

**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**

**NOVEMBER 2012**

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

**By**

**HAZRUL BIN HAMZAH**

**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business  
University Utara Malaysia  
in Fulfillment of the Requirement for the Degree of  
Master of Science (Management)  
Universiti Utara Malaysia**



Othman Yeop Abdullah  
Graduate School of Business

Universiti Utara Malaysia

## PERAKUAN KERJA KERTAS PROJEK

*(Certification of Project Paper)*

Saya, mengaku bertandatangan, memperakukan bahawa

*(I, the undersigned, certified that)*

**HAZRUL BIN HAMZAH (804002)**

Calon untuk Ijazah Sarjana

*(Candidate for the degree of)* **MASTER OF SCIENCE (MANAGEMENT)**

telah mengemukakan kertas projek yang bertajuk

*(has presented his/her project paper of the following title)*

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

Seperti yang tercatat di muka surat tajuk dan kulit kertas projek

*(as it appears on the title page and front cover of the project paper)*

Bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.

*(that the project paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the project paper).*

Nama Penyelia : **ABDUL MANAF BIN BOHARI**

*(Name of Supervisor)*

Tandatangan :

*(Signature)*

Tarikh : **25 NOVEMBER 2012**

*(Date)*

## **DECLARATION OF THESIS WORK**

I declare that this thesis is my own account of my research and contain work which has not previously been submitted for a degree at any tertiary education institution.

.....

(HAZRUL BIN HAMZAH)

## **PERMISSION TO USE**

In presenting this thesis in fulfillment of the requirement for a post graduate degree from Universiti Utara Malaysia, I agree that the University Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in his absence, by the Dean of the graduate school. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Request for permission to copy or to make other use of materials in this thesis, in whole or in part should be addressed to:

Dean of OYA Graduate School of Business  
UUM College of Business  
Universiti Utara Malaysia  
06010 Sintok, Kedah Darulaman

## 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 pemasaran 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.

## **ACKNOWLEDGEMENT**

First of all, I would like to thanks Allah S.W.T. for giving me His blessing to encourage me in completing my final year project.

In completing this dissertation, I would like to thank to several people who have supported me and helped me to complete this research. Firstly, I would like to express my deepest love to my parents; Hamzah Bin Wari and Sawiyah Binti Sahnun. I believe without their support, encouragement and 'doa' I would not finish this dissertation. Secondly, I would like to say thank you to my supervisor Encik Abdul Manaf Bin Bohari for his supervision, patients, support and constructive comments throughout the course of this study. Finally I want to say thank to all my friends; Nur Syuhada Binti Muhammad, Noranida Binti Daud and Amran Bin Yaacob. Your support, idea and spirit encourage me to finish this special task.

To people that involved directly or not directly and who participated in the questionnaires as without your information this research would not be possible.



## TABLE OF CONTENTS

	PAGE
CERTIFICATION OF THESIS WORK	ii
DECLARATION OF THESIS WORK	iii
PERMISSION TO USE	iv
ABSTRAK	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	xi
LIST OF TABLES	xiv
LIST OF FIGURES	xii
ABBREVIATION	xii
 <b>CHAPTER 1 INTRODUCTION</b>	 <b>1</b>
1.1 Background of The Study	1
1.2 Problem Statement	4
1.3 Research Question	6
1.4 Research Objectives	7
1.5 Significance of Study	7
1.6 Scope and Limitation of Study	9
1.7 Organization of Thesis	10
 <b>CHAPTER 2 LITERATURE REVIEW</b>	 <b>12</b>
2.1 Introduction	12
2.2 Culture	14
2.2.1 Malaysia Culture	19
2.2.2 Malay Culture	24

2.2.3	Non Malay Culture	26
2.2.4	Subculture Progression in Malaysia	29
2.2.5	Social Class	30
2.3	Consumerism	32
2.4	Purchasing Behavior	36
2.5	Social Influence	41
2.6	The Theory of Culture	43
2.6.1	Hofstede's Cultural Dimension	45
2.6.2	Schwartz's Cultural Values	49
2.7	Marketer	51
2.7.1	Telecommunication Company	55
2.8	Advantages of Mobile Phone Towards Adolescents	58
2.9	Disadvantages Mobile Phone Towards Adolescents	60
<b>CHAPTER 3 METHODOLOGY</b>		<b>62</b>
3.1	Research Framework	62
3.2	Hypothesis Development	63
3.3	Research Design	64
3.4	Operational of Variables	65
3.5	Measurement of Variables	66
3.6	Data Collection	68
3.6.1	Sampling	68
3.6.2	Data Collection Procedures	70
3.6.3	Technique of Data Analysis	70
<b>CHAPTER 4 RESULTS AND DISCUSSION</b>		<b>72</b>
4.1	Introduction	72
4.2	Descriptive Statistic	73

4.3	Demographic Respondent	74
4.4	Experiences, Social Influences and Buying Behavior Respondent	78
4.5	Mean and Standard Deviation	82
4.6	Hypothesis Testing	85
4.6.1	Hypothesis 1	86
4.6.2	Hypothesis 2	86
4.6.3	Hypothesis 3	86
4.6.4	Hypothesis 4	87
4.6.5	Hypothesis 5	87
4.6.6	Hypothesis 6	87
<b>CHAPTER 5 CONCLUSION AND RECOMMENDATION</b>		<b>88</b>
5.0	Introduction	88
5.1	Limitation of the Study	89
5.2	Discussion on Results	90
5.3	Recommendation	91
<b>REFERENCES</b>		<b>93</b>
<b>APPENDIX A</b>		

## LIST OF TABLES

<b>Table</b>	<b>Title</b>	<b>Page</b>
2.0	Subculture Behavior of Adolescent in Mobile Phone Usage	29
2.1	Mobile Phone Affect Toward Adolescent's Social Class	31
2.2	Percentage Of The Mobile Phone Consumers By Age	32
2.3	Definitions of 10 Value Constructs in Terms of their Goals	50
2.4	Factor That Affect The Promotion Of Product In Malaysia	54
2.5	Comparison features of E-learning, W-learning and M-learning	59
4.0	Gender and Age Cross Tabulation	74
4.1	Gender and Race Cross Tabulation	75
4.2	Age and Race Cross Tabulation	76
4.3	The mobile phone brands	77
4.4	The Mobile Phone Service Providers	77
4.5	Social Influence - Information	78
4.6	Social Influence - Purchasing	79
4.7	Purchasing Behavior	80
4.8	Purchasing Place	81
4.9	Mobile Phone Usage – Time	82
4.10	Mean and Standard Deviation of Item Measuring Individualism Vs Collectivism	83
4.11	Mean and Standard Deviation of Item Measuring Power	84
4.12	Mean and Standard Deviation of Schwartz's Cultural Values	84
4.13	Consumerism Behaviour	85

## LIST OF FIGURES

Figure	Title	Page
2.0	The Concept of Culture	18
2.1	Theoretical Model of Relations Among 10 Motivational Types of Values.	51
3.0	Theoretical Framework of the Research	62

## **ABBREVIATIONS**

<b>SYMBOL</b>	<b>FULL NAME</b>
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



## REFERENCE

- Abdullah H. F. (2009). *1 MALAYSIA: The Social, Political, Economic, Religious and Environmental Dimensions of Unity in Diversity*. 2008 & 2009 IAEWP Representative to the United Nations. International Association of Educators for World Peace (NGO-UN)
- Accountability Modules. (2012). *Data Analysis: Describing Data - Descriptive Statistics*. Texas State Auditor's Office, Methodology Manual, rev. 5/95. Retrieved on 24, October 2012, <http://www.sao.state.tx.us/re>
- Ahmad M. (2009). *The Influence of Culture on Malay Muslim Business Practice: A Case Study of Malaysia with Special Reference to the State of Kelantan Darul Naim*. University of Birmingham
- Al-alak B. A. M. & Alnawas I. A. M. (2010). *Mobile Marketing: Examining the Impact of Trust, Privacy Concern and Consumers' Attitudes on Intention to Purchase*. International Journal of Business and Management March, 2010
- Alzaza N. S. & Yaakub A. R. (2011). *Students' Awareness and Requirements of Mobile Learning Services in the Higher Education Environment*. American Journal of Economics and Business Administration 3 (1): 95-100
- Balakrishnan V. & Loo H. S. (2012). *Mobile Phone and Short Message Service Appropriation, Usage and Behavioral Issues among University Students*. Journal of Social Sciences 8 (3): 364-371, 2012. ISSN 1549-3652. © 2012 Science Publications
- Baron N. S. (2010). *The Dark Side of Mobile Phones*. Department of Language and Foreign Studies American University Washington.
- Begum R. (2011). *Prospect for Cell Phones as Instructional Tools in the EFL Classroom: A Case Study of Jahangirnagar University, Bangladesh*. English Language Teaching Vol. 4, No. 1; March 2011
- Belshek J. A. (2012). *The Influence of Culture on the Negotiation Styles of British Students*. School of Education, Communication and Language Science, University of Newcastle Upon Tyne, England
- Campbell S. W. & Park Y. J. (2008). *Social Implications of Mobile Telephony: The Rise of Personal Communication Society*. Sociology Compass 2/2 (2008): 371–387.
- Chakraborty S. (2006). *Mobile Phone Usage Patterns Amongst University Students: A Comparative Study Between India And USA*. Chapel Hill, North Carolina. April 2006

Chapter 7 (2006). *Dimensions of Culture*. 07-Jandt 5e-(V-5).qxd 7/13/2006

Charoensri S. (2012). *Wireless Communication Technology in Education*. Bangkok University International College. Executive Journal

Cheong L. H. A. (2011). *Country of Origin Information, Ethnocentrism and Perceived Quality of Mobile Phones: Experience from the Field*. International Review of Business Research, Vol. 7. No. 6. Pp. 15-32

Chi H. K., Yeh H. R., Yang Y. T. (2009). *The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty*. The Journal of International Management Studies, 4(1), February, 2009

Cohen A. (2010). *Values and Commitment: A Test of Schwartz's Human Values Theory Among Arab Teachers in Israel*. Journal of Applied Social Psychology, 2010, 40, 8, pp. 1921–1947.

Chapter Three: Common Descriptive Statistics (2012). *Practical Guide to Biostatistics*. Retrieved October 14, 2012, from <http://www.surgicalcriticalcare.net/Statistics/common.pdf>

Culture of Malaysia. (2012). *Buzzle*. Retrieved November 5, 2012, from <http://www.buzzle.com/articles/culture-of-malaysia.html>

Donald C., Gary D. & Robert G. (2012). Hofstede's Cultural Dimensions and Tourist Behaviors: A Review and Conceptual Framework\_\_\_\_\_.

Eng K. H. & Abidin S. S. Z. (2009). *Statistical Brief Number Nine Hand Phone Users Survey 2009*. Malaysian Communications and Multimedia Commission.

Fah, L. Y. & Hoon, K. C. (2009). *Introduction to Computer Data Analysis with SPSS 16.0 for Windows*. Selangor. Venton Publishing.

Farley T. (2005). *Mobile Telephone History*. Telektronikk 3/4.2005

Gill S. K. & Gopal N. D. (2010). *Understanding Indian Religious Practice in Malaysia*. © Kamla-Raj 2010 J Soc Sci, 25(1-2-3): 135-146 (2010)

Goi C. L. & Ng P. Y. (2011). *Perception of Young Consumers on Mobile Phone Applications in Malaysia*. World Applied Sciences Journal, 15 (1): 47-55.

Guan L. H. (2000). *Ethnic Relations in Peninsular Malaysia: The Cultural and Economic Dimensions*. Social And Cultural Issues No. 1(2000). August 2000. © 2000 Institute of Southeast Asian Studies.

- Hakoama M. & Hakoyama S. (2011). *The Impact of Cell Phone Use On Social Networking And Development Among College Students*. The American Association of Behavioral and Social Sciences Journal, Volume 15.
- Halimia A. B., Chavoshb A., Soheilradc S., Esferjanid P. S. and Ghajarzadehe A. (2011). *The Impact of Culture on Young Consumer's Intention towards Online Shopping in Malaysia*. 2010 International Conference on Business and Economics Research vol.1 (2011), IACSIT Press, Kuala Lumpur, Malaysia
- Haque A., Khatibi A. & Rahman S. (2009). *Factors Influencing Buying Behavior of Piracy Products and its Impact to Malaysian Market*. International Review of Business Research Papers. Vol.5(2), Pp. 383-401
- Hong K. S., Ridzuan A. A. & Kuek M. K. (2003). *Students' Attitudes toward the Use of the Internet for Learning: A Study at a University In Malaysia*. International Forum of Educational Technology & Society, 6(2), 45-49
- Hossein R. D. & Hamed D. (2012). *Comparative Study Effect of Culture from Hofstede Perspective on Purchasing Mobile Phone in Iran and Thailand Society*. International Journal of Business and Social Science Vol. 3 No. 6; [Special Issue -March 2012]
- Husin W. N. W. (2012). *Cultural Clash between the Malays and Chinese in Malaysia: An Analysis on the Formation and Implementation of National Cultural Policy*. 2012 International Conference on Humanity, History and Society. ACSIT Press, Singapore
- Hwa E. T. B., Lee E. L. W. & Cheng R. (2011). *Generation Y And Choice Of Mobile Service Provider: A Study On Their Purchasing Decisions In Choosing A Mobile Service Provider*. 2nd International Conference on Business and Economic Research (2nd October 2011).\_\_\_\_\_
- Isa B. (2012). *Multiculturalism in Art Education: A Malaysian Perspective*. Faculty of Education,\_\_\_\_\_
- Ishii K. (2011). *Examining the Adverse Effects of Mobile Phone Use among Japanese Adolescent*. Keio Communication Review No. 33, 2011
- Islam M. A., Ahmad T. S., Khan M. A. & Ali M. H. (2010). *Adoption of M-Commerce Services: The Case of Bangladesh*. World Journal of Management, 2(1), March 2010, Pp. 37-54
- Ismail M. & Razak R. C. (2011). *The determinant factors influencing young consumers' acceptance of mobile marketing in Malaysia*. African Journal of Business Management Vol. 5(32), pp. 12531-12542.

- Jalees T. (2004). *Impact of Social Culture Factors on Social Comparison, Internalization And Body Image, In Karachi*. Director of College Of Management Sciences, PAF-KIET \_\_\_\_\_
- Jiao K. (2009). *The Influence of the cultural differences between China and UK on consumer buying behaviour of Mobiles Phones*. The Bournemouth Business School Bournemouth University
- Kaapanda L. N. (2012). An Evaluation of Factors Determining the Selection of Mobile Telecommunications Service Providers in the Northern Region of Namibia. 3rd International Conference on Business and Economic Research (3rd October 2012)
- Kamaruddin A. R. & Kamaruddin K. (2009). *Malay Culture And Consumer Decision-Making Styles: An Investigation On Religious And Ethnic Dimensions*. Jurnal Kemanusiaan Bil.14, Dis 2009
- Kamran S. (2010). *Mobile Phone: Calling and Texting Patterns of College Students in Pakistan*. International Journal of Business and Management. International Journal of Business and Management Vol. 5, No. 4; April 2010
- Karjaluocto H., Karvonen J., Kesti M., Koivumäki T., Manninen M., Pakola J., Ristola A. & Salo J. (2005). *Factors Affecting Consumer Choice of Mobile Phones: Two Studies from Finland*. Journal of Euromarketing, Vol. 14(3) 2005.2005 by the Haworth Press.
- Khaled K. M. S. L. & Bohari A. M. (2012). *A Study of Mobile Travelers Behavior of Postgraduate Students In Universiti Utara Malaysia*. International Journal of Academic Research in Progressive Education and Development January 2012, Vol. 1, No. 1.
- Khastar H., Kalhorian R., Khalouei G. A. & Maleki M. (2011). *Levels of Analysis and Hofstede's Theory of Cultural Differences: The Place of Ethnic Culture in Organizations*. The 2011 International Conference on Financial Management and Economics IPEDR vol.11, IACSIT Press, Singapore
- Kumjonmenukul P. (2011). *The Behavior of Young People when Using Mobile Phones and its Impact on Thai Culture and Lifestyle: A Case Study of Kalasin Municipality in Kalasin Province*. American Journal of Scientific Research, Issue 22(2011), pp.57-64
- Malaysian Culture and Customs (2004). Retrieved October 15, 2012, from file:/D:/lat/Wlcmg Com/Malaysian Culture 5/6/2004
- Manrai L. A. & Manrai A. K. (2011). *An Investigation Of How Culture Impacts Global Work: Unpacking The Layers Of Culture*. Journal of Economics, Finance and Administrative Science December 2011

- Mean and Standard Deviation (2012). Retrieved on October 14, 2012, [http://www.fmi.uni-sofia.bg/vesta/Virtual\\_Labs/freq/freq2.html](http://www.fmi.uni-sofia.bg/vesta/Virtual_Labs/freq/freq2.html)
- Mokhlis S. (2009). *An Investigation of Consumer Decision-Making Styles of Young-Adults in Malaysia*. International Journal of Business and Management April, 2009
- Mokhlis S. (2009). *Malaysian Chinese Consumers: Their Ethnic Attitudes and Shopping Orientations*. Vol. 4, No. 11 International Journal of Business and Management
- Mokhlis S. & Yaakop A. Y. (2012). Consumer Choice Criteria in Mobile Phone Selection: An Investigation of Malaysian University Students International Review of Social Sciences and Humanities. Vol. 2, No. 2 (2012), pp. 203-212
- Monthathip S., Panos L. & Catherine C. (2009). *The Impact of Culture on Mobile Phone Purchasing: A Comparison between Thai and British Consumers*
- Mooij M. D. & Hofstede G. (2010). *The Hofstede Model Applications To Global Branding And Advertising Strategy And Research*. International Journal of Advertising, 29(1), pp. 85–110.
- Mun, C. C. (2009). *A Study On Consumers' Green Purchasing Intention*. Universiti Utara Malaysia
- Mun W. F., Li L. M. & Fernandez P. R. (2011). *'Mobile Phone – The Must-Have Gadget Of The 21st Century': Identifying Trends And Impact On Human Relationships*. Vol. 3, No. 2, 2011, pp 39-53.
- Ng P. Y., Voges K. & Goi C. L. (2012). *The Importance of Mobile Phone Applications to Young Consumers: An Exploratory Study In Malaysia*.
- Nwagwu W. (2012). *Factors Influencing the Adoption of Mobile Telephony by Students At The University Of Ibadan, Nigeria*. Sunday Odetumibi University of Ibadan, Nigeria
- Ong J. W., Poong Y. S., Ng T. H. (2008). *3G Services Adoption among University Students: Diffusion of Innovation Theory*. Communications of the IBIMA, Volume 3, 2008
- Patel A. & Rathod H. S. (2011). *Mobile Phone Usage Habits Of Students Commuting From Rural Areas To Nearby Town - An Exploratory Study Of Visnagar (Gujarat-India)*.
- Global Journal of Management and Business Research Volume 11 Issue 6  
Version 1.0 May 2011 Type: Double Blind Peer Reviewed International  
Research Journal Publisher: Global Journals Inc.

- Pawanteh L., Rahim S. A. & Ahmad F. (2012). *Media Consumption Among Young Adults: A Look At Labels And Norms In Everyday Life*. Jurnal Komunikasi, Malaysian Journal of Communication Vol 25: 21-31 21 21
- Razak M. A. A. (2011). *Globalization and Its Impact on Education and Culture*. World Journal of Islamic History and Civilization, 1 (1): 59-69, 2011
- Sahu S. & Srinivasan N. (2008). Mobile Phone Waste Current Initiatives in Asia and the Pacific. Special Feature : E-Waste Management . TECH MONITOR \_ Jul-Aug 2008
- Salleh L. M. (2005). *High/Low Context Communication: The Malaysian Malay Style*. Proceedings of the 2005 Association for Business Communication Annual Convention. Copyright @ 2005 Association for Business Communication
- Schwartz S. H. Sagie G. (2000). *Value Consensus and Importance: A Cross-National Study*. Journal of Cross-Cultural Psychology, 31; 465
- Schwartz S. H., Melech G., Lehmann A., Burgess S., Harris M. & Owens V. (2001). *Extending the Cross-Cultural Validity of the Theory of Basic Human Values with a Different Method of Measurement*. Journal of Cross-Cultural Psychology, 32; 519
- Shafie L. A., Mansor M., Osman N., Nayan S. & Maesin A. (2011). *Privacy, Trust and Social Network Sites of University Students in Malaysia*. © Research Journal of International Studies - Issue 20 (September, 2011) 154
- Suhaimee S., Bakar A.Z.A & Alias R. A. (2006). *Knowledge Sharing Culture in Malaysian Public Institution of Higher Education: An Overview*. Proceedings of the Postgraduate Annual Research Seminar 2006
- Syed S. F. & Nurullah A. S. (2011). *Use of Mobile Phones and the Social Lives of Urban Adolescents: A Review of Literature*. TRIM 7 (1) Jan - June 2011
- Tinggi M, Jakpar S. & Padang S. B. (2012). *Are Malaysian Bumiputera Grocery Retails Still Relevant? Consumers' Perspective in Sarawak*. International Journal of Business and Social Science Vol. 3 No. 8 [Special Issue - April 2012] 232
- Uddin M. B. & Akhter B. (2012). *Customer Satisfaction In Mobile Phone Services In Bangladesh: A Survey Research*. Management & Marketing, volume X, issue 1/2012
- Vochin A. (2009). History of Mobile Phones; or just how much things evolved from two-way radios to the iPhone 3GS. Gadgets Editor. 1 July 2009.

- Waller D. S. & Fam K. S. (2012). *Cultural Values and Advertising in Malaysia: Views from the Industry*. Asia Pacific Journal of Marketing and Logistics. School of Business, University of Newcastle,
- Yakup D., Mücahit C. & Reyhan O. (2011). *The Impact of Cultural Factors on the Consumer Buying Behaviors Examined through An Impirical Study*. International Journal of Business and Social Science Vol. 2 No. 5; [Special Issue -March 2011].
- Yan A. W., Md-Nor K., Abu-Shanab E & Sutanonpaiboon J. (2009). *Factors that Affect Mobile Telephone Users to Use Mobile Payment Solution*. Int. Journal of Economics and Management 3(1): 37 – 49.
- Yusoff Y. M. (2012). International Students' Adjustment in Higher Education: Relation between Social Support, Self-Efficacy, And Socio-Cultural Adjustment. Australian Journal of Business and Management Research (AJBMR) No.1 Vol.1
- Zakersalehi M. & Zakersalehi A. (2012). *Consumers' Attitude and Purchasing Intention Toward Green Packaged Foods; A Malaysian Perspective*. 2012 International Conference on Economics Marketing and Management IPEDR Vol.28 (2012)
- Zulkefly S. N. & Baharudin R. (2009). *Mobile Phone Use Amongst Students In A University In Malaysia: Its Correlates And Relationship To Psychological Health*. European Journal of Scientific Research. ISSN 1450-216X Vol.37 No.2 (2009), pp.206-218