MORALITY AND SCIENCE OF ETIQUETTE AMONG TERTIARY STUDENTS

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Abstract:

Being Asians especially Malaysians, require us to have good etiquette since Asians are commonly polite and proper. However, with the advancement of technology, people nowadays are affected by tik tok videos and podcast shared in social media. Teenagers especially, spend more time with social media and they indirectly are influenced with what is shared by others. Thus, this paper tries to determine the etiquette and behaviour of university students in different contexts. The survey involved 62 diploma students who attended a webinar on 'politeness strategy.' They were required to respond to five questions related to manners after the webinar ended. Findings show most of the respondents were polite and have good manners. They would say 'thank you' to people who have helped them getting things done, they rarely express their anger to people who did not treat them well as they were being patient, they were described as friendly and cheerful, and they rarely cursed in public. Being teenagers, they sometimes enjoyed laughing at unfortunate incidences happened to others. Findings of the survey may assist academicians understanding further on teenagers' manners in the 21st century as these teenagers are more into gadgets that affect how they behave since they usually spend more time alone without mingling around with others. Future research may investigate other samples with heterogenous groups. By having knowledge on learners' behaviour and understanding them, they can be assisted to become better humans who are humble and respect others regardless of age, nationality, race, profession, and religion.

Introduction

The current moral decline among teenagers has been an issue in most societies nowadays. Some factors that contribute to this problem are family structures, peer pressure and the educational system that focuses more on personal academic achievements that overlooks character development.

Objective

The objective of the survey was to evaluate the respondents' levels of politeness and etiquette.

Having good manners are important as to enhance one's social interactions, build better relationships with others and create more harmonious environment. Thus, one should know what manners are.

What Are Manners

In our daily lives, we frequently run into moral and ethical issues. These two issues are defined as a person's behaviour, attitude, and personality (Tiwari & Shivhare, 2020). By adopting norms or values to direct one's behaviour in society is what it means to be moral or morally conscious. According to Okoh (2003), the Latin word mores, means "manners" or "morals," is the root of the English word morality (as cited in Tiwari & Shivhare, 2020). That is, manners refer to the set of attitudes, behaviours, and actions that are considered polite and suitable in various contexts.

Meanwhile, Bafadhol (2017) defined morality as the science that establishes the boundries between right and wrong, between the best and the worst, whether they be expressed verbally or through human behaviour, both mentally and physically. This is also supported by Wahid et al. (2018) that based on Islamic literature, morality is defined as knowledge that clarifies what is good and wrong, the reason behind an action and also the guidelines that need to be followed. Awaliyah and Nurzaman (2018) found that the root word of the word 'morals" is derived from the word "khalaqa". It is the plural form of "khuluqun," which indicates temperament, behaviour, and character. The definition is strongly related to the word khaliq, which means creator and creature, and conforms to the word khalqun, which implies event.

The meaning of the word "Akhlak" is a good character, one needs to start from an early age (Haron et al., 2020). The good and positive habits in the children's growth need to be taught by the adults. A study conducted by Fajarini (2022) found that by familiarising children with the five magic words like please, sorry, please, excuse me, thank you, they will behave politely. She further stated that it is essential for children to apply these words in their daily activities in order to form a good character. By applying these magic words, it is hope that the children will develop a polite attitude when they grow older. Thus, these phrases do help interactions with people in a respectful and thoughtful way. As supported by Waters (2022), having manners is significant in social situations since it indicates how we value people and respect them.

How Does By Being Polite Affect Our Perception of Others and Vice Versa?

Fajarini (2022) claims that one of the formations of character that children develop is politeness if parents and teachers apply it in their daily life. Politeness is frequently associated to traits like kindness, respect, and consideration, which are essential for creating positive relationships and social connections. Being polite has a great impact on how we perceive others and how others perceive us.

The Impact on Our Perception of Others

Polite individuals tend to be more approachable, trustworthy, and empathetic. Being polite indicates the individual's willingness to interact in a kind and helpful manner. A study by Anugrawati et al. (2024) explored the Indonesian lecturers' and students 'perceptions of politeness in academic setting. They found that both lecturers and students agreed that being formal and academically orientated is what meant by being polite in an academic setting. Speaking and behaving in a formal manner means they are communicating using standardized Indonesian language or local dialect to one another, avoiding casual and slang language.

Apart from that, polite behaviour creates an atmosphere of mutual respect, which improves our perception of the environment and interactions. For example, when someone shows good manners, it can make other people feel at ease and respected, instilling a sense of faith in society. (Waters, 2022). Furthermore, being polite also can diffuse uncomfortable circumstances and makes us think that other people are calm and emotionally astute. According to Lee (2022), when speaking to individuals with higher social status or in formal situations, we should use appropriate greetings or honorifics to show respect towards the interlocutor. Rude or offensive language should be avoided to prevent conflicts or arguments.

Impact on Others' Perception of Us

When we are polite to people, it makes us appear to be more likable and easier to engage with and this can strengthen our personal and professional relationships with others. On the other hand, being impolite or disrespectful can cause relationships to suffer and raise doubts about one's motives or character. Essentially, being polite promotes and sustains constructive relationships and improves how we and others are seen.

In formal settings, politeness is often equated with competence and professionalism, enhancing our reputation. Baxter (2010) conducted a study of workplace discourse which can be used to illustrate the characteristics of speakers in leadership where being polite is seen as crucial to build a strong team, foster relationships, and maintain collegiality. However, it remains unquestionable on how politely candidates should utilise self-promotion in job interviews while they still need to give good impression to the interviewers, particularly when it comes to the proper degree of politeness like how much to say, and how interviewers evaluate candidates' politeness (Lipovsky, 2010 as cited in Wijayanti et al., 2022).

As a matter of fact, polite behaviour can earn us the trust and respect of others, making them more likely to cooperate or form a good impression of us. According to Izadi (2015), Tone and intonation during speech can affect the perception of politeness can be affected by Tone and intonation during one's speech. This is supported by Lee (2022) where good communication and mutual respect can be fostered when one speaks with a low and polite tone of voice. Based on a study conducted by Zainuddin and Yaqin (2024), they found that the students from Brunei and Indonesia who used a variety of politeness techniques to express their apologise tend to

deliver good speech and behave politely. They further stated that by understanding the similarities and differences in politeness techniques between the two countries, there will be more likely to reduce conflicts and misunderstandings. The findings of politeness techniques in apologies will provide the future generations the potential to improve intercultural understanding among students in both countries. Hence, linguistic politeness is a crucial aspect of communication that helps students to establish positive relationships with one another. By understanding and applying the rules of linguistic politeness, they can develop more effective and positive interaction in a variety of social and cultural settings.

Manners in Islamic and Non-Islamic Context

Islam has moral principles that apply to all facets of life, including etiquette. Good manners, decency, respect, and appropriateness are what Muslims call 'Adab', and the examples are like seating posture, cleaning oneself, and entering and leaving washroom (Mohd Shahril et al., 2015). In addition, Islam emphasizes the value of social ties and community. This entails being hospitable to visitors, lending a hand to neighbours, and cultivating close relationships with loved ones. The Prophet Muhammad (PBUH) said: According to the Prophet Muhammad (PBUH), whoever does not give thanks to the people does not give thanks to Allah (Sunan Abi Dawood). It indicates Muslims with good morals tend to exhibit high ethical standards, which improve social relationships and eventually promote harmony in society (Khari et al., 2024). Based on the Quran, those Muslims who practice high moral values in their life are considered the best people. Due to this reason, Muslims should follow the ethical principles which are not only highlighted in Quran but also demonstrated by the Prophet Muhammad (PBUH) who is the best example "Who is better in speech than one who calls (men) to Allah, works righteousness, and says, I am of those who bow in Islam?" (Al-Quran 41:33) (Abdurezak, 2011 as cited in Haron et al., 2020). In addition, numerous applications of Islamic value and ethics were articulated in Prophet Muhammad's exemplary moral life. Therefore, from the Islamic viewpoint, merit means behavioural qualities that are considered positive based on al-Quran and Sunnah. It has been supported by a study conducted by Adesoka et al. (2021) found that the Prophet Muhammed's character, practices, and moral approach to enhance Muslims' lives in America with great freedom in the States by following all standards without the fear of oppression or persecution. contextualising Islamic teachings. Meanwhile, Hassan and Abdullah (2021) assert that even in Singapore, while adhering to Islamic values, Islam has always been contextualised to suit specific social contexts.

Today, many parents realise the value of Islamic institutions in their community when know about what their children are exposed to at schools. Therefore, according to Pala (2011), morals are essential for academic achievement since it should be a basic need of the educational system that all students must follow. It must be acknowledged that the only way for parents who wish to raise their children as Muslims is to provide them with Islamic education. It is the responsibility of parents, especially the mother to be aware of what the school is teaching their children. The morals and essential values must be taught, and both parents must be aware of any extracurricular activities that have nothing to do with what the children should be learning at a given age (Adesoka, et al., 2021).

Having manners is significant in shaping one's integrity. Schools and educational institutions should work together to instil the right values in all Malaysians in order to produce morally upright citizens. As matter of fact, Malaysians should not only recognise between good or bad behaviour but also expose them to the ongoing application of what is beneficial in their daily

life. Particularly, for Muslims, being rational entails not only trying to justify things intellectually but also to examine every single aspect of moral conduct to determine whether such behaviour aligns with Islamic law.

Manners and Handphone Usage

In many situations, smartphones have become an essential tool due to the numerous benefits they have provided to both individuals and society. People are now increasingly reliant on their smartphones, both individually and collectively, due to their growing capabilities. However, there are several improper cell smartphones usage which are related to manners.

According to Ali (2013), it is inappropriate to use smartphones in classroom during lecture. The most prevalent instance of smartphone usage in the classroom is frequently texting or sending text messages during a lecture. Furthermore, Shrivastava and Shrivastava, (2014) have conducted a pilot study to examine the views of 32 lecturers from higher education institution and a university in Oman on the student's usage of smartphones during the class hours. Their findings revealed that smartphones are causing major distractions in the classroom and encouraging misbehaviour among students. Most lecturers responded that smartphones are causing major problems among faculty and deviating student's focus from their studies. Due to this reason, students are discouraged to use smartphones in classrooms (Fernandez, 2018).

In fact, Anwar et al. (2024) believe that it is crucial to understand the relationship between smartphones and social interactions which involve the old and the young generation. Their findings revealed that smartphone usage has the biggest societal impact on those between the ages of 16 and 20 where the young ones primarily used smartphone for entertainment while the old ones for work and communication purposes. Older adults are less likely to possess the latest technical advancements compared to younger adults who are thought to be more addictive, habitual, and less regulated (Charness & Bosman, 1992 as cited in van Deursen et al., 2015).

During the normal day, smartphones ringers should be kept in "vibrate" mode, or on a low volume. Besides that, ring tones should be turned off during meetings. However, if one must take a call, he or she leave meetings or locations where people are working, and he or she should answer the phone after he or she has left. Most phone users are unaware of how distracting it is to shout "Hello?" when he or she quickly leaves the room. On the other hand, a study by Višnji´c et al. (2018) explore the manner and intensity of the smartphone usage and examine its long-term effects among university students in Serbia and Italy. They believe that by measuring levels of stress, anxiety, and depression, it is important to understand how prolonged smartphone usage affects certain aspects of the students' mental health. Their findings indicate the degree and kind of smartphone usage may have an impact on the causal chains that result in mental health issues among university students.

Literature Review

Manners are something we use every day to make a good impression on others and to feel good about ourselves. It creates respect, loyalty, and gratitude in a community (Rolls et al., 2018). Respecting other people means we also respect their feelings and wishes. Good manners are essential in any educational setting because they foster discipline and cooperation among students (Roces et. al., 2021). To create a harmonious learning environment, students must demonstrate appropriate behavior and respect their teachers and peers. When everyone feels

valued and respected and shows sensitivity and consideration for others; lack of trust, lack of collaboration, lack of communication, and damaged relationships and reputations can be avoided (Brodowicz, 2024; Yuan, 2020).

Studies on moral degradation among students have identified the influence of media, school culture, peers, social pressures, family instability, and negative influences from the surrounding environment as factors that cause the decline of students values and polite behavior (Sapurta et al., 2023; Kurt, 2022; Deniz & Kazu, 2022; Skrinda, 2020; Fitri, 2020; Aydin, 2020; Fitriyani & Andriyante, 2020; Frisby, 2019). In line with this, Movement Control Order (MCO) has also made a significant impact on students' disruptive behavior. After COVID-19, students' manners in learning institutions environment have begun to fade. They have a lack of respect for authority figures and a general lack of courtesy, for instance, they become more prone to using harsh and inappropriate words, speak disrespectfully to teachers and parents, and are inconsiderate towards others (Nayan et al., 2023). Since these youths are future leaders, it is crucial to educate them about the importance of respect, cooperation, and empathy so that they can become responsible and caring individuals (Karimnia & Khodashenas, 2018).

Respect for teachers and peers is one of the most important aspects of classroom etiquette (Delos & Torio, 2020). Good manners students address their teachers and peers with respect and use appropriate language when communicating (Binfect, 2020). They understand that being kind and compassionate will create a welcoming and inclusive teaching and learning environment. Respecting teachers and peers includes listening and participating actively in class activities, being punctual, being prepared for class, seeking assistance when encountering difficulties, or encouraging reluctant classmates during group work (Wiwoho, 2022). These students not only show their respect to the teacher and peers, but they also demonstrate commitment to their education and their own learning experience (Lee, 2016; Saad, 2020). These findings are in line with Hamzah and Hasibuan (2022) study on the relationship of good manners with learning creativity indicated that there is a very strong relationship between good manners and students learning creativity. When students are well-behaved, they can produce new ideas which contribute to new knowledge in their learning process.

Taking responsibility for one's actions is another virtue (Yang, 2024). When students learn from their mistakes, they demonstrate maturity and accountability which are important qualities for personal growth and development (Prayitno. et. al., 2021) Being considerate of their classmates' feelings and needs and treating them with kindness and understanding are important aspects of good manners (Sethi & Scales, 2020).

The perception of politeness and politeness strategies to use vary from one individual to another and from one culture to another (Santi & Adriyanti, 2020; Sennya et al., 2023). Since language politeness is a crucial aspect because it can shape one's language and character, thus, one needs to pay attention to the politeness of language when communicating so as not to hurt or offend the speaker and to ensure the atmosphere of interaction pleasant, non-threatening to face and effective (Masda, 2020). Within the classroom, this fosters a sense of community and cooperation.

According to Brown and Levinson (1987), a speaker tends to choose appropriate politeness strategies to save the hearer's face. It means that being polite involves taking into consideration others' feelings and ensuring that they feel comfortable (Yeomans et.al., 2019). Phrases like

"thank you" and "please", for instance, are often recognized by most as polite. Thus, being polite depends on how the speakers use the words to communicate their ideas to the listeners (Haslip, 2020). Kamlasi (2017) study analyzed the politeness strategies used in students-students and students-teacher conversations. The objective of the research is to describe the type of address terms of positive politeness used in conversations. The result of the research shows that the address terms of positive politeness are greetings, thanking, praising, apologizing, congratulating, intimacy, obedience, question, request, and suggestion.

In addition, Alakrash (2020) research investigating the similarities and differences in request strategies employed by Malay ESL and Arabic EFL students revealed that Malaysian respondents used more indirect strategies (hints, query preparatory, and hedged performative) while Arab respondents tend to use an explicit form and direction of request strategies (want statements, and hints). Findings from these studies indicated that politeness indeed played an important role in education as a strategy to create good manners and to ensure effective and conducive classroom interaction (Sukarno, 2020). It promotes interpersonal relationships, fosters mutual understanding, and builds character (Mahmud, 2019). When students feel valued, secured, loved, and motivated, they can quickly adapt to their learning environment (Eric & Rochelle, 2023). This means that students' relationships with their educators, peers, families, and communities by observing good manners and right conduct, have a positive impact on their personality and behavior (Haslip, 2019). Hence, they can help the students consistently practice good manners through good examples and modeling.

Students who have good manners, respect their teachers and peers, participate actively in class, and adhere to classroom rules and guidelines (Kurt, 2022). The advantages of good manners extend beyond the classroom, as they help to develop important life skills. Thus, educators, parents, family members, peers, and the community need to play their roles to foster a culture of respect, empathy, and cooperation in all youths so that they can improve and develop their values, moral awareness, and individual integrity through educational and life experience by creating a supportive and inclusive learning environment for them to grow (Mahmud, 2018).

Effects of Being Rude

To become someone with high moral standards or ethically acceptable is crucial nowadays as the concepts of morality and ethics are deeply rooted in everyday life. One should try their best to implement good manners and avoid being rude in every situation that they are dealing with. Lack of good manners or rudeness can lead to various unfavourable effects towards individuals in many ways. Studies have shown that rude ways of behaving can leave significant effects on humans' social interactions, mental well-being and performance in multiple settings.

Various early studies have examined the effects of being rude in informal and professional settings. Firstly, the effects of being rude and lack of manners can be observed in youth sports settings. Research has shown that any forms of rudeness that took place in interactions among the athletes, their coaches and their teammates could lead to unacceptable effects towards their psychological safety which later affected the social outcome and well-being (Kinoshita & Sato, 2022). Study by Cesare et al., (2021) in everyday social interaction concluded that it was crucial to avoid being rude while making vocal requests which indicated different vitality forms to prevent negative perceptions which had an effect on the estimation of action duration.

In addition, research on effects of being rude in professional workplace settings suggests that the workers tend to suffer mentally and physically. Discourteousness or lack of manners among clients towards their veterinary doctors' results in detrimental psychological effects such as a surge in stress level and relinquishment from their clients among the doctors (Irwin et al., 2021). McCarthy et al., (2020) based on their study on the effects of perceived incivility on task performance among workers argued that workers who were exposed to written form of rudeness via email tend to perform worse on the same task given than workers who were exposed to face to face verbal rudeness. Findings by Harrison et al., (2019) highlighted that medical professionals who work in the mental health field which had to face rudeness from their patients tend to have negative feelings about their career and their ability to perform their task. Some of them seemed to accept that rudeness from the patients is a nature of their work and they have to accept it.

Recent study has shown that rudeness or incivility that occurs at workplace has affected the workers beyond their physical and psychological states. It has also severely impacted their social interactions with families and co-workers. Imam et al. (2025) found that employees who had to deal with rude supervisors were more likely to be rude towards their love ones at home and their peers at work.

Moving on into the educational setting, a lot of studies have shown that there are negative correlations between students' incivility and their academic achievements along with psychological well-being. Bai et al. (2024) which delved into the effects of rudeness among school students in China claimed that students who faced rudeness from peers around them tended to feel stress, uncomfortable and depressed. They also tended to assert their negative emotions through online platforms (online aggression) as they were able to stay anonymous which later developed into cyberbullying of others.

Moghimian et al. (2023) study argued that in an online learning environment, students' unacceptable behaviours such as being passive in the class and disruptive learning behaviours could lead to a negative relationship between the students and the instructors. These kinds of behaviours also caused the overall learning experience among the students to be unpleasant and later caused their academic achievement to be extremely poor. This poor academic achievement also caused the students to make mistakes later when they were working. Similar findings have been found in a study conducted earlier. Rude conduct among students was the major source of a positive learning environment to be at stake and this issue should be addressed as soon as possible to prevent another negative effect (Rose et al., 2019).

In higher education settings, studies have proven the consequences of students to students, students to lecturers and lecturers to students' rudeness can influence the students' academic performance and also their mental well-being. Nguyen-Viet and Nguyen (2024) revealed that students who were rudely treated by their lecturers were most likely to demonstrate low self-efficacy and low academic performance. University students who received verbal uncivilised acts such as the use of abusive language from their peers or lecturers could lead into anger and physical fights especially among the male students. They also seemed to have bad academic performance (Khan et al., 2022). Irwin et al. (2020) suggested that unacceptable acts such as nonappearance, not paying attention to the lessons and being reluctant to participate in discussions were more likely to take place during lectures than the tutorials. However, stronger

emotional consequences were felt by the students during the tutorials than the lectures from being rude.

The review of literature above manifests negative effects of being rude that have been examined in multiple professional and informal settings. Rudeness can affect someone mentally, physically and also socially. Rudeness leaves similar performance impacts on workers and students. They struggle to do their best in their area. From a mental aspect, rudeness can cause workers and students to have negative feelings and to vent the feelings towards other people. Physically, rudeness can lead to physical violence. Therefore, it is important for all of us to keep away from being rude as it does not have any positive effects for us.

Manners are something we use every day to make a good impression on others and to feel good about ourselves. It creates respect, loyalty, and gratitude in a community (Rolls et al., 2018). Respecting other people means we also respect their feelings and wishes. Good manners are essential in any educational setting because they foster discipline and cooperation among students (Roces et. al., 2021). To create a harmonious learning environment, students must demonstrate appropriate behavior and respect their teachers and peers. When everyone feels valued and respected and shows sensitivity and consideration for others; lack of trust, lack of collaboration, lack of communication, and damaged relationships and reputations can be avoided (Brodowicz, 2024; Yuan, 2020).

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and later caused their academic achievement to be extremely poor. This poor academic achievement also caused the students to make mistakes later when they were working. Similar findings have been found in a study conducted earlier. Rude conduct among students was the major source of a positive learning environment to be at stake and this issue should be addressed as soon as possible to prevent another negative effect (Rose et al., 2019).

In higher education settings, studies have proven the consequences of students to students, students to lecturers and lecturers to students' rudeness can influence the students' academic performance and also their mental well-being. Nguyen-Viet and Nguyen (2024) revealed that students who were rudely treated by their lecturers were most likely to demonstrate low self-efficacy and low academic performance. University students who received verbal uncivilised acts such as the use of abusive language from their peers or lecturers could lead into anger and physical fights especially among the male students. They also seemed to have bad academic performance (Khan et al., 2022). Irwin et al. (2020) suggested that unacceptable acts such as nonappearance, not paying attention to the lessons and being reluctant to participate in discussions were more likely to take place during lectures than the tutorials. However, stronger emotional consequences were felt by the students during the tutorials than the lectures from being rude.

The review of literature above manifests negative effects of being rude that have been examined in multiple professional and informal settings. Rudeness can affect someone mentally, physically and also socially. Rudeness leaves similar performance impacts on workers and students. They struggle to do their best in their area. From a mental aspect, rudeness can cause workers and students to have negative feelings and to vent the feelings towards other people. Physically, rudeness can lead to physical violence. Therefore, it is important for all of us to keep away from being rude as it does not have any positive effects for us.

Method
The survey involved 62 diploma students from Universiti Teknologi MARA Perlis Branch. Convenient sampling method was employed to get responses. After an hour online webinar session on "Politeness strategies in communication" with the respondents, the google form that consisted of 5 questions related to politeness was shared with the participants. The questions are:
1. I always say thank you when I ask someone for help/something.
2. When something bad happens to someone I do not like, I will tell my friends and laugh about it when that person is not around.
3. I never curse or use offensive languages in public places.
   People who know me would describe me as cheerful and friendly.
5. I usually become angry and lose my temper when things do not go my way.

Responses from the questionnaire were generated automatically from the google form. Descriptive analysis was employed to analyse data gathered from the google form.

Findings and Discussion
Based on the findings, for question number 1 (I always say thank you when I ask someone for help/something), it shows 100% of the respondent answered 'Yes' and no one chose 'No.' For question number 2 (When something bad happens to someone I do not like, I will tell my friends and laugh about it when that person is not around), 88.7% answered 'Yes' and 11.3 %

answered 'No.' For question number 3, 67.7% of the respondents cursed or used offensive languages in public places whereas 32.3% never cursed or used offensive languages in public places. For question number 4 (People who know me would describe me as cheerful and friendly), 93.5% of the respondents answered 'Yes' and 6.5% answered 'No.' Question number 5 is on whether the respondents become angry and lose temper when things do not go their way, 30.06% of the respondents become angry and lose their temper but 69.4% do not become angry and lose their temper.

The finding from question number 1 shows that the respondents are polite, and they respect people who have helped them or who have assisted them. According to Williams (2014) and Fontana (2024), expressing "thank you" is not just polite; it also helps to establish and preserve social relationships. Besides, gratitude is consistently and firmly linked to higher levels of happiness in positive psychology research. People who are grateful are better able to handle hardship, enjoy good things in life, feel happier, and have strong bonds with others (Harvard Medical School, 2021).

For question number 2, 88.7% of the respondents would share and laugh with others on bad incidents that happened to people they do not like and 11.3% of the respondents would not do so. We need to portray good characters even when we are with people that we like to be around. Therefore, we can make a significant contribution to the respect and decency of society by setting an example of good characters and our values through our behaviour so that others will have good impressions on us and will respect us.

According to UNICEF (2021, p.3), "People conform to social norms and normative behaviours because of their perception of what is approved of and expected or because of their perception of what others do. These perceptions, however, may be incorrect. Pluralistic ignorance (when a perceived norm is significantly different from an actual norm) happens when there is a dissonance between the perceived norm and the reality. It describes a situation where most members of a group or community conform to a norm because they incorrectly assume that the majority also conform or expect them to do so, while most people privately disapprove of the norm." As to fit into the societal context, one needs to properly behave as his/her good behaviour will reflect his/her upbringing and family good name. Thus, no matter how bad or good we are being treated, good manners will always take us far.

For question number 3, 32.3% of the respondents claimed they used foul language or cursed in public, compared to 67.7% who had never done so. The percentage of those who have cursed (use foul language) in the survey is smaller as compared to 64% Canadians who did so in public places. Research Co. survey as cited in Canseco (2019) found out over half of Canadians said they heard swear words "frequently" or "occasionally" when speaking with friends (68%), strangers (55%), family members (53%), and co-workers (52%). The are many reasons why Canadians swear. We may hear or use different terms when someone cuts us off the road while we are driving, or when we are speaking to a supervisor about a co-worker's unsatisfactory behaviour. The reason why the percentage of cursing in public is small is because Malaysians are polite. Furthermore, the respondents for this survey were all Malays Muslim. Islam is the official religion of the Malays in Malaysia, which is the primary factor behind the development of civility among them. Therefore, Islam's values and behaviours must be integral to what it means to live and be an Islamist. Malays in Malaysia are Muslims by birth. Speaking rudely to other people is discouraged for Malays. Other Malaysian ethnic groups also believe in and

advocate this moral doctrine. Azman et. Al (2020) found that the two main ethnic groups in Malaysia, the Malays and the Chinese, rank courteousness, which is related to politeness, among the top ten most favoured values. Therefore, it can be concluded politeness is the main emphasis points in everyday value practices.

For question number 4, the finding from the survey shows many of the respondents are being described as friendly and cheerful (93.5%). Only 6.5% were seen as the opposite. According to Choi et al. (2020), people who are being surrounded with close friends and have companions would have higher life satisfaction and a lower risk of developing depression. In addition, their chances of dying from any cause including heart issues and a variety of chronic diseases are lower. In addition, research also shows that , "…friendships can be made and maintained at any age, relationships with friends can strengthen or stand in for romantic relationships, and even minimal social interactions can be powerful," Abrams (2023, p.42). When people are satisfied and grateful with their lives, this will contribute to a healthy and happy living. They can be with different people at any time without feeling uncomfortable or stressful. Thus, other people would feel enjoyable being with them and assume that they are friendly and approachable.

For question number 5, 30.06% of the respondents mentioned that they would become angry and lose temper when things do not go their way, whereas 69.4% claimed that they will not lose their temper or get irritated easily. Expressing anger has its own benefits according to different theories. For instance, according to Catharsis theory, it is good to express anger because it makes you feel better (Manfredi & Taglietti, 2022). As for recalibrational theory, it acknowledges anger's adaptive role as well, as it helps to restore a more acceptable welfare trade-off ratio (Sznycer, Sell & Dumont, 2022). Recent research shows that The best results come from a range of emotions, including negative one (Weidman & Kross, 2021).

From the finding, it can be concluded that the respondents who are all Muslims, have high level of patience. According to Rahman et al. (2018) as cited in Kamaruddin et. al (2020), Islam defines patience as the conviction that Allah SWT would undoubtedly help when someone is in a difficult situation but maintains composure and perseverance.

Recommendations and Conclusion

The survey tried to ascertain university students' conduct and manners in various situations and the findings show that the respondents still have good manners and were able to fit in various situations accordingly. They appreciated what people did to them by showing gratitude, they rarely cursed people, they were being described as kind and friendly, they seldom express their anger even when things do not go like what they have planned. However, there were times when they laughed and shared stories of people they dislike without them knowing as this has become a normal practice among many people in our society or community.

Being in a world where technology is widely used for human communications nowadays, children need to be guided on how to behave properly so that they can adapt to their surroundings. At the same time, they should be able to adopt good practices as they will later venture into the workplace that requires them to have good human skills.

Parents, academicians, and society in general need to play their parts in ensuring young generations to have good manners. These generations need to be taught empathy and respect.

Besides, they need to be held responsible and accountable for their actions. They also need to be involved in social gatherings and activities as these will provide them social practices. They also need to be patient and be consistent in what they do as teenagers tend to make mistakes during their teen years. Instead of reacting harshly towards their mistakes, offer guidance and remind them to behave properly in different situations. Teenagers sometimes don't realize that they acted badly unless it is brought to their attention. You can ask them how they felt about social encounters after they've taken place. This promotes self-reflection and personal development.

In addition to being courteous, good manners are vital in business, education, and national affairs. Good manners improve learning environments in academic contexts by fostering positive interactions, lowering disturbances, and fostering mutual respect between students and teachers. They increase efficiency in the workplace by encouraging improved teamwork, communication, and professional behaviour, all of which raise morale and productivity. More broadly, polite conduct promotes harmony and peace in communities by promoting deference to social, cultural, and religious diversity. Additionally, they are essential in strengthening national identity because polite and respectful citizens will support a constructive and reputable image of the country globally.

Overall, findings of the survey indicate that the survey effectively fulfilled its objective by assessing the respondents' levels of politeness and etiquette.

Acknowledgement

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