

**ETHNIC IDENTITY AND SHOPPING  
ORIENTATIONS AMONG CHINESE AND MALAY  
CONSUMERS IN PENANG**

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**UNIVERSITI UTARA MALAYSIA**

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A thesis submitted to the Executive Development Centre in partial  
fulfillment of the requirements for the degree  
Master in Business Administration,  
Universiti Utara Malaysia

By

Tang Su Furn

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## **APPENDICES**

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#### **ABSTRAK**

Tujuan utama kajian ini adalah untuk menyiasat peranan identiti kumpulan etnik dan kebudayaan dengan orientasi pembelian di kalangan pengguna kaum Cina dan kaum Melayu. Selain itu, kajian ini mengkaji tentang sumber maklumat utama yang sentiasa dirujuk oleh

pengguna. Terdapat empat pembolehubah yang dijadikan fokus kajian ini, ia terdiri daripada identiti kumpulan etnik, pembudayaan, sumber maklumat dan orientasi pembelian. Sejumlah seratus sembilan puluh dua responden telah dikelaskan ke dalam dua kumpulan berdasarkan kumpulan etnik mereka iaitu: kaum Cina dan kaum Melayu. Kaedah menghalang temuduga di pasaraya digunakan sebagai kaedah pengumpulan data untuk kajian ini. Analisis perselisihan dan purata telah digunakan untuk menentukan sama ada kedua-dua kumpulan etnik terdapat perbezaan berkenaan dengan orientasi pembelian dan sumber maklumat. Hasil kajian menunjukkan identiti kumpulan etnik terdapat peranan penting sebagai penentu orientasi pembelian. Hasil kajian juga menunjukkan terdapat perbezaan pada sumber maklumat yang dirujuk dan orientasi pembelian di kalangan kaum Melayu dan kaum Cina. Selain itu, hasil kajian juga menunjukkan bahawa terdapat perbezaan yang penting di antara orientasi pembelian dengan kumpulan umur, jenis sekolah rendah yang diikuti dan bahasa yang dituturkan di dalam rumah. Kajian ini telah menyediakan asas tentang identiti kumpulan etnik and orientasi pembelian bagi kajian lanjutan pada masa hadapan.

## **ABSTRACT**

The main purposes of this research are to investigate the role of ethnic identity and acculturation as a determinant of Chinese and Malay consumers approach to the marketplace and the factor ultimately related to consumer preferences information sources. There are few variables were focused in this research, which are ethnic identity, acculturation, information sources, and shopping orientations. A total of one hundred and ninety two respondents were classified into two groups based on their ethnicity: Chinese and Malay. Mall intercept interview method was used for this research. Analysis of variance and mean were utilized to determine whether the two ethnic groups differed with respect to shopping orientation and information sources. The findings showed a significant role of ethnic identity as determinant of shopping orientation. Malay and Chinese have differential preferences on information sources and shopping orientations. There were significant differences between shopping orientations and age groups, type of primary school attended and languages spoken at home. This research has provided basic for future research on ethnicity marketing and shopping orientation.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Malaysia's population comprises almost 70 ethnic groups. The dominant ethnic groups in Peninsular Malaysia are Malays, Chinese and Indian. Therefore Malaysian culture comprises all the ethnics' cultures. The recognized cultures are Malay, Chinese, and Indian in Peninsular Malaysia, while others indigenous such as Iban and Kadazan-Dusun are found in East Malaysia or Borneo. Under Malaysian government governs policy, many ethnic group and smaller ones are not only exist but are flourishing. Each ethnic group is still practicing their culture and religion and still keeping their unique belief and cultural values in their lifestyle (Malaysia Special Culture, <http://www.asiainfo-by-cj.cj.com/english/malaysia/culture/culture.html>).

Cultures have been meeting and mixing in Malaysia since the very beginning of its history. Until now, Malaysia's cultural mosaic is marked by many different cultures, but several in particular have had especially lasting influence on the country. There is authoritative party official providing proof that Malaysian culture exists in Malaysia. Chief among these is the ancient Malay culture, and the cultures of Malaysia's two most prominent ethnic throughout history are the Chinese, and the Indian. These gray areas had given marketer experiences to market their products and services according to the ethnicity. Culture factor is one of the important factors that influence consumer

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