

CULTURE CONSEQUENCES

1

A SUMMARY OF A RESEARCH STUDY
CONDUCTED IN MALAYSIA

SAMPLE & METHODOLOGY

2

1. Interviews were conducted in KL, Selangor, Perak, Penang and Kedah in October 2008.
2. A total of 3644 respondents were interviewed (n=3644).
3. Respondents selection is founded on a stratified random sampling process. The stratification includes age, gender and race in order to yield close to the correct demographic compositions of the total sample (with reference to the government census of year 2000).
4. Interviews were face-to-face aided with a structured questionnaire. Interviewing was done in Bahasa Malaysia, English and Chinese.

Sample		
Race	Sample	Percentage
Malay	1803	49.5%
Chinese	1350	37.0%
Indian	491	13.5%
Total	3644	100%
Gender		
Male	1842	50.5%
Female	1802	49.5%
Total	3644	100%
Age		
20-25	643	17.6%
26-30	577	15.8%
31-35	544	14.9%
36-40	482	13.2%
41-45	422	11.6%
46-50	354	9.7%
51-55	249	6.8%
56-Above	373	10.2%
Total	3644	100%

POWER DISTANCE

3

- The Chinese are more in the belief that everyone is equal in the eyes of the law, whereas Indians are of the belief that there are individuals in society who will receive preferential treatment.
- Malays seem to be more passive than the Chinese.
- Higher educated and higher income people seem to be more outgoing and optimistic in terms of being able to move up the social and economic ladder.

INDIVIDUALISM VS. COLLECTIVISM

4

- Collectivism is inherent among all the racial groups in Malaysia.
- Higher educated people are more likely to express their individuality through their opinions.
- Higher educated respondents are more likely to ask the opinions of others before doing anything important.
- Respondents seem to have an emotional dependence on others.

MASCULINITY VS. FEMINITY

5

- There is no significant difference in terms of race.
- The Chinese seem to have more concentration on quality of life issues than the other races overall. The Indians are leaning towards more masculine traits.
- People which lower levels of education are more likely to stick to the established gender roles (i.e. Women's place is in the Kitchen).

UNCERTAINTY AVOIDANCE

6

- Chinese seems to have a greater tolerance for uncertainty.
- Higher income and higher educated people are more tolerant towards uncertainty.

CONFUCIAN WORK-DYNAMISM

7

- Overall, more Chinese believe that they make their own destiny, it is not fixed for them.
- Higher income and higher educated people are also more forward looking.
- The Chinese and Malays are more likely to be looking towards the future instead of trying to live in the past.
- More Chinese than Malays would save money for the future. Indians, on the other hand, are more likely to spend money than save.