CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides a review of the scholarly works that are related to the research focus; topics ranging from the Philippine Drug War, Public support, and Community engagement. This chapter would also elucidate on the theories employed in this research; the Theory of Planned Behavior and the Spectrum of Public Participation.

2.1 Behavioral Public Administration

The research employs insights and theories from the field of Psychology and these theories are modified to examine public administration practices such as the work motivation in public sector context (Wright, 2004), psychological intervention on public transport (Ceder & Chowdhury, 2013), beneficiaries acceptance of an agri-environment policy scheme (Schroeder, 2012), and in this research; the citizens' support to the Philippine War on Drugs. This research particularly contributes to the area of Behavioral Public Administration which is a developing perspective in Public Administration research. Grimmelikhuijsen

et al. (2016) defined Behavioral Public Administration as the matrimony of Psychology and Public Administration. It is a micro-level perspective in the field of public administration, aimed at integrating theories, models, and concepts of psychology into the practice of public administration. The goal is to connect both fields by employing what Grimmelikhuijsen et al. (2016) called a psychology-informed approach to the field of public administration. In building up the understanding, Grimmelikhuijsen et al. (2016) defined Behavioral Public Administration by stressing its three core characteristics. Firstly, that individuals and groups are the unit of analysis which means that the behavioral public administration studies individuals and groups; behaviors and attitudes, and on how this could have an effect and be relevant to the policy making process and the administration and affairs of the government (Grimmelikhuijsen et. al, 2016). The second core characteristic of Behavioral Public Administration is that it emphasizes behavior and attitudes of people by integrating insights from psychology and behavioral

sciences into the field of public administration (Grimmelikhuijsen et. al, 2016).

In addition, there is a growing appreciation of the field of behavioral public administration among policy makers as acknowledgement on the bounded rationality that citizens have and the use of psychological insights to encourage desired behavior is becoming a trend (Grimmelikhuijsen et. al, 2016). In fact, Grimmelikhuijsen et. al (2016) stated that in the United Kingdom, a Behavioral Insights team was created by the Cabinet office while in the United States, a White House Social and Behavioral Team, was established by President Barack Obama. To support the claim of the importance and relevance of Behavioral Public Administration, Grimmelikhuijsen et al. (2016) quoted the renowned Political Scientist, Robert Dahl stating that "the science of Public Administration must be based on an understanding of man's behavior in the area marked off by the boundaries of public administration".

In contribution to the knowledge area of behavioral public administration, this research explores the support of the citizens of Philippines to their respective War on drugs strategies using the modified version of Theory of Planned Behavior. Hence, the next paragraphs will discuss an overview of War on Drugs Strategies enforced by the Philippine Government.

2.2 The Philippine Drug War

Most of the existing literatures about the current political trends in the Philippines are more focused on Duterte as the head and face of the Anti-Drug campaign. Scholarly inquiries range from articles asking about 'How Duterte is as a president' (Holmes and Thompson, 2017), how he made a narrative to incite support (Barrera, 2017), how he became a divisive figure (Tigno, 2018), and on how he is waging a quixotic war (Bautista, 2017). However, Duterte's presidency cannot be separated from the Philippine Drug War since the Anti-Drug Campaign has become a pillar policy that is said to be the defining factor of the entire 6-year presidency of Duterte and his legacy to the country. The importance therefore of the Philippine Drug War must not be

dismissed as it is the cornerstone of Duterte's domestic policy. Bautista (2017) argued that 'Duterte's war against drugs will either showcase the success of his administration or symbolize its failure'. Even though, it cannot be denied that the Drug War has grown to become a very controversial and divisive topic that discourses on the social media has become toxic (Bautista, 2017) and very reactive, numerous scholars emphasized the wide support enjoyed by President Duterte, in the Philippines and abroad (Tigno, 2018) which has provided a 'popular legitimatization' of President Duterte's Anti-Drug Campaign (Gaspar, 2016). This vigorous support for the President has been analyzed in various analytical techniques; Discursive Institutionalist Analysis (Teehankee, 2016), the violent strong man rule of Duterte and how he established an 'illiberal populist law and order narrative' (Thompson, 2016). Some researches even provided a comparative analysis of the Anti-Drug campaign of Philippines and Indonesia (Ramanda and Aqil, 2017) while others have mentioned how the Philippine Drug War may suffer the same downtrodden path as Mexico's 2005 Drug War and

Thailand's Drug War under Thaksin, how the Philippine Drug War has used a spectacle of humiliation and violence to send a message (Reyes, 2016), and on how public remains to be silent and have turned a blind eye to the consequent events resulting from the waging of the War on Drugs (Bautista, 2017).

What many of these literatures have in common is established consensus that the Philippine Drug War launched by President Duterte has grown to become the cornerstone of the President's domestic policy (Gaspar, 2016; Mirasol, 2017). The reason behind the strong thrust of government efforts to counter illicit drug trade was best stated by Coronel (2016: 4), as cited from (Gaspar, 2016: 6):

> *"The rule of law is weak and the police and the courts are widely considered by citizens to be unreliable and corrupt... While the Philippines is far from being a narco-state, the trade in methamphetamines is brisk and conducted in the light of day, and the government is seen as helpless to curb it... as traditional elites have mostly been indifferent to it, failing to address the festering problems of law and order."*

Despite the popular support towards the Drug War, religious forces such as the Catholic Church, the international community, and Human rights groups have paid close look on the Drug War and have all been vocal in criticizing the 'violent' method being undertaken by the Anti-Drug campaign and on how this has legitimized alleged extrajudicial killings. In fact, the international condemnations did not affect the Anti-Drug campaign as 'Duterte only doubled down on his policy' (Gancarz, 2017). Mayol (2016) of Philippine Inquirer quoted Archbishop Jose Palma as the Archbishop expressed his support to the Philippine Drug War but that the fundamental requirements of due process and rule of law must still be observed at all times and that *"While we appreciate the efforts against illegal drugs, we also question the process things are done."* What is the process? What is its legal framework?

Baldwin (2013) argues that the drug policies of Philippines (including the 8 other ASEAN member states) remain to be influenced greatly by the UN drug conventions that Philippines is a signatory to. Included to the requirements set by

the UN Drug Conventions is the imposition of criminal sanctions in the national level. It had been revealed that Philippines and including the other ASEAN member states are enforcing the compulsory rehabilitation to people who use drugs which is criticized by scholars in the international community as an unethical and ineffective mechanism (Baldwin, 2013). Specifically in the case of the Philippines the legal backbone of the drug policy is rest upon the existing law against illegal drugs; Republic Act No. 9165 or the Comprehensive Dangerous Drugs Act of 2002. In the law, it was stated that drugs is 'a threat to the territorial integrity of the State and to the well-being of its human resources'. The law provides the guidelines for strict and harsh punitive sanctions, including mandatory drug testing in schools and workplaces and compulsory drug treatment for users (Baldwin, 2013: 45). According to Baldwin (2013), the strict law enforcement under R.A. 9165 involves the prohibition of the possession of needles, syringes and other drug paraphernalia and such are used as evidences used against the owner. Duterte's Philippine Drug War finds its strength from R.A. 9165. To

further discuss the Anti-drugs policies existing in the Philippines,

a table is shown below.

Table 2.1
Anti-Drug Policies of Philippines

LAW/EXECUTIVE ORDER	YEAR OF ENACTMENT	BRIEF DESCRIPTION
Republic Act No. 9165 *Comprehensive Dangerous Drug Act*	2002	The law outlines the prohibition, prevention, and treatment policies of the country in answer to the problem of drugs. The law imposed punitive interventions, harsh punishments, and mandatory drug-tests in schools and workplaces (Balwin, 2013; 45). The law also includes court-based treatment programs.
Command Memorandum Circular 2016-16 *Project Double Barrel*	2016	The purpose of the Command Memorandum Circular is to set forth guidelines, procedures, and tasks of the police offices/units/ and stations in the conduct of the Philippines National Police Anti-Illegal Drug Campaign Plan- PROJECT: "DOUBLE BARREL" in support to the Barangay Drug Clearing Strategy of the government and the neutralization of illegal drug personalities nationwide (CMC 2016-16).

Note: This is compiled by the author (Tomaro, 2018).

Albeit, the existence of literatures that has analyzed the Philippine Drug War, to date, no existing study has looked into an individual-level of analysis to investigate what drives the Filipino citizens to support the Philippine Drug War. The study emerged to fill this gap of knowledge and to provide a clear identification of the factors that has strong predictive association to the intention of supporting the Drug War Strategies of the Philippine Government. This only proves the point that less attention is paid of why people support the Drug War in the first place; what forms the citizen's intention to support the Drug War. Several surveys have attested to how strongly the Drug War is being supported but no analysis has been made to investigate the factors that are associated to this support. In line with that note, an understanding of "support" in this research must be iron-clad and so the next paragraphs will discuss the meaning and how the term "support" is used in this research.

2.3 Public Support and Acceptance:

The word, acceptance, support, and social license have been used interchangeably (Colton et. al, 2016) and there is a need to differentiate each concept. In the cited study, 81 percent of the respondents agreed that Social License means "the acceptance and belief by society, and specifically the local communities, in the value creation of activities, such as access to extract mineral resources". Support and acceptance is also different from each other hence it is wrong to interchangeably use the two concepts. Acceptance is a passive behavior as compared to support which is an active one (Colton et. al, 2016; Batel et. al, 2013). Scholarly inquiries were in agreement that the terms acceptability and attitude are conceptualized to be a more passive evaluation while support was indicated to be an active behavioral reaction (Ščasný et. al, 2013; Batel et. al, 2013; Schade and Schlag, 2003). As an empirical observation of the apparent difference of the concepts, acceptance and support, a research about high voltage infrastructures revealed that 16.5 percent of the respondents had answered that they generally accept the

establishment of the infrastructures but do not support them (Ščasný et. al, 2013; Batel et. al, 2013). This then strengthens the claim that acceptance is more passive as compared to support and that accepting a policy or any decision, does not equate to supporting it. Thus, when patterned back to the War on Drugs policies, the mere acceptance of the people may not be an immediate guarantee of support from the public for the current policies being implemented.

On a deeper view, Vlassenroot et. al (2006) defined support to be a "positive, negative or neutral opinion, attitude and/or behavior of individuals involved about the content of a taken policy" (Vlassenroot et. al, 2006; Ruelle & Bartels, 1998). This positive description of public support directs into favorable conditions such as an increase to the willingness of the people to accept a measure, a regulation, or a policy and to even support it actively. The article of Vlassenroot et. al (2006) established that acceptance does not necessarily lead to the support of an action, decision, or behavior. For example: it is possible for an individual to accept paying taxes, but it does not directly mean that the

individual would not support it. It was emphasized that acceptance must be seen as a precondition for support but would not be the same and equal to support. The article provided a conclusion that there is an apparent interest in defining public support and in differentiating it from terms often interchangeably used with it, such as, acceptance and acceptability, and there is also a need to provide a contribution to the growing literature of public support studies. Accordingly, 'public support must be seen in the increased notion that policymaking acts must be considered as a two-way direction wherein interaction, transaction and communication with the public are the key-elements' (Vlassenroot et. al, 2006; Nelissen and Bartels, 1998). In other words, Vlassenroot et. al (2006) clearly pointed out that the need to study public support is because public support studies and researches identify and uproot problems of implementation and potential problems, as well, and with such identification successful implementation of the measure or policy can be attained.

With regards to the confusion of the term Acceptability and Acceptance, Ščasný et. al (2013) argued that the focus of this is the matter of time. As what had been highlighted in their research, acceptance concerns the attitude after the implementation of a project, program, or policy while acceptability concerns with the attitude before the implementation of a project, program or policy (Dreyer and Walker, 2013; Schuitema et. al, 2010). On another scholarly view, Reith et. al. (2013) in a research entitled *Public Acceptance of Geothermal Electricity Production*, provided valuable discussions of public acceptance. In the mentioned paper, public or social acceptance was defined as a combination of three categories, socio-political acceptance, market acceptance and community acceptance (Reith et. al, 2013; Wüstenhagen et. al, 2007). It was simplified that if social acceptance will not be achieved then a growing public resistance could be the result. It was made clear that the learning of information, the existence of participation, cooperation and consolidation are the backbones of a successful social acceptance initiative (Reith et. al, 2013). As a

conclusion, Reith et al. (2013) argued that any project can only be realized and materialized successfully if the consensus of the local community is achieved. This consensus can only be gained by "acting in consonance with the dynamic conditions of the environment, and in the respect of the people's health, welfare, and culture" (Reith et. al, 2013; Cataldi 2001).

Reith et. al (2013) and Colton et. al (2016) both emphasized how researches in public support and public acceptance of projects, programs, and policies are of importance to the government affairs and public administration. Colton et. al (2016) emphasized that it plays important role in the successful implementations of projects, policies, programs, and including industry installation and establishment. It was emboldened that there is great demand for the views and preferences of the public and their elected representatives to be taken into account in decisions that can potentially have an effect on their health and their environment (Colton et. al, 2016).

2.4 Theory of Planned Behavior:

This study employs the Theory of Planned Behavior of Icek Ajzen (1991) as the backbone of this study which will provide a model of what affects the intent to support a strategy of policy implementation; specifically on the 'War on Drugs' strategies of the Philippines. An illustration of the Theory of Planned Behavior is presented in Figure 2.1 below.

Figure 2.1
Theory of Planned Behavior Model
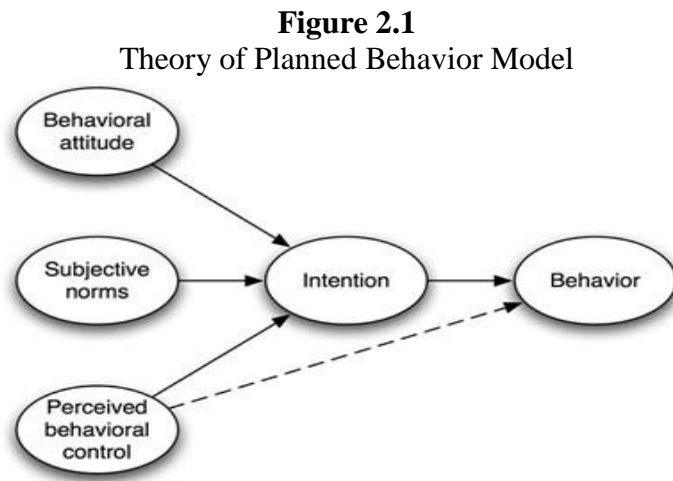
Source: Ajzen,I. (1991)

The Theory of Planned Behavior is made up of three variables that are theorized to form the intentions of an individual to perform a particular behaviors such as using a government

digital portal (Danila and Abdullah, 2014), engaging into environmental activism (Fielding et. al, 2008), and complying to energy reduction usage campaigns (Lynch and Martin, 2013). To in-depthly understand the Theory of Planned Behavior, a full grasp of its constructs must be established. Hence, an elaborative discussion of its every construct is presented in the succeeding paragraphs.

Attitude

The construct of attitude under the Theory of Planned Behavior is generated from behavioral beliefs and evaluation. Behavioral beliefs is defined to be the beliefs that is formed based on associating certain attributes, positive or negative, to a particular behavior (Ceder & Chowdhury, 2013; Ajzen, 1991). In other words behavioral beliefs are the core foundation of individual's positive or negative evaluation of performing an intended action. Behavioral beliefs are combined with the evaluation of the outcome of the behavior in order to form attitude. Hence, attitude is defined to be a construct determined

by beliefs about the outcomes of a behavior and the evaluation of these outcomes (Otieno et al., 2016). Ajzen and Klobas (2013) have laid it clearly that attitude is the individual's perceived positive and negative consequences of what is favorable and unfavorable to the individual as well as the subjective values or the evaluation of the consequences. Thus, attitudinal indicators come in words such as "pleasant/unpleasant", "good/bad", and "favorable/unfavorable". These dichotomous terms are used to describe how an individual see and evaluate the performance of a particular action. As an example; asking the attitude of an individual towards supporting the Drug War is to ask whether an individual find it favorable and unfavorable to support the Drug War. To answer that it is favorable indicates that the individual is amenable to not only the Drug War but also to the outcome of supporting the Drug War.

Subjective Norm

The second TPB predictor is Subjective Norm. Subjective Norm, according to Otieno et. al. (2016), is a construct generated

from the beliefs about how others feel the individual should behave (Normative beliefs) and the motivation of the individual to comply to his/her perceived expectations from others. Normative beliefs, according to Ceder and Chowdhury (2013), are beliefs that are created from the approval or disapproval of important reference group about performing a certain behavior. In other words, these are the perceived expectations from an individual's important social group about the performance of the behavior. Normative beliefs combined with the motivation to comply produce the perceived social pressure or subjective norm (Ajzen & Klobas, 2013). This construct imply that how the important others and people surrounding an individual see the behavior, affects the individual's intention to perform the behavior.

Perceived Behavioral Control

The construct of perceived behavioral control can be fully understood from the lens of what forms it: Control Beliefs and Self-Efficacy and Controllability. Control beliefs are the beliefs

that are created based on the perceived barriers of the individual in undertaking a specific action (Ceder & Chowdhury, 2013). Control beliefs form as the basis of the behavioral control perceived by individuals in forming the intention to perform a behavior. Perceived behavioral control is made up of two components that emerge from the control beliefs of an individual (Ajzen, 1991). These components are: Self-Efficacy, the confidence of an individual in his/her ability to perform the intended behavior; and Controllability, the individual's control over his/her performance or non-performance of the behavior (Ceder & Chowdhury, 2013; Ajzen and Klobas, 2013). According to Ceder and Chowdhury (2013), the relationship of intention and behavior is strengthened when an individual has a high level of control and when control beliefs are weak on the other hand, the individual is less likely to have the intention of performing the behavior. Putting it simply, perceived behavioral control refers to an individual's own perception of ease or difficulty in performing an intended behavior (Ceder & Chowdhury, 2013).

Behavioral Intent

Behavioral intent, according to Pierce et. al (2014), is the best predictor of actual use or actual performance of a particular behavior. It is the function of an individual's attitude towards the behavior, the subjective norm or social influence towards the performance of the behavior and the individual's perception of the ease or difficulty upon performing the behavior (Otieno et. al, 2016). This is closely knit to behavior for according to the various TPB and TRA users, individuals are expected to act and behave in accordance to their intention, not however taking into account, unforeseen events. Connecting this construct with the other TPB constructs, according to Azjen and Klobas (2013), "the more favorable the attitudes, and subjective norm, and the greater the perceived control, the more likely for a person to form intentions". In addition to that, the stronger the intention, the greater the possibility that the behavior will actually be performed for intention is the reflector of the possible behavioral outcome (Otieno et. al., 2016). In summary, the following are the

components/predictors that make up the Theory of Planned Behavior.

Table 2.2

Components of Theory of Planned Behavior

Antecedent	Definition
Attitude	Attitude is defined as the individual's positive or negative evaluation of performing the intended action (Ceder and Chowdhury, 2013).
Subjective Norm	Subjective Norm is defined as the individual's perception of social obligation to perform or not perform the intended action (Ajzen, 2005).
Perceived Behavioral Control	Perceived Behavioral Control is defined as the perceived ease or difficulty of the individual in performing the behavior (Knabe, 2009).

Note: This is compiled by the author (Tomaro, 2018).

2.5 Studies about Theory of Planned Behavior

The Theory of Planned behavior emerged as the recent version of the Theory of Reasoned Action. Various studies which attempt to predict the behavior based on indicators like Attitude, Subjective Norm and Perceived Behavioral Control is already existent. Several studies have pioneered the use of the Theory of

Planned Behavior to policy studies for the particular purpose of analyzing policy interventions in an individual level of analysis and also to provide a psychological approach in analyzing policy adoptions, policy acceptance, and policy support.

One of the few researches which have introduced the Theory of Planned Behavior to public policy is Shen et. al (2004). is Shen et. al (2004) introduced the Theory of Planned Behavior to a psychology-informed study of the intentions of the tourists towards accepting the construction of a biodiversity conservation in Nanying Coastal National Scenic Area. The results of the study revealed that attitude is the most significant variable that is associated to the behavioral intention of the tourists (Shen et. al, 2004). It was also revealed that Perceived Behavioral Control has an associative relationship to the variables of Attitude, Subjective Norm, and Behavior Intention (Shen et. al, 2004). The study of Shen et. al (2004) provided a lens to look into policy options relating to tourism by highlighting the behavior of tourists as the object of analysis under the theoretical lens of the Theory of Planned Behavior.

Fielding et. al (2008) also introduced the Theory Of Planned Behavior in a public policy related research. Fielding et. al (2008) investigated environmental activism in a quantitative study employing a questionnaire survey method to 169 respondents. The study of Fielding et. al (2008) added new constructs to the TPB model: environmental group membership, and self-identity. It was revealed that the added constructs- self-identity and environmental group membership were identified to be significant predictors of intention for environmental activism (Fielding et. al, 2008). Furthermore, the study also revealed that the under the Theory of Planned Behavior, positive attitude and subjective norm are identified to be strong constructs that influence the development of stronger intentions for environmental activism (Fielding et. al, 2008). The study highlighted that studies involving TPB can best be utilized as a method of understanding the factors of people's intentions in engaging to environmental activism (Fielding et. al, 2008).

Another study which has employed the Theory of Planned Behavior but mainly on educational innovative strategies such as

online course adoptions is the study of Knabe (2012). Knabe (2012) investigated the adoption of the Public Relations faculty to online courses features by using the theoretical lens of the Theory of Planned Behavior. By conducting both quantitative and qualitative approaches through Focus Group Discussions and a computerized email survey method, the study of Knabe (2012) revealed that although there is a poor model fit, all predictors of the Theory of Planned Behavior model (Attitude, Subjective Norm, and Perceived Behavioral Control) have been statistically significant in predicting the intent of the faculty members of Public Relations to adopt online courses. The study of Knabe (2012) provided reinforcement that Theory of Planned Behavior can also be adopted in analyzing education-related technology adoption.

While the research of Knabe (2012) is mainly focused on education-related adoptions, Schroeder (2012) is more focused on policy adoptions. Schroeder (2012) investigated the farmers' intention in participating to the Agri-Environment (AE) Scheme of the European Union by employing the Theory of Planned

behavior in a qualitative study. The study revealed that the general attitude and acceptance of the Agri-Environment Scheme were high and i t was also revealed by the research that farmers' families were ranked to have the highest and most positive social pressure on farmers' decisions to join the AE Scheme (Schroeder, 2012). The study of Schroeder (2012) clearly reinforces the fit of TPB to policy interventions and it highlights the public's perception of a policy and on how these perceptions can aid in improving the policy for a more impactful implementation.

Following the policy adoption research of Schroeder (2012) is the research of Ceder and Chowdhury (2013) which mainly looks into the public transportation route adoption; still centered in public policy. Ceder and Chowdhury (2013) analyzed the intention of the 300 public transport users' in using the routes with transfers in the public transportation of New Zealand. The study of Ceder and Chowdhury (2013) also employed the Theory of Planned Behavior and it revealed that the Theory of Planned Behavior is an effective model that can be used to analyze the behavior of Public Transport users with regards to the use of

routes with transfers. Specifically, the study revealed that under the indicator of Perceived Control of Behavior, travelers (respondents of the study) consider personal security to have the greatest influence to their intentions to use public transport with transfers (Ceder and Chowdhury, 2013). The study of Ceder and Chowdhury (2013) provided a traveler-based evaluation of the integrated transport system which could help policy makers into directing their attention towards addressing the main concern of the travelers upon using public transports with transfer.

Another public policy related research is the study of Ajzen and Klobas (2013) which investigated the fertility intentions by using the Theory of Planned Behavior in a qualitative study. The study contended that the Theory of Planned Behavior can effectively aid the further understanding of fertility decisions obtained in TPB researches can provide guidance for the adoption of policies or interventions designed to encourage (or discourage) couples to have more children (Ajzen and Klobas, 2013). The study of Ajzen and Klobas (2013) highlighted the advantages and prospects that the Theory of Planned Behavior

provides in the research area of fertility studies and policy studies relating to programs and interventions. It had set a starting point for future fertility researches where the focus is on government intervention and policy recommendation and how it is adopted by the target population.

In addition to the policy-related researches employing the Theory of Planned Behavior, Lynch and Martin (2013) investigated the adoption of the citizens to energy efficiency program by analyzing it under the lens of the Theory of Planned Behavior from a sample of 542. The results of the study revealed that there was a recorded 5.8% electricity use reduction in the intervention group and this was attributed to the energy efficiency program (Lynch and Martin, 2013). More importantly, the study confirmed the plausible applicability of the Theory of Planned Behavior in linking intentions of reduced electricity use and the actual behavior of electricity use reduction (Lynch and Martin, 2013). Lynch and Martin's approach contributes to the emerging body of knowledge focusing on the suitable methods for evaluating the impact of energy efficiency programs and other

policies, and on understanding their influence on participant attitudes and beliefs through the use of the Theory of Planned Behavior.

Another study, which clearly is not policy related but has attested to the credibility of the Theory of Planned Behavior in predicting behaviors is the study of Amsel et. al (2016). Amsel et. al. (2016) delved into the plausible applicability of the Theory of Planned Behavior in predicting the graduation and drop-out intentions among college and university students by conducting a longitudinal quantitative survey method form a sample of 252 Canadian university students. The study confirmed the strength of the Theory of Planned Behavior as it revealed 'a strong relationship existing between questionnaire responses concerning intention to graduate obtained three to four years earlier, and the actual graduation and drop-out' (Amsel et. al, 2016). Also, the study confirmed that all three TPB variables were successful in predicting graduation and drop-outs behavior. The results after 4 years revealed that 74% of the responses were confirmed to be correctly classified (Alsel et. al, 2016). The study of Amsel et. al

(2016) has provided a clear argument that the use of the Theory of Planned Behavior in researches forwards a strong predicting potential for the study.

Another study which has successfully introduced acceptance models (like the Theory of Planned Behavior) to policy studies is the study of Pierce et al. (2014). Pierce et al. (2014) analyzed the policy acceptance by employing the Technological Acceptance Model in the study investigating the policy acceptance of the healthcare reform policies under the Obama administration. The Technology Acceptance Model is an acceptance model that has similarities to the Theory of Planned Behavior. The study of Pierce et. al. (2014) evaluated the acceptance of the implementation of a new policy in healthcare reform. The study employed a quantitative survey approach with 72 respondents to examine people's acceptance of the new policy on healthcare reform based on the variables of attitude, behavioral intent, perceived ease of use, and perceived usefulness. The research of Pierce et al. (2014) pioneered the introduction of acceptance models to the field of public policy.

Among the reviewed literature which have employed the Theory of Planned Behavior, it can be deduced that no research to date, exist that investigates the intention to support the Philippine Drug War. No research also has attempted to focus on the plausible applicability of the Theory of Planned Behavior to the War on Drugs of the Philippines.

2.6 Trust and Political Trust

In this research, an added variable that is hypothesized to be affecting attitude is introduced. This variable is Political trust. Political trust has often been confused with social trust, institutional trust and other types of trust. These terms are related but are not in its entirety, the same. Halapuu et. al (2013), in their study entitled, *Is Institutional Trust related to the Attitudes towards immigrants in Europe? A Study of Majority and Minority Population,* have provided a distinction of the terms, Political Trust, Social Trust, and Institutional Trust or Trust in Institutions. The distinction is as shown in Table 2.4.

Table 2.3
Distinctions of Trust

Terms	Definition
Political Trust	Political trust is defined as a basic evaluative orientation towards the government based on how the government operates and on people's normative expectations (Halapuu et. al, 2013; Hetheringthon, 1998; Miller, 1974; Stokes, 1962).
Social Trust	Social trust which others term as horizontal trust is a kind of trust which is vital for cultivating for stable and peaceful relation with other people and becomes the basis for productive cooperation. (Halapuu et. al, 2013; Lee & Yu, 2009; Eek & Rothstein, 2005; Braithwaite & Levi, 1998).
Institutional Trust	Berg and Hjerm (2010), as cited by Halapuu et. al (2013) equalized political trust to trust in institutions. They defined political trust as the trust that individuals have in their state-wide legal political institutions.

A distinctive definition however, was used by Halapuu et. al (2013), cited from Newton and Easton, defining Institutional trust as the people's belief that the country's institutions not, at worst, knowingly, deliberately, willingly, and intentionally harm the people and will work at best in the interest of the majority. |

Note: This is compiled by the author (Tomaro, 2018).

As there are already precedence in other researchers' studies that have pointed out the overlap of political trust and institutional trust. This research will make use of the term

political trust as referring to trust of individuals to political institutions (not including social institutions such as the church, markets, and business groups) and political actors. There have been indicators used in assessing political trust. This research have combined the indicators used by Bäck and Kestilä (2008), Godefroidt et. al Meuleman (2015) and by Halapuu et. al (2013). These indicators are the following:

1. Trust in Politicians
2. Trust in law makers (parliament)
3. Trust in the police
4. Trust in the legal system

The research finds the vitality of examining political trust as according to Easton (1975), as cited by Bäck and Kestilä (2008) that trust is a diffuse support that a political system needs. Diffuse support is defined as the evaluation of what political objects (institutions and actors) represents, not what it does in practice. Furthermore, in a study conducted by Halapuu et. al (2013) examined the role of institutional trust, a type of political trust, into shaping the attitudes of the members of the minority

and majority population towards the immigrants. The study made use of the European Social Survey fourth round base gathered to 27 European countries. It employed factor analysis to identify the indicators of the attitudes of people who are pro-immigrants and those who have high trust to institutions. The remarkable contribution of this paper is that not only did it look into the variation of result as respondents are grouped from minority to majority of the population but generally, it had established the importance of institutional trust and political trust into the formation of attitude.

Furthermore, it must be made clear that there is a difference between social trust and political trust. It must be made clear that in this study political trust is what is used as a psychological construct for attitude formation. Political trust is defined as a basic evaluative orientation towards the government founded on how well the government is operating according to the people's normative expectations (Stokes, 1962; Miller, 1974; Hetherington, 1998). In addition Halapuu et. al (2013) described political trust to be a function made up of presidential approval,

institutional evaluation, one's policy considerations, the quality of policy outcomes, media-conveyed information and perceptions of social and cultural change which is moderated by social characteristics, such as age, race, education, income and gender. This is different from social trust, as social trust or also termed by others as *horizontal trust*, is defined as an essential construct that cultivates a ground for stability and peaceful relations that are the seen to be the basis for productive cooperation of people. Newton (2001), as cited by Halapuu et al. (2013), defined social trust as trust in other people.

Another study that had reinforced the importance of trust in the policy process is the study of Sjöberg (2005) entitled, *Nuclear Waste Risk Perceptions and Attitudes in Siting in a Final Repository for Spent Nuclear Fuel*. The study is a longitudinal study which looked into the policy attitude, trust, perceived risks and the intention to vote against the siting of a nuclear fuel repository in Östhammar and Oskarshamn. In this study perceived risk and most importantly trust are two determinants that are linked as determinants of the policy attitude. This then

leads to the reinforcement of the argument that trust is an antecedent of attitude. It had been revealed in the study of Sjöberg (2005), that in examining policy attitude towards siting repository in the cities of Östhammar and Oskarshamn, factors that should be taken into account are trust, and attitude towards the repository.

2.7 Extent of Support

After having been able to establish the main theory, the constructs, and other vital concepts in the research, the next review is on the extent of support. In the attempt to deepen the research, a more focused "public support" is being introduced by this research. It had been established that the goal of the research is to examine the factors that influence the formation of behavioral intention to support the War on Drugs strategies of Philippines. In providing a focused analysis, the extent of support will be more elaborated in this research. There are types of support that would entail non-verbal behavior and there are forms

of support that entail active engagement and consultation with the implementing agency.

It is imperative and axiomatic that the public support towards the War on Drugs strategies involves a support to the implementing agencies of the government. In the project of the U.S. Department of Justice, Office of Community Oriented Policing Services (COPS) entitled *Building Trust Between the Police and the Citizens They Serve,* the importance of trust and citizen-oriented involvement in policies such as Anti-drug policies were highlighted. The project of the COPS was a guiding book which resulted from "thorough and detailed assessment of strategies that are seen to best serve the law enforcement agencies in its aim of honest and ethical policing". In this guide, it was laid down that building and maintaining the trust of the citizens is vital for the success of policy implementation or enforcement, and for a successful "policing". Hence, support of the public is needed for the success of a policy and for its perpetuation. In the COPS guide it was emphasized that not only internal strategies are needed for successful policing but also external strategies

which must involve the support from the public. External strategies involve, community partnerships and continuous dialog to gather the public's perception of the agency's adherence to standards, and into the impact of the law enforcement to the public's lives and environment, such as the impact of the enforcement of the War on Drugs strategies of Philippines. As cited from the COPS guide, the community-oriented policing of policy enforcement and its strategies is not new as it was existing for more than 40 years and it is centered upon the "philosophy of promoting and supporting strategies that address the causes, and reduce the fear of, crime and social order through problem-solving tactics and community partnerships through citizen's support.

According to Fisher-Stewart (2007), as cited in the COPS guide, it is through the citizens' and the police agency's effort to collaborate and work together, that increase in public safety is achieved. There may be variety of policies enforced by the police agencies and strategies undertaken however, the demand for support remains imperatively equal. In connection to the need for

citizens' involvement, there were five elements for a successful citizen-led program that were mentioned in the COPS guide, and these are:

- Convene monthly meetings with community members
- Increase bicycle and foot patrols on community streets
- Engage specific sectors of the community, such as schools, minority communities (particularly those who previously have felt disenfranchised), and faith-based organizations
- Establish programs that solicit involvement from residents, such as Neighborhood Watch and Night Out Programs.

In addition, there are also other specific efforts that can be undertaken to promote police-citizen collaboration as a form of citizen support to the police agency's enforcement of War in Drugs Strategies. Some of these are conducting workshops and seminars in order to engage and inform citizens of the policy, the strategies employed, and the proper use of force in the side of the police agency. Passive but informative strategy could also be reading and asking for pamphlets and brochures from the Police agency to be informed of the local crime statistics of drug-related

crimes and other crimes. According to Chermak and Weiss (2003), as cited by the COPS guide, posting of hotlines in the billboards, in bulletins, and in websites could also be the effort of the police agency, and the support from the citizens could be pointed out as the act of being interested into these information (i.e. saving the hotline, informing others of the hotline, using the hotline for drug-related informant reports). Furthermore, COPS guide also emphasized the importance of conducting community surveys every after few years to "gather information from the public about their perception of the agency" in relation to combatting crime such as drug-related and also to listen and seek the opinion of the public for a more citizen-oriented approach. The effort on the public on this survey is to willingly answer surveys and offer their opinions without being forced to do so. Furthermore, the citizens can also participate in Neighborhood Watch programs and other citizen-led anti-drug efforts. In the event that an abuse of power in the side of the police agency will happen, citizens can get involved through a process involving the citizens such as a citizen review board.

In relation to the topic on War on Drugs Strategies, the need to engage the citizens in the enforcement strategies undertaken by the implementing agencies of War on Drugs will not only increase the implementing agencies' trust ratings but will also positively increase the success of drug-combatting law enforcement. To provide a comprehensive understanding to the extent of participation and support, a discussion of the IAP's Spectrum of Public Participation is provided in the next paragraphs.

The IAP2's model that can best illuminate the extent of support of the public and their participation to the enforcement of War on Drugs is the continuum created by the International Association for Public Participation in the year 2007. This continuum is presented in Figure 2.2.

Figure 2.2
IAP2's Spectrum of Public Participation
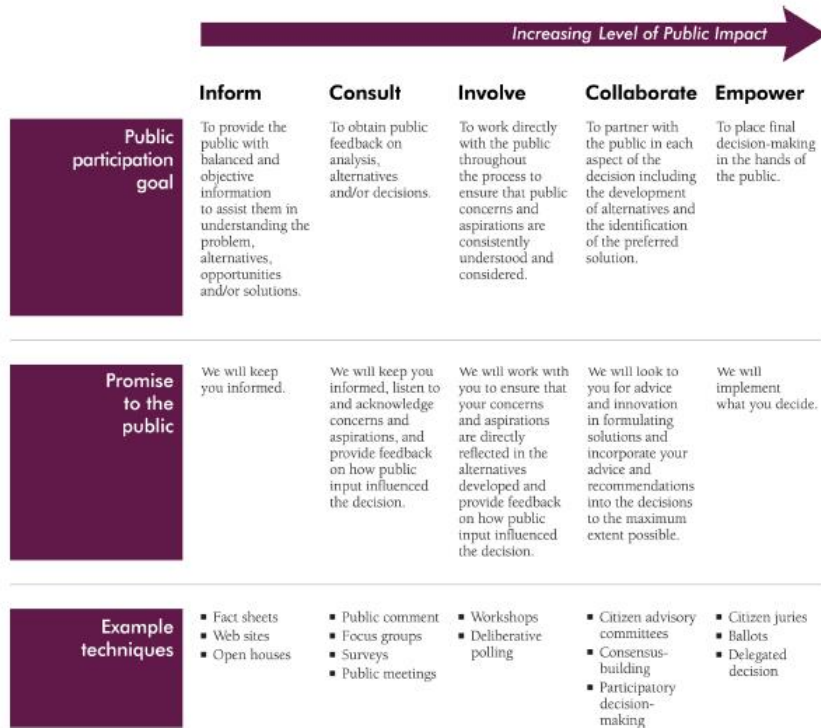
Source: Participation Models: Citizens, Youth, Online, A chase through the maze. November 2007. Creative Commons.

The Participation continuum or also known as IAP2's Spectrum of Public Participation Framework offers various platforms where citizens can engage and express their opinions in policies and policy strategies, such as the strategies in the implementation of War on Drugs. In the spectrum, the lowest

level of citizen engagement is inform and in this particular level, citizens are provided with a platform of understanding and a general detail for the citizens to have a grasp of the problem and the proposed solution or undertaken solution. In this inform level, citizens in their end, are expected to be engaged and participative in awareness activities of the implementing agencies, including platforms provided such as news, pamphlets, brochures, and seminars. Through these types of platforms, the citizens can be informed of what is the problem, what policies are proposed or enforced, and what strategies are undertaken for this policy to achieve its objective. The support that citizens can render, particularly in the War on Drugs strategies, is to be informed and aware of the gravity of the problem, the progress of the War on Drugs, and the strategies that the implementing agencies undertake. These are for the spectrum level of inform.

The next level, higher to the level of information, is the level of "to consult" or consultation. In this particular level, platforms of consultation involve asking and giving of feedbacks and from the citizens on a proposed or an enforced policy or

policy strategy (Patel et.al, 2014). This level involves the support of the citizens through giving their own perception of the problem, the policy implemented, and the strategy undertaken by the government agency/agencies. Latching it onto the relevance of this research, the level of consultation entails that citizens are giving their opinions, ideas, and perceptions in order to improve, enhance, and make the policy strategy for War on drugs effective in addressing the problem of illegal drugs in Philippines.

The third level in the IAP2's spectrum is the level of involvement or to involve. In this level, it entails that other than the consultation, the citizens are involved in the activities such as workshops, wherein citizens can be made aware of the strategies and the alternatives. In this level also, Patel et. al (2014) indicated that the feedbacks are not only collected by the government agency/unit but are also considered and given a chance to be followed through. This level entails, that citizens work with the government unit such as the police force through the platforms provided by the police force, and ask for updates and offer

insights of the policy and policy strategy such as the War on Drugs and its strategies.

The next level is collaboration or "to collaborate", and in this level, particular functions and responsibilities are given to the citizens including participatory decision-making wherein the citizens have the voice through voting in meetings. Bargaining and trade-offs of ideas and interests can be accommodated in this level. Patel et. al (2014) describes this level to be where communication between the government and the public is made direct given that citizens are part of the decision-making body, along with the government officers.

The top-most level of the spectrum is the level of empowerment or "to empower". In this particular level, decisions of the participants are implemented and followed (Patel et.al, 2014). This entails platforms wherein citizens can not only be heard but are followed. This can be done through citizen-led review board or conducting referendum through ballots. In the case of Philippines, this level is not very much explored and made possible however, through this research it can possibly be

highlighted how citizens intend to support the strategies of War on Drugs and if they support the idea of referendum regarding the topic of War on Drugs Strategies.

2.8 Theoretical Framework

The main theory that is put in use in this research is the Theory of Planned Behavior. The Theory of Planned Behavior of Icek Ajzen evolved from the Theory of Reasoned Action (TRA). It emerged as a modified version of TRA to improve the established link between intention and behavior. Ajzen (1991) built his theory on the argument that the immediate determinant of an action is the individual's intention to perform or to not perform the behavior. Consequently, the theory focused on the need to analyze the intention-formation and its link to behavior. Ajzen (1991) further argued that some people, in some instances may have a limited volitional control over a behavior which necessitates the extension of TRA into what is now known and used, the Theory of Planned Behavior. Both TRA and TPB are founded on the argument that action and behavior of individuals are goal-oriented and are often formed from intentions. How

these intentions are formed to predict a behavior is what the analysis of the Theory of Planned Behavior is about. TPB introduced three main predictors of intention: Attitude, Subjective Norm, and the Perceived Behavioral Control.

Several studies in various fields have looked into TPB as an effective framework to predict behaviors in the context of their research focus. In the field of health, the TPB model has been used to analyze obesity and risk prevention (Liou and Bauer, 2007), dietary intervention for weight control (McConnon et al., 2012), lunch-packing behavior of parents under the *lunch is in the bag* program (Sweitzer, 2011), and behavior in physical arenas (Dunton et. al, 2010). In the field of business it has been use to analyze the consumers' perception, purchase intentions, and actual purchase (Wee et al., 2014). The TPB model has also been used in social psychological studies such as condom use (Sheeran and Taylor, 1999), fertility intentions (Ajzen and Klobas, 2013) and cyberfaking (Grieve and Elliott, 2013). In addition, TPB model has also been employed to analyze environmentally significant behaviors of individual (Stern, 2005). Furthermore,

there have been several studies that have topped off and highlighted TPB model's usability in policy studies. These studies have tackled topics such as intention to reduce energy use (Lynch and Martin, 2013), intention to use the public bus transport system (Ceder and Chowdhury, 2013), intention to join EU's Agri-environmental Scheme for farmers (Schroeder, 2012), intention to use Malaysia's myGovernment portal (Danila and Abdullah, 2014), and intention to adopt EU's Climate Policy (Ščasný et. al, 2013).

The employment of the model of the Theory of Planned Behavior would provide a guiding path in analyzing the intentions of the citizens in supporting the War on Drugs Strategies of the Philippines. Through the employment of the theory, the relationship of attitude, subjective norm, and perceived behavioral control are linked towards the formation of behavioral intention; intention being the closest probability that predicts the actual performance of a behavior. In understanding the connection of every variable to the formation of behavioral intent, one must identify the behavior being analyzed, in the case

of this research: the individual's decision to support the War on Drugs strategies of the Duterte Administration in Philippines.

As intention to support could range from one lower level to a higher one, the research extends its analysis by identifying the extent of intended support that the respondents of the research are willing to take part in or to render to the Philippine Drug War Strategies. The extent of support is backed by the International Association for Public Participation's Spectrum of Public Participation which categorizes participation of citizens into five levels: Inform, Involve, Consult, Collaborate, and lastly Empower.

Thru the employment of these theories, it is hoped that the research would fruitfully contribute to the new emerging trend of knowledge in public administration and policy studies. Meanwhile, as a product of this scholarly inquiry, this study proposes a research model that is presented in the succeeding paragraphs.

2.9 Research Model

As aforementioned, the research has employed the Theory of Planned Behavior as its core theory in examining the factors that form the acceptance and support of the people of Philippines to their countries' respective versions of 'War on Drugs'. The research however have modified Ajzen's Theory of Planned Behavior and inserted political trust as an antecedent to the formation of attitude. In addition, the research also employed the Spectrum of Public Participation developed by the International Association for Public Participation. This spectrum categorizes the level of participation that citizens intend to engage in, as a form of support to the War on Drugs Strategies. For clearer illustration, the Figure 2 below presents the Research model.

Figure 2.3
Public Support Model
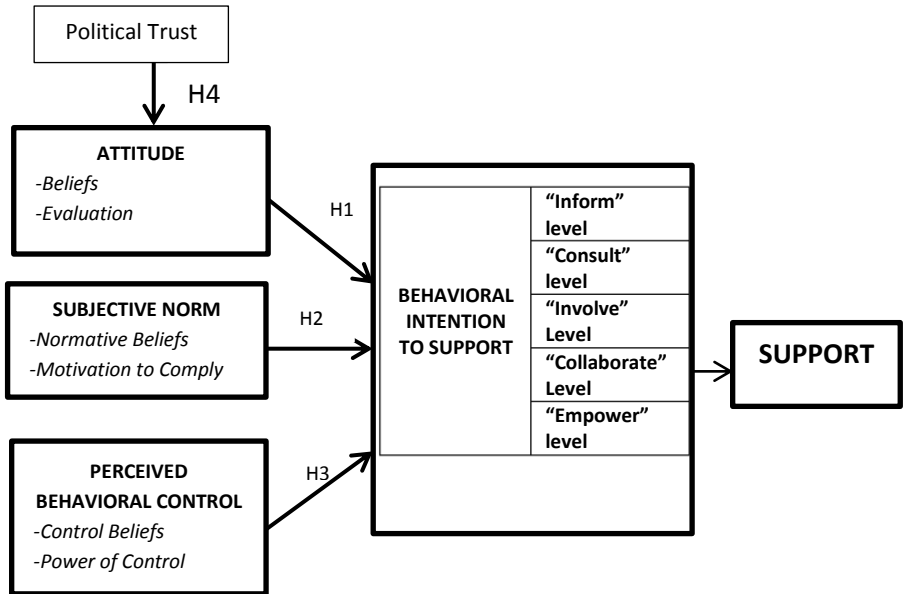
Note: This is compiled by the author (Tomaro, 2018).

The research model is a combined model of the Theory of Planned Behavior by Ajzen (1991) and the Spectrum of Public Participation by the International Association for Public Participation (2007). The variables of the framework of Public Support are Attitude, Subjective Norm, and Perceived Behavioral Control. Attitude, as illustrated in Figure 2.5, are formed by the behavioral beliefs of the student (respondent of the study) and the student's evaluation to that belief. In other words, attitude is

about the beliefs of the student towards supporting the 'War on Drugs' of his or her respective government and on how this support is viewed by the same student or individual. In addition, attitude is also hypothesized in this research to be influenced by the student's political trust to its government. In other words, it is an educated guess that the students' trust towards their government influences their attitude towards the government's enforcement of War on Drugs Strategies.

The second variable is Subjective norm. This variable is formed by the student's normative beliefs that there is a social expectation to support 'War on Drugs' strategies from the social groups and forces around and added to that is the student's motivation to comply and be affected by the normative expectations in the surroundings. Since the research was conducted in universities, the social agents that are believed to have an influence on the student's belief to support War on Drugs are mainly the professors or teachers, friends, family, and other important persons in the students' lives.

The third variable is the Perceived Behavioral Control. This variable is formed by the control beliefs or the student's perception that there are forces that hinder his or her control over the intentions of supporting the 'War on Drugs'. In addition to that, the PBC is also formed by the power of control of the individual over his or her actions and intentions of supporting government policies such as 'War o Drugs'. The greater the student's control over the active behavior of supporting the War on Drugs Strategies of the government, the stronger the intent of the student to truly support the War on Drugs Strategies.

All the three variables, Attitude, Subjective norm, and Perceived behavioral control are hypothesized in this research to influence the formation of the intent to support the strategies in the enforcement of War on Drugs of Philippines. Connecting it to the theoretical backbone, TPB, the more favorable the attitude and subjective norm towards War on Drugs strategies, and the greater the students' perceived control over the act of supporting, the stronger the intention of the students to support the enforcement of War on Drugs Strategies in Philippines.

The existence of the intent to support is further classified into levels of the students' extent of support by using the spectrum of Public Participation of IAP2. The intent to support is deeply analyzed by classifying it into the levels of Inform, Consult, Involve, Collaborate, and Empower. The integration of IAP's Spectrum of Public Participation allows the research to not only identify the existence of public support towards the enforcement of 'War on Drugs', and on what influence this support, but also on the extent of the support that the students are willing to render in order to genuinely back the government's enforcement of the War on Drugs and its strategies.

2.10 Operationalization of Variables

There are three main variables in this research that are theoretically termed to be "predictors". These three predictors shed light into the following:

- Whether the person is in favor of supporting War on Drugs ('attitude')
- How much the person feels social pressure to support War on Drugs ('subjective norm')

• Whether the person feels in control of supporting War on Drugs ('perceived behavioral control')

An analysis of these three 'predictors' and an intervention grounded from that analysis would help the government increase the chance of the development of an intent of the citizens to support the Philippine Drug War and thus increasing the chances of the citizens actually supporting it. In employing TPB, as a theoretical background for research, there are two tracks that can be undertaken as a researcher, firstly is the use of direct measures and secondly the use of indirect measures. 'Each predictor variable (Attitude, Subjective norm, and perceived behavioral control) may be measured directly in a way of asking respondents about their overall attitude' (Francis et.al, 2004: 10). In simpler words, direct measures are measures that are designed to evaluate the variables in an overall sense instead of doing it per indicator. Francis et al. (2004) highlighted the purposes that the use of direct measures may serve. Generally, if the goal of the research is to analyze the variance in behavioral intentions and to assess

the influence of each predictor paired with the plan of designing

an intervention, then Francis et al. (2004) suggested that the use

of direct measures as an overall tool would suffice for the

research. In this research, specifically, direct measures are

employed thus; measures are designed in a manner that would

provide an overall evaluation of every variable.

Table 2.4
The TPB Constructs with indicators and direct measures

	Constructs	**Indicators (Components)**	**Direct Measures**
Independent Variable	**Attitude**	• Behavioral Beliefs • Outcome Evaluation	A1: I believe that it is important to support the War on Drugs Strategies of the current Administration A2: I believe that supporting the War on Drugs Strategies of the current Administration is good. A3: I think that supporting the War on Drugs Strategies of the current Administration is fair. A4: It is agreeable for me to support the War on Drugs Strategies of the current administration

Independent Variable	**Political Trust**	• Trust to the government heads • Trust to the Lawmakers • Trust to the Police • Trust to the Legal System	T1: I trust the competence of the police officers in the implementation of the War on Drugs T2: I trust the decisions of the lawmakers about the War on Drugs Strategies T3: I trust the President in his thrust to implement particular War on Drugs Strategies T4: I trust the legal system to give fair judgment to cases related to the War on Drugs Strategies
Independent Variable	**Subjective Norm**	• Normative Beliefs • Motivation to comply	S1: Most people in my life think that supporting the War on Drugs of the current administration is important S2: The people in my life whose opinion I value approve of supporting the War on drugs of the current administration S3: Many people like me support the War on Drugs Strategies of the current Administration. S4: I feel more motivated by my important others to support the War on Drugs Strategies of the current Administration
Independent Variable	**Perceived Behavioral Control**	• Control beliefs • Power of control	P1: It is possible for me to support the War on Drugs of the current Administration is important P2: If I wanted to , I can support the War on Drugs Strategies of the current Administration P3: I am in complete control in my decision of supporting the War on Drugs Strategies of the current administration P4: I feel that it is easy for me to show my support to the War on Drugs of the current administration.

Dependent Variable	**Behavioral Intent**		B1: I intend to support the War on Drugs Strategies of the current Administration. B2: I plan to support the War on Drugs Strategies of the current administration. B3: I predict that I will support the War on Drugs Strategies of the current administration. B4: I aim to support the War on Drugs Strategies of the current administration.

Note: This is compiled by the author (Tomaro, 2018).

To further elaborate how each constructs are used in this research and on how it is measured, the succeeding paragraphs contain a more expansive operational definition.

Attitude:

Attitude is conceptually defined to be a psychological construct that is determined by beliefs about the outcomes of performing the behavior and the evaluation of these outcomes (Otieno. et. al., 2016).

In this study, attitude is used in this study as one of the constructs that shape the behavioral intent of the respondents to support the War on Drugs Policy Strategies of the government. The indicators that are believed to be the components that form

the attitude are behavioral beliefs towards supporting the Philippine War on Drugs and the evaluation of this support, and the trust to the institutions, the enforcers, and the government heads. Positive attitude towards War on Drugs is identified from agreement, approval, and favorable acceptance of the university students to the decision of supporting War on Drugs.

Subjective Norm:

Subjective Norm is conceptually defined as a construct that is dependent on beliefs about how others feel the individual should behave and their motivation to comply with these expectations from others (Otieno et. al., 2016). Subjective Norm is defined in this research as the perceived social expectations of an individual about how their loved ones and social circle view the behavior.

In this study, subjective norm is a construct that forms the behavioral intent of supporting the War on Drugs Policy strategies, along with attitude and perceived behavioral control. This is measured by combining Normative Beliefs and

Motivation to comply henceforth, arriving into indicators that measure the weight of the social pressure on the university students as they decide to support War on Drugs.

Perceived Behavioral Control:

Perceived Behavioral Control is conceptually defined as a perception of the factors facilitating or inhibiting performance of the behavior (Ajzen, 1991). This construct however is only perceived by the respondent to be affecting his or her ease and freedom to intentionally perform the behavior

Perceived behavioral control is defined in this study as the perceived existence of explicit and implicit control other entities and forces have towards the decision of the student. This is measured by asking the students whether they are in control of their decision to support War on Drugs, on whether they find it easy to support War on Drugs and on whether they feel that they can decide freely (without external control or influence) to support the War on Drugs of the Duterte Administration.

Political Trust:

Political trust which is defined as a basic evaluative orientation toward the government founded on how well the government is operating according to people's normative expectations (Halapuu et. al, 2013; Stokes, 1962; Miller; 1974; Hetherington, 1998). Political trust is the trust of the citizen to the government, the political leaders, and the agencies and instrumentalities of the government.

In this research, Political trust is used to be as an antecedent to attitude. It has an association with attitude in forming the behavioral intent to support the strategies of carrying out the War on Drugs policies of Philippines. Political trust is evaluated from the trust of the students to the agencies and leaders involved in the Drug War. This means that in this research Political Trust refer to trust to the president (as the head of the government), trust to the legal system, trust to the police force (the main agency to carry out the Drug War), and lastly,

trust to the lawmakers (the shapers of the policy, and the institution that can question the War on Drugs).

Behavioral intention:

This term is conceptually defined as a function of an individual's attitude toward the behavior, the subjective norm surrounding the performance of the behavior, and the individual's perception of the ease with which the behavior can be performed (Otieno et. al., 2016).

Behavioral intention in this study is defined as the construct formed by attitude, subjective norm, and perceived behavioral control. This is formed prior to the manifestation of a behavior to support the strategies of War on drugs policies of Philippines. This study specifically looks into the formation of a behavioral intent to support the strategies of carrying out the War on Drugs policies as behavioral intent reflects the closest probability of the support being performed.

Extent of Public Support:

The extent of Public Support is specifically used in this research to refer to the extent of the support that the respondents of the research (the students) are willing or are intending to give, in their end, as a manifestation of their support to the War on Drugs Strategies of Philippines. The 'extent of support' refers to the levels identified in the Spectrum of Public Participation of the International Association for Public Participation. These levels are: Inform, Consult, Involve, Collaborate, and Empower. Several forms of support were identified and answers from the pre-test asking how students think they can best support the War on Drugs was also incorporated. Some of the items of support do not exist in the status quo but it is incorporated in the research for it may serve as a good policy recommendation if it would garner overwhelming affirmation. Below are the forms of support.

Table 2.5

Twelve forms of Public Support to War on Drugs

Form of Support	IAP (2007)
1. Informing oneself, peers, family members, and the members of one's social circle about the War on Drugs strategies enforced by the Agency from the information gathered from the news, newspapers, and from the statements of powerholders.	Inform
2. Inform others through social media and other mechanisms of information dissemination.	Inform
3. Ask for Pamphlets, Brochures, and leaflets about the progress of War on Drugs	Inform
4. Watch the news and keep an update on the War on Drugs efforts of the Agency.	Inform
5. Attend Seminars about War on drugs: efforts and strategies of the implementing agency	Inform
6. Participate in answering surveys and polls about Agency's performance in the enforcement of War on Drugs strategies	Consult
7. Attend forums about the enforcement of War on Drugs strategies (Citizens and Implementing Agency)	Consult
8. Be involved in workshops and meetings with the Drug Enforcement Agency and other officials involved in the implementation of War on drugs	Involve
9. Write a feedback and suggestions to the implementing agency to improve, enhance, and make changes to the strategies on the War on drugs	Involve
10. Coordinate with the implementing agencies for any possible collaborative effort to support the campaign against illegal drugs.	Collaborate

11. Participating in Neighborhood Watch as a citizen-effort to combat illegal drugs	Collaborate
12. Participate in the Citizens' review board to examine the strategies in the conduct of War on Drugs	Empower

Note: This is compiled by the author (Tomaro, 2018).

This chapter has provided an elaboration of the focus of the research by presenting a review of several scholarly works that are related to the study. It substantially discussed the theories employed in the study including the existing studies that have employed the theories being used in this research. The next chapter will discuss the research methodology including the chosen respondents and instrument for the research.

CHAPTER III

RESEARCH METHODOLOGY

This chapter embodies the research design, research method, research setting, and respondents of the study, research instrument as well as the procedures that the researchers will go through in the conduct of the research.

3.1 Research Design

This research is a quantitative research which employs a self-reported questionnaire survey method to gather primary data. Quantitative research design invokes the post-positivist worldview and includes experimental designs and non-experimental researches (Creswell, 2014). Quantitative researches make use of statistical methods to describe and measure the degree or association (or relationship) between two or more variables and it also employs techniques of structural equation modeling, hierarchical linear modeling, and logistic regression to measure more complex variable relationships (Creswell, 2014). In addition, survey method which is employed in the study is a method for inquiry under the quantitative

approach (Creswell, 2014). Researches employing survey method is also defined as a method of descriptive research used for collecting primary data based on verbal or written communication with a representative sample of individuals or respondents from the target population (Mathiyazhagan & Nandan, 2010). The purpose of the survey is to gather unbiased primary data from the college students of Cebu City, Philippines. The use of survey method have satisfied the need for data in order for the researchers to examine the association of Attitude, Subjective Norm, and Perceived behavioral control to the formation of the intentions of the individual citizens into supporting or not supporting the 'War on Drugs' strategies of Philippines.

3.2 Respondents of the Study

A good portion of the population involved in illicit drug trade includes university students. This was reflected in the report of the Dangerous Drug Board of the Philippines after a household survey was done in the year 2012; the mean age of the drug users

is at ages 20-29 years old, an age group that includes university students. Meanwhile, in a study of Yi et. al (2017) conducted in the countries of Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam, the results revealed that in the countries of Philippines, Indonesia and Laos, a high prevalence of illicit drug use among university students was recorded. With this in consideration, the selected respondents of the research are university students of Cebu City. Cebu City was chosen as the research setting as it was said to be have the highest drug rate in the country as revealed by President Duterte in the Philippine Councilors' League 10th National Congress (Mayol et.al, 2017).

Specifically, the universities in Cebu that were chosen for the research are the following: University of San Carlos (USC), Cebu Normal University (CNU), and University of San Jose-Recoletos (USJR). The Universities chosen are based on the school's performance from the number of Program studies with Center of Excellence and Center of Development recognition from the Commission on Higher Education of the Philippines. All

three universities occupy the top three ranks in the summary of evaluation of school performance released by the Commission on Higher Education (Commission on Higher Education, 2016). It can therefore be objectively confirmed that these universities with government-related courses are highly competent and competitive universities within Cebu City. This is an important consideration because college education had long been subjected to various researches which consider education to be a variable to predicting political participation (Jarvis et. al, 2005; Wolfinger and Rosenstone, 1980). As noted, individuals with higher levels of educational attainment are more likely to report greater attention and interest in politics as compared to their less educated peers (Jarvis et. al, 2005). Included to the activities that manifest the political interest of individuals with higher education report are activities such as following the news, possessing political information and knowledge and possessing a sense of civic duty.

Furthermore, scholars generally agree that citizens with better education are more likely to engage in politics and be

involved in various political activities (Chang, 2012; Lake and Huckfeld. 1998: 567; Verba et. al, 1995; Park, 1998). Also, according to Quintelier (2007), as cited by Chang (2012), as the youth are aging, their levels of education increase and that includes an increase of their engagement in political activities. A research of Chang (2012) which is entitled, Youth Participation in Asia, had revealed that in countries of China, Indonesia, Philippines, Mongolia, and Singapore, the young people are more frequently participating in informal politics that the old people; informal politics comprised by lobbying, petitioning, and demonstrations.

Thus, in this research, the focus is in the college students with the assumption that college students are politically informed of issues involving politics and affairs of the government including policies such as War in Drugs. A background knowledge of War on Drugs and a degree of political involvement is important in order to assess that an individual being examined in this research regarding his or her support to

War on Drugs is not entirely clueless to what the policy is about and to the strategies that the policy implementation entail.

3.3 Sampling Population

The theoretical population of this research is the young citizens of Philippines and the Study Population is the University students of selected Universities in the Philippines. With the massive population size, finding the true population and the choice of sample is crucial.

In arriving into the representative sample population of the target population, the estimated number of students in an academic year of all the three universities chosen to be the research settings have an approximated total population of 78 500 students. Using the formula of Cochran (1977) and verifying the results to online sample size calculators, it has been revealed that the sample size should be 173 with 5% margin of error. After conducting the research gathering procedure, a total of 194 respondents were able to participate in the research and the research was also extended to another university; the University

of the Philippines-Cebu. Administrative challenges arose between the researcher and the school administration of the three universities consequently, resulting to an inadequate amount of gathered responses; hence, the extension of the research to another university was a necessary move for the completion of the research.

3.4 Sampling Technique

As mentioned above, the research employed Cochran's formula from Cochran's (1977) work, entitled, Sampling techniques. In a margin of error of 5% and a confidence level of 95%, the total population of 78 500 arrived into a sample size result of 173, which was then expanded to 194.

In the beginning stages of the research, the technique used in order to arrive to the sample size is the formula of Cochran (1977), the formula shown below:

$$SS = \frac{(Z\ score)^2\ (p)(1-p)}{(e)^2}$$

$$SS\ Adjusted = \frac{SS}{1 + \frac{(SS-1)}{Population}}$$

In order to follow through, step by step the technique used to get the sample size of the research. A run through of the technique is shown below:

$$SS = \frac{(Z\ score)^2\ (p)(1-p)}{(e)^2}$$

$$SS = \frac{(1.645)^2\ (0.8)(1-0.8)}{(0.05)^2}$$

$$SS = \frac{(2.706)(0.16)}{0.0025}$$

$$SS = 173.2$$

The result is then adjusted to the specific population using the second formula.

$$SS\ Adjusted = \frac{SS}{1+\frac{(SS-1)}{Population}}$$

$$SS\ Adjusted = \frac{173.2}{1+\frac{(173.2-1)}{78\ 500}}$$

$$SS\ Adjusted = \frac{173.2}{1.0021923567}$$

$$SS\ Adjusted = 172.6 \Rightarrow 173$$

The Z-score of 1.64 is taken from the Z-score equivalent of the 90% confidence level. The p represents the level of

variability. According to Cochran (1997), 80% or 0.80 is the level of variability in the large population such as what this study has.
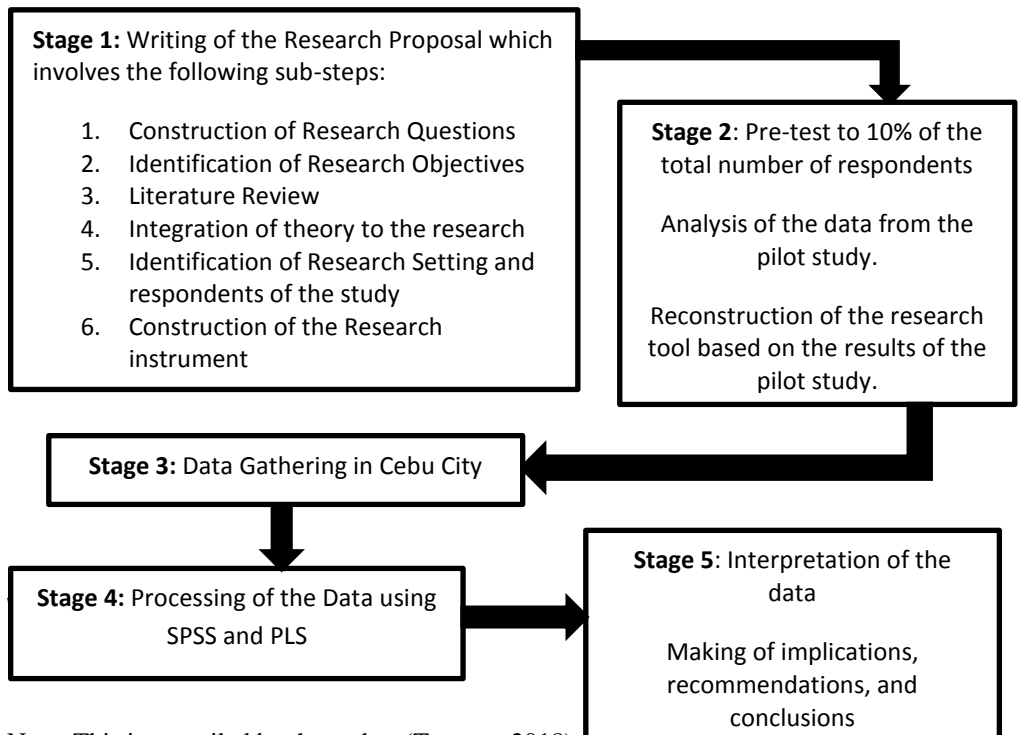
3.5 Research Instrument

The research employs a quantitative survey method using the Likert scale. The instrument used was a two-pager survey form consisting 20 statements measuring attitude, subjective norm, perceived behavioral control, and behavioral intention, and another set of yes or no questions to record the extent of support. The construction of the research instrument is based from Ajzen's Theory of Planned Behavior Questionnaire Guide which was developed as guidance for making questionnaires to TPB-related researches. A pre-test was also conducted to 10% of the total respondents from Mindanao State University- Iligan Institute of Technology, in order to test the research instrument and its internal consistency and also if it effectively answers the research problems set for the purpose of the research.

3.7 Data Gathering Procedures

The data gathering procedure presents the various steps that are all equally vital into achieving the objectives of the research and into addressing the research problems that the research posed. Figure 3.1 presents the stages of the entire research:

Figure 3.1
Procedures of Data Gathering

Stage 1: Writing of the Research Proposal which involves the following sub-steps:

1. Construction of Research Questions
2. Identification of Research Objectives
3. Literature Review
4. Integration of theory to the research
5. Identification of Research Setting and respondents of the study
6. Construction of the Research instrument

Stage 2: Pre-test to 10% of the total number of respondents

Analysis of the data from the pilot study.

Reconstruction of the research tool based on the results of the pilot study.

Stage 3: Data Gathering in Cebu City

Stage 4: Processing of the Data using SPSS and PLS

Stage 5: Interpretation of the data

Making of implications, recommendations, and conclusions

Note: This is compiled by the author (Tomaro, 2018).

3.8 Data Classification

The research made use of primary data that were gathered and collected using a self-reported questionnaire survey method. Secondary data were also used for further readings and literature review in order to establish the familiarity and the deep understanding of the research topic chosen. Table 3.1 illustrates the types of data that were gathered and utilized in this research.

Table 3.1
Data Classification

No.	Data	Primary	Secondary	Sources
1	a. Attitude b. Political Trust c. Subjective Norm d. Perceived Behavioral Control e. Behavioral intention	✓	✓	Survey and journal articles.
2	War on Drugs Policy		✓	News Articles, Government Websites, and International reports

Note: This is compiled by the author (Tomaro, 2018).

3.9 Data Analysis

The research, as what has been mentioned above conduct a self-reported questionnaire survey in order to gather primary data. The data that were gathered were analyzed through the use of SPSS version 21 and Partial Least Squares or PLS version 3. Partial least squares or PLS is used as it has a structural equation modeling (PLS-SEM) feature and is a popular method for estimating path models with latent variables and their relationships (Sarstedt et. al, 2017). Furthermore, Hair et. al (2014) noted a few considerations for the researcher when deciding to utilize PLS or not. Accordingly, PLS is encouraged to be use when the goal is predicting key target constructs or identifying the strongest predictors/ key constructs, when the sample size is small and/or the data are non-normally distributed and when the plan is to use latent variable scores in subsequent analyses (Hair et. al, 2014). SPSS which means Statistical Package for the Social Sciences used for editing and analyzing different variants of data (SPSS, 2018). The data were inputted using the version 21 of SPSS. Generating the demographic

profile made use of SPSS version 21. While, the indicator items were analyzed through PLS Version 3 by evaluating its AVE, Cronbach's Alpha, Composite Reliability, Item loadings, and also its Rho. The hypothesized relationships of the variables were also assessed through PLS Version 3 by identifying the Regression weights, the p-value, the effect size, and the regression square. The model fitness was also analyzed using the Model fitness analysis of PLS Version 3.

This chapter presented the research design, the respondents chosen, a description of the instrument that was used, the data gathering procedures and the classification of the data that were gathered. The next chapter will provide an elucidation of the research setting.