

4. Conceptualizing values as point of departures in penetrating market

by Ismi Rajiani

Submission date: 20-Apr-2022 09:52PM (UTC-0700)

Submission ID: 1816095268

File name: ualizing_values_as_point_of_departures_in_penetrating_market.pdf (439.62K)

Word count: 6997

Character count: 40242

CONCEPTUALIZING VALUES AS POINT OF DEPARTURES IN PENETRATING MARKET ADOPTERS OF GREEN HIGH-TECH PRODUCT

71

Ismi Rajiani*Universiti Teknikal Malaysia Melaka***Edna Buyong***Universiti Teknikal Malaysia Melaka***Datin Suraya Ahmad***Universiti Teknikal Malaysia Melaka*

Abstract

Malaysia National Green Technology Policy emphasizes improvement in the area of energy, building, water and waste management and transportation. However switching to Renewable Energy (energy), Low Carbon Model Town (building) and purchasing Electric Vehicle (transportation) are behavior related to sustainable energy consumption that typically recurs infrequently in an individual's life. Knowing the potential customer is more difficult if there is constant flux. Therefore, we focused on development of trends that enable predictions of the future. We focus on personal values to characterize consumers because it has been shown that they impact purchase decisions. Personal values assessed with Schwartz's Portrait Value Questionnaire (PVQ) mediated with three stable groups: 1. LOHAS (those pursuing a Lifestyle of Health and Sustainability), 2. Traditionalists and 3. Career-oriented. By referring to 5 (five) diffusion of innovation model: the tendency of adopters who are likely purchasing those high tech green product are assessed to forecast the feasibility. Negative path to Technology Enthusiast and Visionaries denote no market. However if these two niches are found, it will become the focal point for segmenting the market. The relationship among constructs is assessed with Structural Equation Modelling on 178 samples residing in main big cities of Malaysia.

Keywords: Schwartz's Portrait Value Questionnaire (PVQ), renewable energy, high-tech market segmentation, technology enthusiast, Structural Equation Model (SEM).

1. INTRODUCTION

¹⁹ The government's vision of turning Malaysia into a humane industrialized country by the year 2020 will have a great impact on the usage of energy in the country.

⁶⁹ In April 2009, Ministry of Energy Green Technology and Water was established that later on created the National Green Technology Policy (NGTP) serving as national guidelines to improve the four (4) key sectors of *energy*, *buildings*, *water & waste water management* and *transportation*. The current economic Transformation Program has put sustainability as one of the three goals of the economic transformation program and aspires to place Malaysia as a green hub all the way along the business development continuum – from research to design to manufacturing to commercialization.

Renewable Energy, Low Carbon Model Town and Electric Vehicle in Malaysia are a kind of radically new high-tech product. Empirical studies have indicated that most radically new high-tech product was introduced in the niche market rather than the mass-market (Levinthal, 1998; Ortt et al., 2008; Sood & Tellis, 2005; Suprpto, 2010). Since the dominant logic in perspective on the success of new innovations is still the adoption and diffusion cycle developed by Mohr (2010), who outlined the 5 (five) diffusion of innovations: *Technology Enthusiast*, *Visionaries*, *Pragmatist*, *Conservatives* and *Skeptics*, then the potential buyer in Malaysian markets are going to develop beyond the 'Technology Enthusiast' or 'Visionaries'. This paper is aiming at profiling the prospective buyers by establishing the values that are important to people to forecast their attitudes and behavior as values are argued to be a more effective to profile consumers and to segment markets (De Pelsmacker et al., 2005; Doran, 2009; Mueller et al., 2011).

1.1 A Radically New High-Tech Product (RNPH) Market Profiling

Although Malaysia is a progressive nation in terms of industrialization, Malaysians are conservative in most business dealings and usually governed by concrete past experience (Koh & Hoi, 2003). As such a new practice such as introducing green electricity, creating low carbon house, marketing electric car may not provide comfort for decision-makers to commit themselves to until it is proven acceptable. This notion is confirmed with the recent findings from Ghodrati et al (2012) that green housing market still is not attractive for majority of home buyers. Higher price compared with conventional homes is one of the main causes of ²⁸ current situation in the green home market. National Green Technology Policy (NGTP) by government may be viewed as an introduction of a radically new high-tech product to Malaysian market.

A radically new high-tech product is a new product built upon highly advanced technological development that is perceived as offering substantially enhanced benefits to customers, potentially creates an entirely new market or changes the pattern of customer behavior (Chlivickas et al., 2009; Mohr et al., 2010). However, numerous empirical studies suggest the commercialization of radically new high-tech products is likely to be a long and uncertain journey (Ortt et al, 2009, Tellis et al., (2009). Given that a radically new high-tech product creates a new market for itself, the critical issue in the early market introduction is "which market can be targeted if there is no prior market to base upon mainly in Malaysian setting where green product is still in an early infant stage?" Though

Slatter and Mohr (2006) based on the work of Moore (1995) provides a unique insight that the marketing strategy should focus on the niche that consists of 'visionaries' and 'innovators' as the early adopters of the new high-tech products, yet not much explanation can be found on how to identify and select the potential niches within the market that is nonexistent.

The work of Ottman (1993) provides valuable insights into the demographic characteristics of green consumers: *educated, affluent* and under 55 years of age⁷⁹ which are consistently true when examined in the USA (Wiser, 2007; and Zarnikau, 2003), Canada (Rowlands et al., 2003), Germany (Gossling et al., 2005; Muller, et.al., 2011), the Netherlands (Arkesteijn and Oerlemans, 2005), and the UK (Diaz & Ashton, 2011). However, if this segmentation is applicable within Malaysian setting further investigation is necessary as marketing based on demographic consumer characteristics²⁷ is futile (Doran, 2009) that high technology businesses not focus²⁷ attention on these consumer characteristics. Diamantopoulos et.al (2003) concluded that demographics alone are not very significant in defining the socially responsible consumer because ethical concern and awareness have become widespread. Furthermore, current research⁷² in Malaysia on green marketing is mostly approached by classic Ajzen's Theory of Planned Behavior (Wahid et.al, 2011; Phuah et.al, 2011, Moorthy et.al, 2012, Nizam et.al, 2014). Therefore, little is known as to what motivates Malaysian consumers to buy green high - tech products.

1.2 Values and Purchasing Green High Tech Behavior

Theorists (Rohan, 2000, Young et.al, 2010) and marketers (Lowe and Corkindale, 1998) believe that values cause behavior of consumers and keeping up with societal changes in values is an imperative for marketers (Kahle et al., 1988). As such, currently many scholars (e.g., Doran, 2009; Kim, 2011) have attempted to find particular types of values that are considered to influence pro-environmental beliefs and behaviors.

Stern, Dietz, and Kalof (1993) proposed a social psychological model that presumes that environmentally relevant behaviors may stem from three distinct value bases: for the welfare of others (altruism), for self (egoism), and for all living things (biospherism). The value-based approach for environmentalism has been further facilitated by Schwartz's universal value theory (1992, 1994) which focuses on value priorities at the individual level. The values theory developed by Schwartz (1992) has been tested on 200 samples in 60 countries including Malaysia across a wide range of behaviors (Schwartz and Bardi, 2001). As a result of its far reaching efficacy and have been dominant in the values domain for much of the last two decades (Parks & Guay, 2012)¹⁵ it is employed as the basis for this values-related study. Values as defined by Schwartz and Bilsky (1987) "are concepts or beliefs, pertaining to desirable end states, which transcend specific situations, guide selection or evaluation of behavior and events, and are ordered by relative importance." They proposed that human values represent three universal requirements of human existence: (a) needs of individuals as biological organisms, (b) requisites of coordinated social interactions, and (c) survival and welfare needs of groups. On the basis of the three needs, Schwartz's theory is based upon 57 single values, which can be abstracted into 10 value types encompassing similar motivations and organizes the value types in four higher order value domains that form two basic bipolar dimensions.

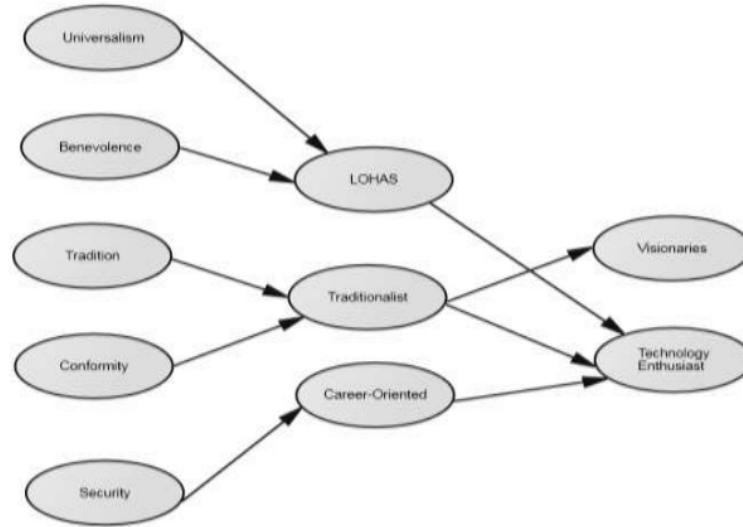
Figure 1: Circular motivational continuum of 10 values in the value theory (Schwartz, 1992)



1.3 The Proposed Model and Hypothesis

The study of value cannot be separated from Hofstede's work (1980) presenting the notion of collectivist versus individualism illustrates differences in basic beliefs between the two poles. Thus, some suggest that individualism and collectivism, serving fundamental beliefs about people's relationships and interactions with others, might have influences on individuals' environmental behaviors (e.g., Kim and Choi 2005; McCarty and Shrum 1994, 2001). Despite globalization, the nation remains a key unit of shared experience and its educational and cultural institutions shape the values of almost everyone in that society²² (Inglehart & Baker, 2000). Environmentally favorable attitudes and behaviors are driven more strongly by collective or/and self-transcending goals than individual or/and self-enhancing concerns (Follows and Jobber 2000; Kim 2006; Kim and Choi 2005, Kim, 2011). The self-transcendence values are universalism, benevolence, security, conformity and tradition while self-enhancement values are self-direction, stimulation, hedonism, achievement and power. Consequently, by using the conflicts between self-transcendence and self enhancement value domains (Schwartz 1992, 1994), researchers investigated why people engage in pro-environmental actions to predict potential buyer of green product which is described in the following theoretical framework.

Figure 2: Model of Profiling Green High-Tech Consumers' Values



Technology Enthusiast or true innovators as those who are better educated, earn larger incomes, have a more cosmopolitan outlook and have increased involvement in issues outside their own communities. They depend less on group norms and tend to have greater self-confidence. Visionaries implement near the beginning of the product lifecycle but not as quickly as Technology Enthusiast. They are sensitive to group norms and values and they may have more of a local perspective, but are likely to be opinion leaders with an effect on others as a result of their membership in identifiable social groups. Visionaries look to Technology Enthusiast to let them know what the current trends are and what the benefits of adopting them could be through endorsements (Blackburn, 2011). Lifestyle of Health and Sustainability (LOHAS) consumers have emerged as an important customer group in industry. LOHAS consumers can be defined as people who focus on enhancing a lifestyle of health and sustainability by promoting movements that support the production of local, organic, and low-carbon foods (Kim, 2013).

The universalism values are: inner harmony, a world at peace, a world of beauty, broadminded, equality, protecting the environment, social justice, unity with nature, and wisdom. The motivating factor underscoring universalism values are based on the notion that when individuals and society do not accept all others unconditionally and do not treat all people fairly, this will ultimately result in everyone's downfall. People who prize this value type

also feel strongly about protecting the natural environment (Schwartz, 1992, 1994). Doran (2009) found out that universalism values have the strongest influence on the decision to consume fair trade products. Therefore, the hypothesis in this study is:

Hypothesis 1: Market segment with universalism value prefers to be Lifestyle of Health and Sustainability leading to technology enthusiast- minded toward purchasing green high tech product.

Forgiving, helpful, honest, loyal, mature love, responsible, true friendship, meaning in life, and a spiritual life are the nine benevolence values. Transcending selfish goals and advancing the welfare of those in a person's in-group are at the core of this value type. Benevolence values have a shared motivational focus with universalism values, which is the promotion of the welfare of someone other than the self. The difference between the two sets of values is that benevolence values focus only on the in-group, whereas universalism values do not distinguish between the in-group and the out-group (Schwartz, 1992, 1994). Observing the difference where Benevolence prefers to preserve and enhance of the welfare of people with whom one is in frequent personal contact and finding of Shaw et al. (2005) who found that the values helpful and honest to be related to ethical consumption, the second hypothesis is:

Hypothesis 2: Market segment with benevolence value prefers to be Lifestyle of Health and Sustainability leading to technology enthusiast- minded toward purchasing green high tech product.

The security values are: Family security, national security, social order, clean, reciprocation of favors, sense of belonging, and healthy. The motivations of safety, harmony, and stability underpin these values. Security's goal is to prevail over the uncertainty that arises with the self, relationships, and/or society (Schwarz, 1992, 1994). As security values are adjacent to power values (self enhancement value domains) which are hypothesized as being the values most negatively associated with fair trade consumption (Doran, 2009) security values are likely to have a similar relationship with the external variable. Thus the following hypothesis is proposed:

Hypothesis 3: Market segment with security value prefers to be career-oriented leading to technology enthusiast- minded toward purchasing green high tech product.

The defining goal of conformity is the restraint of actions, inclinations and impulses likely to upset or harm others and violate social norms (Schwartz, 1992). The importance attached to conformity values could be attributed to the fact that participants may feel that in order to promote the smooth functioning of purchasing high green tech product which involves social interaction on a regular basis, they must emphasize self-restraint from socially disruptive behavior (Shaw et al. 2005). This implies that the person will wait and see and watch what most people prefer.

Hypothesis 4: Market segment with conformity value prefers to be traditionalist leading to visionaries- minded toward purchasing green high tech product.

The motivational goals of traditional values are respect, commitment and acceptance of the customs and ideas that one's culture or religion imposes on the individual' (Schwartz, 1992). In collectivist culture, environmental concerns, and green purchase behaviors is a hierarchical model of value-attitude-behavior that has served as the conceptual framework for predicting a wide range of behaviors (e.g., Follows and Jobber 2000; Homer and Kahle 1988; McCarty and Shrum 1994), yet, the strengths of the attitude behavior relationship have been controversial (e.g., a weaker relationship than expected). Thus the fifth hypothesis is:

Hypothesis 5: *Market segment with tradition value prefers to be traditionalist leading to visionaries- minded toward purchasing green high tech product.*

2. METHODOLOGY AND SAMPLING

In line with demographic characteristics of green consumers: educated, affluent and under 55 years of age, the research questions are operationalized in a questionnaire adapted from outlined by Schwartz (2011) on measuring self-transcendence value. This way, the writer applies purposive sampling technique as it is the most effective when one needs to study a certain cultural domain (Tongco, 2007) while the core element in culture is values (Hofstede, 2007). Purposive sampling has been used through the years including comparisons of cultural practices (Neupane *et al.*, 2002). The target population of this study is managers in business sectors in Kuala Lumpur, Selangor, Negeri Sembilan, Malacca and Johor Bahru states. The survey is targeted to obtain 200 respondents. Participants are asked to rate on a seven-point scale the importance of each value as a guiding principle to them when they are offered high tech green product recommended under government policy at the moment. Participants are given the opportunity to state additional values and alternative value meanings if they do not agree with one listed. To investigate consumers' awareness on LOHAS concept, the characteristics of their daily LOHAS behavior and attitudes concerning LOHAS consumptions, the questions are designed according to the LOHAS principles (MY LOHAS Editors, 2008). The highest score indicates those pursuing a Lifestyle of Health and Sustainability, medium indicates Traditionalists and lowest indicates Career-oriented groups. Questionnaires to segments the innovation adapters: Technology Enthusiast, and Visionaries, are developed from the work of Slater & Mohr (2010). The percentage of Technology Enthusiast and Visionaries are observed to see the feasibility of marketing the product. Path Analysis is used to determine the relationship among Lifestyle of Health and Sustainability (LOHAS), Traditionalists and Career-Oriented with Technology Enthusiast, and Visionaries. When no particular problem is observed in the measurement model, the path analysis is then employed to analyze the overall fit of the proposed model and to estimate all the relevant path coefficients. Finally theory trimming is performed by eliminating path with insignificant coefficients, and this becomes the model for segmenting high end tech product in Malaysia.

After validated, 178 data is ready for processing.

2.1 Measurement

All instruments incorporated in the questionnaire were based on the previous literature analysis. Additionally, all

questions were consulted⁶⁸ with a panel of scholar and industrial experts to assess the validity of items in the questionnaires. The seven-point Likert-type scales (1 – strongly disagree; 7- strongly agree) were applied throughout the questionnaire. Universalism as endogenous construct is measured with 8 (eight) dimensions: equality (x11), a world at peace (x12) unity with nature (x13), wisdom (x14), , a world of beauty (x15), social justice (x16), broadminded (x17), and protecting the environment (x18). Benevolence as endogenous construct is measured with 5 (five) dimensions: for loyal(x21), honest (x22), helpful (x23), responsible (x24), and forgiving (x25). Security as endogenous construct is measured with seven (7) dimensions: family security (x31), national security (x32), social order (x33), cleanness (x34), reciprocation of favors (x35), sense of belonging (x36), and healthy (x37). Conformity defined as restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms is measured with self-discipline (x41), politeness(x42), honoring³⁰ parents and elders (x43) and obedience (x44). Another endogenous construct: tradition defined as respecting **commitment, and acceptance of the customs and ideas that traditional culture or religion provide** is measured with four dimensions: devout (x51), respect for tradition (x52), humble (x53) and moderate (x54). Questionnaires for measuring values are adapted from Schwartz's (2012) Portrait Value Questionnaire (PVQ).

Exogenous variables of Lifestyle of Health and Sustainability (LOHAS), Traditionalists and Career-Oriented are investigated through agreement of their values on the following 4 (four) dimensions: holistic health, conservation, global social justice, personal growth, and sustainable living (Pesek et al., 2006). According Based on MY LOHAS Editors, (2008) the highest score is categorized into a Lifestyle of Health and Sustainability, medium to Traditionalists and lowest to Career-Oriented clusters. Questionnaires to segments the innovation adapters: Technology Enthusiast and Visionaries are developed from the work of Blackburn (2011) where visionaries are denoted as sensitive to group norms and values (y41) having more of a local perspective (y42), likely to be opinion leaders (y43) adopting through Technology Enthusiast' endorsements (y44) and cost-conscious (y45). Technology Enthusiast is reflected as those who are better educated (y51), cosmopolitan outlook (y52), high involvement outside their own communities (y53) depending less on group norms (y54) and having greater self-confidence (y55).

70

3. RESULTS

3.1 Measurement model

Table 1 shows that the factors loading extracted all surpassed 0.50 indicating that the instrument had acceptable convergent validity.

Table 1: Measurement information of convergent validity

			Loading Factors
x11	<---	Universalism	.815
x12	<---	Universalism	.824
x13	<---	Universalism	.819
x14	<---	Universalism	.826
x15	<---	Universalism	.832
x16	<---	Universalism	.821
x17	<---	Universalism	.837
x18	<---	Universalism	.820
x25	<---	Benevolence	.736
x24	<---	Benevolence	.844
x23	<---	Benevolence	.772
x22	<---	Benevolence	.854
x21	<---	Benevolence	.873
x37	<---	Tradition	.813
x36	<---	Tradition	.778
x35	<---	Tradition	.775
x34	<---	Tradition	.843
x33	<---	Tradition	.864
x32	<---	Tradition	.896
x31	<---	Tradition	.836
x44	<---	Conformity	.827
x43	<---	Conformity	.787
x42	<---	Conformity	.776
x41	<---	Conformity	.804
x54	<---	Security	.864
x53	<---	Security	.811
x52	<---	Security	.733
x51	<---	Security	.791
y11	<---	LOHAS	.803
y12	<---	LOHAS	.780
y13	<---	LOHAS	.778
y14	<---	LOHAS	.827
y24	<---	Traditionalist	.804
y23	<---	Traditionalist	.788

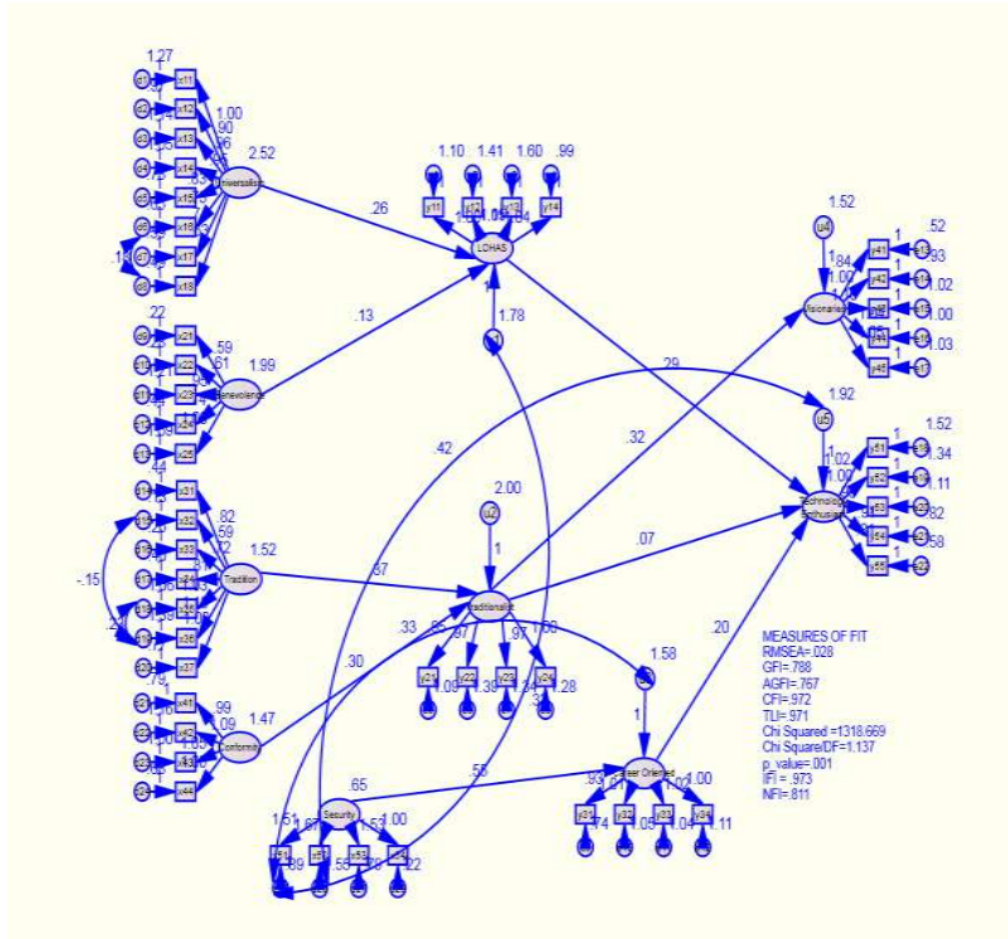
			Loading Factors
y22	<---	Traditionalist	.782
y21	<---	Traditionalist	.812
y34	<---	Career Oriented	.786
y33	<---	Career Oriented	.799
y32	<---	Career Oriented	.797
y31	<---	Career Oriented	.821
y51	<---	Technology_Enthusiast	.773
y52	<---	Technology_Enthusiast	.786
y53	<---	Technology_Enthusiast	.804
y54	<---	Technology_Enthusiast	.829

Structural equation modelling usually presents debates on model evaluation as no model can actually meet all the required criteria (Schumacker and Lomax, 2004). For example, SEM requires small value for Chi-square statistic (χ^2) and probability (P) smaller than 0.05. However, though these statistics are usually reported in structural equation modelling results, they are seldom accounted for and mostly ignored by referring to other alternative ways of assessing model fit (Robins, Fraley and Krueger, 2009). The reason given is that Chi-square statistic (χ^2) and probability (P) are sensitive to sample size thus the bigger the sample then the smaller the Chi-square statistic and the higher the probability. Hu and Bentler (1999) argue that threshold values approach to 0.95 for Tucker Lewis Index (TLI), 0.90 for Norm Fit Index (NFI), 0.90 for Incremental Fit Index (IFI), 0.06 for Root Mean Square Error of Approximation (RMSEA) may sufficiently support the conclusion of a reasonably good fit between the proposed model and the data. Other scholars proposed other goodness-of-fit statistics consisting of CMIN/DF (The Minimum Sample Discrepancy Function) supposed $\leq 2, 0$ (Arbuckle, 2005); GFI (Goodness-of-Fit Index) approximating 0.90 and AGFI (Adjusted Goodness-of-Fit Index) approaching to 0.90 or higher (Hair et al, 2006).

By referring to χ^2 test ($\chi^2 = 1318.669$) and probability ($P = 0.01$), this model cannot capture goodness-of-fit of the model, perhaps due to the model which is complicated and the smallness of sample size. However when observed from other measurement, the model indicates an acceptable fitness: CMIN/DF = 1.137 (expected smaller than 2), GFI = 0.778 (marginal fit), AGFI = 0.767 (marginal fit), CFI = 0.972 (higher than 0.95), TLI = 0.971 (higher than 0.95), NFI: 0.881 (close to 0.90), IFI = 0.973 (above 0.90).

The full model of the research after model specification to meet SEM requirement is observable on the Figure 2.

Figure 2: Full model describing relationship among construct



Notes:

- | | | |
|----------------------------------|-------------------------------|----------------------------------|
| x11 = equality | x25= forgiving | x51 = devout |
| x12 = a world at peace | x31 = family security | x52 = respect for tradition |
| x13 = unity with nature | x32 = national security | x53 = humble |
| x14 = wisdom | x33 = social order | x54 = moderate |
| x15 = a world of beauty | x34 =cleanness | y11 = high holistic health |
| x16 = social justice | x35 = reciprocation of favors | y12 = high conservation |
| x17 = broadminded | x36 = sense of belonging | y13 = high global social justice |
| x18 = protecting the environment | x37= healthy | y14=high personal growth |
| x21 = loyal | x41 = self-discipline | y15 = high sustainable living |
| x22= honest | x42 = politeness | |

x23 = helpful
 x24 = responsible
 y21 = medium holistic health
 y22 = medium conservation
 y23 = medium global social justice
 y24=medium personal growth
 y25 = medium sustainable living
 y31 = low holistic health
 y32 = low conservation
 x43=honoring parents and elders
 x44 = obedience
 y33 = low global social justice
 y34= low personal growth
 y35 = low sustainable living
 y41= group norms and values
 y42= local perspective
 y43 = be opinion leaders
 y44 = endorsements
 y45 = cost-conscious
 y51 = well educated
 y52 = cosmopolitan outlook
 y53 = high involvement
 y54 = less depending
 y55 = greater self-confidence

3.2 Structural model:

The proposed structural model has been examined through the significance of the path coefficients (standardized β) and by observing the probability values of the dependent (endogenous) variables. Hypothesis testing to measure direct effect is observed through regression weights for each exogenous construct to its endogenous construct. Since the model applies intervening variable, the indirect effect is inferred from the condition that if direct effect from independent variable to intervening variable is significant and direct effect intervening variable to dependent variable is also significant, thus, the indirect effect is concluded significant. In the other hand, if one of direct effect or both are insignificant, then, the indirect effect is inferred as insignificant. The result for structural model analysis is observable on Table 2.

Table 2: Structural Model Result Among Constructs

		Estimate	S.E.	C.R.	P	Conclusion
LOHAS	<--- Universalism	.265	.071	3.711	***	Significant
LOHAS	<--- Benevolence	.125	.079	1.589	.112	Not
Traditionalist	<--- Tradition	.371	.100	3.705	***	Significant
Traditionalist	<--- Conformity	.301	.104	2.894	.004	Significant
Career Oriented	<--- Security	.551	.143	3.846	***	Significant
Technology_Enthusiast	<--- LOHAS	.285	.085	3.348	***	Significant
Technology_Enthusiast	<--- Career Oriented	.197	.089	2.230	.026	Significant
Technology_Enthusiast	<--- Traditionalist	.074	.076	.971	.332	Not
Visionaries	<--- Traditionalist	.321	.073	4.384	***	Significant

Notes: *** = $p < 0.00$

Table 2 indicates that the result of direct effect of path coefficient between universalism and LOHAS is 0.265 with p -value < 0.00 and LOHAS to technology enthusiast is 0.285 with p -value $< 0,001$ indicating that both path coefficient have significant effect. This indicates the acceptance of hypothesis 1 *that market segment with universalism value prefers to be Lifestyle of Health and Sustainability (LOHAS) leading to technology enthusiast- minded toward purchasing green high tech product* with indirect effect as much of $0.265 \times 0.285 = 0.075$.

In the other hand, the result of direct effect of path coefficient between benevolence and LOHAS is 0.125 with p-value > 0.00 leading to the rejection of hypothesis 2. This way market segment with benevolence values will not become LOHAS and will not become technology enthusiast either. Further analysis shows that direct effect of path coefficient between security and career-oriented is 0.551 with p-value < 0.00 and career-oriented to technology enthusiast is 0.197 with p-value < 0.05 indicating that both path coefficient have significant effect concluding to the acceptance of hypothesis 3 that *market segment with security value prefers to be career-oriented leading to technology enthusiast- minded toward purchasing green high tech product* with indirect effect as much of $0.551 \times 0.197 = 0.108$. Similarly, direct effect of path coefficient between conformity and traditionalist is 0.301 with p-value < 0.05 and traditionalist to visionaries is 0.321 with p-value < 0.00 indicating that both path coefficient have significant effect concluding to the acceptance of hypothesis 4 that *market segment with conformity value prefers to be traditionalist leading to visionaries- minded toward purchasing green high tech product* with indirect effect as much of $0.321 \times 0.197 = 0.063$. Finally, direct effect of path coefficient between tradition and traditionalist is 0.371 with p-value < 0.00 and traditionalist to visionaries is 0.321 with p-value < 0.00 indicating that both path coefficient have significant effect concluding to the acceptance of hypothesis 5 that *market segment with tradition value prefers to be traditionalist leading to visionaries- minded toward purchasing green high tech product* with indirect effect as much of $0.321 \times 0.371 = 0.119$.

This research is focused on development to discover trends that enable predictions of the future use of green-high-tech in Malaysian setting by particular reference on personal values to characterize consumers. Prediction is based on the positive path by calculating the value of total effect which is the sum together of the direct effect and the total indirect effects (Shipley, 2008). The model: *Universalism*----> *LOHAS*----> *Technology Enthusiast* generates the direct effect of *Universalism* TO *LOHAS* = 0.265, and the indirect effect of *LOHAS* to *Technology Enthusiast* is 0.285. This brings the total effect of $0.265 + 0.285 = 0.55$ indicating that 55 % of technology enthusiast reflected in tendency to purchase high green tech is predicted by universalism values with the condition that the consumers hold the belief in Lifestyle of Health and Sustainability (LOHAS). Similarly, the model: *Security* ----> *Career-oriented* ----> *Technology Enthusiast* generates the direct effect of *Security* ----> *Career-oriented* = 0.551, and the indirect effect of *Career-oriented* to *Technology Enthusiast* is 0.197 carrying the total effect of $0.551 + 0.197 = 0.748$ indicating that 75 % of technology enthusiast reflected in tendency to purchase high green tech is predicted by security values with the condition that the consumers accept the customs and ideas that traditional culture or religion provide. Thus, these two models can be used to predict those who belong to Technology Enthusiast. In the other hand, the model *Conformity* ----> *Traditionalist* ----> *Visionaries* produces the direct effect of *Conformity* ----> *Traditionalist* = 0.301 and the indirect effect of *Traditionalist* to *Visionaries* = 0.321 resulting in the total effect of $0.301 + 0.321 = 0.622$ indicating that 62 % early adapters of prospective purchasers of green high tech product are those who are restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms. By the same token, the model *Tradition* ----> *Traditionalist* ----> *Visionaries* produces the direct effect of *Tradition* ----> *Traditionalist* = 0.371 and the indirect effect of *Traditionalist* to *Visionaries* = 0.321 resulting in the total effect of $0.371 + 0.321 = 0.692$ indicating that 69 % early adapters of prospective purchasers of green high tech product are those who are respecting commitment and accepting the customs and ideas that traditional culture or religion provide. Since this study argued that Malaysian markets for renewable

energy, low carbon model town and electric vehicle in harnessing Malaysian economic transformation model are going to develop beyond the Technology Enthusiast or Visionaries stages of diffusion, the paths recommended are *Security* ----> *Career-oriented* ---- > *Technology Enthusiast* and *Tradition* ---- > *Traditionalist* ---- > *Visionaries* as each path generates the highest total effect of 75 % and 69 % respectively.

4. DISCUSSION

The research has proved the existence of Technology Enthusiast and Visionaries - the group interested in sustainable energy solutions- to become the starting point for segmenting the market as well as pioneering agent to disseminate the importance and urgency of shifting from using conventional products into the green high-tech product for the purpose of national sustainability in preserving natural resources. This finding is in line with Slatter and Mohr (2006) providing a unique insight that the marketing strategy should emphasize on the niche that comprises of 'visionaries' and 'technology enthusiast' as the early adopters of the new high-tech products. Since most radically new high-tech product was presented in the niche market rather than the mass-market (Levinthal, 1998; Ortt et al., 2008; Sood & Tellis, 2005; Suprpto, 2010), this study explores on how to identify and select the potential niches within the market in setting of a developing country Malaysia to support sustainability concept echoed in Economic Transformation Model as yet not much enlightenment can be originated on how to classify and select the prospective niches within the market that is nonexistent primarily in situation where high green tech product is still in an early infant phase. This study has found out which values are salient to Malaysian when wishing to adopt green high - tech products which is then used as a base for segmentation. This research has found out *security* and *tradition* as values that are of paramount importance to people to segment the market for high tech green product supporting the notions that values are more effective to profile consumers and to segment markets (De Pelsmacker et al., 2005; Doran, 2009; Mueller et al., 2011).

This research had some limitations that had to be considered. First, this research used a cross-sectional data not a longitudinal sample which was collected over several points of time to support the findings. Second, only links between limited numbers of constructs were examined. Therefore, future research should examine additional variables that were likely to influence the explored relationships. Finally, the obtained results did not imply definitive conclusion about the analyzed relationships and might have limited generalizability due to the industries and geographical specificity of researched sample. Future studies should be expanded to wider geographical territories so that the findings will be generalizable for developing country of Malaysia.

5. CONCLUSION

Since Malaysian government encourages switching to Renewable Energy and Low Carbon Model Town and Electric Vehicle as one of Economic Transformation Program agendas, framework to pinpoint groups with a high potential to become new customers is extremely important. By particular reference to Slatter and Mohr' unique insight (2006) that the marketing strategy should focus on the niche that consists of 'visionaries' and 'innovators' as the early adopters of the new high-tech products, this study provides the way how to identify and select the potential niches within the market in setting of a developing country Malaysia which is collectivist in nature. This

way, Schwartz's self-transcendence values represent collective interests and serve as guiding principles when making a purchase decision for green high tech products. The extent of consumers' environmental efforts will likely depend on their value orientations.

The findings will have certain practical implications for marketing and public policy. The implications are mainly related to segmentation and targeting efforts and in particular to what types of messages are constructed to persuade people to buy green. In terms of segmentation, the results of this study suggest that target segments for green high tech products may be those who are motivated strongly by self-transcending goals. These niches are 'visionaries' and 'innovators' of the early adopters of the new high-tech products in Malaysian setting. This way the policy maker does not consider all Malaysian people are the target market of the green high tech product as segmenting philosophy is "select your market creatively!"

64

Acknowledgments

The writers would like to express sincere gratitude to Minister of Higher Education Malaysia and Universiti Teknikal Malaysia Melaka for funding this research under the grant FRGS2/2013/SS05/FPTT/02/1/F00181.

The earlier version of this paper had been presented in The Sustainable Consumption Research and Action Initiative (SCORAI)", June 12-14, 2013, Massachusetts, USA. The authors would like to thank anonymous reviewers.

References

- 2
Arkesteijn, K., & Oerlemans, L. (2005). The early adoption of green power by Dutch households: An empirical exploration of factors influencing the early adoption of green electricity for domestic purposes. *Energy Policy*, 33(2), 183-196.
- 35
Blackburn, H. (2011). Millennials and the adoption of new technologies in libraries through the diffusion of innovations process. *Library High Technology*, 29 (4), 663 – 677.
- 25
Chlivickas, E., Petrauskaite, N., & Ambrusevič, N. (2009). Leading priorities for development of the high technologies market. *Journal of Business Economics and Management*, 10(4), 321-328.
- 1
Cohen, M. (2001). The Emergent Environmental Policy Discourse on Sustainable Consumption', in M. Cohen and J. Murphy (eds) *Exploring Sustainable Consumption: Environmental Policy and the Social Sciences*, pp. 21–37. London: Pergamon.
- 22
De Pelsmacker, P., L. Driesen and G. Rayp (2005). Do Consumers Care About Ethics? Willingness to Pay for Fair-Trade Coffee. *Journal of Consumer Affairs* 39, 363– 385.

- 11
Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., & Bohlen, G. M. (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research*, 56(6), 465-480.
- 45
Diaz-Rainey, I., & Ashton, J. K. (2011). Profiling potential green electricity tariff adopters: green consumerism as an environmental policy tool? *Business Strategy and the Environment*, 20(7), 456-47012
- 40
Doran, C. J. (2009). The role of personal values in Fair Trade consumption. *Journal of Business Ethics*, 84(4), 549-563.
- 29
Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behaviour: a test of a consumer model. *European journal of Marketing*, 34(5/6), 723-746.
- 20
Ghodrati, N., Samari, M., & Shafiei, M. W. M. (2012). Investigation on Government Financial Incentives to Simulate Green Homes Purchase. *World Applied Sciences Journal*, 20(6), 832-841.
- 51
Gordon, R., Carrigan, M., & Hastings, G. (2011). A framework for sustainable marketing. *Marketing Theory*, 11(2), 143-163.
- 23
Gössling, S., Peeters, P., Ceron, J. P., Dubois, G., Patterson, T., & Richardson, R. B. (2005). The eco-efficiency of tourism. *Ecological economics*, 54(4), 417-434.
- 62
Hofstede, G. (1980). *Culture's Consequences: International Differences in Work-Related Value*, Beverly Hills, CA: Sage.
- 49
Hofstede, G. (2007). Asian management in the 21st century. *Asia Pacific journal of management*, 24(4), 411-420.
- 16
Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (Vol. 6). Upper Saddle River, NJ: Pearson Prentice Hall.
- 5
Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural equation modeling: a multidisciplinary journal*, 6(1), 1-55.
- 50
Inglehart, R., & Baker, W. E. (2000). Modernization, cultural change, and the persistence of traditional values. *American sociological review*, 19-51.
- 32
Kahle, L. R., & Kennedy, P. (1988). Using the list of values (LOV) to understand consumers. *Journal of Services Marketing*, 2(4), 49-56
- 10
Kim, M. J., Lee, C. K., Gon Kim, W., & Kim, J. M. (2013). Relationships between lifestyle of health and sustainability and healthy food choices for seniors. *International Journal of Contemporary Hospitality Management*, 25(4), 558-576.
- 4
Kim, Y. (2011). Understanding Green Purchase: The Influence of Collectivism, Personal Values and Environmental Attitudes, and the Moderating Effect of Perceived Consumer Effectiveness. *Seoul Journal of Business* 17(1), 65-92.
- 37
Kim, Y. and S. M. Choi (2005). Antecedents of Green Purchase Behavior An Examination of Collectivism, Environmental Concern, and PCE. *Advances in Consumer Research* 32, 592-599.
- 41
Koh, M. P., & Hoi, W. K. (2003). Sustainable biomass production for energy in Malaysia. *Biomass and Bioenergy*, 25(5), 517-529.

- 21
Levinthal, D. A. (1998). The slow pace of rapid technological change: gradualism and punctuation in technological change. *Industrial and corporate change*, 7(2), 217-247.
- Lowe, A. C. T., & Corkindale, D. R. (1998). Differences in "cultural values" and their effects on responses to marketing stimuli: A cross-cultural study between Australians and Chinese from the People's Republic of China. *European Journal of Marketing*, 32(9/10), 843-867.
- 42
McCarty, J. A., & Shrum, L. J. (1994). The recycling of solid wastes: Personal values, value orientations, and attitudes about recycling as antecedents of recycling behavior. *Journal of Business Research*, 30(1), 53-62.
- 39
_____. (2001). The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior. *Journal of Public Policy & Marketing* 20, 93-104.
- 66
Mohr, J. S., & Slater, S. S. (2010) *Marketing of High-Technology Products and Innovations*. New York: Prentice Hall.
- 6
Moorthy, M.K., Yacob, P., Chelliah, M.K. & Arokiasam, L. (2012). Drivers for Malaysian SMEs to Go Green. *International Journal of Academic Research in Business and Social Sciences* 2(9), 74-86.
- 28
Moore, G. A. (1995). *Inside the tornado: marketing strategies from Silicon Valley's cutting edge* (Vol. 19). New York: HarperBusiness.
- Müller, M., Chassot, S., Wästenhagen, R., & Hübner, G. (2011): *Profiling the green consumer: The role of personal values*. Sustainable Consumption – Towards Action and Impact Abstract Volume. International Scientific Conference, November 6th-8th 2011, in Hamburg, Germany.
- MY LOHAS Editors (2008). 25 Ways to Be More LOHAS 9, 66-87.
<http://tw.magv.com/privew3.aspx?MUID=11556>
- 14
Neupane, R. P., Sharma, K. R., & Thapa, G. B. (2002). Adoption of agroforestry in the hills of Nepal: a logistic regression analysis. *Agricultural Systems*, 72(3), 177-196.
- 3
Nizam, N. Z., Rajiani, I., Mansor, N., Yahaya, S. N., & Hoshino, Y. (2014). Understanding Green Purchase Behavior among Gen Y in Malaysia by Examining the Factors Influenced. *Interdisciplinary Journal of Contemporary Research in Business*, 6(2), 181.
- 18
Ortt, J. R., & van der Duin, P. A. (2008). The evolution of innovation management towards contextual innovation. *European Journal of Innovation Management*, 11(4), 522-538.
- 63
Ottman, J. (1993). Industry's Response to Green Consumerism. *Journal of Business Strategy* 13, 3-7.
- 33
Parks, L., & Guay, R. P. (2012). Can Personal Values Predict Performance? Evidence in an Academic Setting. *Applied Psychology*, 61(1), 149-173.
- 44
Pesek, T. J., Helton, L. R., & Nair, M. (2006). Healing across cultures: Learning from traditions. *EcoHealth*, 3(2), 114-118.
- 78
Phuah K. T., Rezai G., Mohamed, Z. & Mad Nasir Shamsudin (2011). Consumers' Intention to Purchase Green Foods in Malaysia. *International Conference on Innovation, Management and Service IPEDR 14*, 112-118.
- 54
38
Robins, R. W., Fraley, R. C., & Krueger, R. F. (Eds.). (2009). *Handbook of research methods in personality psychology*. Guilford Press.

- Rohan, M. J. (2000). A rose by any name? The values construct. *Personality and social psychology review*, 4(3), 255-277.
- Rowland, I., Faughnan, M., Hoey, L., Wahala, K., Williamson, G., Cassidy, A., & Rowland, I. (2003). Bioavailability of phyto-oestrogens. *British Journal of Nutrition*, 89(1), 838-869.
- Schwartz, S. H. and W. Bilsky (1987). Toward A Universal Psychological Structure of Human Values. *Journal of Personality and Social Psychology* 53 (3), 550-562.14
- Schwartz, S. H. (1992). Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries. *Advances in Experimental Social Psychology* 25, 1-65.
- _____ (1994). Are There Universal Aspects in the Structure and Contents of Human Values? *Journal of Social Issue* 50, 19-45.
- Schwartz, S. H., & Bardi, A. (2001). Value hierarchies across cultures taking a similarities perspective. *Journal of Cross-Cultural Psychology*, 32(3), 268-290.
- Schwartz, S. H. (2012). An overview of the Schwartz theory of basic values. *Online Readings in Psychology and Culture*, 2(1), 11.
- Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling*. Psychology Press.
- Shaw, D., Grehan, E., Shiu, E., Hassan, L., & Thomson, J. (2005). An exploration of values in ethical consumer decision making. *Journal of Consumer Behaviour*, 4(3), 185-200.
- Shipley, B. (2008). *Cause and correlation in biology: a user's guide to path analysis, structural equations and causal inference*. Cambridge University Press.
- Slater, S. F., & Mohr, J. J. (2006). Successful development and commercialization of technological innovation: insights based on strategy type. *Journal of Product Innovation Management*, 23(1), 26-33.
- Sood, A., & Tellis, G. J. (2005). Technological evolution and radical innovation. *Journal of Marketing*, 152-168.
- Stern P. C, T. Dietz, and L. Kalof (1993). Values Orientations, Gender, an Environmental Concern. *Environment and Behavior* 25 , 322- 348.
- Suprpto, M. (2010). *Niche Applications for Introducing Radically New High-Tech Products to the Market: An Explorative Study* (Doctoral dissertation, Delft University of Technology).
- Tellis, G., Yin, E., & Bell, S. (2009). Global consumer innovativeness: cross-country differences and demographic commonalities.
- Tongco, M. D. C. (2007). Purposive Sampling as a Tool for Informant Selection. *Ethnobotany Research & Applications*, 5, 147-158.
- Wahid, N. A., Rahbar, E., & Shyan, T. S. (2011). Factors influencing the green purchase behavior of Penang environmental volunteers. *International Business Management*, 5(1), 38-49.
- Wiser, R. H. (2007). Using contingent valuation to explore willingness to pay for renewable energy: a comparison of collective and voluntary payment vehicles. *Ecological economics*, 62(3), 419-432.

8

Young, I., Hendrick, S., Parker, S., Rajić, A., McClure, J. T., Sanchez, J., & McEwen, S. A. (2010). Knowledge and attitudes towards food safety among Canadian dairy producers. *Preventive veterinary medicine*, 94(1), 65-76.

57

Zamkav, J. (2003). Consumer demand for 'green power' and energy efficiency. *Energy Policy*, 31(15), 1661-1672.

4. Conceptualizing values as point of departures in penetrating market

ORIGINALITY REPORT

23%
SIMILARITY INDEX

16%
INTERNET SOURCES

15%
PUBLICATIONS

15%
STUDENT PAPERS

PRIMARY SOURCES

1 cbsmohali.org **<1%**
Internet Source

2 Abdul Rahman Zahari, Elinda Esa. "Drivers and inhibitors adopting renewable energy: an empirical study in Malaysia", International Journal of Energy Sector Management, 2018 **<1%**
Publication

3 Submitted to Durban University of Technology **<1%**
Student Paper

4 Submitted to Florida State University **<1%**
Student Paper

5 e-revistas.uca.edu.ar **<1%**
Internet Source

6 journals.euser.org **<1%**
Internet Source

7 Submitted to RMIT University **<1%**
Student Paper

8	Submitted to University of Central Lancashire Student Paper	<1 %
9	lrd.yahooapis.com Internet Source	<1 %
10	Submitted to University of Wollongong Student Paper	<1 %
11	XING GAO, Sang Yong Kim, Da Yeon Kim, Lee. "The Effects of Social Media Advertising on Social Search in China: Evidence from Luxury Brand", Asia Marketing Journal, 2019 Publication	<1 %
12	ageconsearch.umn.edu Internet Source	<1 %
13	Mateja Kos Koklič. "Digital Piracy among Adults in Slovenia: An Application of the Theory of Interpersonal Behavior", Economic and Business Review, 2016 Publication	<1 %
14	journals.aesacademy.org Internet Source	<1 %
15	paperity.org Internet Source	<1 %
16	umpir.ump.edu.my Internet Source	<1 %

17 Ana Gabriela Encino-Muñoz, Mark Sumner, Pammi Sinha, Bruce Carnie. "To keep, or not to keep? That is the question. Studying divestment from a cross-cultural approach", *The Design Journal*, 2019
Publication <1 %

18 feb.studenttheses.ub.rug.nl
Internet Source <1 %

19 www.fao.org
Internet Source <1 %

20 yorkspace.library.yorku.ca
Internet Source <1 %

21 Jacobsson, S.. "The politics and policy of energy system transformation-explaining the German diffusion of renewable energy technology", *Energy Policy*, 200602
Publication <1 %

22 Patrice Cailleba, Herbert Casteran. "Do Ethical Values Work? A Quantitative Study of the Impact of Fair Trade Coffee on Consumer Behavior", *Journal of Business Ethics*, 2010
Publication <1 %

23 discovery.dundee.ac.uk
Internet Source <1 %

24 serialsjournals.com
Internet Source <1 %

25	www.mla.vgtu.lt Internet Source	<1 %
26	Submitted to Huntington Beach Union High School District Student Paper	<1 %
27	Submitted to Indian School of Mines Student Paper	<1 %
28	Hugh M. Pattinson. "Chapter 33 e-Novation: A Platform for Innovation in the Digital Economy", Springer Science and Business Media LLC, 2014 Publication	<1 %
29	Lucyna Witek. "Green Marketing: The Environmentally-Friendly Attributes of Products and Decision to Purchase", Folia Oeconomica Stetinensia, 2020 Publication	<1 %
30	Submitted to UC, San Diego Student Paper	<1 %
31	uir.ulster.ac.uk Internet Source	<1 %
32	krex.k-state.edu Internet Source	<1 %
33	Jesús Alcoba, Laura López. "On finding the source of human energy: The influence of	<1 %

famous quotations on willpower", Europe's
Journal of Psychology, 2017

Publication

34

jibm.ut.ac.ir

Internet Source

<1 %

35

www.enrichment.iocspublisher.org

Internet Source

<1 %

36

Submitted to 8936

Student Paper

<1 %

37

A.D. Nuwan Gunarathne, Pubudu K. Hitigala Kaluarachchilage, Sasith M. Rajasooriya. "Low-carbon consumer behaviour in climate-vulnerable developing countries: A case study of Sri Lanka", Resources, Conservation and Recycling, 2020

Publication

<1 %

38

Submitted to Bishop Grosseteste University

Student Paper

<1 %

39

Lee, Yu-Kang. "The Influence of Message Appeal, Environmental Hyperopia, and Environmental Locus of Control on Green Policy Communication", Social Behavior and Personality An International Journal, 2013.

Publication

<1 %

40

Submitted to Rikkyo University

Student Paper

<1 %

41	bioresources.cnr.ncsu.edu Internet Source	<1 %
42	krepublishers.com Internet Source	<1 %
43	www.athensjournals.gr Internet Source	<1 %
44	Submitted to Aspen University Student Paper	<1 %
45	Robert Sposato, Nina Hampl. "3 Social Acceptance of Renewable Energy Technologies", Walter de Gruyter GmbH, 2020 Publication	<1 %
46	academic.oup.com Internet Source	<1 %
47	asociacionetnobiologica.org.mx Internet Source	<1 %
48	cfs.nrcan.gc.ca Internet Source	<1 %
49	eprints.aston.ac.uk Internet Source	<1 %
50	www.nber.org Internet Source	<1 %
51	Submitted to British University in Egypt Student Paper	<1 %

52	Submitted to Mary Immaculate College Student Paper	<1 %
53	darimindamattpatt.blogspot.com Internet Source	<1 %
54	manualzz.com Internet Source	<1 %
55	Omar Khalid Bhatti, Muhammad Irfan, Ali Osman Öztürk, Raj Maham. "Organizational inclusion through interaction of work meaningfulness and servant leadership: An artificial neural network approach", Cogent Business & Management, 2022 Publication	<1 %
56	Submitted to University of Oklahoma Student Paper	<1 %
57	digitalcommons.library.umaine.edu Internet Source	<1 %
58	bic-pk.ceon.rs Internet Source	<1 %
59	boris.unibe.ch Internet Source	<1 %
60	stiamak.ac.id Internet Source	<1 %
61	Jan M. Gerken, Martin G. Moehrle. "A new instrument for technology monitoring: novelty	<1 %

in patents measured by semantic patent analysis", Scientometrics, 2012

Publication

62

Jorma Larimo. "Chapter 18 International Joint Venture Performance: Impact of Performance Measures and Foreign Parent, Target Country and Investment Specific Variables on Performance", Springer Science and Business Media LLC, 2007

Publication

<1 %

63

pearl.plymouth.ac.uk

Internet Source

<1 %

64

www.planningmalaysia.org

Internet Source

<1 %

65

konsultasiskripsi.com

Internet Source

<1 %

66

sigdoc.acm.org

Internet Source

<1 %

67

www.pure.ed.ac.uk

Internet Source

<1 %

68

compassionlab.org

Internet Source

<1 %

69

www.seedengr.com

Internet Source

<1 %

70

pericles.pericles-prod.literatumonline.com

Internet Source

<1 %

71	uad.portalgaruda.org Internet Source	<1 %
72	tel.archives-ouvertes.fr Internet Source	<1 %
73	9lib.co Internet Source	<1 %
74	David A. Ralston, David J. Gustafson, Fanny M. Cheung, Robert H. Terpstra. "Differences in Managerial Values: A Study of U.S., Hong Kong and PRC Managers", Journal of International Business Studies, 1993 Publication	<1 %
75	Edi Purwanto, July Deviny, Ahmed M. Mutahar. "The Mediating Role of Trust in the Relationship Between Corporate Image, Security, Word of Mouth and Loyalty in M-Banking Using among the Millennial Generation in Indonesia", Management & Marketing. Challenges for the Knowledge Society, 2020 Publication	<1 %
76	HEATHER S. TREVINO. "Threats to Avifauna on Oceanic Islands", Conservation Biology, 2/2007 Publication	<1 %
77	International Journal of Physical Distribution & Logistics Management, Volume 38, Issue 7	<1 %

(2008-08-24)

Publication

78

Submitted to KDU College Sdn Bhd

Student Paper

<1 %

79

PHOTIS PAPADEMAS. "Food safety management systems (FSMS) in the dairy industry: A review", International Journal of Dairy Technology, 11/2010

Publication

<1 %

80

Shelby L. Langer, Joan M. Romano, Francis Keefe, Donald H. Baucom et al. "Couple Communication in Cancer: Protocol for a Multi-Method Examination", Frontiers in Psychology, 2022

Publication

<1 %

81

Orapan Khongmalai, Anyanitha Distanont. "Corporate governance model in Thai state-owned enterprises: structural equation modelling approach", Corporate Governance: The international journal of business in society, 2017

Publication

<1 %

82

"Leerboek seksuologie", Springer Nature America, Inc, 2018

Publication

<1 %

83

Shigehiro Oishi, Ed Diener. "Chapter 5 Goals, Culture, and Subjective Well-Being", Springer

<1 %

Science and Business Media LLC, 2009

Publication

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off