



A Peer Reviewed International Journal of Asian
Academic Research Associates

AARJSH
ASIAN ACADEMIC RESEARCH
JOURNAL OF SOCIAL
SCIENCE & HUMANITIES



**MODERATION EFFECTS OF CULTURAL PERSPECTIVE ON THE
RELATIONSHIPS BETWEEN CONSUMPTION VALUES, ATTITUDE TOWARDS
TECHNOLOGY AND TENDENCY OF MOBILE PHONE COMPULSIVE
REPLACEMENT BEHAVIOUR AMONG GENERATION Y IN MALAYSIA**

YONG, H.W¹; SA, HARON²

¹Faculty of Human Ecology, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

²Associate Professor, Faculty of Human Ecology, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

Abstract

Frequent change of mobile phones is believed to bring negative consequences to our well-being. This replacement behavior is influenced by complex reasoning that lies beyond product depreciation. The main objective of this study was to determine the moderation effects of cultural perspectives on the relationship between consumption values and attitude towards technology and tendency of mobile phone compulsive replacement behaviour. Data were statistically analysed using the structural equation modeling. Results from the moderation test of multiple group analysis showed that there were some forms of moderation effects of cultural perspectives on the relationship between consumption values, attitudes towards technology and tendency of compulsive replacement behaviour. By including the moderating role of cultural perspectives, this study expands the applicability of compulsive replacement behavior tendency to a different context. It helps to provide insights on how cultural context affect individual's values, technology adoption and the tendency of compulsive replacement behavior. This effort again has responded to the previous researchers to include cultural context as moderator in studying consumer behavior (Mintu-Wimsatt, 2000; Zhang & Maruping, 2008).

Keywords: compulsive replacement, technology adoption, cultural perspective, mobile phone, moderation effects

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Alnawas, I., & Aburub, F. (2016). The effect of benefits generated from interacting with branded mobile apps on consumer satisfaction and purchase intentions. *Journal of Retailing and Consumer Services*, 31, 313-322. <https://doi.org/10.1016/j.jretconser.2016.04.004>
- Al-Gahtani, S.S., Hubona, G.S. & Wang, J. (2007). Information technology (IT) in Saudi Arabia: culture and the acceptance and use of IT. *Information and Management*, 44(8): 681-691.
- Art, J., Frambach, R.T. & Bijmolt, T.H.A. (2011). Generalizations on consumer innovation adoption: A meta-analysis on drivers of intention and behavior. *International Journal of Research in Marketing*, 28(2), 134-144. <https://doi.org/10.1016/j.ijresmar.2010.11.002>
- Bani-Rshaid, A.M. & Alghraibeh, A.M. (2017). Relationship between compulsive buying and depressive symptoms among males and females. *Journal of Obsessive-Compulsive and Related Disorders*, 14, 47-50. <https://dx.doi.org/10.1016/j.jocrd.2017.05.004>
- Bayus, B.L. (1988). Accelerating the durable replacement cycle with marketing mix variables. *Journal of Product Innovation Management*, 5(5), 216-226. [https://doi.org/10.1016/0737-6782\(88\)90024-0](https://doi.org/10.1016/0737-6782(88)90024-0)
- Bayus, B.L. (1991). The consumer durable replacement buyer. *Journal of Marketing*, 55(1), 42-51. <https://doi.org/10.2307/1252202>
- Bayus, B.L. (1992). The dynamic pricing of next generation consumer durables. *Marketing Science*, 11(3), 251-263. <http://dx.doi.org/10.1287/mksc.11.3.251>
- Bayus, B. L. & Gupta, S. (1992). An empirical analysis of consumer durable replacement intentions. *International Journal of Research in Marketing*, 9(3), 257-267. [https://doi.org/10.1016/0167-8116\(92\)90021-C](https://doi.org/10.1016/0167-8116(92)90021-C)
- Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behavior in emerging economics of the east. *Journal of Clean Production*, 87, 463-468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kanadayi, S., Gruber, T., Loureiro, Y.K. & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245-267. <https://doi.org/10.1108/09564231311326987>
- CBRE Malaysia (2012). Klang Valley retail market overview. Retrieved November 25th, 2012, from <http://www.cbre.com.my/>
- Chiu, C-M., Wang, E. T. G., Fang, Y.-H., & Huang, H.-Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85-114. <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Coley, A., & Burgess, B. (2003). Gender differences in cognitive and affective impulse buying. *Journal of Fashion Marketing and Management*, 7(3), 282-295. <http://dx.doi.org/10.1108/13612020310484834>
- Consumer Technology Association (2014). Mobile Device Lifecycle: Metrics and Analysis Study. Retrieved December 20th, 2016, from <https://www.cta.tech>
- Dameyasani, A.W., Abraham, J. (2013). Impulsive buying, cultural values dimensions, and symbolic meaning of money: A study on college students in Indonesia's capital city and its surrounding. *International Journal of Research Studies of Psychology*, 2(4): 35-52. <https://doi.org/10.5861/ijrsp.2013.374>
- Dibb, S., & Simkin, L. (2009). Implementation rules to bridge the theory/practice divide in market segmentation. *Journal of Marketing Management*, 25(3-4), 375-396. DOI: [10.1362/026725709X429809](https://doi.org/10.1362/026725709X429809)
- Du Preez, R. (2003). Apparel shopping behavior -part 1: Towards the development of a conceptual theoretical model. *SA Journal of Industrial Psychology*, 29(3): 11-14. <http://hdl.handle.net/10019.1/21169>
- Edwards, E.A. (1993). Development of a new scale for measuring compulsive buying behavior. *Financial Counseling and Planning*, 4(1), 67-84. <https://afcpe.org/assets/pdf/vol-45.pdf>
- Ellison, G. & Fudenberg, D. (2000). The neo-luddite's lament: excessive upgrades in the software industry. *Rand Journal of Economics*, 31(2), 253-272. <http://www.jstor.org/stable/2601040>
- Erasmus, A.C., Boshoff, E., & Rousseau, G.G. (2001). Consumer decision-making models with the discipline of consumer science: A critical approach. *Journal of Consumer Sciences*, 29(1), 82-90. <http://dx.doi.org/10.4314/jfec.v29i1.52799>
- Ergin, E.A. (2008). Compulsive buying behavior tendencies. *Proceedings from EABR & TLC Conference Proceedings*, n.d. Rothenburg, Germany. Turkey: Cankaya University.

- Fornell, C. & Larcker, D.G. (1981). Evaluating structural equation modeling with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <http://www.jstor.org/stable/3151312>
- GfK Technical Market Index. (2012). Technical Consumer Goods market: positive but slightly cautious development in Q3 2012. Retrieved August 25th, 2012, from <http://www.gfk.com/news-and-events/press-room/pressreleases/pages/technical-consumer-goods-market-positive-but-slightly-cautious-development-in-q3-2012.aspx>
- Grewal, R., Metha, R. & Kardes, F.R. (2004). The timing of repeat purchases of consumer durable goods: The role of functional bases of consumer attitudes. *Journal of Marketing Research*, 41(1), 101-115. <http://dx.doi.org/10.1509/jmkr.41.1.101.25090>
- Guiry, M., Magi, A.W., & Lutz, R.J. (2006). Defining and measuring recreational shopper identity. *Journal of the Academy of Marketing Science*, 34(1), 74-83. <https://doi.org/10.1177/0092070305282042>
- Han, S. & Shavitt, S. (1994). Persuasion and culture: advertising appeals in individualistic and collectivistic societies. *Journal of Experimental Social Psychology*, 30(4), 326-350. <https://doi.org/10.1006/jesp.1994.1016>
- Hong, S., & Zhu-Qing, S. (2008). An Empirical Study on Consumption Values of Leisurewear of Chinese University Students: Market Segmentation and Brand Positioning. *2008 4th International Conference on Wireless Communications, Networking and Mobile Computing*, 1-6. <http://dx.doi.org/10.1109/WiCom.2008.2352>
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate Data Analysis*. (7th Ed). Upper Saddle River: Pearson.
- Howard, P.N. & Mazaheri, N. (2009). Telecommunications reform, internet use and mobile phone adoption in the developing world. *World Development*, 37(7), 1159-1169. <https://doi.org/10.1016/j.worlddev.2008.12.005>
- Immordino-Yang, M.H., Christodoulou, J.A. & Singh, V. (2012). Rest is not idleness: implications of the brain's default mode for human development and education. *Perspectives on Psychological Science*, 7(4), 352-364.
- Jung, J., & Yi, S. (2014). Assessment of heterogeneity of compulsive buyers based on affective antecedents of buying lapses. *Addiction Research & Theory*, 22(1), 37-48. <http://dx.doi.org/10.3109/16066359.2012.756475>
- Kacen, J.J., & Lee, J.A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), 163-176. https://doi.org/10.1207/S15327663JCP1202_08
- Katz, D. (1960). The functional approach to the study of attitudes. *Public Opinion*, 24(2), 163-204. <https://doi.org/10.1086/266945>
- Khan, S.N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, 150, 65-74. <http://dx.doi.org/10.1016/j.jclepro.2017.02.187>
- Kim, H.-W., Gupta, S., & Koh, J. (2011). Investigating the intention to purchase digital items in social networking communities: a customer value perspective. *Information Systems Journal*, 24(1), 85-114. <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Lam, S.Y., Chiang, J. & Parasuraman, A. (2008). The effects of the dimensions of technology readiness on technology acceptance: An empirical analysis. *Journal of Interactive Marketing*, 22(4), 19-39. <http://dx.doi.org/10.1002/dir.20119>
- Lee, J. A. & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, 61, 265-272. <https://doi.org/10.1016/j.jbusres.2007.06.006>
- Lin, P.C. & Huang, Y.H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Clean Production*, 22(1), 11-18. <https://doi.org/10.1016/j.jclepro.2011.10.002>
- Liu, SX, Lu, YX, Liang, QP & Wei, EY (2010). Moderating effect of cultural values on decision making of gift-giving from a perspective of self-congruity theory: an empirical study from Chinese context. *Journal of Consumer Marketing*, 27 (7) :604-614. <https://doi.org/10.1108/07363761011086353>
- Malaysian Communications and Multimedia Communications, (2012). Facts and Figures-Statistic and Records. Retrieved November 25th, 2012, from <http://www.mcmc.gov.my>
- Malaysian Communications and Multimedia Commission (2014). Hand Phone Users Survey Report. Retrieved October 25th, 2016, from <https://www.skmm.gov.my/resources/statistics/hand-phone-surveys>
- Meuter, M.L., Ostrom, A.L., Bitner, M.J. & Roundtree, R. (2003). The influence of technology anxiety on consumer use and experiences with self-service technologies. *Journal of Business Research*, 56(11), 899-906.

[http://dx.doi.org/10.1016/S014-2963\(01\)00276-4](http://dx.doi.org/10.1016/S014-2963(01)00276-4)

Miller, M.C. (2007). Commentary: Compulsive buying. *Harvard Mental Health Letter*. Retrieved from

http://www.health.harvard.edu/newsletter_article/Commentary_Compulsive_buying.

Mintu-Wimsatt, A. & Gassenheimer, J. (2000). The moderating effects of cultural context in buyer-seller negotiation. *Journal of Personal Selling and Sales Management*, 20(1):1-9.

Muhammad, R.M. & Halim, F.A. (2011). *Business Statistics*. Shah Alam, Selangor: Oxford Fajar.

Müller, A., Claes, L., Georgiadou, E., Möllenkamp, M., Voth, E. M., Faber, R. J., & De Zwaan, M. (2014). Is compulsive buying related to materialism, depression or temperament? Findings from a sample of treatment-seeking patients with CB. *Psychiatry Research*, 216(1), 103-107.

<https://doi.org/10.1016/j.psychres.2014.01.012>

Murugan, M.S. (2014). A study on consumer attitude towards the replacement of mobile phones in Chennai city. *International Research Journal of Business and Management*, 4, 52-58.

<http://irjbm.org/irjbm2013/April2014/Paper7.pdf>

Nair, C. (2011). *Consumptionomics: Asia's Role in Reshaping Capitalism and Saving the Planet*. Oxford: Infinite Ideas.

Nair, C. (2012). Consumptionomics: Asia's role in reshaping capitalism and saving the planet. *International Journal of Environmental Studies*, 69(3), 542-556.

Nayeem, T. (2012). Cultural influences on consumer behaviour. *International Journal of Business and Management*. 7 (21): 78-91. <http://dx.doi.org/10.5539/ijbm.v7n21p78>

Noble, S.M., Haytko, D.L. & Phillips, J. (2009). What drives college-age Generation Y consumers? *Journal of Business Research*, 62(6), 617-628. <https://doi.org/10.1016/j.jbusres.2008.01.020>

Parasuraman, A. (2000). Technology readiness index (TRI). A multiple-item scale to measure readiness to embrace new technologies. *Journal of Service Research*, 2(4), 307-320. <http://dx.doi.org/10.1177/109467050024001>

Park, J. & Gursoy, D. (2012). Generation effects on work engagement among US hotel employees. *International Journal of Hospitality Management*, 31(4), 1195-1202.

Pavlou, P. & Chai, Lin (2002). What drives electronic commerce across cultures? A cross-cultural empirical investigation of the theory of planned behaviour. *Journal of Electronic Commerce Research*, 3(4):240-253.

Pickering, J.F. & Isherwood, B.C. (1975). Determinants of expenditure on consumer durables. *Journal of the Royal Statistical Society*, 138(4), 504-530. <http://dx.doi.org/10.2307/2345213>

Pickering, J.F. (1981). A behavioral model of the demand for consumer durables. *Journal Of Economic Psychology*, 1, 59-77. [https://doi.org/10.1016/0167-4870\(81\)90005-2](https://doi.org/10.1016/0167-4870(81)90005-2)

Pickering, J.F. (1984). Purchase expectations and the demand for consumer durables. *Journal of Economic Psychology*, 5, 341-352. <http://dx.doi.org/10.1080/12265080600715426>

Prince, J. (2009). How do households choose quality and time to replacement for a rapidly improving durable good? *International Journal of Industrial Organization*, 27(2), 302-311. <https://doi.org/10.1016/j.ijindorg.2008.09.002>

Rathford, M. & Barnhart, M. (2011). Development and validation of the technology adoption propensity (TAP) index. *Journal of Business Research*, 65(8), 1209-1215. <https://doi.org/10.1016/j.jbusres.2011.07.001>

Ramamoorthy, N. & Flood, P. (2002). Employee attitudes and behavioural intentions: a test of the main and moderating effects of individualism-collectivism orientations. *Human Relations*, 55(9): 1071-1096. <https://doi.org/10.1177/0018726702055009020>.

Raymond, J., Beard, R., & Gropper, D. (1993). Modelling the consumer's decision to replace durable goods: a hazard function approach. *Applied Economics*, 25(10), 1287-1292. <http://dx.doi.org/10.1080/00036849300000095>

Riikonen, A., Smura, T. & Toyli, J. (2016) The effects of price, popularity and technological sophistication on mobile handset replacement and unit lifetime. *Technological Forecasting & Social Change*, 103, 313-323. <http://dx.doi.org/10.1016/j.techfore.2015.11.017>

Reid, R., & Brown, S. (1996). I hate shopping! An introspective perspective. *International Journal of Retail & Distribution Management*, 24(4), 4-16. <https://doi.org/10.1108/09590559610119910>

Reynolds, K.E., Ganesh, J., & Lockett, M. (2002). Traditional malls vs. factory outlets: comparing shopper typologies and implications for retail strategy. *Journal of Business Research*, 55(9), 687-696. [https://doi.org/10.1016/S0148-2963\(00\)00213-7](https://doi.org/10.1016/S0148-2963(00)00213-7)

Roberts, J.A., Manolis, C., & Pullig, C. (2014). Contingent self-esteem, self-presentational concerns, and compulsive buying. *Psychology & Marketing*, 31(2), 147-160. <https://doi.org/10.1002/mar.20683>

Roberts, J.A., Manolis, C., & Tanner, J.F. (2003). Family structure, materialism, and compulsive buying: A reinquiry and extension. *Journal of the Academy of Marketing Science*, 31(3): 300-311. <https://doi.org/10.1177/0092070303031003007>

- Roberts, J. (2000). Consuming in a consumer culture: college student, materialism, status consumption, and compulsive buying. *Marketing Management Journal*, 10(2): 76-91.
- Roberts, J.A., & Jones, E. (2001). Money attitudes, credit card use, and compulsive Buying among American college students. *Journal of Consumer Affairs*, 35(2): 213-240. <http://dx.doi.org/10.1111/j.1745-6606.2001.tb00111.x>.
- Schiffman, L.G., & Kanuk, L.L. (2000). *Consumer Behavior* (7thed.). Upper Saddle River, NJ: Prentice-Hall.
- Schwartz, S. H., & Bilsky, W. (1987). Toward a universal psychological structure of human values. *Journal of Personality and Social Psychology*, 53(3): 550-562. http://www.muweb.cz/martinsc/Schwartz/toward_to_structure_of_human_values.pdf
- Schwartz, S.H. (1994). Are there universal aspects of the structure of human values? *Journal of Social Issues*, 50(4):19-45. <http://dx.doi.org/10.1111/j.1540-4560.1994.tb01196.x>
- Sheth, J.N., Newman, B.I. & Gross, B.L. (1991). *Consumption values and market choices*. Cincinnati: South-Western Publishing Company.
- Taylor, S., Todd, P. (1995). Assessing IT usage: The role of prior experience. *MIS Quarterly*, 19(4), 561-570. <http://dx.doi.org/10.2307/249633>
- Tavakoli, M., & Tavakoli, A. (2010). A cross-cultural study of advice and social pressure. *Procedia-Social and Behavioral Sciences*, 5: 1533- 1539. <https://doi.org/10.1016/j.sbspro.2010.07.321>
- Teng, W., Lu, H. & Yu, H. (2009). Exploring the mass adoption of third-generation (3G) mobile phones in Taiwan. *Telecommunications Policy*, 33(10-11), 628-641. <https://doi.org/10.1016/j.telpol.2009.07.002>
- Tseng, F.M. & Lo, H.Y. (2011). Antecedents of consumers' intentions to upgrade their mobile phones. *Telecommunication Policy*, 35(1), 74-86. <https://doi.org/10.1016/j.telpol.2010.11.003>
- Ureta, I. G. (2007). Addictive buying: Causes, processes, and symbolic meanings. Thematic analysis of a buying addict's diary. *The Spanish Journal of Psychology*, 10(2), 408-422. <https://doi.org/10.1017/S1138741600006673>
- Wilhelm, W., Yankov, A., & Magee, P. (2011). Mobile phone consumption behavior and the need for sustainability innovations. *Journal of Strategic Innovation and Sustainability*, 7(2), 20-40. http://www.na-businesspress.com/JSIS/WilhelmWWeb7_2_.pdf
- Xiao, G. & Kim, J. (2009). The investigation of Chinese consumer values, consumption values, life satisfaction and consumption behaviors. *Psychology & Marketing*, 26(7): 610-624. <http://dx.doi.org/10.1002/mar.20291>
- Yoo, S., Chung, S. & Han, J.K. (2006). A durable replacement model for symbolic versus utilitarian consumption: an integrated cultural and socio-economic perspective. *Global Economic Review*, 35(2), 193-206.
- Zhang, X.J. & Maruping, L.M. (2008). Household technology adoption in a global marketplace: Incorporating the role of espoused cultural values. *Information Systems Frontiers*, 10(4): 403-413.
- Zulkefly, S. N., Baharuddin, R. (2009). Mobile phone use amongst students in a university in Malaysia: its correlates and relationship to psychological health. *European Journal Science Research*, 37(2), 206-218. http://psasir.upm.edu.my/7060/1/mobile_phone.pdf