THE ROLE OF RELIGIOSITY, ETHNICITY, INDIVIDUAL VALUES AND INNOVATIVENESS IN CONSUMER ACCEPTANCE OF NOVEL PRODUCTS

SHAHEEN MANSORI

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THE ROLE OF RELIGIOSITY, ETHNICITY, INDIVIDUAL VALUES AND INNOVATIVENESS IN CONSUMER ACCEPTANCE OF NOVEL PRODUCTS

By

SHAHEEN MANSORI

Thesis Submitted to Graduate School of Management, Universiti Putra Malaysia in Fulfillment of the Requirement for Degree of Doctor of Philosophy

January 2012
DEDICATION

To my wife and best friend – Ella;
To my parents, the first and best teachers of all, who will always live in my heart
Abstract of thesis presented to the senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Doctor of Philosophy

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January 2012

Chair: Professor Samsinar Md. Sidin ,PhD
Faculty: Graduate School of Management

Traditional marketing strategies have been inexorably changed by the new context in which businesses operate in 21st century. The shift from production orientation to marketing orientation in twentieth century has continued to consumer orientation epoch in the new millennium. A number of researches have recognized the launching of a successful innovation as a key contributor to create a sustainable demand, as well as to financial and company performance. To build a competitive advantage in high competitive markets many pioneer companies have differentiated themselves by developing innovative products/services. However, studies showed that the failure rate of new-products is very high (ranging from 33% to over 60%) and has not improved over the last decades. Consequently, the extremely high costs associated with the failure of a new product, stresses the importance of a model that can effectively forecast the market penetration of a new product.
The acceptance of new product might be affected by several factors. For several years, researchers and marketers have tried to explore the factors that can play role in acceptance or rejection of new products. This study contributes and extends the understanding of the role of religiosity, ethnicity, individual’s values and innovativeness, as personal traits, on acceptance of new products/services in Malaysian context.

Seven hundred individuals from urban area of Malaysia were asked to answer the questionnaire. Questionnaires were distributed based on self-administrated method in shopping malls, sports complex, train stations and airports in three different cities of Malaysia. Findings show religiosity and ethnicity have negative relationship with openness to change (stimulation, self-direction and hedonism) and conservation (traditions and conformity). Conservation values have negative effects on consumer innovativeness and acceptance of new products. In contrast, openness to change values show positive relationship with innovativeness and acceptance of new products.

Theoretically, the developed model of this study makes an important contribution to the body of consumer behavior literature. Exploring the mechanism through which value affects consumer innovativeness could benefit marketers of companies in determining the target market and in adjusting marketing strategies in each stage of the product life cycle. However, the implications of this research study should be considered in the light of the potential limitations. These might include limitations of sampling method, time horizon of study and data collection method.

Walau bagaimanapun, kajian menunjukkan bahawa kadar kegagalan penghasilan produk baru sangat tinggi (antara 33% hingga melebihi 60%) dan tidak pernah menunjukkan peningkatan sejak satu dekad yang lalu. Akibatnya, kos penggunaan yang sangat tinggi sering dikaitkan dengan kegagalan penghasilan sesuatu produk baru, dan ini menjelaskan akan kepentingan untuk menghasilkan satu model yang berkesan dan mampu menembusi pasaran bagi sesuatu produk baru.
Penerimaan produk baru mungkin di pengaruhi oleh beberapa faktor. Selama beberapa tahun, para penyelidik dan pengurus pemasaran telah berusaha untuk mengkaji faktor-faktor yang memainkan peranan penting dalam penerimaan atau penolakan produk baru. Kajian ini telah menyumbang dan meningkatkan pemahaman berkaitan kerohanian, etnik, nilai-nilai asas individu dan inovasi, sebagai ciri ciri peribadi, penerimaan produk /perkhidmatan baru dalam konteks Malaysia.

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Lastly, I would like to thank friends and colleagues, who have been a great source of encouragement, understanding, and camaraderie. I know that I am very fortunate to know each of the individuals who touched my life during the long days and years that comprise a doctorate. Thank you.
I certify that an Examination Committee met on 6th January 2012 to conduct the final examination of Shaheen Mansori on his Doctor of Philosophy thesis entitled “The Role of Religiosity, Ethnicity, Individual Values and Innovativeness in Consumer Acceptance of Novel Products” in accordance with Universities and University Colleges act 1971 and the Constitution of the Universiti Putra Malaysia [P.U(A)106] 15 March 1998. The Committee recommends that the candidate be awarded the Doctor of Philosophy.

Members of the examination Committee are as follows:

Naresh Kumar, PhD
Graduate School of Management
Universiti Putra Malaysia
(Chairman)

Md. Nor Othman, PhD
Professor
Faculty of Business and Accountancy
University of Malaya
(Internal Examiner)

Rohaizat Baharun, PhD
Associate Professor
Faculty of Management and Human Resource Management
Universiti Teknologi Malaysia
(Internal Examiner)

Muhammad A.Al Bureay, PhD
Professor
Department of Management and Marketing
College of industrial and Management
King Fahad University of Petroleum of Saudi Arabia
(External Examiner)

_______________________

FOONG SOON YAU, PhD
Professor/Deputy Dean
Graduate School of Management
Universiti Putra Malaysia

Date:
This thesis submitted to the Senate of Universiti Putra Malaysia has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee are as follows:

**Samsinar Md Sidin, PhD**  
Professor  
Faculty of Economics  
Universiti Putra Malaysia  
(Chairperson)

**Murali Sambasivan, PhD**  
Professor  
Graduate School of Management  
Universiti Putra Malaysia  
(Member)

**Rosli Saleh, PhD**  
Faculty of Economics  
Universiti Putra Malaysia  
(Member)

---

ARFAH SALLEH, PhD, FCPA (Aust)  
Professor/Dean  
Graduate School of Management  
Universiti Putra Malaysia

Date:
DECLARATION

I hereby declare that this thesis is based on my original work except the quotations and citations, which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or any other institutions.

SHAHEEN MANSORI

Date:
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