A STUDY OF CULTURE IMPACTS ON MOBILE PHONE PURCHASING: A COMPARSION BETWEEN ARAB AND NON-ARAB POSTGRADUATE STUDENTS OF UNIVERSITI UTARA MALAYSIA

AMER MOH'D AWAD AL-HAZAIMEH

(802468)

Universiti Utara Malaysia

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KOLEJ PERNIAGAAN
(College of Business)
Universiti Utara Malaysia

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Nama Penyelia   :   **MR. ABDUL MANAF BIN BOHARI**
(Name of Supervisor)

Tandatangan   :
(Signature)

Tarikh   :   **04 OCTOBER 2010**
Date)

ABDUL MANAF BOHARI
SENIOR LECTURER
COLLEGE OF BUSINESS
NO. 315, MAIN BUILDING
UNIVERSITI UTARA MALAYSIA
06010 UUM SINTOK, KEDAH DARUL AMAN
TEL.: 04-9285277 (OFFICE), 019-4243648 (H/P)

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Abstract

The aim of this research is to determine and evaluate whether difference in national culture impact on the buyer behavior of Arabian and non Arabian students at UUM University as 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 Arabian and non Arabian student consumers. An empirical study was based on the concept of Hofstede's dimension of individualism, collectivism and power distance as well as looking at Schwartz's values dimension of power, achievement, hedonism, and self direction. The data was collected from 140 questionnaires using students at University Utara Malaysia. The findings indicated that there is a significant difference between Arabian and non Arabian student consumers in terms of mobile phone purchasing behavior as far as looking into 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. The cultural factors will assist mangers to guide the specifications required for the development of online customer decision support systems.

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Chapter Five: Conclusion and Recommendations

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CHAPTER ONE

Introduction

1.1   Introduction

Mobile phones have become an integral part of human life and personal communication across

the globe. By the end of 2007, there were approximately 3.3 billion mobile phone users

worldwide which is equivalent to a penetration rate of 49% of the last year (international

telecommunication Union, 2008). Arabian and non Arabian students at University Utara

Malaysia (UUM) were chosen for this research for several reasons. According to the Ministry of

Information and Communication Technology, (2008) the mobile penetration rate in most of the

countries in the world increased its growth rate to over 50% in 2006 in comparison to 35% in

2005. (Business Wire, 2009) In Malaysia it is reported that the mobile phone market grew by

20% between 1990 and 2002. Within this competitive market it is essential for mobile phone

companies to better understand purchasing behavior to enable them to acquire new customers

and retain existing ones.

According to Blackwell, Miniard & Engel, (2001) demonstrated that culture has a profound

influence on how and why consumers purchase a range of products and service. Furthermore

according to Foxall & Goldsmith, (1994) stated that the customer's motivation of product and

service choices as well as lifestyle could be shaped by cultural dimensions. As a consequence,

culture can influence an individual's interaction with a product and ultimately the purchase. The

cross cultural comparison of mobile phone purchasing behavior between the Arabian and non

The contents of the thesis is for internal user only

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