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Factors Influencing the Perceived Parenting of Multigenerational Parents: A Partial Least Squares Structural Equation Modeling Approach

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ABSTRACT

Parenting in multigenerational Filipino households is shaped by evolving social expectations, emotional dynamics, and cultural influences. This study aimed to investigate the key factors that influence the perceived parenting of multigenerational parents in the Philippines. By integrating the Theory of Planned Behavior (TPB), the research examined how generational influence, emotional connection, media, and cultural beliefs affect parents' attitudes, social norms, perceived behavioral control, and behavioral intentions toward parenting. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), the study analyzed the predictive relationships among parenting-related latent variables across multigenerational parents. Moreover, emotional connection (β: 0.585, $p < 0.001$) was the strongest among generational factors, while behavioral intention (β: 0.609, $p < 0.001$) was the most significant predictor of perceived parenting. The findings contribute to the human factors and ergonomics literature by offering a culturally grounded understanding of multigenerational parenting in the Philippine context and validating the use of the Theory of Planned Behavior in modeling parenting behavior. These insights support the development of human-centered parenting interventions, educational strategies, and policy designs.

Keywords: Multigenerational parenting, Filipino households, Perceived parenting, Theory of planned behavior, PLS-SEM

INTRODUCTION

Parenting is a complex, planned process in which caregivers, or parents support children's social, emotional, cognitive, and physical development through guidance, discipline, and care. It involves the strategies and decisions parents use to fulfill their roles and is shaped not only by instinct but also by social norms, situation, and experiences that change over time. As noted by Arafat et al. (2020), parenting involves a lasting emotional connection that influences children's behavioral and psychological development, while Keizer et al. (2019) and Awiszus et al. (2022) highlight the importance of active

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parental involvement for long-term health outcomes. Given that parenting decisions are influenced by parents' values, it is important to understand the factors shaping perceived parenting, decision-making, and how these translate into actual practices.

Although research on parenting influences is growing, it is largely based on Western contexts, limiting its applicability to Southeast Asian and Filipino families with different norms, structures, and socioeconomic conditions. In the Philippines, parenting is shaped by strong family ties, interdependence, and multigenerational living arrangements, where caregiving is often shared among extended family and community members (ChildHope Philippines, 2024; Conwi, 2024). However, there is a lack of systematic, theory-driven studies examining how these contextual and behavioral influences interact across generations of Filipino parents.

In the Philippines, parenting is further shaped by contextual conditions such as economic struggles and educational access, which affect resources, time, and stress levels (Sirin, 2021; Rose et al., 2024). However, these factors reflect social position rather than directly shaping parental behavior (Peng, 2023). To address this gap, the study examines perceived parenting behaviors among Filipino parents across Baby Boomer, Generation X, Millennial, and Generation Z cohorts, guided by the Theory of Planned Behavior (Ajzen, 1991) and integrating generational influence, emotional connection, media exposure, and cultural beliefs as factors shaping parenting behavior.

Using Partial Least Squares–Structural Equation Modeling (PLS-SEM), this research provides a culturally grounded, behavior-focused framework for understanding how multigenerational Filipino parents form and enact parenting intentions. Rather than measuring children's development outcomes, it emphasizes parents' subjective experiences, capturing how they interpret their own practices through self-perception. By situating the parents' perspective, the study recognizes parenting as a construct shaped by cultural background, media interactions, and generational context.

The study focused on the factors influencing parenting among multigenerational parents and evaluates the Theory of Planned Behavior (TPB) as a direct influence (see Figure 1). It first hypothesizes that the generational cohort affects internal (emotional connection) and external factors (media exposure and cultural beliefs). These hypothesized factors are then observed for their influence on TPB components: Perceived Behavioral Control, Social Norms, and Attitude Toward the Behavior, to predict Behavioral intention, which then influences the parenting of parents across different generations. In total, 18 hypotheses were formulated within the theoretical framework.

METHODOLOGIES

Using a quantitative correlational descriptive research design, numerical data on the variables affecting multigenerational parents' perceptions of parenting were gathered and analyzed. Included are the demographic and contextual variables that may affect parenting. The study examined correlations within the sample group despite the lack of confirmed causality. Google Forms was

used to disseminate a structured questionnaire aligned with the study's latent variables to collect data.

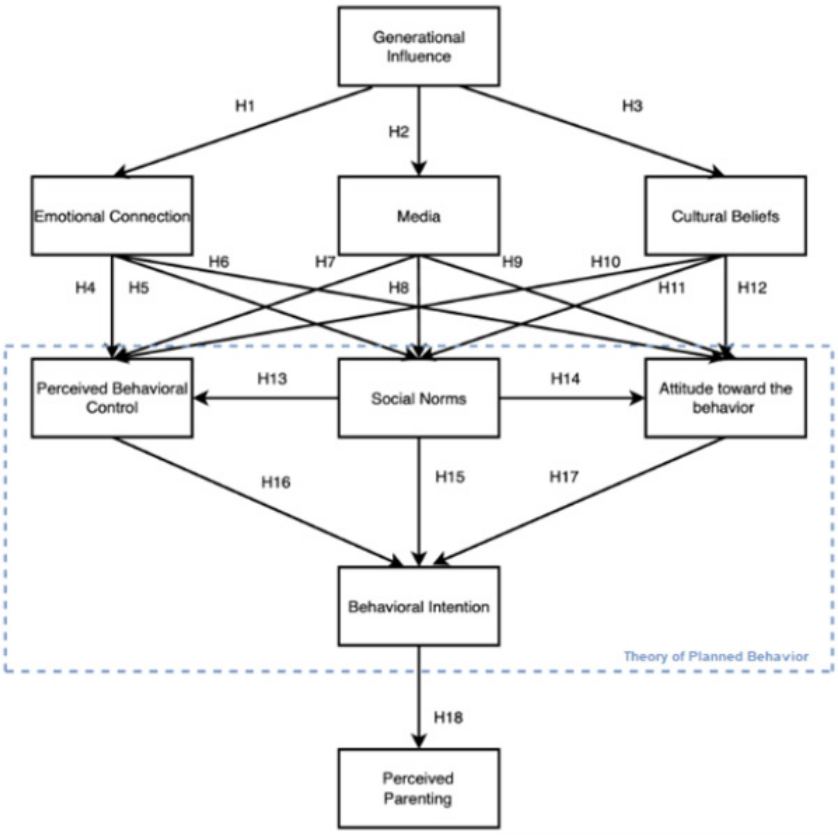

Figure 1: Theoretical framework.

The paper utilized Partial Least Squares–Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural models. Reliability and validity were checked using factor loadings, composite reliability, average variance extracted, and discriminant validity. Data were collected using a structured questionnaire with standardized statements. These assessed multigenerational parents' perceptions on generational influence, media exposure, emotional connection, cultural beliefs, and aspects of the Theory of Planned Behavior.

Hair et al. (2022) noted that PLS-SEM is effective for studies aiming to predict and explain constructs, as in this exploratory study on factors influencing perceived parenting across generations. PLS-SEM works well with smaller sample sizes, though the number of constructs matters. For studies with eight or more constructs, at least 500 respondents are needed, and this minimum should be higher if the data are not normally distributed (Kurata et al., 2023; Hair et al., 2019).

A five-point Likert scale was used to measure participants' attitudes and perceptions regarding the constructed questions relevant to each latent variable

in the study, which present real or hypothetical parenting scenarios. This aligned with the view that attitudes reflect relatively stable ways of thinking or acting in specific situations, such as parenting. The sampling method used was purposive sampling, gathering data across regions in the Philippines.

RESULTS AND DISCUSSION

A total of five hundred thirteen (513) Filipino multigenerational parents participated in the study. According to Hair et al. (2022), PLS-SEM is suitable for studies that aim to predict and explain target constructs.

Table 1: Respondents' profile (n = 513).

Characteristics	Category	N	%
Generation	Baby Boomers (1946-1965)	106	20.66%
	Generation X (1966-1980)	182	35.48%
	Millennial (1981-1996)	172	33.53%
	Generation Z (1997-2012)	53	10.33%
Marital Status	Married	386	75.24%
	Single	52	10.14%
	Widowed	36	7.02%
	Separated	26	5.07%
	Living with Partner	13	2.53%

This study examines and predicts the factors influencing perceived parenting across different generations, deeming PLS-SEM as an appropriate analytical approach. Model fit was assessed using established goodness-of-fit indices, such as the Standardized Root Mean Squared Residual and Normal Fit Index.

Table 2: Model fit indices.

	Saturated Model	Estimated Model	Threshold	Reference
Standard Root Mean Squared Error (SRMR)	0.085	0.133	≤ 0.10	Kock (2020)
Normal Fit Index (NFI)	0.700	0.664	≥ 0.70	Yusif et al. (2020)

The Standardized Root Mean Squared Residual (SRMR) was 0.085, indicating a satisfactory model fit, as it is below the suggested threshold of 0.10 (Kock, 2020). The Normal Fit Index (NFI) also gave a value of 0.70. Meanwhile, Bentler (1990) recommended that the NMI value be ≥ 0.90; it remains within the acceptable range for improvement, indicating an overall excellent fit (Yusif et al., 2020).

Figure 2 presents the initial SEM model for the study, which includes all hypothesized paths and indicators. During model evaluation, several indicators exhibited factor loadings below the recommended threshold of 0.70, and multiple structural paths were found to be statistically insignificant ($p > 0.05$). Consequently, these indicators and paths were removed to improve the model.

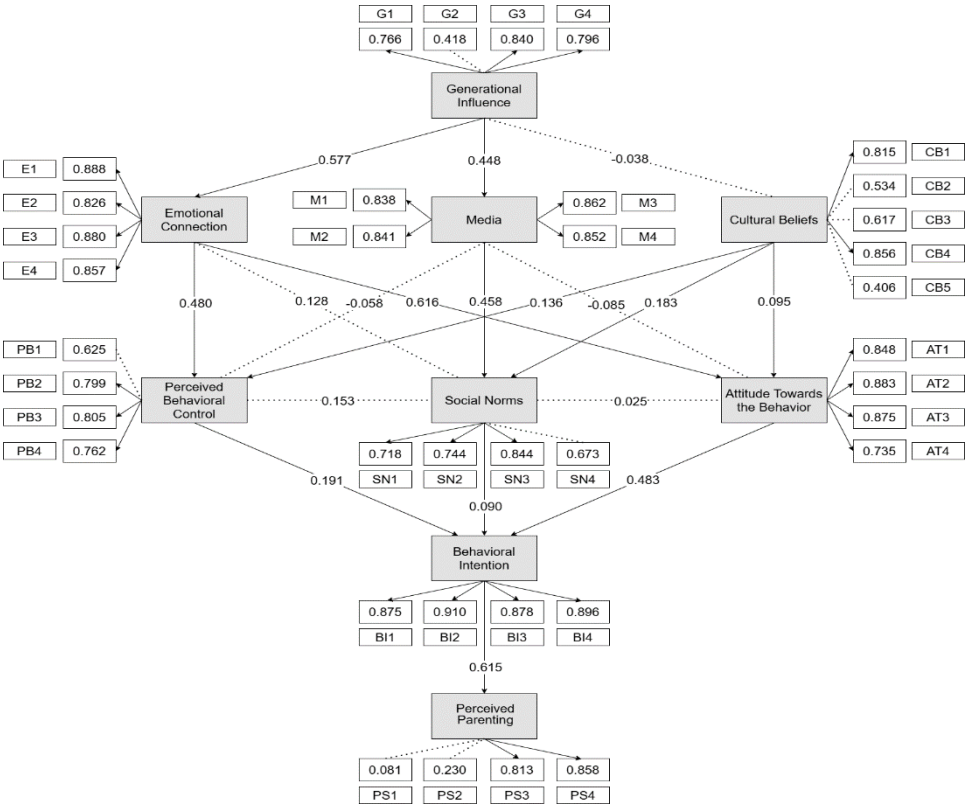

Figure 2: Initial SEM model.

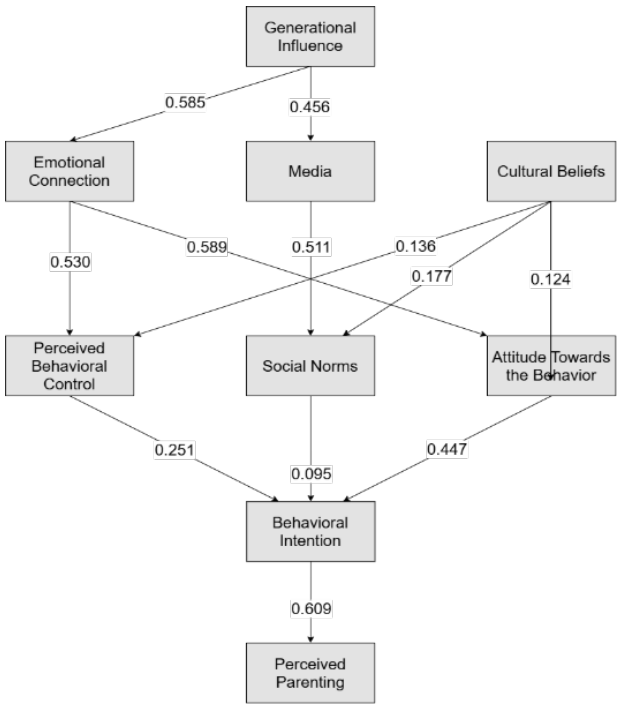

Figure 3: Final SEM model.

The refined SEM model is shown in Figure 3 below, retaining only indicators with acceptable factor loadings (≥ 0.70) and statistically significant relationships. The final model demonstrated satisfactory goodness-of-fit, with the Standardized Root Mean Square Residual (SRMR) ≤ 0.10, indicating an acceptable fit.

The Variance Inflation Factor (VIF) was calculated to evaluate multicollinearity among the indicators. According to Kock's (2020) criteria, VIF values should ideally be below 3.30 to indicate the absence of collinearity. All indicators in this study fall within the acceptable threshold, confirming that no multicollinearity issues have been observed.

Table 3: Heterotrait-Monotrait ratio.

	AT	BI	CB	EC	GI	M	PS	PB	SN
AT									
BI	0.686								
CB	0.248	0.094							
EC	0.674	0.665	0.139						
GI	0.602	0.830	0.082	0.705					
M	0.165	0.494	0.086	0.390	0.569				
PS	0.696	0.837	0.140	0.528	0.809	0.480			
PB	0.817	0.679	0.282	0.652	0.653	0.227	0.803		
SN	0.167	0.220	0.228	0.268	0.379	0.597	0.350	0.286	

Table 3 establishes discriminant validity by showing that all HTMT values are below the 0.90 threshold. This confirms that each latent construct in the parenting model is statistically distinct from the others.

Table 4: Fornell–Larcker criterion.

	AT	BI	CB	EC	GI	M	PS	PB	SN
AT	0.837								
BI	0.624	0.890							
CB	0.182	-0.05	0.857						
EC	0.601	0.601	0.099	0.863					
GI	0.506	0.691	-0.04	0.585	0.805				
M	0.134	0.442	-0.07	0.347	0.522	0.848			
PS	0.498	0.609	0.059	0.380	0.702	0.339	0.836		
PB	0.655	0.563	0.188	0.543	0.569	0.180	0.506	0.799	
SN	0.139	0.210	0.141	0.252	0.395	0.499	0.243	0.210	0.810

Table 4 further validates the model by demonstrating that the square root of the Average Variance Extracted (AVE) for each construct (diagonal values) is higher than its correlations with any other construct, ensuring each variable shares more variance with its own indicators than with other latent variables.

Table 5: R-Square.

	R Square	R Square Adjusted
Attitude Towards the Behavior (AT)	0.376	0.374
Behavioral Intention (BI)	0.440	0.437
Emotional Connection (EC)	0.343	0.341
Media (M)	0.208	0.206
Perceived Parenting (PS)	0.371	0.369
Perceived Behavioral Control (PB)	0.313	0.310
Social Norms (SN)	0.280	0.277

The R-Square values in Table 5 measure the model's explanatory power. A value of 0.371 for Perceived Parenting (PS) indicates that the integrated factors explain 37.1% of the variance in parents' subjective parenting experiences, while Behavioral Intention (BI) shows an R-Square of 0.440, demonstrating moderate-to-strong predictive strength.

Table 6: f-Square.

	AT	BI	CB	EC	GI	M	PS	PB	SN
AT		0.204							
BI							0.589		
CB	0.025							0.026	0.043
EC	0.550							0.405	
GI				0.521		0.262			
M									0.361
PS									
PB		0.063							
SN		0.015							

Table 6 evaluates the substantive impact of specific predictors. The path from Behavioral Intention (BI) to Perceived Parenting (PS) (0.589) and Emotional Connection (EC) to Attitude Towards the Behavior (AT) exhibit large effect sizes, confirming these are the most critical drivers within the structural model.

Table 7: Q-Square.

Variable	SSO	SSE	Q^2
Attitude Towards the Behavior (AT)	2052.000	1538.481	0.250
Behavioral Intention (BI)	2052.000	1346.114	0.344
Cultural Beliefs (CB)	1026.000	1026.000	
Emotional Connection (EC)	2052.000	1546.107	0.247
Generational Influence (GI)	1539.000	1539.000	
Media (M)	2052.000	1754.295	0.145
Perceived Parenting (PS)	1026.000	764.056	0.255
Perceived Behavioral Control (PB)	1539.000	1254.037	0.185
Social Norms (SN)	1539.000	1271.246	0.174

The Q-Square values, obtained via the blindfolding procedure, confirm the model's out-of-sample predictive relevance. All values are greater than zero, with Perceived Parenting achieving a Q-Square of 0.255, indicating that the model successfully predicts parenting outcomes beyond the immediate sample.

The results shown in the final model in Figure 3 indicate that Behavioral Intention (BI) strongly influences Perceived Parenting (PS) (β: 0.609, $p < 0.001$), confirming that intention is a critical determinant of perceived parenting practices. Paulin's (2024) study grounded in the Theory of Planned Behavior and found that parents' behavioral intentions serve as a strong and direct predictor of their actual parenting behaviors. Also, the relationship between Emotional Connection (EC) and Attitude Towards the Behavior (AT) is significant, with a path coefficient of β: 0.589. This result indicates that Emotional Connection (EC) has a strong influence on Attitude Towards the Behavior (AT) of multigenerational parents within the model. Ferreira et al. (2024) showed that parents who display secure attachment exhibit better emotion regulation skills, which are associated with more positive, consistent, and intentional parenting behaviors, contrary to the study of Kurata et al. (2022).

Thirdly, Generational Influence (GI) played a vital role in the model, showing direct effects on Emotional Connection (EC) (β: 0.585, $p < 0.001$), suggesting that intergenerational values strongly shape emotional connections in parenting contexts. Carone et al. (2023) found that parents with stronger emotional attachment and greater awareness of their own thoughts and feelings were more likely to have children with secure attachment. Emotional Connection (EC) has a significant effect on Perceived Behavioral Control (PB) (β: 0.530, $p < 0.001$), indicating acceptance of the hypothesis. This was supported by a study by Mortazavizadeh et al. (2022), which showed that parents with higher emotional competence tend to form stronger emotional bonds with their children, fostering more adaptive and positive parenting behaviors.

Fifth, it is shown that Media (M), as another factor, significantly affected Social Norms (SN) (β: 0.511, $p < 0.001$) among multigenerational parents. Jorge et al. (2023) found that exposure to curated parenting content on platforms significantly alters parents' normative beliefs about what counts as acceptable or ideal parenting. Moreover, Media use (M) is positively associated with Generational Influence GI) (β: 0.456, $p < 0.001$). The hypothesis corresponding to this relationship was supported, demonstrating that Media use (M) contributes directly to Generational Influence GI). This was further supported by Poulain et al.'s (2023) study implying that children who grow up in environments shaped by parents' media behaviors may internalize specific media attitudes and regulation styles that can be carried on when they become parents.

Seventh, Attitude towards the Behavior (AT) significantly predicted Behavioral Intention (BI) (β: 0.447, $p < 0.001$) as well. Woo et al. (2022) found that parents who held more positive attitudes toward preventive measures displayed significantly higher intentions to carry out those behaviors. Meanwhile, it was revealed that the relationship between Perceived Behavioral Control (PB) and Behavioral Intentions (BI) is significant (β: 0.251, $p < 0.001$). This result indicates that Perceived Behavioral Control (PB) has a moderate influence on Behavioral Intentions (BI) within the

model. Woo et al. (2022) found that individuals who perceive higher control over performing a behavior are more likely to perform that behavior.

Ninth, Cultural Belief (CB) significantly predicted Social Norms (SN) (β: 0.177, p = 0.001) as well. Elsayed (2024) supported the claim, stating that when cultural beliefs are consistently practiced in the home, these beliefs gradually turn into expected behaviors in the wider community. Tenth, it is shown that Cultural Beliefs (CB), as another factor, significantly affected Perceived Behavioral Control (PB) (β: 0.136, p = 0.003). Cheng et al. (2025) argued that cultural values play a significant role in shaping individuals' perceived ability to act in socially appropriate ways.

Lastly, Cultural Beliefs (CB) played a vital role in the model, showing direct effects on Attitude Towards the Behavior (AT) (β: 0.124, p = 0.008). Lansford et al. (2021) examined how individualism and collectivism shape parents' attitudes towards child raising and suggested that cultural beliefs serve as key antecedents of parents' attitudes toward their own parenting behaviors.

Theoretical Contributions and Practical Implications

This study demonstrates that parenting, although often perceived as emotional, instinctive, and culturally influenced, is an intentional cognitive process influenced by attitudes, social norms, and perceived behavioral control. This supports the theoretical integration of relational-emotional constructs with the cognitively driven structure of TPB, effectively bridging attachment theory with behavioral intention models. The study also offers a theoretically supported framework that incorporates psychological, cultural, emotional, and generational factors in parenting, developing a multigenerational parenting-based model using PLS-SEM.

Moreover, translating these findings into real-world applications can guide parents toward more effective practices by leveraging key factors. Generational differences, particularly in relation to emerging trends and technology, highlight the value of learning across generations through seminars, gatherings, and parenting programs that encourage shared experiences and strategies. Media literacy is also recommended, especially for older generations, to help evaluate credible information. A warmer, more empathetic approach to parenting can strengthen perceived behavioral control through better communication, quality time, and trust-building activities. Additionally, regulating parenting-related media content and promoting discourse on cultural practices can support healthier approaches, while research-based strategies may enhance emotional responsiveness and parent-child relationships, as opposed to potentially harmful authoritarian styles.

CONCLUSION

Parenting practices evolve across generations and are shaped by both personal and social influences. This study found that emotional connection, attitude toward the behavior, subjective norms, and behavioral intention

are important factors that affect how Filipino multigenerational parents see parenting. However, generational influence and media were also found to be vital variables that interact with these core constructs and indirectly shape parenting. These findings suggest that parenting is not determined by a single factor but results from the dynamic interplay of generational experiences, emotional bonds, and social influences, highlighting the complexity of parenting across different generations.

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