meaningful learning, the process of constructing the circular house should include three stages, namely: -

1- The first stage: the planning stage: is the basic primary stage, in which a well-thought-out plan is made for the design of the round house.

2- The second stage: the pie chart stage: is considered the basis of the strategy of the circular house plan, and the teacher must follow the following steps in a sequential and sequential manner until the goals of the strategy are achieved.

3- The third stage: the stage of reflection and contemplation: After the students complete the drawing of the circular house diagram and fill it out, and they

receive feedback from the teacher, the student begins to present his diagram expressing in his own words the purpose of drawing it and the results it reached, which enhances the speaking skill of the students, and then the teacher asks the students to write A small article or story that tells about the pie chart and the ideas it contains, which in turn develops the writing skill and stimulates the deep processing of information through the expression of knowledge in a written way. (Muhanna, 2013:33).

Second: Acquisition of concepts: -

Concept growth and development

The developments that the world is witnessing at the present time and in various fields make it imperative for us to keep pace with these developments through technological and scientific progress. On learning knowledge from its basic concepts (Al-Zind, 2004: 286).

Concepts constitute the main pillars of knowledge construction, as they help the learner to make judgments and generalizations for similar issues and issues that he faces. Chances of success in his studies (Al-Samarrai and Al-Khafaji, 2014: 25).

Concept components:

The nature of the concept requires defining its basic elements, which are the following: -

1. The name of the concept, indicating what the concept belongs to.
2. Affiliated and Unaffiliated examples.
3. Distinctive and undistinguished features.
4. Known value, is related to what is known in the concept.
5. The base of the concept (Qatami, 1989: 157).

Concept properties

Concepts have several characteristics, including the following: -

1. Concepts can differ from one group to another, meaning that some concepts may be present in one group and not present in another group.
2. Concepts can differ in the same group from one stage to another, concepts may prevail in one stage and not exist in another stage.
3. The same concept can have different names for more than one group.
4. The concept may be used in one sense by some groups, and it may have more than one meaning for another group.
5. There are concepts that disappear and disappear and other concepts arise with the emergence of new phenomena (Al-Naqeeb and Al-Mayman, 2002: 94).

Concept acquisition assessment

Evaluation of concepts is carried out through standardized tests, which aim to measure achievement at different levels

of the concept. There are several levels of measurement for the achievement of the concept, including:

1. Definition of a concept or guaranteed knowledge.
2. Measuring the extent to which the teacher understands the concept or his ability to use the concept in similar situations to what he has experienced before.
3. The ability to use the concept in solving problems, or situations that were not mentioned before from the teacher's experience (Abu Ma'ileq, 2006: 26).

The teacher can also measure the extent to which learners have mastered the concepts by using multiple measurement tools, including written and oral tests and observation. Concepts can be evaluated through:

1. Discover the scientific concept by applying the three processes of forming the scientific concept: distinction, classification, and generalization.
2. The student's ability to determine the verbal significance of the practical concept.
3. Apply the scientific concept in new educational situations.
4. Interpreting observations, observations, or things in the environment in which the student lives, according to the learned scientific concepts.
5. Use the scientific concept to solve problems.
6. Using the scientific concept in various scientific inferences, generalizations, or hypotheses (Zaytoun, 2002: 81).

Third: effective communication

Scientists believe that the process of human communication was not born complete, but passed through stages of development as follows: -

- 1- **Pre-language stage:** is the stage in which the human being used in the process of communication direct and indirect sounds, manual and physical signals, fire and others.
- 2- **Language stage:** At this stage, the communication process developed, as it turned from incomprehensible sounds to understandable sound symbols, carrying an idea from one person to another or to a group through direct conversation.
- 3- **Writing stage:** The circle of communication and its means has expanded at this stage, as the communication process has shifted from understandable phonetic symbols to linguistic symbols and does not require the presence of the sender and receiver together, as happens in direct conversation.
- 4- **Printing invention stage:** This stage was represented by the invention of printing by German Joe Tenberg, which contributed to the

emergence of printed materials in the form of books, magazines, newspapers, and others, which contributed to the dissemination of science and culture on a large scale and to the development of the communication process.

5- **Communication technology stage:** In which the telephone, radio, television, and satellites were invented, and communications and information networks appeared. (Alayan and Debs, 2003: 23-25).

Elements of an effective communication process:-

Communication is a set of integrated overlapping elements, and communication is only possible with the presence of these elements, provided that there is interaction between them. These elements are:

- 1- **The sender (source):** The sender in the communication process is meant the person, group of people, body or device who would like to influence others in a certain way in order to share with him his ideas, opinions, or certain trends and experiences.
- 2- **The receiver:** is the addressee or the person to whom the message is directed by the sender (the source) through a specific channel (means of communication) and it may be a person or a group of people, and that if the receiver receives the message, he solves its symbols and understands its meanings in order to reach an interpretation of its content and then answer.
- 3- **The message:** means the content, content, or subject to be conveyed or communicated from the sender to the receiver, whether it is information, news, or a report. It is also the goal that the communication process aims to achieve. If the intended goal is achieved, the message has achieved the intended or intended purpose and vice versa. (Kandil and Ramadan, 2005: 92).
- 4- **Means of communication (communication channel):** It is the method in which the message is transferred or communicated from the sender to the receiver, especially if the distances between them are far apart or the number of recipients or the number of recipients increases.
- 5- **Communication environment:** They are the place and time through which the

transmission of the message takes place from the sender to the audience of recipients, with all the circumstances and stimuli that this environment includes, and with all the occasions that time brings. (Kandil and Ramadan, 2005: 94).

6- **feedback (impact):** It is the answer that the sender (the source) gets from the receiver on the message he received from him. Through this answer, the sender can understand whether the receiver has received the message or not, and understand the way in which the message was received and what he understood of its content and he can predict the impact of the message in the future. (Atiya and Al-Mahdali, 2004: 36).

Previous Studies

1- Study of (Ataya, 2014) This study aimed to investigate the effect of the circular house plan strategy and a computerized educational bag on the achievement of ninth-grade middle school students in the subject of life sciences and their attitudes towards the subject. To achieve the objectives of the study, the researcher built an achievement test and an attitude scale towards the subject of life sciences, and included study sample on (77 student). The results of the analysis of accompanying variance, analysis of multiple variance and Scheffe's test for post comparisons showed the following: There are no statistically significant differences between the circular house plan strategy and the computerized educational bag in the achievement of ninth-grade students in the subject of life sciences and in all areas of directions towards matter.

Study of Harat (2019): The effectiveness of an educational program based on critical thinking strategies in developing persuasive writing among students of the Arabic language department and their effective communication. This study was conducted in Iraq on second stage students in the Arabic language department. The research sample consisted of 93 male and female students and a department. The two researchers divided the research sample into an experimental group and a control group, then the researchers prepared an essay test in persuasive writing, and a scale for effective communication consisting of (40) phrases. The researchers have used statistical methods, including the t-test for two independent samples, and the t-test for two correlated

samples, chi-square, the Facronbach equation, and the researchers concluded that the experimental group outperformed the control group in the persuasive writing test and the communication scale.

III. RESEARCH METHODOLOGY AND PROCEDURES

This chapter includes a set of procedures adopted by the researchers in order to verify the objectives and hypotheses of the research, starting with the research methodology, describing the research community and its sample, choosing the appropriate experimental design, the equivalence of the sample members in a number of variables, the tools used in the research and procedures of validity and reliability, and ending with the statistical methods used in Data analysis, to achieve the objectives of the research, and the research will be dealt with in detail as follows:

First: Research Methodology:

The research method is an organized method based on a number of foundations, principles and steps that are used to achieve the objectives of the research (Abd al-Rahman, 2007: 16), so the researchers followed the experimental method, to achieve the objectives of their research.

Second: Experimental Design:

Experimental design means that it is a deliberate and controlled change of the specific conditions of a particular incident, while noting and interpreting the changes that occur in this event itself. It is difficult to find an ideal experimental design that can be applied or used in all types of experimental research, as each experiment has its own specificity and conditions. Therefore, the researcher faces a challenge, and needs high skill in choosing the appropriate design for his research (Al-Jabri and Sabri, 2015: 103).

Thus, the researchers chose a partial experimental design with two equal experimental and control groups, to suit the conditions of the current research, as the first experimental group is exposed to the independent variable, which is the circular house strategy, while the second control group is exposed to the traditional or usual method of teaching, and they were chosen randomly, and the design can be clarified Experimental figure (1)

The group	pretest	independent variable	dependent variable	post test
Experimental	Effective Communication Scale	round house strategy	Acquisition of geographic concepts and effective communication	Geographical concepts acquisition test and effective communication scale
Control		the usual way		

Figure (1) Experimental Design

Third: Determination of the research community:

1- Research group:

The research community means all individuals, things, or people who represent the subject of the research problem, and it is all the elements that are related to the study problem that the researchers seek to generalize the results of the study to. (Abbas et al., 2011: 217), and defining the research community is a basic process. It should be taken care of, and it is an important step in educational research, and it requires great accuracy, as it depends on conducting the research, designing its tools, and the adequacy of its results (Melhem, 2010: 271)

The research community consists of fourth-grade literary students in secondary and preparatory day schools in Anbar Governorate, Habbaniyah District for the academic year (2019-2020), the number of students in it reached (800) male and female students in the fourth literary grade, according to the statistics of the Department of Educational Planning in the General Directorate of Education in Anbar Governorate.

2- Choosing a research sample:

The sample is defined as “a part of the community in which the study is being conducted, chosen by the researcher to conduct his study on it, according to special rules in order to properly represent the community, and this selection is made because of the difficulty of performing it on all members of the community (Daoud and Abdel Rahman, 1990: 67), and the researchers chose

intentionally (secondary school of Andalusia for girls), which is one of the schools affiliated to the General Directorate of Education in Anbar – Habbaniyah District, to apply their experience; Because they are a teacher of geography in the school, and the school includes two divisions for the fourth grade literary pupils for the academic year (2019-2020) and in a random way, the researchers chose a group (A) (to represent the experimental group) that will study the geography subject according to (the round house strategy), and section (B) represented the (control group) that will study the same subject according to the (normal method). The number of students in the two divisions reached (65) pupils, with (32) pupils for group (A) and (33) pupils for group (B).

Fourth: Equality of the two research groups: For this reason, the researchers were keen, before conducting the experiment, to ensure that the students of the two research groups were statistically equal in some of the variables indicated by the literature and previous studies, which may affect the results of the experiment. tribal.

1- Chronological age for female pupils calculated in months:-The researchers used the t-test (t-test) for two independent samples, in order to find out the significance of the statistical difference between the experimental and control groups. The results showed that there was no statistically significant difference between the two research groups as shown in Table No. (1) and this indicates that the two research groups are equivalent in this variable.

Table (1) the arithmetic mean, standard deviation, and the two calculated and tabulated T-values for the chronological age degrees

The group	The number	Arithmetic mean	standard deviation	degree of freedom	t value		indication
					calculated	tabular	
Experimental	32	195.9375	3.11021	63	0.191	2.000	Non-function
Control	33	195.8182	2.78959				

2- Parents' educational level: The researchers adopted the school card in the equivalence of the two research groups in the educational level of the parents' female pupils directly through a form prepared by the researchers for this purpose. The researchers divided the levels of

parenting achievement according to the educational level, according to three categories and using the chi-square (K2);It was found that the two research groups are equivalent in the educational level of the parents, and table (2) shows this.

Table No. (2) Parental Academic Level of female pupils of search group

The group	Parents' educational level			the number	degree of freedom	chi value		Indication 0.05
	Reads and writes and above	medium and above	institute and above			calculated	tabular	
Experimental	8	8	16	32	2	0.306	5.99	Non-function
Control	14	9	10	33				

3- Academic level of mothers: The researchers adopted the school card in the equality of the two research groups in the academic level of the mothers of female pupils indirectly through a form prepared by the researchers for this purpose. The researchers divided the levels of mothers'

achievement according to their educational level according to four categories and using the chi-square (K2). It was found that the two research groups are equivalent in the academic level of the mothers, and Table (3) shows this.

Table No. (3) Equal educational level for mothers of female pupils of research group

The group	Academic level of mothers				the number	degree of freedom	chi value		indication 0.05
	Reads and writes	Primary	medium and above	institute and above			calculated	tabular	
Experimental	6	13	9	4	32	3	0.65	7.82	Non-function
Control	11	9	5	8	33				

4- Tribal Effective Communication Scale Scores: Before the experiment began, the two researchers conducted an effective communication scale for parity between the two research groups in this scale, and the researchers used the t-test (T.Test) for two independent

samples, and no statistically significant differences between the two groups appeared. Thus, the experimental and control groups are equivalent in the tribal effective communication scale, as shown in Table (4).

Table (4) The arithmetic mean, standard deviation, and the two calculated and tabulated T-values for the scores of the tribal effective communication scale

the group	the number	Arithmetic mean	standard deviation	degree of freedom	T value		indication 0.05
					calculated	tabular	
Experimental	32	147.6250	9.55038	63	0.056	2.000	Non-function
control	33	147.7576	9.65347				

Fifth: Research Requirements:

1- Define geographical concepts: Abstract geographical concepts from the first, second and third chapters of the geographic subject, which are (13) geographical concepts, were determined by a group of experts and specialists, and

some appropriate modifications were made to a number of them.

2- Derivation of Behavioral Objectives: The researchers prepared behavioral objectives in light of the main concepts that he identified, which are included in the first,

second and third chapters of the geography subject for the first course of the academic year (2019-2020), which are (13) geographical concepts, and since the processes of acquiring the concept are limited to three processes: (Defining the concept, distinguishing the concept, applying the concept) the researchers formulated the (39) behavioral objectives of those main concepts, the corresponding concepts and the level of acquisition of each concept.

3- Preparing teaching plans: The two researchers prepared teaching plans for teaching the subject of history that will be taught during the experiment, according to round house strategy to teach the students of the experimental group, and according to the usual method of teaching the students of the control group, the researchers presented two models of these plans to a group of experts and specialists in geography and its teaching methods, and educational and psychological sciences, to explore their opinions, suggestions and observations, for the purpose of improving the formulation of those plans, and making them sound and valid to ensure The success of the experiment, and in light of what the experts showed, the necessary modifications were made to it and its final form is ready for implementation.

Sixth: Search tools:

The two researchers will explain the two research tools and each tool separately in order to achieve the desired goals and hypotheses of the research. This requires two tools: testing historical concepts and preparing an effective communication scale and as follows:-

1- Concept acquisition test: The two researchers worked on building a test for acquiring geographical concepts, because there was no ready test, based on the concepts and behavioral purposes that had been identified. In addition, this test is characterized by flexibility, as it can be used in evaluating educational objectives of different levels of knowledge. Accordingly, the researchers prepared the test consisting of (39) items, covering the material contained in the experiment, and taking into account that each concept has three processes that measure (the level of definition, the level of discrimination, and the level of application) and it consists of (39) items in the acquisition of geographical concepts. The total (13) is a multiple-choice concept, then the researchers applied the test to an exploratory sample consisting of (100) students from the same research community and after analyzing the results, the researchers extracted the discriminatory power of the paragraphs as ranging between (0.30 -0.58) and when the researchers used the method Internal consistency Alpha Cronbach in order to know the stability of the test, as the reliability coefficient reached (0.80), which is a good

percentage, and thus the test became ready for application in its final form consisting of (33) items.

2- Effective Communication Scale:-After the researchers reviewed many previous studies that dealt with effective communication, the researchers prepared the effective communication scale, where the researchers formulated (60) items that measure communication, and each item of the scale corresponds to three alternatives (it applies to me a lot, sometimes applies to me, does not apply to me). The two researchers presented the scale to a group of experts and specialists in educational and psychological sciences to express their opinions on the scale if some minor modifications were made to the scale. Then the researchers presented the scale to an exploratory sample of the research community consisting of (100) students. The researchers calculated the discriminatory power for each paragraph of the scale, and it was found that it ranges between (2.976 - 8.230), and thus all paragraphs are acceptable because the calculated T-values are greater than the tabular value of (2.00) at the level of significance (0.05) and a degree of freedom (52) and thus all paragraphs are considered acceptable, and the researchers used the Alpha-Cronbach internal consistency method in order to know the stability of the test, as the reliability coefficient reached (0.81), which is a good percentage, and thus the test became ready for application in its final version (1.2.3.), if the highest degree of the scale reached (180) degrees, and the lowest degree on the scale reached (60) degrees, and the hypothetical average reached (120) degrees.

Seventh: Statistical Means:

The researchers used the following statistical methods: (T-test for two independent samples, chi-square (Ka2), the coefficient of ease and difficulty for the test items, the coefficient of discrimination for the test items, the Pearson correlation coefficient, and the alpha-Cronbach equation.

IV. RESULTS

First: View of the results:

A. The result of the first null hypothesis:

For the purpose of verifying the first null hypothesis which states that (there is no statistically significant difference at the level of significance (0.05) between the mean scores of female pupils. The experimental group that was taught the geography subject according to the circular house strategy, and the average grades of female pupils. The control group that studied the same subject according to the usual method in the test of acquiring geographical concepts. The researchers applied the geographical concepts acquisition test on the two research groups, and when using the T-test

(T-test) for two independent samples, to measure the significance of the difference between the two averages, the calculated T-value was (3.430), which is greater than

the tabular T-value of (2.00), at the level (0.05) and with a degree of freedom (63), and the table (5) explains it.

Table (5) The results of the T-test for the pupils of the two research groups in the test of acquiring geographical concepts

The group	the number	Arithmetic mean	standard deviation	degree of freedom	T value		indication 0.05
					calculated	tabular	
Experimental	32	32.0938	3.39221	63	3.430	2.00	function
Control	33	28.3939	5.10477				

Which indicates that there is a statistically significant difference between the average scores of the experimental group that was studied according to the circular house strategy and the average scores of the control group that was studied in the usual way and in favor of the experimental group, and accordingly rejects the null hypothesis and accepts its alternative.

B. The result of the second null hypothesis:

For the purpose of verifying the second null hypothesis, which states that (there is no statistically significant

difference at the level of significance (0.05) between the mean scores of female pupils. The experimental group that studied the subject of geography according to the strategy of the round house, and the average grades of female pupils. The control group that studied the same material according to the usual method in the scale of effective communication after.)The researchers used the T-test (T-test) for two independent samples, where the calculated t-value was (4.37), which is greater than the tabular T-value of (2.00), at a significance level (0.05) and a degree of freedom (63), and the table (6) explains it.

Table (6) The results of the T-test for the pupils of the two research groups in effective communication after

The group	the number	Arithmetic mean	standard deviation	degree of freedom	T value		indication 0.05
					calculated	tabular	
Experimental	32	158.78	6.77	63	4.37	2.00	function
Control	33	149.58	9.89				

Which indicates that there is a statistically significant difference between the average scores of the students of the two research groups and in favor of the experimental group, and accordingly the null hypothesis is rejected and its alternative is accepted.

C. The result of the third null hypothesis:

For the purpose of verifying the third null hypothesis which states that (there is no statistically significant difference at the level of significance(0.05) between the

mean differences in the scores of the experimental group students who were taught geography according to the circular house strategy in the tribal and remote scale of effective communication).The researchers used the t-test (t-test) for two correlated samples, as the calculated t-value reached (9.04), which is greater than the tabular t-value of (2.04) with a degree of freedom (31), and at a significance level (0.05), meaning that the result is statistically significant and in favor of an effective communication scale. and the table (7) explains it.

Table (7) The results of the t-test of two correlated samples for the pre and post application for effective communication for the experimental group.

The group	SMA	Standard deviation	average differences	skew difference	degree of freedom	T value		indication 0.05
						calculated	tabular	
Before	147.63	9.55	11.16	6.98	31	9.04	2.04	function
After	158.78	6.77						

Thus, the third null hypothesis is rejected and its alternative is accepted.

Second: Interpretation of the results:

In light of the research results that were presented, the following becomes clear:-

After analyzing the results, it appeared that female pupils in the experimental group performed well. Female pupils in the control group in the test of acquiring geographical concepts, and the researchers believe that this is due to the following reasons: -

1. The circular house strategy added more effectiveness to the lesson and created a more active study environment by asking the subject with various questions, which made it more suitable for teaching and acquiring concepts compared to the usual method.
2. The presentation of the strategy of the circular house of the study material in the form of circles, sequential and interrelated concepts, increased understanding and understanding female pupils concepts, and had a great impact in facilitating their recall of concepts and information.
3. The strategy of the round house created the atmosphere of the discussion for female pupils within the class, which created a broader horizon of information allowed for female pupils searching for multiple answers before giving the final answer, thus increasing their ability to effective communication.

V. CONCLUSION

In light of the findings of the researchers, the following can be concluded: -

1. The possibility of applying the circular house strategy to the fourth literary grade students.
2. Teaching according to round house strategy is more effective than the traditional method in acquiring concepts for the pupils of the fourth literary grade.
3. Sequence in communicating facts and information to female pupils by arranging the levels of comprehension for the learner.
4. Teaching according to round house strategy requires more time, effort, experience and skill from the teacher than the usual method.

RECOMMENDATIONS

In light of the research results, the researchers recommend the following: -

- 1-The Ministry of Education approved the round house in the teaching of geography in secondary education stages.

2-Benefit from the results of this study to help teachers of social sciences in secondary and middle schools to diversify teaching strategies and models.

3-The need for those concerned with education affairs, curricula and teaching methods to pay attention to communication of all kinds in general and effective communication in particular, and to include it when developing and updating curricula.

SUGGESTIONS

To complement this research, the researchers suggest conducting future studies, including:

1. Conducting a study to identify the impact of the round house strategy on acquiring historical concepts for fourth-grade literary students and developing their national values.
2. Conducting a study to identify the effect of the round house strategy on the fourth grade literary pupils' achievement in geography and the development of their logical thinking.

REFERENCES

- [1] Abbas, Muhammad Khalil, and others (2011): Introduction to Research Methods in Education and Psychology, 3rd Edition, Dar Al-Maysara, Amman.
- [2] Abd Al-Hamid, Jaber, (2005): Teaching and Science Theoretical Foundations, 1st Edition, Dar Al-Fikr Al-Arabi, Egypt, Cairo.
- [3] Abdel-Fattah Dewidar (1994): Social Psychology, Dar Al-Nahda Al-Arabiya, Cairo, Egypt.
- [4] Abdul Rahman, Anwar Hussein, (2007): Educational Measurement and Evaluation, Professor of Research Methods and Educational Measurement, University of Baghdad, College of Education, Ibn Al-Haytham, Baghdad.
- [5] Abu Maileq, Suha, (2006): The extent to which the content of the science curriculum for sixth graders includes some concepts of preventive education and the extent to which pupils acquire them, an unpublished master's thesis, the Islamic University, Gaza.
- [6] Al-Jabri, Kazem Karim and Sabri, Daoud Abdel-Salam, (2015): Scientific Research Methods, House of Books and Documents, Baghdad, Iraq.
- [7] Al-jalad, Majed Zaki, (2000): Islamic Concepts and Teaching Methods, Yarmouk Research Journal, published research, Human and Social Sciences Series, Volume 16, No. 3.
- [8] Al-Makram, Saad Khalifa, (2001): Methods of Teaching Science, Principles and Objectives, 1st Edition, Dar Al-Shorouk for Publishing and Distribution, Amman, Jordan.
- [9] Al-Mazrou', Haya (2005) "The Effectiveness of the Round House Shape in Developing Metacognitive Skills and Acquisition of Science for Secondary School Students with

- Different Mental Capabilities” Journal of the Arabian Gulf Message, Issue (96).
- [10] Al-Naqeeb, Abdul Rahman Walmyman, Badria Saleh, (2002): Rooting educational concepts a primary necessity for educational reform, 1st Edition, Universities Publishing House, Cairo.
- [11] Alyan, Ribhi Mustafa and Debs, Muhammad (2003): Communication and educational technology, 1st edition, Dar Al-Safa Publishing and Distribution, Amman.
- [12] Attia, El-Sayed Abdel-Hamid and El-Mahdali, Mohamed Mahmoud, (2004): Social Communication and Social Work Practice, Modern University Office, Alexandria..
- [13] Atiya, Mohsen Ali, (2009): Modern Curricula and Teaching Methods, 1st Edition, Dar Al-Mahajid for Publishing and Distribution, Amman, Jordan.
- [14] Balawi, Burhan Nimer and Abu Gilban, Hani Salah, (2008): Modern Strategies in Teaching Islamic Education and the Noble Qur'an, 1st Edition, Hanin House for Publishing and Distribution, Amman, Jordan.
- [15] Kahlout, Amal Abdel Qader (2012) "The Effectiveness of Employing the Round House Strategy in Developing Concepts and Visual Thinking Skills in Geography for Eleventh Grade Students in Gaza" (Unpublished Master's Thesis), The Islamic University, Gaza.
- [16] Kindeel, Mohamed Metwally And Ramadan, Massad Bedouin (2005): Communication skills between school and home, Dar Al-Fikr Publishers and Distributors, Amman, Jordan.
- [17] Melhem, Sami Muhammad, (2010): Learning Difficulties, 3rd Edition, Dar Al Masirah for Publishing and Distribution, Amman.
- [18] Muhanna, Marwa Abdel Hadi (2013) The effectiveness of the circular house shape strategy in developing scientific concepts and systemic thinking skills in the life sciences of eleventh grade female students in Gaza. (A magister message that is not published). Islamic University of Gaza.
- [19] Qatami, Youssef, (1989): The Psychology of Learning and Classroom Teaching, 1st Edition, Dar Al-Shorouk, Jordan.
- [20] Rawadh, Abdel-Raouf, (1995): Challenges of Arab education in the twenty-first century and their implications for the Arab teacher, Teacher's Message, Ministry of Education, Volume Thirty-six, Number Four, The Hashemite Kingdom of Jordan.
- [21] Rayan, Fikri Hassan, (2004): Teaching, 4th Edition, World of Books, Cairo, Egypt.
- [22] Samurai, Qusai Muhammad Latif and Al-Khafaji, Raed Idris, (2014): Modern trends in teaching methods, 1st edition, Dijla House for Publishing and Distribution, Amman, Jordan.
- [23] Shehata, Hassan, Zeinab Al-Najjar (2003): Teaching Arabic between theory and practice, 4th edition, Dar Al Masrya, Lebanese.
- [24] Strak, Riyadh, (2004): Studies in Educational Administration, 1st Edition, Dar Al-Jubeiha, Amman.
- [25] Una, Walid Khader, (2004): Educational Designs, 1st Edition, Academy of Special Education, Riyadh.
- [26] Zeitoun, Kamal, (2002): Teaching Science to Understanding a Constructive View, Cairo, Dar Al-Kitab.

The Bluest Eye by Toni Morrison, Analyzed Through the Lens of a Cultural Materialism

Dr. Mohammed Hamad Sulaiman

Received: 22 Nov 2022; Received in revised form: 15 Dec 2022; Accepted: 22 Dec 2022

©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)

Abstract

Morrison's novel *The Bluest Eye* follows a young black woman as she grapples with the conflicting pressures of the black beauty ideal and the reality of violence in the black community. Morrison shows that even the most well-intentioned people may damage one another in the story when they are bound by poverty and social disgrace. Morrison argues that people's desire to use violence is a misperception. According to them, negative expressions of love lead to distortion, which in turn causes agony.

Keywords— cultural materialism, racism, slavery, socioeconomic status, and gender.

I. INTRODUCTION

A community is defined as a group of individuals who interact with one another, and to live in a community is to be sociable. African Americans in the United States have been contentious subjects since the end of slavery. As a result of racial segregation, the African American population began to fight for equality. Both men and women of African descent, incensed by the oppression of African Americans, wrote works that featured these characters in various forms throughout society. Against the backdrop of a predominantly African American community, Toni Morrison's novel explores questions of gender and motherhood as they relate to racial injustice. The research also looks at social issues, including racism and other types of social injustice.

II. SOCIOECONOMIC BIAS

According to Toni Morrison's *The Bluest Eye*, the identities of African Americans have been influenced by a variety of factors, including income, education, kinship, and the color of one's skin. Various African American households are shown in the story, as well as their social level. The racial discrimination against African American characters in *The Bluest Eye* can be traced back to the dominant white society. "Mother work or mother love is a term coined by Morrison to describe a particular model of practice based on her standard maternal point of view on black motherhood. A mother's task is defined by three requirements, according to Ruddick: preservation, growth, and societal approval. Being a mother means being

dedicated to providing for the needs of your children via acts of preservation, love, nurturing, and education, as explained further by Ruddick (O'Reilly, 2012: 27).

According to O'Reilly, "the first job of mothers is to safeguard their children to preserve anything sensitive and valuable in a child" (O'Reilly, 2012: 80). The cat's mishap is the best example of this. Nobody wants to play with Junior, a little African-American youngster who lives next to the school playground. When he spots Pecola, a poor black girl, traversing the playground, Junior seizes the opportunity to assault her sexually. During their argument about the playground, he asserts his authority and invites her to meet his kitten at his house. To view the kitten, Pecola happily accepts Junior's offer of a visit. When she saw the interior of the mansion, she felt like she had been given a gift that she couldn't refuse. When Junior saw other African American children, he felt superior to them: "Mother did not like him to play with niggers... colored people were neat and quiet; niggers were dirty and loud" (Morrison, 2019: 87).

Despite his self-awareness, Junior has the audacity to do anything. Afterward, he plays a cruel game with his mother's favorite cat, Pecola. As a result of Pecola's fear, the cat is thrown against a window, where it is lost forever. Junior's mother arrives the next instant to find out that her beloved cat has died. Right away, she begins to demonstrate her long-standing hostility toward black children:

"They were everywhere ... they sat in little rows on street curbs, crowded in pews at

church, taking space from the nice, neat, colored children . . . broke things in dime stores, ran in front of you on the street, made ice slides on the sloped sidewalks in winter" (Morrison, 2019: 92).

Geraldine depicts the way of life of African-Americans in society through Pecola, Junior's mother. In no event will she concede that Pecola was not to blame for the death of her cat. When it comes to saving a child's life, the demand grows swiftly; as Ruddick points out, Junior's mother intervenes to protect her son from the black community's ill will. Pecola's motherly love for her kid is on full display.

Furthermore, *The Bluest Eye* uses the MacTeers family as an example of an impoverished family that can provide a short-term home for a poorer African American "case" like Pecola. It's safe to say that the MacTeers are harsher than the Geraldines are. Adults don't communicate with us; they offer us directions; and, as Claudia herself puts it, if we cut or hurt ourselves, they question our sanity and wonder whether we've gone insane. Geraldine and MacTeers are stricter than the Geraldine and MacTeers couples, respectively. According to Claudia herself, this is what she believes "Adults do not talk to us; they give us directions ... when we trip and fall down, they glance at us: if we cut or bruise ourselves, they ask us are we crazy" (Morrison, 2019: 92).

Ruddick highlights mother labor as "To be committed to meeting children's demand for preservation, growth, and social acceptance" (O'Reilly, 2012: 27). And does not require excitement or even love. It simply means to perceive vulnerability and respond to it with care rather than abuse, apathy, or fighting. She is a good mother who takes care of her children's needs and prepares them for life in a world where they will have to deal with persecution. In the end, Claudia reveals that the parents' strictness is merely an attempt by them to protect their daughter from the outside world, which has already been experienced by them. However, Morrison's goal of instruction is intensified through the character of MacTeer and the parenting of children in the dominant African-American society.

III. INFERIORITY

Regarding African American men and women, Morrison portrays the latter as inferior. This oppression is felt by black women, who have to serve their husbands even when they are not properly cared for. Pauline Breedlove is one of the novel's most downtrodden characters because of her racial oppression in the United States. As stated by Hooks:

"White people established a social hierarchy based on race and sex that ranked white men first, white women second, sometimes equal to black men, who are ranked third, and black women last". (Hooks, 2014: 52)

Furthermore, in the disadvantaged African American community, money gives men a false sense of power. With his family's financial situation deteriorating rapidly, Pauline Breedlove's husband, Cholly Breedlove, is living on the fringes of society. When it comes to his wife and children, he treats them like they're the only ones in the house. Some happy childhood memories and early marriage in Lorain, which Pauline calls the "lone some'stime of my life," dominated Pauline Breedlove's life story. It demonstrates that she had no idea what to expect when she moved to the north "I don't know what all happened Everything changed. It was hard to get. To know folks up here, and I missed my People...Up north they war everywhere...Next door, deconstain all over the streets" (Morrison, 2019: 93).

As a result of seeing this racially divided and antagonistic environment, Pauline's inferiority versus the whites forces her to perform odd jobs for white masters. To no avail, she began watching movies and trying to mimic the whites. A lot of Pauline's inferiority mentality stems from the movies she watches. In them, she learns about the virtues and physical beauty she admires. She makes an effort to focus on the white master's residence and demonstrates her abilities as an organized servant in the process. When she thinks of herself as "the ideal servant," she is unable to enjoy herself in any other capacity (Morrison, 2019: 93). Because of this, Pauline is reduced to living in a world of black-and-white images, which are projected onto her subconscious by a ray of light or feelings of inferiority.

Pauline was denied the right to be a mother to her children since she was a slave in the fisherman's house. Motherhood is seen as a breeding ground for offspring in African American society; slave women are separated from their children and made to work in the fields doing odd jobs. In Barbara Hill Rigney's view, slavery's greatest honor was its destruction of families and the rejection of a mother's right to love her child (Rigney, 1998: 68). Consequently, Pauline Breedlove is regarded by her family as a good breeder of her own children, and as her inferiority arises, she shares her motherly love with the fisherman's child. As a mother, she can wear the halo of the Madonna, and bring about societal change through her moral influence and social housekeeping.

While the book *The Bluest Eye* portrays white society as exclusive and middle-class, it also depicts black people as oppressed and marginalized. There is no doubt that the

novel's most prominent and widely discussed theme is that of race relations. That's what Morrison claims. Is it possible to find out who decides that the white ideal is the ideal? This question has haunted anybody who has looked extensively into the idea of a white standard of beauty. For Pecola in particular, who gave her the impression that being a freak was preferable to what she actually was? Who had looked at her and considered her so lacking, so low on the scale of beauty? This is an in-depth look at dolls, celebrities, movies, and the media in which black people aspire to emulate the white ideal to achieve this goal.

An incomprehensible amount of pain is felt by the black population, and they are directed "outdoors" (Morrison, 2019: 15). Claudia, the novel's main narrator, provides the framework for understanding the interaction between the black community and society. "There is a difference between being put out and being put outdoors," Claudia says to me. "If you are put out, you go somewhere else, and if you are outdoors, there is no place to go... Being a minority in both caste and class, we moved about anyway on the hem of life" (Morrison, 2019: 17). To avoid further exposure to the elements, Pecola seeks refuge with the MacTeers family, where he learns about racism. Claudia, who is unable to comprehend the idolization of the dolls, is often compelled to destroy her own dolls because of her feelings of repulsion (Morrison, 2019: 21).

What is clear from Claudia's emotions about her doll is that she still views herself as a child. In spite of her youth, Claudia makes an important point about the rage, frustration, and anguish that come from the black community's exclusion from mainstream culture. Claudia has to deal with the survival practices that she picked up from her mother. Taking the doll apart indicates her indignation at society and white ideology, and she believes that she has not yet reached the stage in her psyche where she can begin to love someone (Morrison, 2019: 21).

Media is another way that the "white ideal" pervades society at large, even if dolls are a more specific example. An illustration of the white ideal can be seen in Pauline's experience with film. When it comes to achieving success, Denis Heinze argues that these two sets of values go hand in hand: if an individual is fully separated from society and her community, she will inevitably succumb to the world in which she lives (Bouson, 2002: 76). Consequently, the black community is visible and painfully clear to the rest of society. One other illustration is the Christmas Eve dolls that are presented to youngsters. As youngsters, the dolls show that white middle-class values should affect them even before they reach adulthood, and they teach them which characteristics are beautiful or good and which ones

are ugly or terrible (Bouson, 2002: 32). Pauline believes throughout the story that she is a better person because of it.

"the loneliest time I be happy seem like was when I was in the picture show. Every time I got, I went. I'd go early, before the show started. They cuts off the lights and everything be black. The screen would light up and I'd more right on them picture" (Morrison, 2019: 93).

From the film's point of view, Pauline's experience in the picture reads like her own. This demonstrates Pauline's adherence to white society's ideals, which leads to a harrowing and unavoidable existence for her. Pauline, as Kern Carmean points out, Pauline clings to a role assigned by others, and in doing so, she denies herself the opportunity to evolve. Countless people have joined her in embracing white culture and ideals. To put it another way, norms of behavior that reject their core principles in favor of erroneous or even destructive standards (O'Reill, 2012: 27).

She becomes a victim of her own failure and is locked in the world of being for the other while concurrently living a life of self-hatred, alienation, self-loathing, and an enviable demise. Society's standards of beauty and whites' views stated that if black women or the African-American community met these goals, they would be accepted and allowed back into the mainstream of society. Members of the community's black population work hard to fit in and live up to society's norms.

IV. INEQUALITY AND ONE'S OWN SENSE OF SELF-WORTH

Morrison's writings produce a compelling representation of the impact of violence and discrimination on the most helpless people. Morrison's novel, written forty years ago, addresses racism and sexual violence, both of which remain pressing themes today. Morrison effortlessly conveys the systematic tyranny and adversity that each of her characters experiences, and she portrays the realities of her society within the realm of children's literature. At the novel's outset, Pecola's insanity and her obsession with gaining the approval of those around her are introduced. Since Pecola has never known a truly supportive family, she has come to believe that her life would be easier if only she were more physically attractive. Morrison stresses the significance of parental affection and the value of the parent modeling and encouraging a healthy sense of identity for their developing child. Morrison believes that the first priority in loving oneself is to love oneself.

O'Reilly claims that "Morrison's writings reflect her belief that mothering is essential for the emotional well-being of children because it is the mother who first loves the child and gives to that child a loved sense of self" (O'Reilly, 2012: 33). Rich writes: "The nurture of the daughters in a patriarchy calls for a strong sense of self-nurture in the mother" (O'Reilly, 2012: 33). Thus, as was mentioned previously in the cultural underpinnings, the self-love necessary for genuine motherly love is rooted in one's ancestors' memory and old qualities.

If Pecola's parents have this kind of self-love, she won't be abandoned in the "outdoors" or driven insane. The society in which Pecola lives has a significant impact on the course of events in *The Bluest Eye*. She is surrounded by people who hate themselves and think the African American population as a whole has an unpleasant physical trait. The author, Claudia, expresses Pecola's faith thus: "As long as she looked the way she did, as long as she was ugly, she would have to stay with these people" (Fultz, 2003: 50).

The narrator emphasizes once more that Pecola was convinced of the life-altering potential of physical attractiveness. "It had occurred to Pecola some time ago that if her eyes—those eyes that held the pictures and knew the heights—if those eyes of hers were different, that is to say, beautiful, she herself would be different" (Fultz, 2003: 39–40). Morrison makes it apparent that Pecola's life problem is the lack of affection and support she receives from her family, and that this desire causes her to seek to remove herself and lose her self-image, which leads to progressively worsening reality. Differences in treatment and lack of affection separate Breedlove from other blacks, notably the MacTeers. Pecola is able to get through by loving and protecting those around them, but they can't bring themselves to do the same. Consequently, self-confidence is initially fostered within themselves, and many of the other people who affect Pecola have been taught all their lives to cultivate it. Morrison uses *The Bluest Eye* to discuss the effects of internalized racism on the innocent. However, Claudia notes while reflecting on Pecola's final result. Specifically, she emphasizes:

"The birdlike gestures are worn away to a mere picking and plucking her way . . . among all the waste and beauty of the world which is what she herself was. All of our waste which we dumped on her and which she absorbed. And all of our beauty, which was hers first and which she gave to us" (Morrison, 2019: 79).

As a result, Pecola was subjected to the community's trash, which obscured the world's first impression of her inherent value as a girl and a person. *The Bluest Eye* thus reveals

how prejudice and societal pressures have affected a vulnerable young woman. Its consequences, however, are applicable to anyone who has ever felt helpless, unjust, or oppressed.

The upper-class family shown in *The Bluest Eye* lives next to the playground, yet they refuse to mix with their lower- and middle-class neighbors. The same is true for Junior, whose mother forbids him to hang out with other black kids and who is unable to enjoy a fulfilling life herself. She is constantly enraged and cognizant of the plight of the African American poor because she hopes to raise awareness of class injustice.

Morrison vividly depicts the lives of black people in an oppressive society while simultaneously emphasizing the black community's external look. Claudia, the novel's independent protagonist, describes the least constrained groups in African American culture. In her writing, she exposes the inner turmoils of her characters, who are marginalized by society. Claudia, a person who has a strong social network behind her, reveals the inner and outer struggles of the characters. Through Pecola, Morrison depicts the tenacity of a terrified enslaved girl. Morrison's novel's comprehensive depictions of motherhood require sympathy not only from Pecola but also from society at large. This research shows that black women and girls face multiple forms of discrimination, including mental illness as a result of their experiences and a representation of the sensitivity and vulnerability of their grief in today's society.

V. CONCLUSION

Economic collapse and its repercussions on migration are explored in *The Bluest Eye* (1970). The book acknowledges the emotional and mental oppression that black women face. Claudia and her sister Frieda are currently residing in Lorain with their parents. Since her erratic father, Cholly, burned down the family home, they have taken in a tenant named Mr. Henry and a foster child named Pecola Breedlove.

The concept of African American culture can be traced back to the narrative of Pecola. As a quiet young girl, she is subjected to verbal and physical abuse at the hands of her bickering parents. As a result, she is continually reminded of how badly she wishes she were a white girl with blue eyes so that she could fit in with her racist neighborhood. Most of the story headings are taken directly from the prologue, which Dick and Jane write. (Rich, 2003: 62)

We see Cholly and Pauline, Pecola's parents, as they were when they were younger and learn about the challenges

they had growing up as African Americans in a predominantly white, Anglo-Saxon Protestant area. Mother Pauline is a maid for a privileged white family. Cholly, Pauline's husband, and Pecola's father raped her when he was intoxicated, and the traumatizing effects of that experience are brought to light by the juxtaposition with the present. Both women are helpless victims of their miserable circumstances.

Only Claudia and Frieda in the neighborhood believe that Pecola's unborn kid has a chance of survival after Cholly abandons her while she is pregnant. Instead of buying a bike, they decide to plant marigold seeds with the money they had set aside, under the superstitious notion that the child's survival is tied to the marigold's success. Like Pecola's stillborn baby, the marigold flower never opens up. Finally, Claudia, the narrator, expresses regret for Pecola's petty treatment and her failure to triumph over her difficulties due only to her race. Because of bigotry, the novel's poor black protagonist, Cholly Breedlove, suffers economically and emotionally. Poverty and deprivation have battered his existence. (Schreiber, 2020: 53)

Pecola, a little girl in *The Bluest Eye*, is shown to be in a state of bewilderment and isolation as a result of the book's central theme—the struggle between a person's sense of self and his or her relationships with his or her family, friends, and community. This is the root of the character's downfall. Another way in which she demeans African Americans and undermines their quest for autonomy and individuality is through the institution of slavery. These slaves have had their humanity snatched away to the point where they are unable to love another human being or even parent their own children. Slaves can neither fully own themselves nor aspire to alter their sense of identity.

Cholly Breedlove suffers from traumatic stress as a result of his encounters with prejudiced degradation. Cholly, who feels helpless and defenseless in the face of his oppressors, resorts to violence against his family in an attempt to rid himself of his personal evil. He abuses his wife, burns down his house, and even rapes his daughter. Cholly's tragedy is emblematic of the broader black African American community, which is feeling the sting of racial injustice and reacting with anger, resentment, and upheaval towards white people. While some black communities, like Cholly, succumb to white intimidation and fail terribly, others, like Mr. MacTeer, stand firm in the face of oppression and fight to maintain their dignity and pride. In the book, Mr. MacTeer is portrayed as a roadblock that prevents Cholly from continuing. Morrison uses him and his family to demonstrate that black men and women can thrive despite the hostility of racism by forging strong

family and community ties, working hard, and maintaining a flexible attitude (Reyes, Marc, 2000: 68).

REFERENCES

- [1] Bouson, J. Brooks. 2002. *Quiet as It's kept: Shame, Trauma, and Race in the Novels of Toni Morrison*. New York: State University Press.
- [2] Fultz. De Lucille P. 2003. *Toni Morrison: Playing with Difference*.
- [3] Hooks. B. 2014. *Ain't I a Woman: Black Women and Feminism*. Routledge 711, New York, NY10017
- [4] Morrison, Toni. 2019. *The Bluest Eye*. New York: Alfred A. Knopf.
- [5] O'Reilly, Andrea. 2012 "Toni Morrison and Motherhood. *A Politics of the Heart*. Albany. State University of New York Press.
- [6] Reyes-Conoar, Marc Cameron. 2000. *The Aesthetic of Toni Morrison: Speaking the Unspeakable*. Mississippi: University of Press.
- [7] Rich, Alan. 2003. *Radical Narratives of the Black Atlantic*. London: Continuum' Print.
- [8] Rigney, Barbara Hill. 1998. "Hagar's Mirror: Self and Identity in Morrison's Fiction". Ed. Linden Peach. New York: St. Martin's' Print.
- [9] Schreiber, Evelyn Jaffe. 2010. *Race, Trauma, and Home in the Novels of Toni Morrison*. Baton Rouge: Louisiana State UP.

Integration of MS Teams as an LMS Tool for Language Classroom: An Analysis using SAMR Model

Anish Jackson N, Susmitha Shyamsundar

School of Social Science & Humanities, VIT-AP University, Andhra Pradesh, India

Received: 28 Nov 2022; Received in revised form: 20 Dec 2022; Accepted: 27 Dec 2022
©2022 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license
(<https://creativecommons.org/licenses/by/4.0/>)

Abstract

The digital transformation that happened in the field of education has made its way in teaching methodology supported by the integration of digital technologies. With the normalization of using digital technology among the generation Z and Alpha, the educational approaches are being constructed and reconstructed using latest digital technologies. The change in approaches can be identified from computer assisted to mobile assisted, blended to flipped and regular courses to Massive Open Online Courses (MOOC) or Learning Management System (LMS). In the context of language teaching and learning, the current digital technologies are being supportive tools in imparting language skills. Hence, this study aims to analyse the effectiveness of integrating Microsoft Teams (Teams) as an LMS tool to support language teaching using Substitution, Augmentation, Modification and Redefinition (SAMR) framework. The four degrees of the SAMR framework helps in understanding the effectiveness of the integration of digital technologies to language teaching methods. The findings of the study conclude that MS Teams can be considered as an efficient LMS tool for language teaching-learning process.

Keywords— Digital technology, Language skills, LMS, SAMR, Teams.

I. INTRODUCTION

In recent times, the use of Learning Management System (LMS) has gradually increased due to various reasons such as rapid developments in Information and Communication Technology (ICT), adapting new educational approaches like flipped learning and necessity of digital tools for education during pandemic times. Even in the post pandemic educational scenario, few institutions continue to use LMS tool for blended and flipped approaches. With the use of LMS, teachers can communicate with, collect assignments from, evaluate the works done by, students. As LMS are widely used for teaching-learning process, the effectiveness of LMS tools are required to be assessed.

The assessment on the efficacy of LMS tool opens the way to verify the usability and the relevance of the tool with the teaching-learning content. This study focuses on the effectiveness of using Microsoft Teams (Teams) as an LMS tool to evaluate how the application enhances and transforms the cognition level of Language learners. This study uses Substitution Augmentation Modification Redefinition (SAMR) model as a theoretical framework to evaluate the effectiveness, whether the features and integrated applications available on Teams allow the students to move from enhancement level to transformation level.

II. LITERATURE REVIEW

Most of the students from generation Z and Alpha are habituated to use the latest digital technologies. As the students of these days are more towards digital technologies, the integration of technology in education is unavoidable one. Budhwar (2017) [1] explains the necessity of incorporating technologies for teaching, as technology prepares students for future career and real-world environment, makes students to work in collaboration, excites students to learn and helps teachers to teach students according to their learning styles. In academic settings, digital technologies are incorporated in various forms such as audio-visual aids, video conferencing platform, LMS and gamifications. LMS are generally used to create educational contents, discuss the course through personal chat, discussion forum and video conference, manage students' academic progress, evaluate and provide feedback.

Many studies have been done on the effectiveness of incorporating digital technologies for language Teaching using various frameworks like Technology Acceptance Model (TAM) and Substitution Augmentation Modification Redefinition (SAMR). Puentedura (2013) [2]

has designed a framework named SAMR to enhance or transform the educational practice using any technological tool. Often, SAMR is associated with the Bloom's taxonomy as the learners move from lower order of cognition to higher order (Puentedura, 2013) [3]. Patria (2019) [4] has studied the enhancement of academic practice by integrating iPad by English language learners and teachers. The study concludes that iPad helps the users to reach upto Modification level. Howlett et al. (2019) [5] have studied that majority of the samples used technologies (tools in general) only up to lower levels (Substitution & Augmentation). Tseng (2019) [6] has made a study on the use of iPads for language teaching. The study finds that technological problem of the instructor might influence to reach the higher levels (Modification & Redefinition). Al-Khalidi (2021) [7] has studied that there is a high frequency of using digital tools to the levels of Substitution and Augmentation than Modification and Redefinition. Cheung (2021) [8] has discussed that Zoom limits the teacher to remain in the level of enhancement (Substitution and Augmentation) as the sample (participant) of the case study designed the task that does not require interaction between students. Syathroh (2022) [9] has made a study on the use of technology in English as a Foreign Language class. The study evaluates that a list of technology used by the samples are up to the level of Modification.

As there are no major studies have been made to evaluate use of LMS specific to language classroom using SAMR model, this study evaluates the features and integrated applications available on *Teams* using the same model. The study focuses SAMR, a conceptual model to understand and evaluate the integration of *Teams* with the objective as follows:

1. To find out the features and integrated applications available on *Teams* used by the subjects of the study for the major language skills (LSRW)
2. To classify the features and integrated applications of *Teams* according to higher and lower orders.

III. DATA AND METHOD

The study is conducted using mixed approach comprise of both qualitative and quantitative data. The sample universe comprises of 2 teachers and their students of English class from a recognised private university from Southern part of India educates students across the country. The sample size of the study consists one male and one female language teachers. For the study, data was gathered in the form of questionnaire survey, interview and observation. The obtained data is graphically represented in tables and analysed using the conceptual framework, SAMR.

The conceptual framework, SAMR stands for Substitution, Augmentation, Modification and Redefinition. SAMR is categorised into two orders including Enhancement level (Substitution & Augmentation) as lower order and Transformation level (Modification & Redefinition) as higher order. The definition and example can be seen in the Table 1.

The data is collected in the form of questionnaire, semi-structured interview and observation. The questionnaire comprises of demographic detail of and the preferred features and integrated application that are being used by, the participants. In semi-structured

Table 1: SAMR: definitions and examples (Puentedura, 2013)

Levels	Definition	Example	Order
Redefinition	The use of technology allows the teacher to create a new task which had been inconceivable in the traditional approaches	Taking the students on a virtual tour of the Mount Everest using Google Earth	Transformation (Higher)
Modification	The use of technology that allows the teacher to modify or redesign the task or activity in the classroom/virtual classroom	Asking the students to write collaboratively using Google Docs instead of writing individual assignment	
Augmentation	The use of technology replaces the traditional approach with some functional changes	Assigning writing components using Google Docs offers additional functions like a spell check, language correction/ suggestions and thesaurus	Enhancement (Lower)
Substitution	The use of technology which replaces the traditional approach with no functional change	Asking students to write an essay using Notepad software application instead of pen and paper	

interviews, participants shared their opinions on and experience with the features and the integrated applications. The researcher has observed the classes online to make the study more accurate and reliable.

IV. ANALYSIS AND RESULTS

The demographic details contain socio-linguistic variables like Age, Gender and Years of experience in teaching and in using technology for teaching. The participant's identity is pseudonymised as participant A and participant B. (See Table 2).

Table 2: Demographic details of the participants

Participants	Gender	Age	Years of experience	Years of experience with technology
A	Male	29	3	3
B	Female	34	5	2

Generally, language teachers often assign tasks for their learners to impart major language skills such as Listening, Speaking, Reading and Writing. A review article of Blake (2016) [10] emphasises on the importance of integrating digital technologies and Task Based Language Teaching (TBLT). Blake affirms that, coupling of new technologies and TBLT sets a platform for a teacher to have goal-oriented approach that prepares the learners to a real digital world situation by combining the language skills with the digital world. Therefore, combining language skills with digital technology can influence the digital natives in a very positive way.

In *Teams*, there are numerous features and integrated applications that aid the language learners to develop their language skills. In order to identify the features and integrated applications that are preferred by the study samples, questionnaire is framed including open-ended questions. For the questions, Participants have recorded responses with a list of features and integrated applications in the answering section. The features and integrated applications used by the participants according to the target skills, can be seen in the Table 3.

Table 3: Features and Integrated Applications preferred by the participants

Participant	Listening skill	Speaking skill	Reading skill	writing skill
A	YouTube, Screensharing	Breakout rooms, video conferencing, Flipgrid	E-books in PDF or DOC formats, Glose for Education	Discussion forum, One Note, Whiteboard
B	Ed puzzle	Breakout rooms, video conferencing Speech Coach	Glose for Education, Reading Progress	Chat, One Note, Whiteboard

The participants shared their experience with and opinions on the available features and integrated applications on *Teams* as follows:

YouTube: Integrated YouTube application available in *Teams* allows the user to post the link in the application. It helps the participant A to post the link directly in *Teams* which can make the students to avoid diverting from *Teams* to watch the video. It is observed that there was a functional change by watching YouTube content without navigating the application

Screensharing: Screen sharing feature in *Teams* helped the participant A to share his entire screen to the students

through which the students were able to listen the audios and watch the videos played by the participant A. It is observed that there was no functional change in sharing the screen.

Breakout rooms: Breakout rooms is a feature available on *Teams* provided both the participants (A&B) to conduct group discussions and tasks. Participants were able to put the students in different rooms. So, it is observed that there was a functional change in splitting the students in *Teams*.

Video Conferencing: video conferencing is a feature of *Teams* aided both the participants (A&B) to conduct speaking activities or discussions among the students. So,

it is evident that there was no any functional change in using this feature.

Flipgrid: Flipgrid is an integrated application of *Teams* that offers the students to upload a recorded video. Below the video the teachers and fellow students can like and comment. With this application, participant A asked the students to prepare and record a video on particular topic. Here it can be seen that participant have redesigned the speaking task which had been given in the traditional classes.

Ed puzzle: Ed puzzle is an integrated application of *Teams* that helps the teacher to combine videos and questions together in the same application. It is observed that in one window content and question & answer can be combined.

Speech Coach: Speech Coach is a feature can be seen in *Teams*, which provides individual feedback in private. It provides feedback on filler words, intonation, pace and repetitive language. It is observed that this kind of detailed feedback on human speaking is actually impossible to get without a technology.

E-books in PDF or DOC: PDF or DOC files can be added in *Teams* to make the student to read a specific content. By using this feature, it is observed that E-books are substituting printed books.

Glose for Education: Glose is an integrated application of *Teams* which offers the teachers to create a reading group. It helps the students by providing thousands of open-sourced classic E-books. In this application, students can find out meanings or definitions of unknown words, translate, bookmark, add notes, raise questions and teachers can clarify with the questions raised. It is observed that the collaborative reading and other features

that are offered by Glose is something novel which cannot be experienced in traditional classrooms.

Reading Progress: Reading Progress is a feature available on *Teams*, helps the students to get detailed feedback on their reading Fluency skill. It can give feedbacks on mispronunciation, repetitions and omissions. It is observed that these kinds of feedbacks cannot be given accurately in the traditional approach without technology.

Chats: Chats is feature of *Teams* that helps the students to share their opinions and response in the chat box when they are asked any questions. It is observed that it just has replaced the oral sharing in the traditional approaches.

Discussion Forum: Discussion Forum is a feature available on *Teams*, that helps the teacher to start a thread to discuss on any topic. Students can also reply to the main thread. So, it is observed that this feature just replaced the oral discussion.

One Note: One Note is an in-built application that allows the students to write, draw, attach pictures and even the voice and video records. It is observed that One Note has some functional change that can also redesign the tasks by making the writing tasks a collaborative.

Whiteboard: Whiteboard is also similar to One Note, an in-built application where students can collaboratively write their ideas and opinions. It is observed that Whiteboard can used for writing tasks collaboratively with few functional changes like colouring, highlighting, attaching sticky notes and writing.

All the mentioned features and integrated applications are analysed and charted their level according to SAMR model. (See Table 4)

Table 4: Levels of Features and Integrated applications according to SAMR

Skills focused	Substitution	Augmentation	Modification	Redefinition
Listening	Screen sharing	YouTube	Ed puzzle	N/I
Speaking	Video Conferencing	Breakout rooms	Flip Grid	Speech Coach
Reading	E-books in PDF or DOC formats	Glose for Education	Glose for Education	Reading Progress
Writing	Chats, Discussion form	One Note, Whiteboard	One Note, Whiteboard	N/I

Note: N/I – Not identified.

As mentioned in the Table 4, it can be concluded that the features and integrated applications available on Microsoft Teams have the potential to move the learners from enhancement level to transformation level.

V. LIMITATIONS AND SUGGESTIONS FOR FUTURE STUDIES

As this study have included only two participants, the results need to be generalized by including a greater

number of study samples. So, in future a greater number of samples can be added for the study. The study samples have not identified any applications or features that takes the students to Redefinition level for Listening and Writing skills. In future research, researchers can aim to identify the applications that takes the students to redefinition level. The study focuses only on the major language skills such as Listening, Speaking, Reading and Writing. So, the future studies can focus on other language skills like vocabulary skills and grammar skills. The features and integrated application that are discussed in the study is limited. So, other integrated applications like Nearpod, Video wiki, Kahoot and Loops. This study has focused only on *Teams*. Therefore, the future study can be focused on other LMS platforms like, Moodle, Google Classroom, Blackboard, Schoology and Canvas.

VI. CONCLUSION

The main aim of this study is to identify the integrated applications and features of *Teams* and categorise them using SAMR model. This study identified a list of applications and features that are being used by the study samples. The identified applications and features are analysed by the conceptual framework called SAMR model. This study has found that Screen sharing, Video Conferencing, E-books in PDF or DOC formats, Chats and Discussion form take the learners to Substitution level. Likewise, YouTube, Breakout rooms, Glose for Education, One Note and Whiteboard to Augmentation level, Ed puzzle, Flip Grid, Glose for Education, One Note and Whiteboard to Modification level. Finally, Speech Coach and Reading Progress take the learners to Redefinition level. In sum, features and integrated applications available on Microsoft Teams have the capability of making the students to reach the transformation level.

REFERENCES

- [1] Budhwar, K. (2017). The role of technology in education. *International journal of engineering applied sciences and technology*, 2(8), 55-57.
- [2] Puentedura, R. (2013). *The SAMR Model and Digital Learning*. Hippasus
- [3] Puentedura, R. (2014). SAMR and Bloom's taxonomy: Assembling the puzzle. *Common Sense Education*. Retrieved December 14, 2022, from <https://www.commonsense.org/education/articles/samr-and-blooms-taxonomy-assembling-the-puzzle>
- [4] Patria, A. J. M. (2019). Enhancing English language teaching and learning through pedagogy. In *ACLL2019 Conference Proceedings*.
- [5] Howlett, K. M., Allred, J., Beck, D., & Mysore, A. R. (2019). An English learner service-learning project: Preparing

education majors using technology and the SAMR model. *Call-Ej*, 20(2), 128-149.

- [6] Tseng, J. J. (2019). Do EFL teachers transform their teaching with iPads? A TPACK-SAMR approach. *Professional development in CALL: a selection of papers*, 71-85.
- [7] Al-Khalidi, I., & Nizwa, O. (2021). Examining Teachers' Beliefs on Developing a Digital Pedagogical Framework Based on the SAMR Model for Undergraduate English Language Learning. *International Journal of English Language Education*, 9(1), 106-125.
- [8] Cheung, A. (2021). Language teaching during a pandemic: A case study of zoom use by a secondary ESL teacher in Hong Kong. *RELC Journal*, 0033688220981784.
- [9] Syathroh, I. L. (2022). TECHNOLOGY-INTEGRATION IN EFL CLASSROOM: Augmentation Language Learning Activities in Puentedura's SAMR Framework. *JOEL: Journal of Educational and Language Research*, 1(12), 2081-2090.