MORATION 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


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