Chapter 5

CONCLUSION

5.1. OVERVIEW

It is necessary to come with the conclusion of overall research and discuss the implications of the study after presenting the results in the previous chapter. This study has investigated how intention to use new technologies has effected by different cultures and perceived quality of work life in two different contexts of Iranian and Malaysian with sample from adult workers in both countries. This chapter will conclude with discussing about different dimensions of cultures which affect the intention to use internet in Iran and Malaysia. In addition, it will also cover the study limitations, areas of improvement and suggestions on different possible areas to explore for future research.

5.2. DISCUSSIONS AND CONCLUSIONS

This research designed and implemented to answer the research questions which mentioned in first chapter, to find out how different cultures and perceived quality of work life affect the intention to use new technologies.

With comparing the differences of two samples and doing Pearson's correlation matrix analysis, researcher founds there is a positive relationship between perceived quality of work life and culture with intention to use new technologies. The Pearson correlation coefficients are .183 and .173 respectively. Both null hypotheses are rejected while all findings are significant in this study. However, the findings do not show strong relationship (r-value for first hypothesis is equal to 0.173 and for the second one is equal to 0.183) which mean there are more variables with significant effect on

behavioral intention to use new technologies or because of limitation in sampling size, it affected by sample size and can be larger in future studies. There are several studies to investigate the role of the age and gender on different dimensions of culture (Ogden and Cheng 2003 and Hofstede 2001, p291). According to Hofstede's study (2001) masculinity was seen to decrease with age. In Ogden and Cheng (2003) paper were studied two Asian and western countries, namely China and Canada, results show that older and male are tend to be more collectivist. They also found that PDI will increase with age and level of masculinity was seen to decrease with increase in age. Uncertainty avoidance also found increasing as age increase might be because of older respondents are more cautious and risk averse. Future research can organize to complete the present study.

Researcher also compared means of each dimension between two groups (Iranian and Malaysian) which show differences in all terms. In high power distance cultures, IT could threaten the hierarchy, which reflects "the existential inequality between higher-ups and lower-downs" (Hofstede, 1997, p.37) because it suggests decentralization. Conversely, in low power distance cultures individuals are more interdependent whatever their ranks in the hierarchy; therefore, they will be more favourable to IT, which doesn't contradict their perception of power distribution.

According to Zakour (2004) in high power distance cultures, since individuals are not supposed to disagree with their superiors their reliance upon the opinions of superiors will be more marked when assessing the IT than for individuals from low power distance cultures.

"In feminine cultures individuals are expected to pay more attention to the opinions of the others in behaving since they are more people-oriented than in masculine cultures where the most important thing is the goal achievement. Also people in individualist cultures are more concerned by their selves than by the group. Therefore, opinions of the members of the group will not have weight in their decision to adopt the IT. Conversely, people holding collectivist values will be more concerned about the maintenance of the group cohesiveness. This is why they will be expected to show more interest in other's opinions about the IT." (Zakour, 2004)

5.3. LIMITATION OF THE STUDY

The study had some limitation which may result in not clear enough relationships. The sample size was 300 respondents which in cultural studies should be bigger and the type of the study should change to continues one as Zorn (2008). Most of the Malaysian respondent are from Chinese and Malay ethnic (Indian respondent are just 4.7% of the all respondent), where there is possible the two mentioned group more influenced by Chinese and Malay tradition than the national culture so the finding might not be able to fully reflect the real population of all Malaysian employees. If the sample groups are more equally formed by multi races in Malaysia, it is possible that the results are more significant.

The study was run on organizations which placed in Klang Valley and Tehran which maybe does not depict the actual organizational or national culture because of the small size of the chosen sample in compare the whole population of two countries.

Translation did in this study may has some effect on the significance of the result as some words do not have the same stress and focus on special issues. However, the English version of the questionnaire distributed between all respondents and for Iranian respondent the translated version also added to avoid any misunderstanding. In doing translation, asked for two professionals to check all statements one by one and did retranslation to reduce any complications.

5.4. RECOMMENDATIONS FOR FUTURE STUDIES

The research carried out is limited to small sample size of respondent in Tehran and Klan valley area. This research can be further extend to more cities for a bigger sample size to present more significant results that represents both Iranian and Malaysian cultures.

Furthermore, the study can be further drilled down to investigate how organizational culture has an impact on perceived quality of work life and intention to use new technologies as this new research can be more specified in business field.

In the other areas, a new study can find more factors affecting the process of transferring and adapting new technologies and especially can focus on the role of gender and age since these are looking important factors with significant effect on adapting process and attitudes of the users. The study also can extend in psychology areas and human resources to investigate the role of organizational culture and also personality of the employees in using new technologies. Since Hofsted's theory is used

for national culture in this study, further research can find more details in terms of organizational culture and personality to complete the profile of the change plans in organizations.

The study also can organize to go beyond to determine if for other kinds of new technologies there is additional resistance since using the internet is one of the simplest tasks nowadays every one need to know. Future studies also can organize on comparison between different size of companies as small and medium or large company to investigate if there is any significant difference between their culture and criteria which use to measure perceived quality of work.

5.5. CONTRIBUTIONS OF THE STUDY

Findings of this study suggest that organizational culture and perceived quality of work life are positively related to intention of using new technologies. According to findings, employees with more satisfaction with the quality of their work life, show more intention to use new technologies and more willing to experience new areas. Against most of literature in this area which mention negative relationship between using new technologies and quality of their work life, the finding does not support previous literature. This show more willingness in employees to new technologies as fast changing environments force to be open and flexible more and more in business world.

With this study, it will give two different cultures of Iranian and Malaysian, a greater understanding of under which organizational culture and which situation in work life,

are more intend to use new technology and adopt it as part of the culture and what are the preferences of culture and working life situations they are looking for.

5.6. SUMMARY

To conclude, this study is an active attempt to investigate the effects of culture and perceived quality of work life on intention to use new technology and a comparison between two Iranian and Malaysian culture to show the different effect on intention to use new technology.

More researches should be carried out by researchers to gain better understanding of work life criteria and culture indicators and preferences by employees. With finding result of this research, management should be more careful and sensitive about preparing situations which increase perceive of better work life situation. Employers also shall focus more on shaping more flexible cultures (less power distance in organizations, higher amount of risk accepting, more feminine culture and less collectivist one) with less resistance to face new technologies in organizations. Hopefully this study can create awareness amongst management level of organizations on the importance of perceived quality of work life and culture and their impact on intention to use new technologies and adopt with them.