

UNIVERSITI MALAYA

ORIGINAL LITERARY WORK DECLARATION

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Title of Project Paper/Research Report/Dissertation/Thesis ("this Work"):

THE INFLUENCE OF FAMILY COMMUNICATION, TELEVISION VIEWING AND PEER COMMUNICATION ON THE ORIENTATION OF MATERIALISM AMONG YOUNG ADULT CONSUMERS

Field of Study: MARKETING

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ABSTRACT

Materialism among today's youth has received strong interest among educators, parents, consumer activist and government regulators. Although materialism has long been of interest to consumer researchers, it is not clear whether specific socialization agents in general, and communication environment in particular, can instil materialism in people. The overall objectives of this study are to analyze the effect of family communication, television viewing, and peer communication on young adults' orientation towards materialism.

The theoretical foundation of this study lies on several established theories, which include consumer socialization theory, social comparison theory, social learning theory, cultivation theory, self-determination theory, Maslow's human need theory, symbolic self-completion theory and the life course theory. Studies have found two relatively uncorrelated dimensions of communication structure which are associated with family communication: socio and concept-oriented family communication. The development of religiously-oriented family communication structure was primarily based on prior studies on religiousness. Studies have also found that exposure to a television viewing and peer communication could significantly affect the beliefs and behaviours of large numbers of people.

The research framework of this study hypothesized that young adult person's exposure to a socio-oriented family communication structure at home during adolescent years was positively associated with their orientation towards materialism in their adulthood. It was also hypothesized that young adult person's exposure to a concept-oriented, and religiously-oriented family communication structures at home during adolescent years were negatively associated with their orientation towards materialism in their adulthood. Next, it was hypothesized that young adults' exposure to television viewing at home during adolescent years would have a positive effect on their orientation towards materialism in adulthood. Based on previous studies, it was hypothesized that young adult persons' exposure to a socio-oriented, concept-oriented and religiously-oriented family communication structures, and television viewing at home during adolescent years would have a positive effect on peer communication. It was also hypothesized that young adult person's communication with their peers during adolescent years was positively associated with their orientation towards materialism in their adulthood. Finally, it was hypothesized that peer communication would mediate the relationship between young adults' exposure to a socio-oriented, concept-oriented, and religiously-oriented family communication structure and television viewing at home during adolescent years and their orientation towards materialism in their adulthood.

A survey was used to explore the complex relationship between young adults' family-oriented communications, television viewing, peer communication and materialism. The survey questionnaire consisted of 51 questions. This study employed non-probability sampling technique and was based on convenience sampling method. Respondents consisted of young adults mostly college students in higher learning institutions in Malaysia, and the data were collected for a period of four months. The survey questionnaires were given to 1,200 randomly selected university and college students and 1002 completed questionnaires were returned in the survey, for a

response rate of 83.5%. The reliability analysis of all measurement scales ranged from 0.54 to 0.84.

The exploratory measurements assessment included exploratory factor analysis, and internal consistency reliability for all the constructs studied. Demographic differences were examined among all the constructs of the study. Preliminary statistical procedures were employed to examine possible significant group differences in all the constructs based on gender, age, ethnicity, religion, marital status, education, and income. Structural Equation Modelling (SEM) technique was used to examine the overall hypothesised model and specific hypotheses testing. The hypotheses testing were conducted based on a partially mediated model. Out of ten (10) hypotheses tested in the hypothetical model for this study, eight (8) hypotheses were supported.

Young adult person's exposure to a socio-oriented family communication structure at home during adolescent years was significantly and positively associated with their orientation towards materialism in their adulthood. Young adult person's exposure to a socio-oriented, concept-oriented, and religiously-oriented family communication structure at home during adolescent years had a significant positive effect on peer communication. The results also indicated that young adult person's communication with their peers during adolescent years was significantly and positively associated with their orientation towards materialism in their adulthood. Peer communication partially mediated the relationship between socio-oriented family communication and materialism. Peer communication fully mediated the relationship between concept-oriented family communication and materialism, and between religiously-oriented family communication and materialism.

This study is significant in many ways. First, it provided an insight into how the family environment during adolescent years influenced the orientation of materialism among young adults. This study found that young adults who were exposed to a socio-oriented family communication during adolescent years were inclined towards materialism regardless of whether or not they communicated with their peers. Although there was no significant direct association between young adults' who were exposed to a concept-oriented, and religiously-oriented family communication during adolescent years and their orientation towards materialism, the results indicated that those who frequently communicated with their peers during adolescent years were oriented towards materialism in adulthood.

Regardless of the type of family communication structure at home, it appeared that peer communication during adolescent years exerted a great influence in young adults' orientation towards materialism. This study has its own limitations. For instance, parental influence is not limited to family communication environment alone. Other important variables such as family structure need considerable attention. Future research could provide a model which would explore the aspects of parenting styles, peer influence, and television programmes in detail. Last but not least, this study was an attempt to provide information which could be useful to help marketers to get a better understanding of their target consumers. On the other hand, government agencies could for instance, implement policies and programmes through their various affiliations to educate parents on how to foster relationship with their children to discourage excessive consumption habits among young consumers.

ABSTRAK

Isu tentang sifat, sikap atau kepercayaan kebendaan(materialisme) dalam kalangan belia hari ini sering mendapat perhatian terutamanya dalam kalangan pendidik, ibu bapa, aktivis pengguna dan pengawal selia kerajaan. Walaupun konsep materialisme telah lama menarik minat penyelidik tentang pengguna, ia masih tidak jelas sama ada ejen sosialisasi yang khusus, ataupun komunikasi persekitaran, yang menjadi faktor penyumbang dalam memupuk sikap materialisme didalam seseorang individu. Oleh itu, adalah menjadi objektif kajian ini untuk menganalisis pengaruh komunikasi keluarga, televisyen, dan komunikasi rakan sebaya terhadap pengoreintasian sikap materialisme dalam kalangan belia ini.

Kajian ini berlandaskan kepada beberapa teori-teori yang mantap dan terbukti, termasuk teori sosialisasi pengguna, teori perbandingan sosial, teori pembelajaran teori simbolik kesempurnaan-diri dan teori laluan kehidupan. Kajian-kajian lepas mengketengahkan dua dimensi struktur komunikasi yang berkaitan dengan komunikasi keluarga: komunikasi keluarga sosio dan berorientasikan-konsep. Pembangunan struktur komunikasi keluarga berorientasikan secara asasnya berlandaskan kajian-kajian lepas didalam bidang keagamaan. Kajian-kajian lepas mendapati pendedahan kepada televisyen dan komunikasi dengan rakan sebaya boleh memberi impak yang besar terhadap kepercayaan dan tingkah laku individu.

Kerangka penyelidikan kajian ini menghipotesis pendedahan belia muda kepada struktur komunikasi keluarga berorientasikan sosio di rumah semasa zaman remaja adalah berkait secara positif dengan orientasi mereka ke arah materialisme setelah dewasa. Kajian ini juga menghipotesis pendedahan belia muda kepada struktur komunikasi keluarga berorientasikan konsep serta berorientasikan-agama di rumah semasa zaman remaja berkaitan secara negatif dengan orientasi mereka ke arah materialisme apabila dewasa. Berlandaskan kajian lepas, kajian ini juga menghipotesiskan bahawa komunikasi belia muda dengan rakan sebaya sewaktu zaman remaja mempunyai berkorelasi secara positif terhadap orientasi mereka ke arah materialisme apabila dewasa. Yang terakhir, kajian ini juga menghipotesis bahawa komunikasi rakan sebaya akan menjadi pengantara kepada hubungan diantara pendedahan belia muda ini kepada komunikasi keluarga berorientasikan sosio, konsep dan agama serta televisyen semasa zaman remaja dan orientasi mereka terhadap materialisme di dalam alam dewasa mereka.

Satu kaji selidik telah dijalankan untuk meneroka hubungan kompleks antara komunikasi berorientasikan keluarga belia muda, televisyen, komunikasi rakan sebaya dan materialisme. Instrumen kajian mengandungi 51 soalan. Kajian ini menggunakan teknik persampelan bukan-kebarangkalian dan berdasarkan kepada kaedah persampelan. Responden terdiri daripada belia remaja yang kebanyakannya terdiri daripada pelajar kolej di institusi pengajian tinggi di Malaysia. Instrumen kajian telah ditadbirkan kepada 1,200 responden yang dipilih sedengan kadar respons sebanyak 83.5%. Analisis kebolehpercayaan untuk semua skala pengukuran adalah di antara 0.54 to 0.84.

Penilaian pengukuran penerokaan termasuk analisis faktor penerokaan, dan kebolehpercayaan ketekalan dalaman untuk semua konstruk yang dikaji. Perbezaan demografi telah diperiksa bagi semua konstruk kajian. Prosedur statistik awal telah digunakan untuk memeriksa kemungkinan perbezaan yang ketara diantara kumpulan bagi kesemua konstruk berdasarkan jantina, umur, keturunan, agama, status perkahwinan, pendidikan, dan pendapatan. Teknik Model Persamaan Struktur (SEM) telah digunakan untuk mengkaji model hipotesis secara keseluruhan serta ujian hipotesis tertentu. Pengujian hipotesis telah dijalankan berdasarkan model pengantara separa. Daripada sepuluh (10) hipotesis yang diuji dalam andaian model untuk kajian ini, lapan (8) hipotesis telah disokong.

Pendedahan belia muda kepada struktur komunikasi berorientasikan sosio di rumah semasa zaman remaja adalah berkait secara signifikan dan positif dengan orientasi mereka ke arah materialisme apabila dewasa. Pendedahan mereka terhadap struktur komunikasi keluarga berorientasikan sosio, konsep dan agama di rumah semasa zaman remaja mempunyai kesan positif yang signifikan terhadap komunikasi bersama rakan sebaya. Dapatan juga menunjukkan komunikasi belia muda ini dengan rakan-rakan mereka semasa zaman remaja adalah berkait secara positif dengan orientasi mereka ke arah materialisme apabila dewasa. Komunikasi rakan sebaya menjadi pengantara hubungan diantara komunikasi keluarga berorientasikan sosio dan materialisme. Komunikasi rakan sebaya sepenuhnya menjadi pengantara sepenuhnya bagi hubungan diantara komunikasi keluarga berorientasikan konsep dan materialisme, dan di antara komunikasi keluarga berorientasikan agama dan materialisme.

Dapatan kajian ini adalah signifikan dari pelbagai sudut. Pertama, ia menyediakan suatu penjelasan tentang bagaimana persekitaran keluarga semasa zaman remaja mempengaruhi orientasi materialisme di kalangan belia muda. Kajian ini mendapati bahawa belia muda yang terdedah kepada komunikasi keluarga berorientasikan sosio semasa remaja cenderung ke arah materialisme, tidak kira sama ada mereka berkomunikasi atau tidak dengan rakan sebaya mereka. Walaupun tidak terdapat hubungan langsung yang signifikan antara belia muda yang terdedah kepada keluarga berorientasikan konsep, dan berorientasikan agama semasa zaman remaja dengan orientasi mereka ke arah materialisme, dapatan menunjukkan bahawa mereka individu yang sering berkomunikasi dengan rakan sebaya mereka semasa zaman remaja berorientasikan ke arah materialisme apabila dewasa.

Tidak kira apa jua jenis struktur komunikasi keluarga di rumah, dapatan menunjukkan komunikasi dengan rakan sebaya semasa zaman remaja memberi pengaruh yang besar dalam pembentukan orientasi belia muda ini terhadap materialisme. Kajian ini mempunyai beberapa batasan sendiri. Beberapa pembolehubah lain seperti struktur keluarga perlu juga diberi perhatian. Kajian akan datang boleh menyediakan satu model yang akan meneroka aspek gaya keibubapaan, pengaruh rakan sebaya dan program televisyen secara terperinci. Secara ringkasnya, kajian ini adalah satu usaha untuk memberi maklumat yang mana amat berguna untuk membantu pemasar untuk memahami dengan lebih baik mendalam tentang pengguna yang disasarkan. Tambahan lagi, agensi kerajaan juga boleh melaksanakan dasar-dasar dan program-program mereka untuk mendidik ibu bapa tentang cara untuk menjalinkan hubungan dengan anak-anak mereka untuk mengurangkan tabiat penggunaan yang berlebihan di kalangan pengguna muda.

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LIST OF ABBREVIATIONS

χ^2 (df, p)	Chi-square
GFI	Goodness-of-fit
AGFI	Adjusted Goodness-of-fit
RMSEA	Root mean-Square Error of Approximation
CFI	Comparative Fit Index
REL01 / R1	Religiously-oriented Family Communication (RFC) Item 1
REL02 / R2	RFC Item 2
REL03 / R3	RFC Item 3
REL06 / R6	RFC Item 6
REL04 / R4	RFC Item 6
MAT15 / M15	Materialism Item 15
MAT04 / M4	Materialism Item 4
MAT08 / M8	Materialism Item 8
MAT01 / M1	Materialism Item 1
MAT03 / M3	Materialism Item 3
MAT10 / M10	Materialism Item 10
MAT06 / M6	Materialism Item 6
MAT13*	Materialism Item 13
SOCIO6	Socio-oriented Family Communication (SFC) Item6
SOCIO7	SFC Item 7
SOCIO5	SFC Item 5
PCOM2 / P2	Peer Communication Item 2
PCOM3 / P3	Peer Communication Item 3
PCOM1 / P1	Peer Communication Item 1
SOCIO2 / S2	SFC Item 2
SOCIO3 / S3	SFC Item 3
SOCIO4 / S4	SFC Item 4
SOCIO1 / S1	SFC Item 1
MAT14R*	Materialism Item 14
MAT09R*	Materialism Item 9
MAT11*	Materialism Item 11
MAT12R*	Materialism Item 12
REL05	RFC Item 5
CON05 / C5	Concept-oriented Family Communication (CFC) Item 5
CON06 / C6	CFC Item 6
CON04 / C4	CFC Item 4
CON02 / C2	CFC Item 2

CON01 / C1

CON03 / C3

MAT05R*

MAT02R*

MAT07R*

CFC Item 1

CFC Item 3

Materialism Item 5

Materialism Item 2

Materialism Item 7