THE IMPACT OF CULTURE ON MOBILE PHONE PURCHASING: A COMPARISON BETWEEN MALAYS AND NON-MALAYS CONSUMERS

HAZRUL BIN HAMZAH

MASTER OF SCIENCE (MANAGEMENT) UNIVERSITI UTARA MALAYSIA

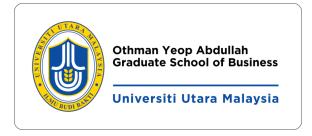
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THE IMPACT OF CULTURE ON MOBILE PURCHASING: A COMPARISON BETWEEN MALAYS AND NON-MALAYS CONSUMERS

Ву

HAZRUL BIN HAMZAH

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ABSTRAK

Kajian ini bertujuan untuk menentu dan menilai sama ada terdapat perbezaan dalam kesan budaya terhadap gelagat pembelian telefon bimbit di kalangan pembeli Melayu dan bukan Melayu. Kajian ini akan mengenalpasti dan membandingkan key cultural attributes yang berperanan dalam mewujudkan perbezaan tersebut. Kajian emperikal ini berdasarkan Model Hofstede's (dimension of Individualism /Collectivism dan Power Distance) dan Model Nilai Schwartz's (dimension of Power, Achievement, Hedonism dan Self-Direction). Data kajian dikutip dari 140 soal selidik dan pelajar ijazah tinggi Universiti Utara Malaysia yang mengambil program di Kuala Lumpur menjadi responden kajian. Kajian ini mendapati terdapat perbezaan yang signifikan di antara pembeli Melayu dan Bukan Melayu dalam konteks pembelian telefon bimbit dengan merujuk kepada model Hofstede's and Schwartz's. Kajian ini mencadangkan agar pembekal telefon bimbit untuk mempertimbangkan aspek budaya dalam konteks pemetakan pasaran, komunikasi dan strategi promosi sebagai aspek penting dalam strategi pemarasan mereka. Sebagai tambahan, faktor budaya akan membantu pengurus pemasaran dalam mengenalpasi spesifikasi pembangunan khususnya dalam pembangunan sistem sokongan pintar bagi kegunaan pengguna telefon bimbit.

ABSTRACT

The aim of this research is to determine and evaluate whether differences in national culture impact on the buyer behaviour of Malay and Non-Malay consumers when purchasing a mobile phone. The research was conducted in order to identify and compare key cultural attributes that influence mobile phone purchasing between Malay and Non-Malay consumers. An empirical study was based on the model of Hofstede's dimension of Individualism /Collectivism and Power Distance as well as Schwartz's values dimension of Power, Achievement, Hedonism and Self-Direction. The data was collected from 140 questionnaires using postgraduate students of Universiti Utara Malaysia, who's taken the outcampus programme at Kuala Lumpur. The findings indicated that there is a significant difference between Malay and Non-Malay consumers in terms of mobile phone purchasing behaviour as Hofstede's cultural dimensions and Schwartz's cultural values are concerned. The findings also recommend that managers in mobile phone organizations should be concerned with the cultural dynamics of consumers as part of their going re-segmentation, communication and promotion strategies within their overall marketing strategies. Additionally, the cultural factors will assist managers to guide the specifications required for the development of online customer decision support systems.

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ABBREVIATIONS

SYMBOL FULL NAME

SMS Simple Text Messages

MMS Multimedia Messaging Services

GSM Global System for Mobile Communication

WAP Wireless Application Protocol

FDI Foreign Direct Investment

MCMC Malaysian Communication and Multimedia Commission

ASEAN Association of Southeast Asian Nations

GPRS General Packet Radio Service

MP3 MPEG-1 Audio Layer 3

CHAPTER 1

INTRODUCTION

1.1 Background Of The Study

Malaysia is special country where people life with full of respects of other's culture and religion. The perfect mix of Malay, Chinese, Indian and other communities create a special culture since the ancient days. The different races in Malaysia have formed a unity in diversity that can be seen in the celebration of various festivals by all races that reside here (Culture of Malaysia, 2012).

According to Yakup, Mücahit and Reyhan (2011) culture can be differentiate as a complex of beliefs of human societies, their roles, their behavior, their values, traditions, customs and traditions. Beside of that culture is important concept to understand consumer behavior and it's the sum of a shared purpose among members of society, customs, norms and traditions. Belshek (2012) in his study mention that culture affects everything people do in their society because of their ideas, values, attitudes, and normative or expected patterns of behavior due to culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society. However Halimia *et al.* (2011) believe that cultural differences generally lead to distinctions in consumers' attitudes and intensions.

The contents of the thesis is for internal user only

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