

**THE EFFECTS OF CULTURAL VALUES, MATERIALISM AND
RELIGIOSITY ON CONSPICUOUS CONSUMPTION.**



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UUM

Universiti Utara Malaysia

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Universiti Utara Malaysia

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ABSTRAK

Tingkah laku penggunaan barangan mewah untuk kemegahan telah lama dikaji di negara-negara Barat. Kajian terhadap penggunaan barangan mewah untuk kemegahan biasanya dilakukan dalam kalangan pengguna dewasa. Namun begitu, pembelian barangan mewah telah menjadi fenomena di Negara-negara Asia terutamanya di kalangan pengguna muda. Pengguna barang mewah tidak lagi tertakluk kepada pengguna yang berada sahaja tetapi wujud dalam setiap lapisan masyarakat termasuklah generasi baru pengguna muda. Pengguna yang tidak mampu juga didapati berkelakuan sedemikian. Oleh itu, objektif utama kajian ini adalah untuk mengkaji pengaruh nilai-nilai terhadap tingkah laku penggunaan barangan mewah iaitu nilai budaya, nilai kebendaan dan nilai agama dalam kalangan Generasi Y. Sejumlah 262 responden telah digunakan dalam menganalisis data menggunakan analisis regrasi berganda untuk menentukan hubungan di antara konstruk-konstruk. Hasil dapatan kajian mendapati bahawa orientasi nilai merupakan faktor penting dalam menentukan sikap terhadap penggunaan barangan mewah untuk kemegahan. Kajian ini juga mengambil kira peranan 'sikap terhadap barangan mewah' sebagai pemboleh ubah perantara. 'Sikap terhadap barangan mewah' menunjukkan hubungan yang signifikan sebagai faktor perantara antara nilai budaya dan nilai agama terhadap 'tingkah laku berbelanja barangan mewah untuk kemegahan' kecuali nilai-nilai kebendaan tidak mempunyai hubungan yang signifikan dengan pemboleh ubah perantara.

Katakunci: Penggunaan Barangan Mewah, Nilai-nilai Budaya, Sikap terhadap Barangan Mewah, Nilai-nilai Kebendaan, Nilai-nilai Agama

ABSTRACT

Conspicuous consumption behaviour had been studied primarily in Western countries long time ago. Research on conspicuous which normally associated with luxury products focused on adult consumers only. However, luxury goods purchases are becoming an emergent phenomenon in most Asian countries especially among young consumers. Luxury consumers are no longer restricted to the affluent consumers, but also appeared in all classes of people including a new generation of young people. People who cannot really afford to buy luxury products may also be engaged in doing so. Therefore, the purpose of this study is to examine the influence of values on conspicuous consumption behaviour, specifically, the influence of values orientation (i.e. cultural values, material values and religiosity) on the Generation Y consumers. A total of 262 respondents were included in the data analysis, in which the multiple regression analysis was performed to examine the relationships among the constructs. The findings indicated that values orientation plays a key role in determining conspicuous consumption behaviour. This study also accounts for the mediating effect of attitude toward luxury brands. Attitude toward luxury brand was shown to be significant to mediate cultural values and religiosity on conspicuous consumption except for material values were found to have insignificant relationship with the mediating variable.

Keywords: Conspicuous Consumption, Cultural Values, Luxury Brands, Material Values, Religious Values

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CHAPTER 1

INTRODUCTION

This chapter discusses the research background, problem statement, research objectives, research questions, theoretical framework, hypotheses and significance of the study, including conceptual definitions and limitations.

1.1 Introduction

Research in consumption and consumer behaviour has become an interest of researchers from various disciplines (De Mooij & Hofstede, 2011). Many factors have been identified as significant in providing a good understanding of consumption behaviour, arising from differences in culture, psychology and economics. These factors also relate to each other, especially culture which has been shown to have an influence on consumption and consumer behaviour and which has drawn increasing attention from scholars in recent years (Soares, Farhangmehr & Shoham, 2007).

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