PURCHASE OF GIFT AMONG MALAYSIAN CHINESE DURING CHINESE NEW YEAR

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 15903.

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DEDICATION

The researchers wish to dedicate this study to our parents who continually provide their support, encouragement, motivation and understanding throughout the period of this research study. We do really appreciate everything they give to us and in playing a role of our strengths and inspiration.

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LIST OF ABBREVIATIONS

P   =   Purchase of Gift

R   =   Reciprocity

G   =   Guanxi

M   =   Mianzi

a   =   Alpha

b   =   Beta

PREFACE

Malaysia is a country which has multi-ethnic and multi-cultural groups includes of Malay, Chinese, Indian and others. Therefore, there are many different types of traditional festivals from different races to be celebrated in Malaysia and gift-giving has become one of the common practices for any of the occasions in Malaysia. In fact, multi-ethnic group and multi cultural groups in Malaysia might affect traditional Chinese cultural values of the Malaysian Chinese.

Gifting is a common tradition custom which affected by an individual's cultural background guided by Chinese cultural values. Besides, it is important in the Chinese society to build and maintain relationship with others especially during Chinese New Year. The purpose of this study is to examine whether Chinese cultural values which are reciprocity, guanxi and mianzi will affect purchase of gift among Malaysian Chinese during Chinese New Year.

Moreover, this study will also help to identify which determinant has a greater impact on purchase of gift among Malaysia Chinese during Chinese New Year with the purpose for marketers to choose the most appropriate marketing tool to generate more sales and profit. Lastly, this study also functions to provide an insight and understanding about purchase of gift among Malaysia Chinese during Chinese New Year for marketers, future researches, students and others who study to this research.

ABSTRACT

The purpose of this study is to examine the purchase of gift among Malaysian Chinese during Chinese New Year which is affected by their traditional Chinese cultural values which are reciprocity, guanxi, and mianzi. A survey questionnaire is adopted to collect the data from 210 respondents within peninsular Malaysia. By conducting the Statistical Package for Social Science (SPSS) 16.0 for data analysis, results showed that guanxi and mianzi have significant relationship towards purchase of gift during Chinese New Year. However, reciprocity has no significant relationship with purchase of gift during Chinese New Year.

In addition, managerial implication has been discussed to help managers and marketers to have better understanding on what are the factors affected purchase behavior of Malaysian Chinese during Chinese New Year. Lastly, limitations and recommendations for future study have been discussed so that future researchers can improve the quality of their research in related field.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

This research seeks to examine the gift purchase during Chinese New Year among Malaysian Chinese within peninsular Malaysia. In this chapter, researchers will discuss about the background of the research as well as the problem statement. The researchers also will list out the objectives and questions for conducting this research. Next, researchers will form the research hypotheses and significance of the study. Lastly, layout for each chapter and summary of the overall project will be discussed.

1.1   Research Background

The origin of Chinese New Year is one of the famous legends with the existence of a monster called "Nian". "Nian" is a monster that is extremely cruel and ferocious that preys human during the night of New Year's Eve (Chiu, 2014). In order to get rid of the "Nian", Chinese people will hang up red lanterns in front of their houses and set off firecrackers because they believe that the Nian is frightened of loud noises from drums, red color object and firecrackers. At the end, the monster, "Nian" was conquered and people recognized "passing of the Nian" as "Guonian" which means Chinese New Year celebration (Chiu, 2014).

During Chinese New Year Eve, all family members will gather around to have reunion dinner together and this is one of the important tradition customs among the Chinese. The celebration of Chinese New Year will start on the first day of New Year based on lunar calendar and last for 15 days. Different areas of Chinese society celebrate Chinese New Year differently. For instance, the Chinese society at northern China will eat "jiaozi" while Chinese people in southern china will eat "niangao" during Chinese New Year (Juan, 2011). However, red color is the predominant color and usually will be used during Chinese New Year celebration. This is because red color represents prosperity, goodness and happiness in Chinese society (He, 2009). Within the 15 days of celebration, there are many traditional activities to be practiced by the Chinese such as grand feasting, set off firecrackers, visiting friends and relatives, lion dance performance and red envelopes with money will be given by older to younger people or to those who haven get married.

During Chinese New Year, gifting is also one of the traditional practices and it is a common cultural custom in Chinese society. It is important for them in building, maintaining and strengthening interpersonal relationships with others (Liu, Lu, Liang, & Wei, 2010). The red envelope with money that is given by elder to those younger is one of the practices taken place during Chinese New Year. The amount given normally depends on the age and relationship with the receiver (Mack,

2014). Besides, most of the Chinese will bring along gifts such as mandarin orange, candy, biscuits, and hampers when they visit to relatives and friend's house.

Moreover, according to Wang (2006), the practice of gift giving is heavily influenced by an individual's cultural background as gift giving practices in most of the cases are guided by the traditional cultural values. In the previous research done by Joy (2001), it clearly shows that the practice of gifting among Chinese people in Hong Kong was influenced by their Chinese cultural value.

According to Wang (2006), it is common to find that people with different cultural background will lead to different management in gifting. Thus, the different perceptions on cultural values is the reason of this study to be conducted with the purpose of to examine Chinese cultural values towards the gift purchase among Chinese people in peninsular Malaysia during Chinese New Year.

1.2   Problem Statement

Malaysia is a country which has different ethnic groups including Malay, Chinese, Indian and others. Therefore, there are many different types of occasions to be celebrated in Malaysia; hence, gift-giving has become one of the common activities among the Malaysian. For example, Malay will participate in gift-giving during Hari Raya Puasa celebration, and Chinese will give gift during Chinese New Year. According to the research done by Othman, Ong and Teng (2005), the result shows that Chinese is more open in accepting the Western culture. They celebrate other occasions such as Christmas, Mother's Day, Father's Day and Valentine's Day compare to other ethnic groups and this might indicates that Malaysian's Chinese has more chances in participating of gift-giving. Thus, researchers are interested to find out whether the Chinese in peninsular Malaysia are still strongly maintaining their Chinese traditional cultural values in purchasing and giving gift during Chinese New Year.

Besides that, it is important for the marketers to understand the Chinese cultural values that will affect the purchase of gift during Chinese New Year among Malaysian Chinese within peninsular Malaysia since they have higher income which leads to higher purchasing power to involve in gifting as compared to East Malaysia. However, there are only few studies done by researchers related to gift-giving and Chinese cultural values. Furthermore, most of the studies are done in other countries such as China and Hong Kong which are not appropriate to represent the Chinese in Malaysia. Therefore, more research studies should be done in Malaysia so that marketers can have a clearer picture in understanding the purchase behavior of Malaysian Chinese, who are unique and living in a multi-cultural and multi-ethnic society.

1.3   Research Objectives

As in this study, research objective includes one general objective and three specific objectives.

1.3.1 General Objectives

To examine whether there is relationship between Chinese cultural values and purchase of gift during Chinese New Year among Malaysian Chinese.

1.3.2 Specific Objectives

1. To determine the relationship between reciprocity and purchase of gift during Chinese New Year.

2. To determine the relationship between guanxi and purchase of gift during Chinese New Year.

3. To determine the relationship between mianzi and purchase of gift during Chinese New Year.

1.4   Research Questions

1. Is there any relationship between reciprocity and purchase of gift during Chinese New Year?

2. Is there any relationship between guanxi and purchase of gift during Chinese New Year?

3. Is there any relationship between mianzi and purchase of gift during Chinese New Year?

1.5   Hypotheses of the Study

H1: There is significant relationship between reciprocity and purchase of gift.

H2: There is significant relationship between guanxi and purchase of gift.

H3: There is significant relationship between mianzi and purchase of gift.

1.6   Significance of the Study

By conducting the study, it provides benefits for the marketers to identify and be familiar with the Chinese cultural values which might lead the consumers to purchase gift during Chinese New Year. By doing so, marketers are able to adopt the proper marketing communications to position the consumer's products and attract more consumers. In other words, when the marketers know more related information regarding to the Chinese cultural values it would help them to have a better understanding on Chinese consumers' gift buying perspective during Chinese New Year. Hence, the sales might be increased as they are able to satisfy the customers' needs based on their own Chinese cultural values in buying gift.

This study will also benefit and help the future researchers as their guidance. Besides that, due to limited numbers of this related research studies done in Malaysia, this study is able to help future researchers to collect more information and have better understanding whether traditional Chinese cultural values will lead the Malaysian Chinese within peninsular Malaysia to purchase gift to others during Chinese New Year, especially in a multi-cultural society such as Malaysia.

1.7   Chapter Layout

This part includes the layout for each chapter of the research project.

Chapter 1: Research Overview

Chapter one discusses the overview of the research where researchers will first discuss about the research background. Next, it will include a problem statement and continued with the objectives and questions for the research study. Lastly, the hypotheses and significance of the study will also be discussed.

Chapter 2: Literature Review

In this chapter, the literature and theoretical models that are relevant to the research topic will be reviewed in order to achieve the proposed conceptual framework for the research study. The hypotheses will be developed in order to guide the researcher to the direction of achieving the objectives of this research study.

Chapter 3: Research Methodologies

In chapter three, researchers discuss the research design to be used as well as the methods used to collect data. Besides that, the sampling design, research instrument, construct measurement, and data processing will be included. Lastly, researchers will discuss the methods used for analyzing the data.

Chapter 4: Data Analysis

In chapter four, software SPSS 16.0 will be used to analyze the data and the results will be presented in bar chart, pie chart, and table. Lastly, the result will show whether the hypotheses that formed are significant and supported.

Chapter 5: Discussion, Conclusion and Implication

Chapter five summarizes the major findings based on the result obtained from Chapter four. Besides that, the implication and limitations of the research study will be discussed and lastly the recommendations for future study will also be provided.

1.8   Conclusion

Chapter one provides an overview of the research study. The background of the research and problem statements is discussed by the researchers. Besides that, objectives and questions of the research study are included. Other than that, hypotheses as well as the significance for the research study will be developed. Lastly, it also consists of the illustration of the summary for each chapter. Chapter two will further discuss the reviewing of the literature that is relevant to the research topic.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

In this section, researchers explain the literature review on Chinese cultural values towards purchase of gift during Chinese New Year. So, each of the variables will be further explained in this chapter. The purpose of doing literature review is to provide a framework for the researchers to relate their new findings with the previous findings done by other researchers (Randolph, 2009).

2.1   Literature Review

According to Feng, Chang & Richard (2010), gift-giving defined as a type of verbal and nonverbal communication by giving an object to another person for the purpose of showing good intention. According to Liu et al. (2010), gift-giving enables individuals to establish interpersonal relationships especially in Chinese context, where it plays a vital role in structuring, continuing, and strengthening the interpersonal relationships. Besides that, gift giving is also one of the practices that people used to show courtesy (Chen & Han, 2007). In fact, the practice of gift-giving is highly influenced by the cultural background of an individual; due to gift giving is part of the cultural rituals which are directed by customs and cultural values. Culture refers to sharing of norms, beliefs and assumptions among members in a society (Buckley, Clegg, & Tan 2006). Besides that, previous study was suggested that culture contains three components which are objects (symbols and rituals), customs (behavioural styles and habits), and process of valuation proposed by Hofstede that are interrelated to each other (Wang, 2006).

However, value refers to the personal core belief which can differentiate between good and bad goals (Li, Zhao & Yang, 2012). According to Solomon (2007), value enables individual to measure what can be accepted or unaccepted. Therefore, personal value is important in guiding an individual's attitudes and behaviour (Li et al., 2012).

Chinese cultural values were derived from the Confucian philosophy whose doctrines constitute the basic pillars of Chinese life and ways of living (Wang, Razzaque & Kau 2007). According to Wang et al. (2007), values, lifestyle and consumption patterns of Chinese are strongly affected by the historical background in China and culture traditions. Thus, an in-depth understanding on Chinese traditional cultural values is required to better understand the norms that are being created through the interpersonal relationships in Chinese society (Wang et al., 2007). Wang et al. (2007) included six Chinese cultural values which are reciprocity, guanxi, mianzi, renqing, family orientation, and yuan for the research

study. However, Yau, Chan & Lau (1999) found out that there are three Chinese cultural values which are reciprocity, guanxi and mianzi have the highest relevancy towards gift-giving. Besides that, these three values are also selected by Joy (2001) to study the gift-giving patterns of the Hong Kong consumers. Thus, the three Chinese cultural values which are reciprocity, guanxi, and mianzi will be discussed further in this research study.

2.1.1 Purchase of Gift

Purchase is defined as an action where an offering is acquired by an individual (Hoyer and Macinnis, 2010). A gift is a form of goods (tangible) or services (intangible) that is voluntarily given to someone as a sort of ritual practices (Wang, 2006). According to Belk (1982), 95% of gifts purchased are tangible goods rather than intangible goods in the United States and the purchase of gift might be affected by the gift-giving involvement of an individual. Belk found that, different gift-giving occasion will result in different gift-giving involvement and it might affect the amount of time and money devoted to purchase a gift. For example, base on the research done by Clarke (2006), the parents in the Western countries on average have a moderate level of involvement in gift-giving during Christmas and this indicate that Christmas is an important occasion for them to purchase gifts for their children.

Besides that, according to Clarke (2006), some of the people will be well-organised and plan to purchase and giving gift during any of the occasion. Hence, they will plan their gift selection and purchase of gift in a lay-down manner such as they will buy the items throughout the year or during sales period and store the items for future use as a gift (Clarke, 2006).

Moreover, by purchasing a gift to someone, the gift givers have to understand the different cultural taboo on different culture (Othman et al., 2005). For example, according to the Chinese traditional cultural, Chinese will avoid to purchase clock

as a gift to others, due to the pronunciation of clock in Mandarin 'zhong' with the meaning of 'death' or 'end of the person life' (Othman et al., 2005).

In addition, research done by Othman et al. (2005) on the occasions and motivations for gift-giving showed that among ten of the occasion in Malaysia, there was a tendency that proportion of Chinese to purchase gift was more than Malay. Besides that, the research study also found that, the Chinese consumer in Malaysia would buy gift based on practical reason to achieve functional benefits rather than experiential and obligated reason (Othman et al., 2005).

2.1.2 Reciprocity

Reciprocity is one of the famous rules in exchange where it can be all types of exchange of goods and services that are mutually pleasurable (Cropanzano and Mitchell, 2005; Molm, Melamed and Whitham, 2013; Gouldner, 1960). In the Western context, reciprocity suggests people should help each other without the thoughts of getting remuneration immediately (Matondo, 2012). However, in Chinese context, people should repay to the person who has helped him or her previously (Matondo, 2012). Reciprocity refers to "*lishangwanglai*" in Mandarin which is closely incorporated in social relations (Chen and Han, 2007; Wu and Leung, 2005). The word 'li' refers to the proper behaviors in the society (Chen & Starosta, 1997). Meanwhile, in the Chinese context, the word 'li' means gift, 'shang' means to show respect, and 'wanglai' means come and go (Mills, 2010). In other words, Chinese people perceive reciprocity as an obligation to return gift to the gift-giver (Mills, 2010). Reciprocity also can be the basic moral principles that are related to the teaching of social relationship and exchanges among individuals by the Confucian scholars (Matondo, 2012; Wu and Leung, 2005).

In addition, according to Gouldner (1960), reciprocity can be defined in terms of social exchange as well as moral norm. For moral norm, there is an obligation to repay something that is good to others (Gouldner, 1960). Meanwhile, as social

exchange, individuals are expected to receive something before giving out something to others (Gouldner, 1960). Even though reciprocity is a natural social phenomenon, it is influenced by the cultural differences and behavior in the relations of social (Gouldner, 1960; Smith, 1998). According to Gouldner (1960), in terms of reciprocity, people must help those who have helped them before, but not prejudice against them.

2.1.3 Guanxi (relationship)

Guanxi is a Chinese term with several functions that are: to gain favors or benefits, reciprocate to the obligations, establish relationship in social network, and develop personal relationship in daily life, long term personal relation as well as personal commitment (Perks, Kahn, & Zhang, 2009). The term, guanxi is formed by combining the two Chinese characters which are the word "guan" with the meaning of gate and "xi" meaning connecting (Yeung & Tung, 1996). According to Yeung & Tung (1996), the Chinese term of guanxi is the meaning of relationship which is commonly used by the Chinese society in their daily lives.

According to Lee & Munch (1996), guanxi refers to relationship in the Chinese system. It can also be referred to a social network which has a direct connection among individuals (Farh, Tsui, Xin & Cheng, 1998). Besides that, guanxi is a relationship between several parties and help them to facilitate the process of favor exchanging between them in a dynamic basis (Bian & Ang, 1997). Moreover, the words "guanxi" also refers to relationship connections for Chinese people. However, there are different pronunciation in different countries, where Japanese use the word 'kankei' to describe the relationship connections , whereas Korean use the word "kwankey" (Yeung & Tung, 1996). According to Lee & Munch (1996), the establishment of guanxi with others is closely related to psychology effects of the individual which is in term of the sense of dependency, face and rules. There are several ways that the guanxi can be shaped through the

ties of family, friendship, kinship, colleague and fellow-villager (Chen & Wu, 2011).

According to Lo (2012), guanxi is one of the important cultural values for Chinese people. This cultural value of guanxi has been emphasized by the Chinese society as an economy principle guideline and society formation since thousands of years ago. The importance of this cultural value has deeply rooted in the Chinese society, especially in China (Yang, 2011). According to Lo (2012), guanxi is a fundamental element in the structure of Chinese society since having a good guanxi with others enables individuals to have a positive function in the society. From the viewpoint of Chinese, their achievements depend more on guanxi with others rather than by their own personal efforts (Lee & Munch, 1996). Yeung & Tung (1996) also emphasize that guanxi with others is more important for an individual to complete a task compared to having expertise and ability but without any guanxi.

Guanxi has become very important and many Chinese firms have used guanxi as a part of business tactics in order to gain business competitiveness and resources through collaborating and exchanging with their competition forces via guanxi (Lo, 2012). According to Lee & Munch (1996), guanxi refers to a special relationship which is owned by the individual with others and the demand made among them is unlimited. This is also agreed by Wang (2006) whereby Chinese societies mostly use to accept guanxi mainly based on the purpose of utilitarian. From the perspective of Chinese firms, an establishment of guanxi enables them to carry out the continuity of favors exchange among the parties involved (Liu, Li, Tao & Wang, 2008). Besides that, establishing a good relationships with others who is also a player in related field of industry may provide a bridge to transfer knowledge among themselves through the ways of sharing, learning and communicating, and thus it helps to minimize the cost of product and risks associated with it (Ramasamya, Gohb & Yeung, 2006). Therefore, most of the Chinese firms are willing to establish a good relationship with stakeholders in

their business, because they believe that a good relationship enables to bring a significant influence to their business (Wong, Leung, Hung & Ngai, 2007).

Nevertheless, the Chinese and Western culture have different perspective on the concept of guanxi (Yeung & Tung, 1996). In business practice, western views guanxi as a preference which is an immoral element. This is because in western culture, a person to be recruited or promoted is based on their own performance instead of relationship (Yeung & Tung, 1996). However, Chinese people view guanxi as their personal asset, which is a tool to achieve success in business practice (Yeung & Tung, 1996). Besides that, western people are more likely to establish a short-term relationship with others, while Chinese prefer to build a long-term relationship with others (Yang, 2011).

2.1.4 Mianzi (Face Saving)

'Lian' and 'Mianzi' found from the Chinese concept are translated into 'face' in English (Chen & Han, 2007). However, both of these terms have a different meaning. 'Lian' in English is face and 'Mianzi' indicates reputation of an individual that had accomplished success in life which also known as face-saving (Lindridge & Wang, 2008).

'Mianzi' is an individual's contingent self-respect in the Confucian culture and to be said as during a certain situation how a person responses towards social assessment. Besides that, 'Mianzi' is also defined as the public image of an individual, obtained through performing specific roles that people are well recognized (Wang et al., 2007). It can affect a person's emotional state, and cause people to restore 'face'. Due to positive and negative social evaluation, each of every single person may undergo the feeling of having or losing 'face' in any type of culture (Wang et al. 2007). In the other words, 'mianzi' is the respectability that people can claim from others, through morality of their relative position in his general conduct in that position. This independent self-concept stresses social

roles and public perceptions as the central to one's identity and thus guides Chinese to concentrate on 'mianzi'. (Wang et al., 2007)

According to Huang, Davidson, & Gu (2011), 'mianzi' can be explained as the respect, pride, dignity of each individual as an outcome of a person's social achievement. It is shown that Chinese people are concerned about how the others view and their opinions of them through the demonstration of social orientation. However, it causes the Chinese concern about other's opinions of them and thus forms a strong intention to prevent losing 'face' and to gain 'face'.

Lastly, 'mianzi' represents as one's arrogance and sanctity which depends on the social status of an individual who performed successfully and has been well accepted by others. Nevertheless, 'saving face, losing face and giving face' are the often discussed and practiced within the Chinese society. Thus, these have become particular essential in social interaction (Chen & Han, 2007). For the research, we will use the term 'mianzi' as 'saving face, losing face and giving face'.

2.2   Review of Relevant Theoretical Models

Review Theoretical Model of Chinese Cultural Values and Gift-Giving Behavior.
Source: Wang et al. (2007) – refer to Appendix A

The theoretical model of Chinese cultural values and gift-giving behavior by Wang et al. (2007) was used to discuss the influence of Chinese cultural values toward gift-giving behaviour of Chinese in China during Chinese New Year.

There are six Chinese cultural values used to examine the gift-giving behaviour which are renqing, reciprocity, guanxi, mianzi, family orientation, and yuan in terms of importance of gift-giving, amount given, gift-selection effort, and brand orientation.

According to Wang et al. (2007), renqing, reciprocity, guanxi, and yuan have positive relationship to all elements in gift-giving behavior. Meanwhile, the importance of gift-giving, amount given, and brand orientation in gift-giving behavior were affected by the mianzi. However, family orientation did not have any relationship on any aspects of gift-giving behavior.

2.3   Proposed Theoretical/Conceptual Framework

Figure 2.1 Proposed Conceptual Framework for Purchase of Gift among Malaysian Chinese during Chinese New Year
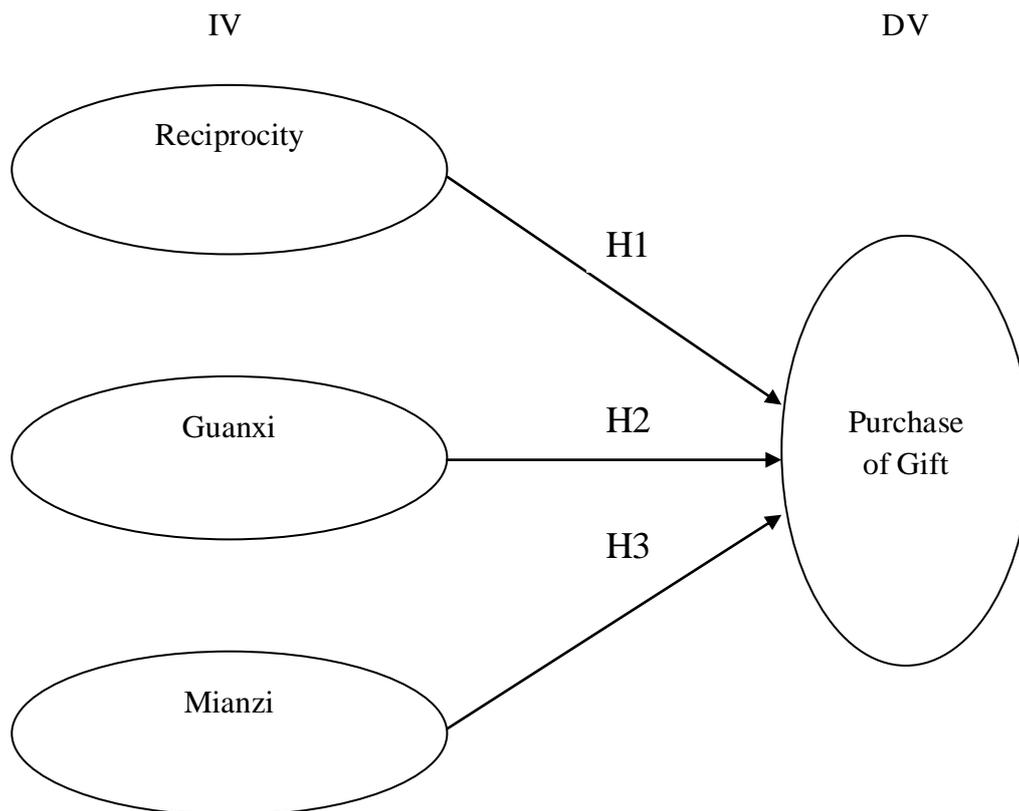
Source: Developed for the research

Diagram shows the proposed conceptual framework for the research study that consists of independent and dependent variables. The purchase of gift during Chinese New Year is affected by the consumers' traditional Chinese cultural values which include reciprocity, guanxi, and mianzi. These three variables are chosen because they are more related to the gift-giving as compared to other variables such as yuan, renqing, and family orientation (Yau et al., 1999). Furthermore, these three variables have stronger reliability as shown in the pilot test result which is more than 0.7, while other variables have very weak reliability

through Cronbach's Alpha analysis. Therefore, only these three variables have been chosen by the researcher to study this research.

2.4   Hypotheses Development

2.4.1 Relationship between Reciprocity and Purchase of Gift

Reciprocity is one of the elements that influence an individual's gift-giving behavior (Wang et al., 2007). According to Wang (2006), he found that people with Western or Chinese cultures will feel indebted and reciprocate after someone gave a gift to them. However, there was a slight difference in which that people from the Western culture will repay or return gift immediately to others, while those with Chinese culture will choose to find the most appropriate time to return the gift rather than to return the gift immediately (Wang, 2006).

Reciprocity, always related to the gift-exchange, which shown that gift-giving has taken place (Austin & Lei, 2011). In addition, in a research done by Friedman and Rahman (2011), Cialdini has mentioned that the concept of reciprocity is based on people's opinion that they must buy gift and return to the person who has given gift to them. Marcel Mauss also emphasizes that gifting is one of the action that can represent reciprocity in order to build and maintain a relationship (Adloff & Mau, 2006). According to Wang (2006), there was a research has shown that reciprocity is one of the Chinese cultural values that is directly related to gift-giving as well as gift purchasing. Furthermore, in Malaysia, people would normally buy and give gifts due to their norms of reciprocity (Othman et al., 2005).

H1: Reciprocity has a significant relationship towards purchase of gift.

2.4.2 Relationship between Guanxi and Purchase of Gift

Gifting plays a role in establishing interpersonal relationship in Chinese context (Liu et al., 2010). Therefore, people will buy gifts to others in order to strengthen the relationship with each other and build a strong connection in a long term basis (Liao & Huang, 2006; Joy, 2011). However, most of the Chinese would buy different gifts based on the guanxi between giver and receiver (Wang, 2006). For instance, the gifts that are given to best friend, good friend, just friend and hi-bye friend will be different in terms of the value of the gift (Joy, 2011). This is because the types of gift-giving correspond with the type of social relationships (Liao & Huang, 2006).

As gift-giving is an important element in establishing a stronger tie with other parties (Flynn & Adam, 2009), individual will attempt to show positive attitudes and willingness to generate a long term relationship with receiver. Individual is motivated by devoting more money to purchase the gift in order to deliver a stronger signal of thoughtfulness and consideration to recipients (Flynn & Adams, 2009). Most of the time, individual who relies on guanxi during purchasing a gift will always has the feeling of apprehension and insecure because they worry about that the gift given might disappoint the receiver (Flynn & Adams, 2009).

H2: There is a significant relationship between guanxi and purchase of gift.

2.4.3 Relationship between Mianzi and Purchase of Gift

According to Joy (2011), Chinese people may gain or lose 'face' through the transactions of gift-giving, therefore, the refusal of giving a gift or repayment will lead to losing 'face' which needs to be avoided. The major purpose of buying gifts to others is related to the gift-relationship, which is to eventually maintain social relationships, to show sentiment, and face saving (Wang, Piron & Xuan, 2011). In the Chinese culture, 'mianzi' is a home-grown concepts and it is rooted in every single area of Chinese social life (Wang et al., 2011). The thought of 'mianzi' is mutual, if the giver offering a present which is poor match to the receiver's social status or prestige that implies the giver loses confidence when offering (Wang et al., 2011).

For the Chinese people, they tend to practice 'mianzi' by dealing with gift transactions because gifts are often connected with individual's social status and future expectations on both parties (Chen & Han, 2007). 'Mianzi' is always a major factor affect on the gift's value (Chen & Han, 2007). It includes the demands for others to recognize an individual's achievement, prestige, good reputation and capabilities. Thus, it is encouraged to show respect or admiration to others in order for him/her to gain 'face' (Chen & Han, 2007).

According to Li & Su (2006), a Chinese people stresses in showing respect to others due to 'mianzi' is important in the Chinese culture. Therefore, they are very concerned about face consumption as it is impose in certain situation such as gift-giving transactions (Li & Su, 2006). Moreover, cost of the gifts should match with the income of the givers and which is expensive than the usual products consume by the givers (Li & Su, 2006). The receiver will feel that they are granted' face' and 'giving' face by the giver when they receive the gift. However, if the giver purchases an inappropriate gift or the gift does not suit the receiver's status may causes both of the parties to lose 'face' (Wang, 2006). Therefore, people always desire to receive or give a gift that has an equal value to the social status of both parties (Wang, 2006).

H3: There is a positive relationship between 'mianzi' and purchase of gift.

2.5   Conclusion

In chapter two, researchers discuss the both dependent (purchase of gift) and independent variables (reciprocity, guanxi and mianzi). In addition, researchers also have developed three hypotheses for the study. Next, researchers will discuss the methods used to conduct the research study in Chapter Three.

CHAPTER 3: METHODOLOGY

3.0   Research Methodology

Research methodology is the general approach that the researchers used to conduct their research project (Williams, 2007). It is basically consists of different aspects to collect the data so that the researchers can response to the research questions as well as to achieve the research objectives. In this chapter, research design, sampling design, method for collecting the data, measurement scale, and methods for analyzing data are presented.

3.1   Research Design

Research design provides a guide to carry out a research study (Celsi, Money, Samouel, & Page, 2011). According to Williams (2007), quantitative research is an approach that involves quantifying data and at the same time, researchers can get the numerical data and use it for data analysis by implementing mathematical models. For this research study, quantitative research was used to investigate whether there is a relationship between Chinese cultural values and purchase of gift during Chinese New Year.

Descriptive research is adopted to conduct the research. Descriptive research is a research method used to depict the situation or event and the characteristics of a group of people or environment (Babbie, 2007; Zikmund, Babin, Carr, and Griffin, 2010). This research design is conducted when the researcher has grasped the particular situation that being studied (Zikmund et. al, 2010).

In this study, cross-sectional study is adopted in collecting the data by distributing questionnaires once in order to achieve the research objectives (Saunders, Lewis & Thornhill, 2009). It is because the time given for completing this research study for academic purpose is very limited. Besides that, the longitudinal study is not suitable to be used in this study because it requires collecting the data for several times from the same respondents to examine the changes that might occur over time.

3.2   Data Collection Method

Data collection is a way of gathering all the necessary information and measuring the information (Saunders et al., 2009; Chua, 2012). It is important for researcher to response to the research question, test hypothesis and evaluate the outcomes. In this study, researchers use primary data by employing the questionnaires distributed to the respondents.

3.2.1 Primary Data

Primary data is the first hand data or raw data being gathered by researchers from the representative sample of individuals for the specific research study (Sekaran & Bougie, 2009). For this research study, administration questionnaire was adopted to determine the relationship between Chinese culture values and purchase of gift during Chinese New Year. It is due to this is a faster way, inexpensive and efficient in obtaining and analyzing the data. Lastly, primary data is more accurate and relevant as compare to secondary data.

3.3   Sampling Design

Sampling design should include a sample, sampling approach and the size of the sample (Celsi et al., 2011). In this section, the researchers will first identify the target population and followed by the locations selected for reaching the target population. Lastly, the sampling techniques, and sample size will be discussed.

3.3.1 Target Population

Target population defined as the whole group of objects or specific population elements that the researchers are interested and related to the research project. The group being selected will be relevant since they possess the information that the researchers needed for a particular research project (Celsi et al., 2011).

The target population that was chosen for this research study will be Malaysian Chinese who are celebrating Chinese New Year. Questionnaires will be distributed to Chinese respondents within the age range of 21 to 60. This target population is selected as they have a higher possibility to be participating in purchasing gift during Chinese New Year.

3.3.2 Sampling Location

The study is conducted within peninsular Malaysia because it is more convenient for researchers to collect the data from respondents who are conveniently available.

3.3.3 Sampling Techniques

For this study, convenience sampling is adopted. Convenience sampling is a non-probability sampling method that used to select cases from and it is convenient for the researcher to obtain (Sekaran and Bougie, 2009). According to Saunders et al. (2009), non-probability sampling techniques provide rich information for answering research question in order to achieve the research objectives that require in-depth study on selected small group for a particular purpose. Besides that, these techniques require no specific sampling frame and it is more flexible where there is no rule for non-probability sampling compare with probability sampling (Saunders et al., 2009). In fact, convenience sampling is generally used for conducting a research related to consumer behaviour (Zikmund et al., 2010).

3.3.4 Sampling Size

Sample size is the number of elements to be included in a research study. Sekaran (2003) recommended that sample size within the range of 30 to 300 is mostly appropriate for a research study. Thus, the proposed sample size for this research study is 250 potential target respondents. In other words, 250 of questionnaires are prepared and distributed to target respondents to achieve the research objectives. Pilot test is a method of scaled-down version of the entire survey to pre-test the survey instrument and it is used to examine the accuracy and validity of the questionnaires (Saunders et al., 2009). A pilot test of 20 sets of questionnaire was conducted before the distribution of questionnaire to 250 respondents. However,

only 210 questionnaires are using for analysis due to the existence of missing data from 40 sets of questionnaire.

3.4 Research Instrument

In this part, researchers discuss about the self-administrative survey, design of questionnaire, and pilot test.

3.4.1 Self-Administrative Survey

According to Burns & Bush (2006), self-administered survey enables one to control the amount of respondents, and how the survey to be proceeds. In this research study, self-administered questionnaire is used to collect the data through delivery and collect on the spot from the respondents. Besides that, researchers also collect the data electronically.

According to Chua (2012), self-administered questionnaire is a method of collecting quantitative data since it is an explanatory research which required a large sample size. Self-administrative questionnaire is a customize questionnaires that specifically designed to collect data from target respondent for the research study without researchers' intervention. By using questionnaire, is an easy way to enables the target respondents provides feedback in short time period. The advantage of using questionnaire is cost saving due to the low cost per-completion. Besides that, self-administration questionnaire is flexible whereby the researchers do not need to make any appointment for interview while respondents can fill in the questionnaires at their convenience.

Furthermore, questionnaire is also distributed through the internet which provides convenience for the respondents to participate online. Besides that, the researchers

are able to collect and analyze the data faster by using the data saved electronically.

3.4.2 Questionnaires Design

Questionnaires was designed and developed to gather specific information and the feedback from target respondents based on the study of purchase of gift among Malaysian Chinese affected by Chinese cultural values during Chinese New Year. Close-ended questions are adopted in this study by using multiple choice questions and scale questions. Moreover, close-ended questions only require brief answer thus it reduce the time of respondents in answering the fixed set of questionnaires (Saunders et al., 2009). Therefore, the process of interpreting the data collected will be easier.

250 questionnaires were printed in English only since it is a common language used in Malaysia and majority of the respondents are able to communicate in English. The front page of the questionnaires includes of a brief introduction and explained the purpose of conducting this research. The questionnaires are divided into 2 sections which are Section A (Personal Information) and Section B (Constructs Measurement).

In Section A, personal information of respondents which includes gender, age, religion, marital status, native place, level of education, occupation and income level will be collected. These questions provide the researchers a better understanding on the demographic profile of the respondents.

In Section B, questions are designed to examine all the variables which are able to influence the respondents' perception about gift-giving and purchase of gift to others during Chinese New Year. It is also designed to gain a better understanding on the Chinese cultural values which consists of reciprocity, mianzi and guanxi are able to influence the purchase of gift during Chinese New Year. For this

section, questions were set in the form of Likert scale and respondents can answer the questions by specify their level of agreement for each question through the five-point Likert scale, namely 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree.

3.4.3 Pilot Test

Pilot study is carried out in this research study by the researchers. Pilot study refers to a small study that is used to collect more information prior to a large study. According to Burns & Bush (2006), pilot test is very important in evaluating the entire questionnaire and to ensure all the questions are achieved the expectation of the researchers.

After the design of questionnaire was completed, 20 sets of samples were conducted as pilot test on 30th October 2013 to ensure there is no error in the questionnaire before further distribution to 250 respondents. The 20 samples of questionnaires were mostly distributed to friends, relatives and family members as it would be easier for the researchers to track back if there were any invalid or unambiguous data. Moreover, researchers can save more time and efforts in getting the feedback from the respondents since they have a direct relationship with respondents which might provide convenience for researchers. After the pilot test was conducted, the respondents have pointed out the meaning of the questions that the researchers might overlook. After the researchers have made the corrections, 20 sets of amended questionnaire were distributed again to the same group of respondents to ensure the quality of the questionnaire. Reliability test was conducted by using Statistics Package for Social Sciences (SPSS) 16.0 with the results of reciprocity (0.744), mianzi (0.786), guanxi (0.708), and purchase of gift during Chinese New Year (0.854).

3.5   Construct Measurement

3.5.1 Scale of Measurement

Questionnaire survey is a tool that is used for collecting data of a research. The questionnaire of this research is divided into section A and section B. In section A, the nominal scale has been adopted. Nominal scale is normally used to represent different categories of a variable by using numerical number (Chua, 2012). The questions relating to personal information of the respondents are developed by using nominal scale which includes gender, marital status, race, religion, and education level.

Ordinal scale is also being adopted for developing questions related to personal information of respondents in Section A. Ordinal scale is a scale which involves a rank order for a successive of data (Chua, 2012). The questions that are developed in ordinal scale include age and income level of the respondents.

Lastly, interval scale is adapted in Section B to measure opinion of the respondents. Interval scale is a scale that consists of both nominal and ordinal scales, with the additional function where it includes the concept of equality of interval (Saunders et al., 2009). Items that are being measured are reciprocity, guanxi, mianzi, and purchase of gift during Chinese New Year by using the five-point Likert scale.

The construct measurement of each item is shown in Table 3.1.

Table 3.1: Construct of Measurement

Variable	Item	Adapted from
Reciprocity	1. The reciprocity is important to me. 2. No matter what you are doing, you should understand reciprocity. 3. I believe that one should treat others as one wishes to be treated.	Wang et al. (2007)
Guanxi	1. I believe that getting things done depends more on guanxi than on personal effort. 2. I would like to follow differentcustoms in different places. 3. I believe that developing guanxi is necessary in one's daily life. 4. I like to retain good guanxi with others.	Wang et al. (2007)
Mianzi	1. I do not mind suffering hardships inorder to preserve face. 2. I worry about losing face in dailylife. 3. I am concerned about how others perceive me. 4. I believe that it is important to give "mainzi" to others.	Wang et al. (2007)
Purchase of Gift	1. I always purchase gifts to others during Chinese New Year. 2. I will purchase Chinese New Yeargifts this year. 3. I am familiar with purchasing Chinese New Year gifts.	Bruner II, Hensel & James (2005)

3.6 Data Processing

In a research study, data processing should be taken place immediately after the pilot test has been conducted in order to make any correction if needed. Data processing includes five steps, namely questionnaire checking, editing, coding, transcribing, and data cleaning (Malhotra, 2009).

3.6.1 Questionnaire Checking

The first step is checking the completeness and interviewing quality of the questionnaire after collecting the first set of questionnaires from pilot testing (Malhotra, 2009). By doing so, mistakes can be discovered immediately in the early stage such as misunderstanding of the meaning of questions. Thus, correction and amendment of the questionnaires can be made before distributing to a large group of respondents.

3.6.2 Editing

Before the data is ready for analysis, editing is an important process to check on the omissions, consistency and legibility of the data (Zikmund et al., 2010). The task of an editor is to check the error and missing value of data and make adjustment by requiring the respondents to fill in answer correctly. By doing so, it can ensure the consistency and completeness of data which is readable.

3.6.3 Coding

Coding is a process used in allocating the code to a specific respond for a specific question by using numerical number (Malhotra, 2009). Before the questionnaire to be distributed, coding must be completed such as using five-point Likert scale, ranged from 1 = Strongly Disagree to 5 = Strongly Agree in Section B of the questionnaire so that it is easier for the researcher to analyze the data.

3.6.4 Transcribing

Transcribing refers to transferring the data that have been coded in questionnaire into computer (Malhotra, 2009). After the data are collected, it will be transcribed to software Statistic Package for Social Science (SPSS) 16.0 to analyze those data being collected.

3.6.5 Data Cleaning

Data cleaning is a way to check regularly and handle the absence responses (Malhotra, 2009). In this stage, the checking of data will be conducted more thoroughly by computer even though it has been conducted before in the editing stage.

3.7   Data Analysis

Statistic Package for Social Science (SPSS) 16.0 is employed to analyze the data collected. This software is used to convert original format data for data analysis to achieve research objectives. Other than that, it also allows researchers to access the data thoroughly. In this section, the descriptive analysis, Cronbach's Alpha, Pearson Correlation Analysis, Multiple Regression Analysis, Independent T-Test, and One-way ANOVA will be discussed.

3.7.1 Descriptive Analysis

Descriptive analysis is adopted in summarizing a bulk of information about the sample into simplest form in order for people to easily understand and interpret (Saunders et al., 2009). The information gathered from the questionnaires will be summarized and presented in a graphical manner which including pie chart, bar chart and table so that it is easier for researchers to read and understand. The measures of central tendency and dispersion are presented in the form of table while the information of the respondents' demographic profile will be presented in pie chart, bar chart and table.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test (Cronbach's Alpha)

Cronbach's Alpha is used to measure the internal consistency of the scale, within the range of 0 to 1 (Tavakol, 2011). When all the items in a scale have the same concept and inter-correlated to each other, it means that internal consistency does

existed (Tavakol, 2011). Item with high correlation value will have a higher reliability while item with low correlation value will have a lower reliability (Chua, 2012). According to Sekaran (2003), the closer the value is to 1, the higher the reliability will be.

Table 3.2: Strength of Association of Cronbach's Alpha

Cronbach's Alpha	Strength of Association
< 0.60 0.60 - 0.80 > 0.80	Poor Acceptable Good

Source: Sekaran (2003)

3.7.3 Inferential Analysis

Inferential analysis defined as to project characteristics and generalized from a sample to an entire population by using statistics (Zikmund et al., 2010). These can be inferring using Pearson's correlation coefficient analysis and multiple regression analysis.

3.7.3.1 Pearson's Correlation Coefficient Analysis

Pearson Correlation is an analysis applied to measure the degree and direction of linear association between variables. The number showed in Pearson Correlation is referred to correlation coefficient ranges from -1.00 (perfect negative relationship) to +1.00 (perfect positive relationship) (Hair, Bush & Ortinau, 2009). It represents the strength level of the relationship between two variables (Hair et al., 2009). The stronger the level of association between two variables meaning that it has a large correlation coefficient. However, if the values of correlation coefficient equal to 0, there is no linear relationship between the variables.

3.7.3.2 Simple Regression

Simple regression is a method used to study the linear relationship between single independent variable and a dependent variable (Sweeney, Williams & Anderson, 2006). The equation for simple regression is shown below:

$$y = \beta_0 + \beta_1 x$$

β_0 = y-intercept

β_1 = slope

The researchers use simple regression to examine the relationship between three independent variables which are reciprocity, guanxi and mianzi with purchase of gift.

3.7.3.3 Multiple Regression

Multiple regression is a method used to analyze the linear relationship between a dependent variable and diverse independent variables (Hair et al., 2009). If the two variables are correlated, then the variables can be used to foresee other variable through equation shown below:

$$Y = a + b_1 X_1 + b_2 X_2 + \ldots\ldots + b_k X_k$$

a = Alpha

b = Beta

X = Independent and Mediator variables

Y = Dependent variable

Multiple regression is used in this study to investigate whether the Chinese cultural values are able to influence purchase of gift during Chinese New Year.

3.7.3.4 Independent T-Test

Independent T-Test is a method used to study the significant difference between one factor and two different groups from one variable (Saunders et al., 2009). In this study, the researchers use independent T-test to study whether there is significant difference between male and female toward the purchase of gift during Chinese New Year.

3.7.3.5 One-way ANOVA Analysis

One-way ANOVA analysis is a method used to examine whether three or more groups within a single category are different toward one factor (Saunders et al., 2009).

3.8 CONCLUSION

Research design is important for researchers to conduct the research study. In this research study, 250 questionnaires have distributed to target respondents who are celebrating Chinese New Year and involved in gift-giving in order to collect the data needed. The software Statistical Package for Social Sciences (SPSS) 16.0 has been used for analyzing the data collected to carry out the descriptive analysis, reliability test, Pearson's correlation coefficient, simple regression, multiple regression, independent T-test, and one-way ANOVA.

CHAPTER 4: DATA ANALYSIS

4.0   Introduction

This chapter consists of three parts. Firstly, descriptive analysis will be analyzed by using Statistical Package for Social Science (SPSS) 16.0 and presented in pie charts, bar charts and tables. Secondly, the reliability test will be conducted and lastly inferential analysis will be analyzed through Pearson's Correlation analysis, Simple Regression, Multiple Regression, Independent T-test, and One-way ANOVA.

4.1 Descriptive Analysis

Respondents' demographic profile and central tendencies will be analyzed in this section.

4.1.1 Demographic Profile of Respondents

Figure 4.1: Gender
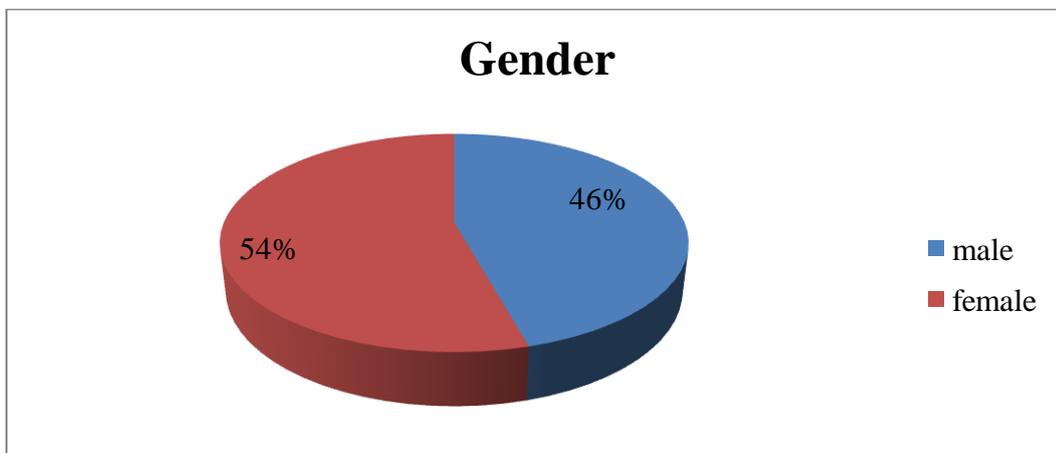
Source: Developed for the research

Table 4.1: Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	96	45.7	45.7	45.7
	female	114	54.3	54.3	100.0
	Total	210	100.0	100.0	

Source: Developed for the research

Figure 4.1 demonstrates the gender of all the 210 respondents. There are 96 male respondents which consists of 46 percent while 114 respondents are female which consists of 54 percent.

Figure 4.2: Age
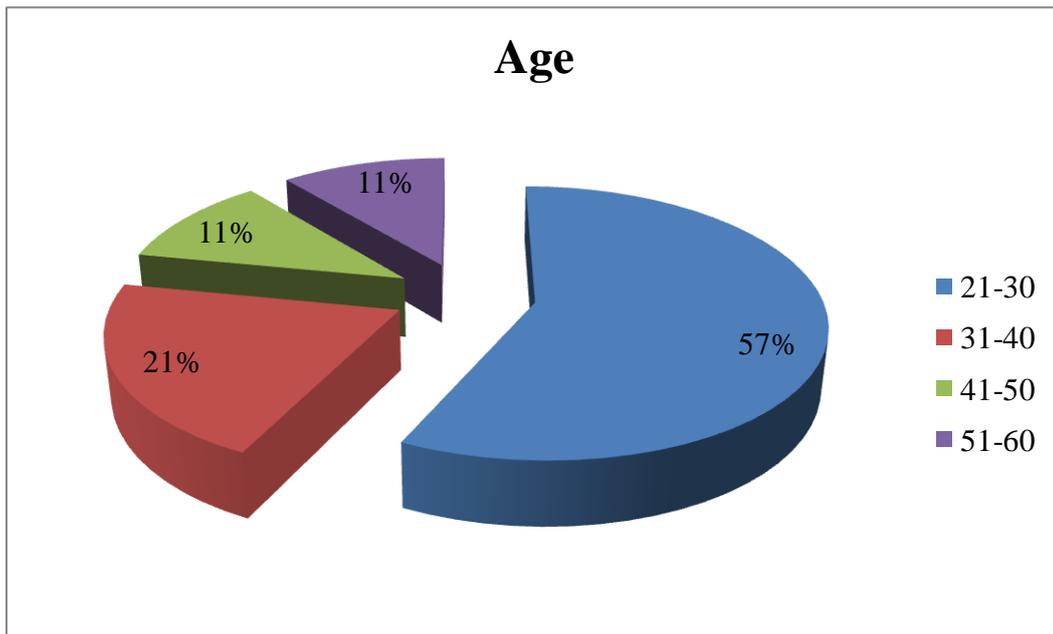
Source: Developed for the research

Table 4.2: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	120	57.1	57.1	57.1
	31-40	44	21.0	21.0	78.1
	41-50	23	11.0	11.0	89.0
	51-60	23	11.0	11.0	100.0
	Total	210	100.0	100.0	

Source: Developed for the research

Figure 4.2 and Table 4.2 above show the range of respondent's age. Majority of the respondents are 21-30 years old which is 120 (57.1%). 23 respondents (21%) are in the range of 31-40 years old. However, the ranges of 41-50 years old and 51-60 years old have the same amount of individual which consists of 23 respondents (11%).

Figure 4.3: Marital Status
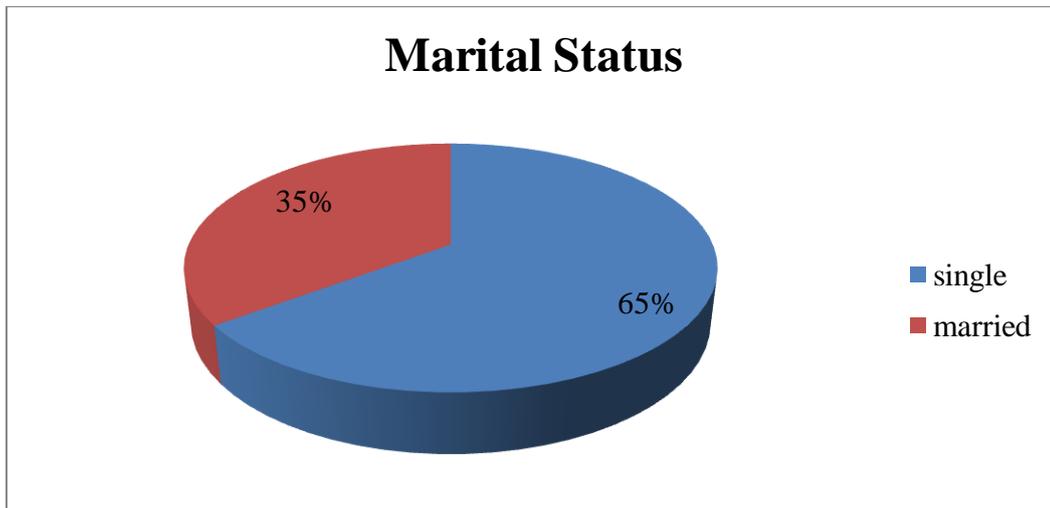
Marital Status

Source: Developed for the research

Table 4.3: Marital Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	136	64.8	64.8	64.8
	married	74	35.2	35.2	100.0
	Total	210	100.0	100.0	

Source: Developed for the research

Figure 4.3 and Table 4.3 depict the marital status of respondents. Majority of the respondents are single which are 136 respondents (65%). However, only 74 (35%) of the total respondents are married.

Figure 4.4: Religion
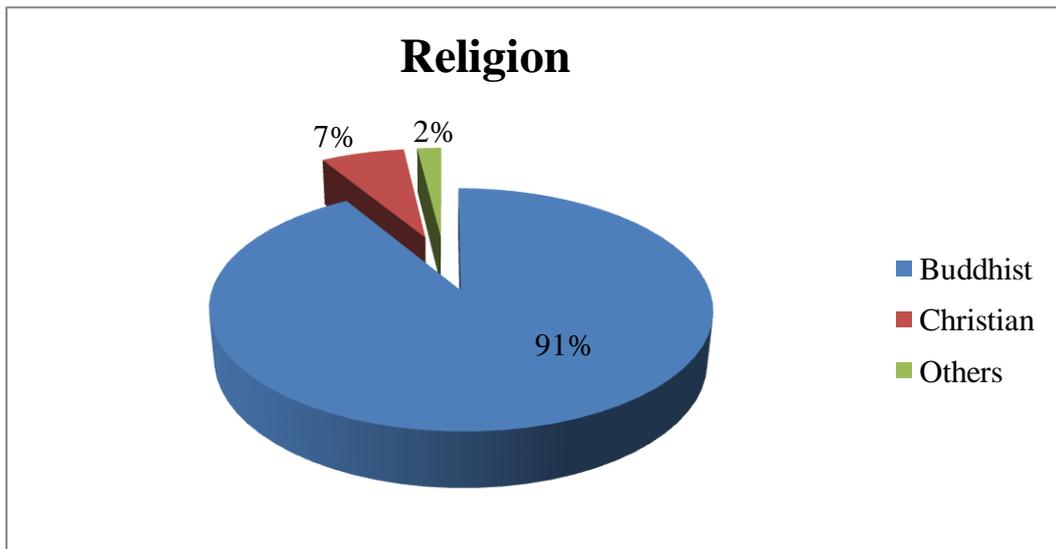
Source: Developed for the research

Table 4.4 Religion

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buddhist	192	91.4	91.4	91.4
	Christian	14	6.7	6.7	98.1
	Others	4	1.9	1.9	100.0
	Total	210	100.0	100.0	

Source: Developed for the research

Based on Figure 4.4, majority of respondents are Buddhist which consists of 192 respondents (91.4%). Out of 210 respondents, there are only 14 Christian respondents (6.7%). Besides, there are 4 respondents (4%) who are in the others category which is Taoism.

Figure 4.5: Dialect Grouping
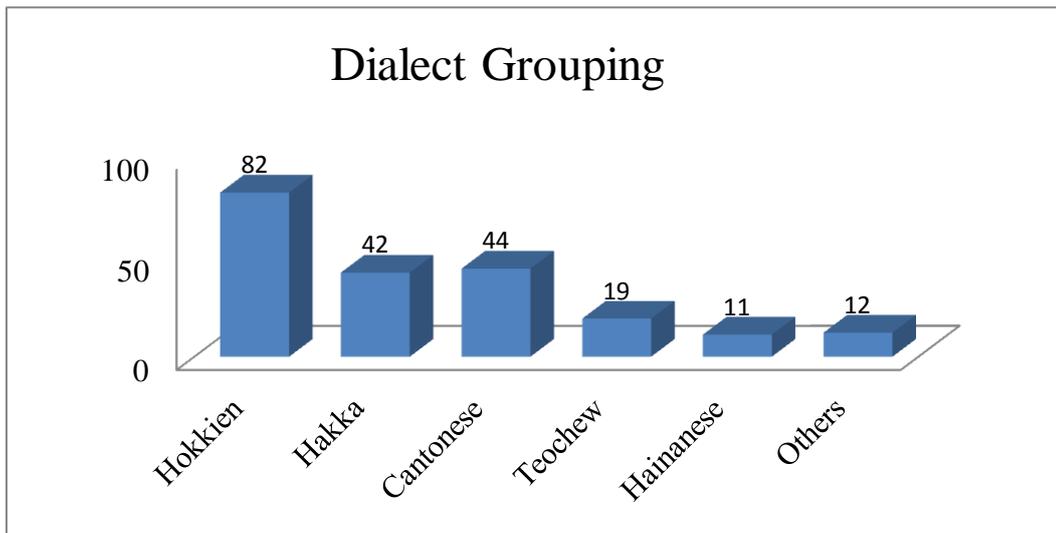
Source: Developed for the research

Table 4.5: Dialect Grouping

Dialect Grouping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hokkien	82	39.0	39.0	39.0
	Hakka	42	20.0	20.0	59.0
	Cantonese	44	21.0	21.0	80.0
	Teochew	19	9.0	9.0	89.0
	Hainanese	11	5.2	5.2	94.3
	Others	12	5.7	5.7	100.0
	Total	210	100.0	100.0	

Source: Develop for the research

Figure 4.5 and Table 4.5 show the dialect grouping of the respondents in this study. Majority of the respondents are Hokkien which consists of 82 respondents (39%). Out of 210 respondents, 44 respondents are Cantonese (21%), 42 respondents are Hakka (20%) and 19 respondents are Teochew, which consists of 9%. Meanwhile, Hainanese respondents consists only 11 people, which is 5.2%. However, 12 respondents (5.7%) are categorized into others which are Hokchew and Hinghua.
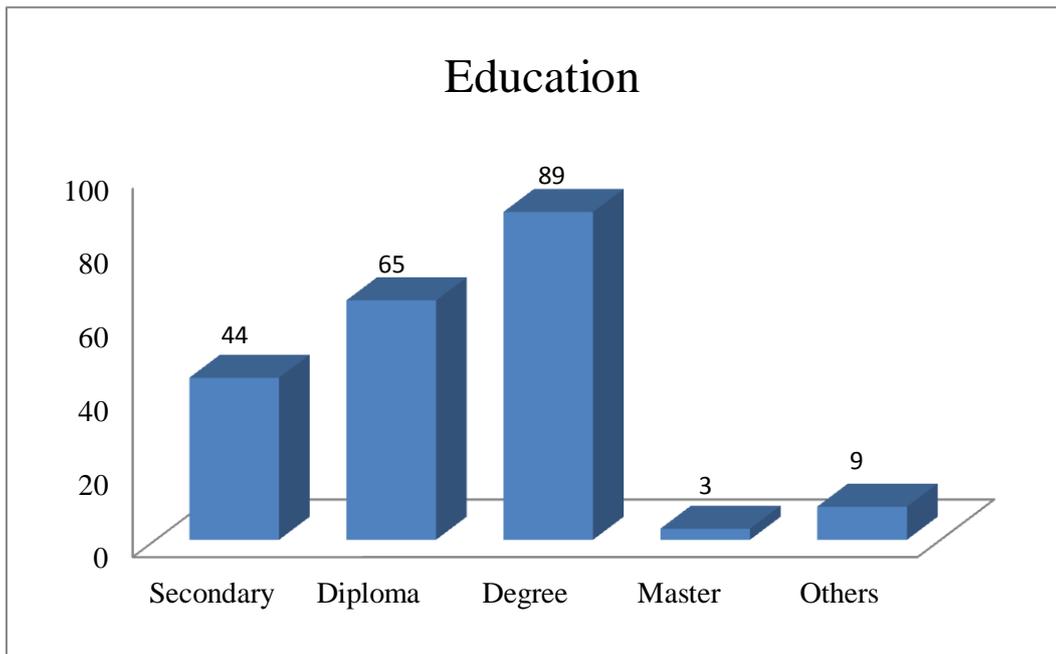
Source: Developed for the research

Table 4.6: Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	44	21.0	21.0	21.0
	Diploma	65	31.0	31.0	51.9
	Degree	89	42.4	42.4	94.3
	Master	3	1.4	1.4	95.7
	Others	9	4.3	4.3	100.0
	Total	210	100.0	100.0	

Source: Developed for the research

Based on the Figure 4.6 and Table 4.6, there are 89 respondents (42.4%) with degree level. Followed by diploma level, which consists of 65 out of 210

respondents (31%) and there are only 44 respondents (21%) with secondary level. However, the respondent with master level is the least in this study, which

consists of only 3 respondents (1.4%). And the rest will be categorised into "others", which is 9 out 210 respondents (4.3%).

Figure 4.7: Occupation
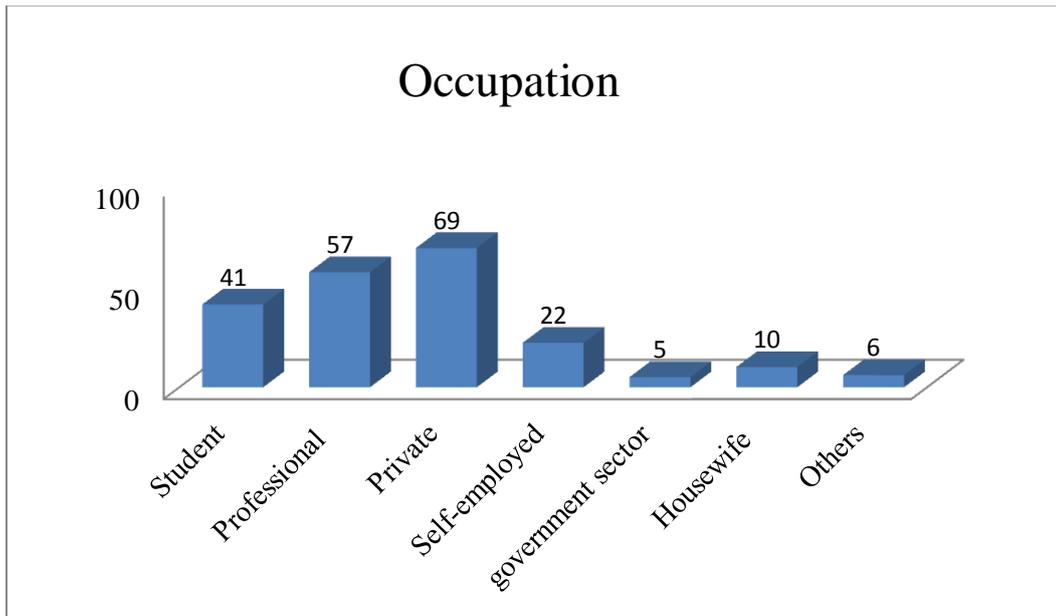
Source: Developed for the research

Table 4.7: Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	41	19.5	19.5	19.5
	Professional	57	27.1	27.1	46.7
	Private sector	69	32.9	32.9	79.5
	Self-employed	22	10.5	10.5	90.0
	Government-sector	5	2.4	2.4	92.4
	Housewife	10	4.8	4.8	97.1
	Others	6	2.9	2.9	100.0
	Total	210	100.0	100.0	

Source: Develop for the research

Figure 4.7 and Table 4.7 show that most of the respondents are working in private sector which is69 out of 210 respondents (32.9%). 57 respondents are working as professional (27.1%), while 41 respondents are student (19.5%). Besides that, there are 22 respondents (10.5%) are self-employed and 10 respondents (4.8%) are housewife. However, there are only 5 respondents (2.4%) who work under government sector. Lastly, respondents with occupations out of the six options will categorize under "others", which is 6 respondents with 2.9 percent.

Figure 4.8: Income Level
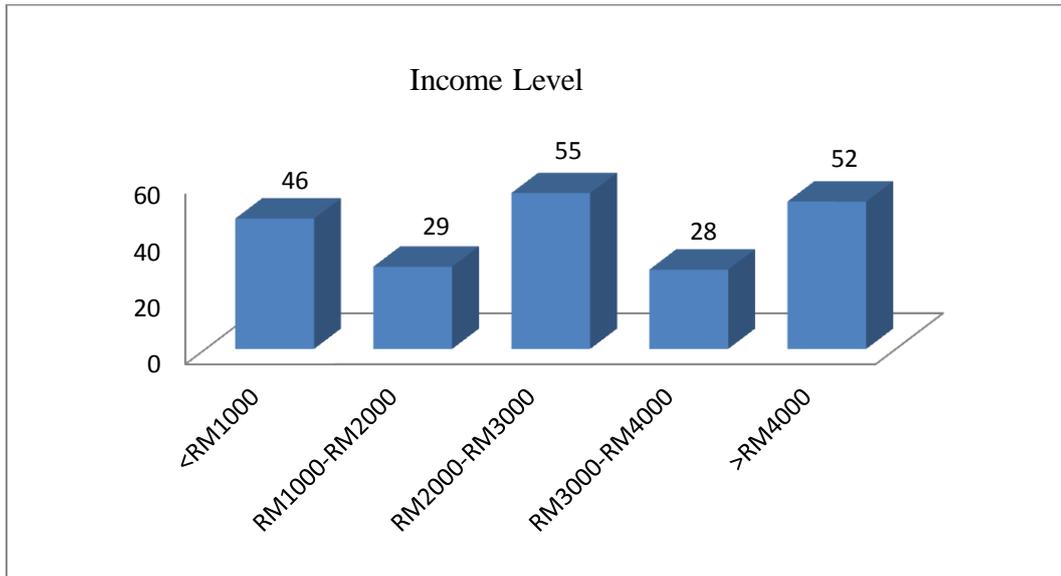
Source: Developed for the research

Table 4.8: Income Level

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	46	21.9	21.9	21.9
	1000-2000	29	13.8	13.8	35.7
	2000-3000	55	26.2	26.2	61.9
	3000-4000	28	13.3	13.3	75.2
	>4000	52	24.8	24.8	100.0
	Total	210	100.0	100.0	

Source: Developed for the research

As shown in the Figure 4.8 and Table 4.8, most of the respondents have income at the level of RM2,000 to RM3,000 per month, which consists of 55 respondents (26.2%). Followed by respondents with monthly incomes above RM4,000, which is 52 respondents (24.8%). Besides, 46 out of 210 respondents (21.9%) have their income level below RM1,000 and 29 respondents' income level are in the range of

RM1,000 to RM2,000(13.8%). Respondents' income level that fall under the range of RM3,000 to RM4,000 is 28 respondents (13.3%).

4.1.2 Central Tendencies Measurement of Construct

4.1.2.1 Descriptive Statistics (Mean)

Table 4.9: Mean

	N	Minimum	Maximum	Mean	Std. Deviation
Reciprocity	210	1.00	5.00	3.7571	0.70674
Guanxi	210	2.00	5.00	3.7643	0.54557
Mianzi	210	1.50	5.00	3.2917	0.61021
Purchase of Gift	210	1.00	5.00	3.3651	0.89719

Source: Developed for the research

Based on Table 4.9, guanxi has the highest mean which is 3.7643, while mianzi has the lowest mean of 3.2917. Majority of the respondents agree that guanxi is the main culture value that leads to purchase of gift during Chinese New Year. The average mean of reciprocity, guanxi, and mianzi are 3.7571, 3.7643, and 3.2917 respectively could affect the purchase of gift during Chinese New Year.

4.1.2.2 Reciprocity

Table 4.10: Summary of Central Tendency for Reciprocity

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
R1	210	1.00	5.00	3.7429	.85871
R2	210	1.00	5.00	3.7524	.78601
R3	210	1.00	5.00	3.7762	.89785

Source: Developed for the research

R1 = The reciprocity is important to me.

R2 = No matter what you are doing, you should understand reciprocity.

R3 = I believe that one should treat others as one wishes to be treated.

Table 4.10 shows the three statements under reciprocity, results shows 'R3' has the highest mean which is 3.7762 while 'R1' has the lowest mean of 3.7429. Besides, 'R3' has the highest standard deviation with 0.89785 and the lowest standard deviation is 'R2' which is 0.78601.

4.1.2.3 Guanxi

Table 4.11: Summary of Central Tendency for Guanxi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
G1	210	1.00	5.00	3.3571	.92342
G2	210	1.00	5.00	3.7571	.69384
G3	210	2.00	5.00	3.9000	.70846
G4	210	2.00	5.00	4.0429	.70070

Source: Developed for the research

G1 = I believe that getting things done depends more on guanxi than on personal effort.

G2 = I would like to follow different customs in different places.

G3 = I believe that developing guanxi is necessary in one's daily life.

G4 = I believe that developing guanxi is necessary in one's daily life.

Table 4.11 shows the four statements under guanxi, results shows 'G4' has the highest mean which is 4.0429 while 'G1' has the lowest mean of 3.3571. Besides, 'G1' has the highest standard deviation with 0.92342 and the lowest standard deviation is 'G2' which is only 0.69384.

4.1.2.4 Mianzi

Table 4.12: Summary of Central Tendency for Mianzi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
M1	210	1.00	5.00	2.9333	.79190
M2	210	1.00	5.00	2.9762	.90950
M3	210	1.00	5.00	3.4048	.86560
M4	210	1.00	5.00	3.8524	.78388

Source: Developed for the research

M1 = I do not mind suffering hardships in order to preserve face.

M2 = I worry about losing face in daily life.

M3 = I am concerned about how others perceive me.

M4 = I believe that it is important to give 'mianzi' (face) to others.

Table 4.12 shows the four statements under mianzi, results shows 'M4' has the highest mean which is 3.8524 while 'M1' has the lowest mean of 2.9333. Besides, 'M2' has the highest standard deviation of 0.90950 and the lowest standard deviation is 'M4' which is only 0.78388.

4.1.2.5 Purchase of Gift during Chinese New Year

Table 4.13: Summary of Central Tendency for Purchase of Gift during Chinese New Year

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
P1	210	1.00	5.00	3.3381	.94082
P2	210	1.00	5.00	3.5143	1.01768
P3	210	1.00	5.00	3.2429	.99428

Source: Developed for the research

P1 = I always purchase gifts to others during Chinese New Year.

P2 = I will purchase Chinese New Year gifts this year.

P3 = I am familiar with purchasing Chinese New Year gifts.

Table 4.13 shows the three statements under purchase gift during Chinese New Year, results shows 'P2' has the highest mean which is 3.5143 while 'P3' has the lowest mean of 3.2429. Besides, 'P2' has the highest standard deviation with 1.01768 and the lowest standard deviation is 'P1' which is only 0.94082.

4.2   Scale Measurement

4.2.1 Reliability Test

Reliability test measures the internal consistency of the scale (Tavakol, 2011).

Table 4.14: Reliability Test

Variables	Cronbach's Alpha	Number of Item
Reciprocity	0.779	3
Guanxi	0.682	4
Mianzi	0.703	4
Purchase of Gift during Chinese New Year	0.898	3

Source: Developed for the research

According to the rules of thumb of Cronbach's Alpha by Sekaran (2003), alpha below 0.6 is considered poor, alpha that fall between 0.6 and 0.8 is considered acceptable and lastly variables with alpha above 0.8 are considered having a good strength of association. According to Table 4.14, Cronbach's Alpha for reciprocity is 0.779 with Cronbach's Alpha coefficient of three items. Guanxi and mianzi have scored the alpha of 0.682 and 0.703 with Cronbach's Alpha coefficient of four items respectively. This indicates that all three variables are acceptable and have a strong internal consistency. Moreover, the variable purchase of gift during Chinese New Year has scored 0.898 for Cronbach's Alpha with the total items of three. This indicates that this variable is good and has a strong internal consistency.

4.3   Inferential Analysis

Inferential analysis is conducted through Pearson Correlation Analysis, Multiple Regression, Independent T-test, and One-way ANOVA.

4.3.1 Pearson Correlation Analysis

Pearson correlation coefficient is used to measure the linear association between variables. It is range from -1 to +1.

Table 4.15: Pearson Correlation Analysis

		Reciprocity	Mianzi	Guanxi	Purchase of Gift during Chinese New Year
Reciprocity	Pearson Correlation	1	.325**	.403**	.185**
	Sig. (2-tailed)		000	.000	.007
	N	210	210	210	210
Mianzi	Pearson Correlation	.325**	1	.262**	.266**
	Sig. (2-tailed)	.000		.000	.000
	N	210	210	210	210
Guanxi	Pearson Correlation	.403**	.262*	1	.314**
	Sig. (2-tailed)	.000	.000		.000
	N	210	210	210	210
Purchase of Gift during Chinese New Year	Pearson Correlation	.185**	.266**	.314**	1
	Sig. (2-tailed)	.007	.000	.000	
	N	210	210	210	210

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation analysis is used to measure the linear association between two variables (Saunders et al., 2009). From the Table 4.15 above, shows the correlation matrix between reciprocity, mianzi and guanxi towards purchase of

gift during Chinese New Year. All the variables are correlated to each others as proven that variables are significant at 0.01 of significance level. Moreover, as the table above shown that there is no negative sign in this Pearson Correlation analysis; variables are all positively correlated. Besides that, Guanxi has the strongest relationship with purchase gift during Chinese New Year which r = 0.314, followed by mianzi which r = 0.266, and lastly reciprocity which r = 0.185.

4.3.2 Simple Regression Analysis

Simple regression analysis is tested to examine the relationship between Chinese cultural values which are reciprocity, guanxi, and mianzi with purchase of gift.

4.3.2.1 Simple Regression Analysis (Reciprocity to Purchase of Gift)

Table 4.16: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.185[a]	.034	.030	.88383

a. Predictors: (Constant), Reciprocity

Table 4.16 shows that the R square is 0.034 which indicates that there is 3.4% of purchase of gift is influenced by reciprocity.

Table 4.17: Anova

ANOVA^b

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	5.754	1	5.754	7.366	.007^a
	Residual	162.479	208	.781		
	Total	168.233	209			

a. Predictors: (Constant), Reciprocity

b. Dependent Variable: Purchase of Gift

Table 4.17 shows that F value is 7.366 and p-value is 0.007 which is less than 0.01 of significance level. Therefore, there is significant relationship between reciprocity and purchase of gift.

Table 4.18: Coefficient

Coefficient^a

	Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.483	.331		7.509	.000
	Reciprocity	.235	.087	.185	2.714	.007

a. Dependent Variable: Purchase of Gift

Table 4.18 shows reciprocity is significant with p-value 0.007 less than significant level of 0.01 with the beta of 0.185.

4.3.2.2 Simple Regression Analysis (Guanxi to Purchase of Gift)

Table 4.19: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314[a]	.099	.094	.85376

a. Predictors: (Constant), Guanxi

Table 4.19 shows that the R square is 0.099 which indicates that there is 9.9% of purchase of gift is influenced by guanxi.

Table 4.20: Anova

ANOVA[b]

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	16.621	1	16.621	22.802	.000[a]
	Residual	151.612	208	.729		
	Total	168.233	209			

a. Predictors: (Constant), Guanxi

b. Dependent Variable: Purchase of Gift

Table 4.20 shows that F value is 22.802 and p-value is 0.000 which is less than 0.01 of significance level. Therefore, there is significant relationship between guanxi and purchase of gift.

Table 4.21: Coefficient

Coefficient[a]

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.419	.412		3.447	.001
Guanxi	.517	.108	.314	4.775	.000

a.   Dependent Variable: Purchase of Gift

Table 4.21 shows guanxi is significant with p-value 0.000 less than significant level of 0.01 with beta 0.314.

4.3.2.3 Simple Regression Analysis (Mianzi to Purchase of Gift)

Table 4.22: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266[a]	.071	.066	.86686

a.   Predictors: (Constant), Guanxi

Table 4.22 shows that the R square is 0.071 which indicates that there is 7.1% of purchase of gift is influenced by mianzi.

Table 4.23: Anova

ANOVA[b]

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	11.932	1	11.932	15.878	.000[a]
	Residual	156.301	208	.751		
	Total	168.233	209			

a. Predictors: (Constant), Mianzi

b. Dependent Variable: Purchase of Gift

Table 4.23 shows that F value is 15.878 and p-value is 0.000 which is less than 0.01 of significance level. Therefore, there is significant relationship between mianzi and purchase of gift.

Table 4.24: Coefficient

Coefficient[a]

	Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.076	.329		6.312	.000
	Guanxi	.392	.098	.266	3.985	.000

a. Dependent Variable: Purchase of Gift

Table 4.24 shows mianzi is significant with p-value 0.000 less than significant level of 0.01 with beta 0.266.

4.3.3 Multiple Regression

Multiple regression is a method used to examine the relationship between dependent variable and multiple independent variables (Hair et al., 2009).

Table 4.25: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368[a]	.135	.123	.84030

a. Predictors : (Constant), Reciprocity, Guanxi, Mianzi

Table 4.25 shows that the value of R Square is 0.135, which indicates that there is 13.5% of the variation in purchase of gift during Chinese New Year can be explained by reciprocity, guanxi, and mianzi. The value of adjusted R Square is 0.123, shows that there is 12.3% of variation in purchase of gift during Chinese New Year would occur due to the variation of reciprocity, guanxi, and mianzi when the degree of freedom for the model is adjusted.

Table 4.26: Anova Test

ANOVA[b]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.777	3	7.592	10.752	.000[a]
	Residual	145.456	206	.706		
	Total	168.233	209			

a. Predictors : (Constant), Reciprocity, Guanxi, Mianzi

b. Dependent Variable : Purchase of Gift during Chinese New Year

Based on the Table 4.26, F value is 10.752 with the p-value of 0.000, which is smaller than 0.01 of significance level. This indicates that at least one independent variable has significant relationship towards dependent variable.

Table 4.27: Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.755	.472		1.599	.111
	Reciprocity	.024	.093	.019	.260	.795
	Guanxi	.421	.118	.256	3.575	.000
	Mianzi	.284	.102	.193	2.784	.006

a. Dependent Variable : Purchase of Gift during Chinese New Year

Purchase of gift during Chinese New Year = 0.755 + 0.024 reciprocity + 0.421 guanxi + 0.284 mianzi

From the equation above, the regression coefficient for reciprocity is 0.024, which indicates that when there is an increase in 1 value unit of reciprocity, purchase of gift during Chinese New Year will increase by 0.024. Meanwhile, the regression coefficient of guanxi is 0.421 which indicates that the purchase of gift during Chinese New Year will be increased by 0.421 when there is an increase in value unit of guanxi. Furthermore, the regression coefficient of mianzi is 0.284. This indicates that when there is an increase in 1 value unit of mianzi, the purchase of gift during Chinese New Year will be increased by 0.284.

In addition, based on the Table 4.27, the significance value of reciprocity is 0.795 which is higher than the significant level of 0.01. This, reciprocity has no significant relationship with the purchase of gift during Chinese New Year. However, significance values of guanxi and mianzi are 0.000 and 0.006 respectively which are smaller than 0.01 of significance level. This indicates that guanxi and mianzi have significant relationships with the purchase of gift during Chinese New Year.

4.3.4 Independent T-Test

Independent T-test was conducted to compare the relationship between gender (male and female) and purchase of gift during Chinese New Year.

Table 4.28: Independent T-Test between Gender and Purchase of gift during Chinese New Year

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error of Mean
Purchase of gift during CNY	Male	96	3.3333	.97573	.09958
	Female	114	3.3918	.82874	.07762

Independent Sample Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase of gift during CNY	Equal variances assumed	.514	.474	-.470	208	.639	-.05848	.12451	-.30395	.18699
	Equal variances not assumed			-.463	187.355	.644	-.05848	.12626	-.30756	.19060

Based on the Table 4.28 above, the significant p-value of Levene's test is 0.474 which is larger than 0.05 of significance level, which indicates that there is no significant relationship between gender (male and female) and purchase of gift

during Chinese New Year. Moreover, the t value in equal variances assumed is -0.470 with the p-value of 0.639 which is also larger than 0.05. Thus, there is no significant difference between male and female towards purchase of gift during Chinese New Year.

4.3.5 One-Way ANOVA

One-way ANOVA was conducted to test whether there is significant difference among different dialect grouping in purchasing gift during Chinese New Year as well as age groups in purchasing gift during Chinese New Year.

4.3.5.1 One-Way ANOVA for Dialect Grouping and Purchase of Gift during Chinese New Year

Table 4.29: ANOVA

ANOVA

Purchase of Gift during
Chinese New Year

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.849	5	.170	.207	.959
Within Groups	167.384	204	.821		
Total	168.233	209			

Source: Developed for the research

Based on Table 4.29, it shows that the significant p-value is 0.959 which is higher than the significant level of 0.05. Thus, there is no significant difference between dialects grouping towards purchase of gift during Chinese New Year.

Table 4.30: Multiple Comparisons

Multiple Comparisons

Purchase of Gift during
Chinese New Year
Turkey HSD

(I) Dialect grouping	(J) Dialect grouping	Mean Difference (I-J)	Std. Error	Sig.	95% of Confidence Interval	
					Lower Bound	Upper Bound
Hokkien	Hakka	-.01123	.17188	1.000	-.5057	.4833
	Cantonese	.03603	.16928	1.000	-.4510	.5230
	Teochew	-.18207	.23063	.969	-.8456	.4815
	Hainanese	.02846	.29086	1.000	-.8083	.8653
	Others	.11179	.27997	.999	-.6937	.9173
Hakka	Hokkien	.01123	.17188	1.000	-.4833	.5057
	Cantonese	.04726	.19541	1.000	-.5149	.6094
	Teochew	1.17084	.25044	.984	-.8914	.5497
	Hainanese	.03968	.30680	1.000	-.8430	.9224
	Others	.12302	.29650	.998	-.7300	.9760
Cantonese	Hokkien	-.03603	.16928	1.000	-.5230	.4510
	Hakka	-.04726	.19541	1.000	-.6094	.5149
	Teochew	-.21810	.24866	.952	-.9335	.4973
	Hainanese	-.00758	.30535	1.000	-.8861	.8709
	Others	.07576	.29500	1.000	-.7730	.9245
Teochew	Hokkien	.18207	.23063	.969	-.4816	.8456
	Hakka	.17084	.25044	.984	-.5497	.8914
	Cantonese	.21810	.24866	.952	-.4973	.9335
	Hainanese	.21053	.34319	.990	-.7768	1.1979
	Others	.29386	.33401	.951	-.6671	1.2548
Hainanese	Hokkien	-.02846	.29086	1.000	-.8653	.8083
	Hakka	-.03968	.30680	1.000	-.9224	.8430
	Cantonese	.00758	.30535	1.000	-.8709	.8861
	Teochew	-.21053	.34319	.990	-1.1979	.7768
	Others	.08333	.37811	1.000	-1.0045	1.1712
Others	Hokkien	-.11179	.27997	.999	-.9173	.6937
	Hakka	-.12302	.29650	.998	-.9760	.7300
	Cantonese	-.07576	.29500	1.000	-.9245	.7730
	Teochew	-.29386	.33401	.951	-1.2548	.6671
	Hainanese	-.08333	.37811	1.000	-1.1712	1.0045

Source: Developed for the research

Based on the Table 4.30, the significant levels for all groups of dialects grouping are more than the 0.05 level of significance. Therefore, there is no difference in the means of the groups.

4.3.5.2 One-Way ANOVA for Age and Purchase of Gift during Chinese New Year

Table 4.31: ANOVA

ANOVA

Purchase of Gift during
Chinese New Year

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.488	3	3.829	5.033	.002
Within Groups	156.745	206	.761		
Total	168.233	209			

Source: Developed for the research

Table 4.31 shows that the F value is 5.033 with the significant p-value of 0.002 which is less than the 0.05 level of significance. This indicates that there is a significant difference between the age groups in purchasing gift during Chinese New Year.

Table 4.32: Multiple Comparisons

Multiple Comparisons

Purchase of Gift during
Chinese New Year
Turkey HSD

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
21-30	31-40	-.47652*	.15373	.012	-.8747	-.0783
	41-50	-.24529	.19855	.605	-.7596	.2690
	51-60	-.57862*	.19855	.021	-1.0929	-.0643
31-40	21-30	.47652*	.15373	.012	.0783	.8747
	41-50	.23123	.22445	.732	-.3501	.8126
	51-60	-.10211	.22445	.969	-.6834	.4792
41-50	21-30	.24529	.19855	.605	-.2690	.7596
	31-40	-.23123	.22445	.723	-.8126	.3501
	51-60	-.33333	.25723	.567	-.9996	.3329
51-60	21-30	.57862*	.19855	.021	.0643	1.0929
	31-40	.10211	.22445	.969	-.4792	.6834
	41-50	.33333	.25723	.567	-.3329	.9996

*. The mean difference is significant at the 0.05 level.

Source: Developed for the research

From the Table 4.32, it shows that there is a significant difference in purchasing gift during Chinese New Year between the group with the age 21-30 years old and 31-40 years old, with the p-value of 0.012 which is less than significant level of 0.05. Besides that, there is also a significant difference between the groups 21-30 years old and 51-60 years old (p = 0.021). However, there is no significant difference between the groups 21-30 years old and 41-50 years old (p = 0.605), groups 31-40 years old and 41-50 years old (p = 0.732), as well as the groups 31-40 years old and 51-60 years old (p = 0.969). Furthermore, the p-value for groups 41-50 years old and 51-60 years old is 0.567, which indicates that there is no significant difference between the groups. The mean difference shows that 51-60 years old was significantly higher than 21-30 years old with highest positive value 0.57862. Therefore, researchers expect that 51-60 years old has highest tendency to involve in gifting during Chinese New Year.

4.4 Conclusion

This chapter presents the results based on the data obtained from questionnaires, including the parts of descriptive analysis, reliability test and inferential analysis by using Statistical Package for Social Science (SPSS) 16.0. In the next chapter, the discussion of major finding will be discussed in more detail. Moreover, the implications and limitations of the research study as well as recommendations for future research.

CHAPTER 5: DISCUSSION, CONCLUSION AND MANAGERIAL IMPLICATION

5.0 Introduction

Chapter five discusses on the summary of statistical analyses and the major findings in the previous chapter. Other than that, researchers will discuss the managerial implications and limitations when conducting the research. Lastly, recommendations for future study will also be included.

5.1   Summary of Statistical Analyses

This part summarizes the data analyzed in the Chapter Four which includes descriptive analyses, scale measurement, person correlation analysis, simple regression, multiple regression, independent t-test, and one-way ANOVA.

5.1.1 Descriptive Analyses

In this study, there are 114 female respondents (54%) and 96 male respondents (46%). 57% of the overall respondents are between the age of 21 to 30 while the 43% are of 31 to 60. In addition to the age group of 43% respondents, 21%, 11% and 11% of respondents are between the age of 31 to 40, 41 to 50 and 51 to 60 respectively. Moreover, regarding to the status of 210 respondents 136 (65%) of them are single and 74 (35%) of them are married. Furthermore, discussing about religions 192 (91%) respondents are Buddhist while the remaining 14 (7%) and 4 (2%) respondents are Christian and other religions respectively. Besides that, among the 210 respondents there are 82 (39%) Hokkien, 44 (21%) Cantonese, 42 (20%) Hakka, 19 (9%) Teochew, 11 (5.2%) Hainanese and 12 (5.7%) grouped under others category.

For the education level, 89 respondents (42.4%) are degree holders, followed by the diploma and secondary school which consists of 65 respondents (31%) and 44 respondents (21%) respectively. There are only 3 respondents (1.4%) in the Master level, whereas 4.3% of the respondents from other education levels such as primary school. Next, 69 respondents' occupation are in the private sector, which consists of 32.9%. Meanwhile, 57 respondents (27.1%) work as professional and 41 respondents (19.5%) are students. The rest of the respondents come from different occupations which includes self-employed (10.5%), housewife (4.8%), government sector (2.4%), and others (2.9%). 55 respondents (26.2%) earned monthly income from RM2000 to RM3000, 52 respondents (24.8%) more than RM4000, whereas 46 respondents (21.9%) has monthly income below RM1000.

There are followed by the monthly income from RM1000 to RM2000 and RM3000 to RM4000, which is 13.8% and 13.3% respectively.

5.1.2 Scale Measurement

Scale measurement is measured with the reliability test which is conducted by using Cronbach's Alpha. Based on Table 4.14, the dependent variable which is the purchase of gift during Chinese New Year has the highest level of alpha coefficient value. Next, it is followed by reciprocity and mianzi which are 0.779 and 0.703 respectively. Lastly, guanxi obtained 0.682 of alpha coefficient value. All dependent and independent variables have alpha values of more than 0.6 which are acceptable and this indicates that all variables are reliable.

5.1.3 Inferential Analysis

In this part, researchers will include the summary of Pearson correlation, multiple regression, independent t-test, and one-way ANOVA.

5.1.3.1 Pearson Correlation Analysis

Based on Table 4.15, the result consists of three independent variables having a significant relationship and positively correlated to purchase of gift during Chinese New Year. Guanxi with the highest coefficient 0.403 has the strongest positive relationship to purchase of gift during Chinese New Year. Meanwhile, reciprocity has the weakest positive relationship to purchase of gift during Chinese New Year ($r = 0.185$, $p < 0.01$).

5.1.3.2 Simple Regression Analysis

Simple regression analysis has been adopted to examine the relationship between the three independent variables which are reciprocity, guanxi and mianzi with purchase of gift. Based on the results, reciprocity (p-value = 0.007), guanxi (p-value = 0.000) and mianzi (p-value = 0.000) have significant relationship with purchase of gift during Chinese New Year at 0.01 of significance level.

5.1.3.3 Multiple Regression

Multiple regression is used to examine the relationship among independent variables against purchase of gift during Chinese New Year. Based on Table 4.25, adjusted R Square is 0.123, which indicates that there is 12.3% of variation in purchase of gift during Chinese New Year would occur due to the variation of reciprocity, guanxi, and mianzi when the degree of freedom for the model is adjusted.

Based on Table 4.26, F-value is 10.752 with the p-value of 0.00, which indicate that at least one of the independent variable has relationship towards purchase of gift during Chinese New Year.

According to Table 4.27, reciprocity with the regression coefficient of 0.795 indicates that it has no significant relationship towards purchase of gift during Chinese New Year due to it is larger than the significant level of 0.01. Next, guanxi with the p-value of 0.000 which is less than 0.01 of significance level indicates that guanxi has a significant relationship with the purchase of gift during Chinese New Year. Lastly, same applied to mianzi has a significant relationship with purchase of gift during Chinese New Year with the p-value of 0.006 which is less than 0.01 of significance level.

5.1.3.4 Independent T-Test

According to Levene's Test shown in Table 4.28, it was found that there is no significant relationship between gender (male and female) with purchase of gift during Chinese New Year due to the p-value is 0.474 which is lesser than significant level of 0.05.

5.1.3.5 One-Way ANOVA

One-Way ANOVA is used to examine whether there is any significant difference among the groups. By running the One-Way ANOVA, it is found that there is no significant relationship between the dialect grouping and purchase of gift during Chinese New Year (p= 0.959). Therefore, by including the post-hoc test, there is no significant difference among different dialect grouping towards purchase of gift during Chinese New Year.

Next, by using One-Way ANOVA there is a significant relationship between age and purchase of gift during Chinese New Year (p=0.002 < p=0.05). Moreover, by including the post-hoc test, result shows that there is a significant difference between 21-30 years old and 31-40 years old as the p-value is 0.012 which is less than 0.05 of significance level. Besides that, there is significant difference between 21-30 years old and 51-60 years old as the p-value is 0.021 which is less than significance level of 0.05. However, the mean difference obtained by 51-60 years old is a positive figure which is 0.57862 as compared to 21-30 years old with negative figure of -0.57862. This indicates that the mean weight increases in group 51-60 years old is significant higher than group 21-30 years old. Therefore, researchers expect that Chinese who are 51-60 years old have the highest tendency to purchase gift during Chinese New Year.

5.2 Discussion of Major Findings

Table 5.1 Summary of Research Question, Hypothesis and Result

Research Question	Hypothesis	p-value	Accepted/ Rejected
Is there any relationship between reciprocity and purchase of gift during Chinese New Year?	H1: There is a significant relationship between reciprocity and purchase of gift during Chinese New Year.	0.795 $p > 0.01$	Rejected
Is there any relationship between guanxi and purchase of gift during Chinese New Year?	H2: There is a significant relationship between guanxi and purchase of gift during Chinese New Year.	0.000 $p < 0.01$	Accepted
Is there any relationship between mianzi and purchase of gift during Chinese New Year?	H3: There is a significant relationship between mianzi and purchase of gift during Chinese New Year.	0.006 $p < 0.01$	Accepted

Source: Developed for the research

First Hypothesis (Reciprocity)

H0: Reciprocity has no significant relationship towards purchase of gift during Chinese New Year.

H1: Reciprocity has significant relationship towards purchase of gift during Chinese New Year.

From the simple regression analysis, the result shows that reciprocity has significant relationship with purchase of gift at p-value = 0.007 which is less than the 0.01 of significance level. The result obtained is consistent with the result found by Yau et al. (1999). Besides that, Othman et al. (2005) also found that reciprocity has significant relationship with purchase of gift where people feel that they must reciprocate when received gift from others. However, by conducting the multiple regression analysis, it is found that reciprocity has a p-value of 0.795 which is larger than the significance level of 0.01. This indicates that there is no significant relationship between reciprocity and purchase of gift during Chinese New Year.

Reciprocity does not have significant relationship with the purchase of gift during Chinese New Year may due to the changes of norm of reciprocity which varying with time and place (Gouldner, 1960) although it has been cited as a universal norm in the context of gift-giving. According to Wang et al. (2007), the value of reciprocity of Chinese society can be represented by receiving, obligation of giving and returning gifts in the long run. However, according to Joy (2001), family members or close friends (like-family) do not perform reciprocity in their gift-giving practices although a family would involve into a gift relationship especially during Chinese New Year. Thus, the reciprocity of gift-giving does not exist between the families or like-family member because the value of love and sacrifice exceed the value of reciprocity (Joy, 2001).

It is also important to address the variation of reciprocity in the Chinese cultural value (Yan, 1996). Based on the research done by Yan (1996) in a Chinese village, it shows that respected Chinese people should avoid showing that they are giving

gift with the expectation that receivers will reciprocate to them. Therefore, reciprocity may be one of the cultural values in the Chinese context; however it could be varied across time and place. As a result, a person who has the value of reciprocity does not necessarily have to be involved in buying gifts to others therefore H1 is rejected.

Second Hypothesis (Guanxi)

H0: Guanxi has no significant relationship towards purchase of gift during Chinese New Year.

H1: Guanxi has significant relationship towards purchase of gift during Chinese New Year.

Based on the Table 4.27, guanxi has significant relationship towards purchase of gift during Chinese New Year where the p-value is at 0.00 which is smaller than 0.01 of significance level. This result is consistent with the research done by Wong et al., (2007) where gift giving was a major approach of establish "Guanxi" among two or more parties. Besides that, Ruth, Otnes, & Brunel (1999) also found that gift giving can help in maintaining social ties between one party and another party. Therefore, the practice of gift giving can be the instrumental to consolidate the relationships between giver and recipient over the time of period (Ruth et al., 1999).

According to Joy (2011), guanxi can highly influence the activities of purchasing gifts among Chinese society. In order to maintain and sustain the guanxi between one another, one party will continuously participating in gift exchange with other parties (Wang et al., 2007; Chen & Han, 2007). As giver has a stronger and deeper

relationship with receiver, the giver will give a gift with higher value (Chen & Han, 2007). Lastly, by purchasing gifts to someone who has guanxi with them in order to show respect to the receiver and strengthen their relationship (Chen & Han, 2007). As a result, the research objective has been achieved and H1 is accepted.

Third Hypothesis (Mianzi)

H0: Mianzi has no significant relationship towards purchase of gift during Chinese New Year.
H1: Mianzi has significant relationship towards purchase of gift during Chinese New Year.

Based on Table 4.27, the relationship between 'mianzi' toward purchase gift during Chinese New Year is significant. The result shows 'mianzi' has p-value=0.006 which is smaller than the 0.01 of significance level. This is consistent with the previous finding conducted by Joy (2001), which 'mianzi' has a significant relationship with purchasing of gift to others in order to maintain the existing good relationship with the receivers.

Mianzi is highly related with the Chinese people's gift-giving activities (Joy, 2001; Yan, 1996). According to research done by Wang, Piron, & Xuan (2001), most of the Chinese respondents feel obligated due to their concept of 'mianzi' to give gifts to others. This is because if the person emphasizes on the concept of 'mianzi', they will be more concerned on how others perceive them (Wong & Ahuvia, 1998).

Besides that, in the research study conducted by Yan (1996) in Chinese village, people were concerned about issue of 'face' gaining and 'face' losing if they gave a wrong gift or do not match with the receiver's social status. Furthermore, due to the concept of 'mianzi', Yan (1996) also found out that the respondent in this

research study are willing to spend 10 to 20 percent of their own income to buy gifts for others and only minority of them refuse to do so.

According to Liu et al. (2010), in order to preserve 'mianzi', people will take the initiative to participate in the purchase of gift during Chinese New Year since gift carries the social status and identity of a particular person. Moreover, several factors such as packaging, price and brand of the gift will be taken into consideration in the process of gift purchase (Liu et al., 2010). Therefore the research objective has been achieved and H1 is accepted.

5.3 Implications of the Study

This part discusses the managerial implication on how this research study can help the managers in real life.

5.3.1 Managerial Implication

Based on the result collected, it showed that both independent variables guanxi and mianzi have significant positive relationship with the purchase of gift during Chinese New Year at the significant level of 0.01, while reciprocity has no significant relationship with purchase of gift during Chinese New Year.

Based on the results, the independent variable guanxi has the greatest impact toward purchase of gift during Chinese New Year at p-value of 0.000 with the highest standardized coefficient at $\beta=0.256$. Guanxi is a Chinese cultural value that refers to the state of two or more than two parties being connected and it is an essential element among Chinese people. Therefore, guanxi can be taken into consideration by marketers to make decisions on those promotional activities. Marketers can instil the concept of guanxi perceived by Chinese as an idea of advertisements during Chinese New Year in order to attract more customers. For

instance, marketers can design an advertisement by applying the practices of gift-giving when visiting to friends and relatives' house during Chinese New Year. The purpose of this advertisement is to emphasize on guanxi among Chinese who are concerned about maintaining guanxi with others through gift-giving.

Another variable is mianzi, which has the second highest impact towards purchase of gift during Chinese New Year with the p-value=0.006 and the beta is β=0.193. Therefore, marketers in the industry should emphasize on this aspect in order to increase demand. Mianzi is an essential element among Chinese people, where it is practiced by the Chinese society in their daily life. Marketers can focus on how the mianzi can be carried out from the products to their customers. For example, marketers can focus on product packaging design and branded products. This is because in Chinese society, they will look at the products which are match with their status, approval, and gratefulness in order to preserve their face.

Furthermore, Chinese are more concern on the brands of the product rather than the functionality of the product in gift-giving practices. It is because a gift can represent as the self-image of gift giver. Hence, marketers may improve their product's packaging as well as taking more consideration on branded products as a gift to others. This can helps to carry out the concept of mianzi to the consumers when they are making decisions on buying gift during Chinese New Year.

Last but not least, based on the result obtained from one-way ANOVA analysis, it showed that the group 51-60 years old has highest positive mean difference where researchers expect they have the highest tendency to purchase gift during Chinese New Year. Therefore, managers and marketers can target approach to this group of consumers during Chinese New Year to generate more sales and profit.

5.4   Limitations

By conducting this research study, there are few difficulties through the entire process. Geographical constraint is one of the limitations in this study. The target location of this research is only focus on the West Malaysia while East Malaysia was not taking into consideration. This might influence the findings due to Chinese in East Malaysia might have different beliefs and perceptions on traditional Chinese cultural values that lead to purchase of gift during Chinese New Year. Hence, the result obtained cannot represent the behavior of whole Malaysian Chinese and as a result the data might not be accurate and valid.

Next, the researchers did not distribute questionnaires equally in the study in terms of dialect groupings of respondents. Out of 210 respondents, majority of the respondents are Hokkien which consists of 82 respondents (39%), follow by Cantonese 44 respondent (21%), 42 respondents are Hakka (20%) and 19 respondents are Teochew (9%). Meanwhile, the least group Hainanese respondents only consist of 11 people (5.2%). The rest of the respondents will be categorized into "others", which are 12 out of 210 respondents (5.7%). Therefore, the result will be affected when researchers analyze whether different groups of dialect grouping have different perception towards purchase of gift during Chinese New Year.

Moreover, questionnaires are being set by using English only. Some respondents might not have a good understanding level of the English words and its meaning. Since the target respondents in this research is Malaysian's Chinese, there is a high chances that the respondents might misunderstand the meaning of the questions. Hence, this will affect the validity of feedbacks from the respondents.

Last but not least, another limitation in this research study is quantitative research has been used in conducting this research. Although quantitative research is more flexible, short time required and cost-saving, it still brought along obstacle to the researches. For this research topic, traditional Chinese cultural values such as

reciprocity, mianzi, and guanxi can be very subjective where different people might think differently. Therefore by conducting a qualitative research on this topic will enable researchers to have better understanding on why people behave in such a way since every respondent will explain more instead of forcing to choose one answer from five-point Likert scale without any open-ended question. As a result, the result of the study will be lack in validity.

5.5   Recommendations for Future Study

There are several recommendations have been suggested to improve the quality of future research study on the Chinese cultural values affect purchase of gift during Chinese New Year. Firstly, future research should increase the sample size to collect accurate data to generalize the perception of Chinese culture values of the entire Malaysian Chinese population in purchasing gift during Chinese New Year. Besides that, the researchers are able to identify how the Chinese population in Malaysia respond differently in different segment groups such as dialect grouping and age by conducting with a larger sample size.

Secondly, it is also recommended for future researchers to cover a wider range by including East Malaysia. This is because the beliefs and perception of the Chinese in East Malaysia might be different from the Chinese in Peninsular Malaysia in terms of Chinese culture values due to the various ethnic groups such as Kadazan, Dusun, Bajau and Murut. Thus, by covering both East and West Malaysia, researchers are able to obtain a clearer picture on the Chinese cultural values affect purchase of gift during Chinese New Year.

Thirdly, future researchers are suggested to distribute questionnaires equally in terms of Chinese dialect grouping which consists of Hokkien, Cantonese, Hakka, Teochew, Hainanese and others native place available in Malaysia. Therefore, researchers can have in-depth understanding on Malaysian Chinese perception and

belief towards Chinese cultural values affecting the purchasing of gift during Chinese New Year among different groups of dialect grouping in Malaysia.

Fourthly, future researches are strongly recommended to do translation from English into Chinese in the questionnaires. The main purpose is to ensure that the target respondents of this research study are able to understand the meaning of each question. Nevertheless, this research is study on the Chinese cultural values, hence, by using Chinese language will be more appropriate to enhance the validity and accuracy of the result.

Besides of conducting quantitative research, qualitative research is encouraged to be used by future researchers. This is due to Chinese cultural values are very subjective in which different people have different beliefs and perceptions on it. Thus, by conducting a qualitative research, researchers are able to gain a better understanding which may not be obtained by conducting in quantitative research. One-to-one interview or a focus group interview is also encouraged to be implemented in their qualitative research study to increase the accuracy and reliability of the data collected.

Last but not least, researchers can include other variables of Chinese cultural values to obtain more accurate and reliable result. The Chinese cultural values that suggested for future study are 'renqing' (a set of social norms and obligations that required by one party to keeping in contact with others and participating in gifts exchange, visit and assistance), 'yuan' (destiny), 'li' (observation of rites and social rituals) and 'xiao' (filial) so that the researchers are able to gain better understanding on the Malaysian Chinese cultural values which will lead to the purchase of gift during Chinese New Year (Wang et al., 2007; Fang, 2003).

5.6   Conclusion

The research is completed for the purpose of study the purchase of gift during Chinese New Year. The traditional cultural values include guanxi and mianzi are significant indicators to affect the purchase of gift during Chinese New Year. However, reciprocity has been tested that it has no significant relationship towards the purchase of gift during Chinese New Year. In addition, the implication for the study and limitation for the study are discussed. Lastly, the recommendations for future study are also suggested.

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APPENDICES

Appendix A: Theoretical Framework

Chinese Cultural Values (IV)

- Renqing
- Reciprocity
- Guanxi
- Yuan
- Family Orientation
- Mianzi

Gift-Giving Behavior (DV)

- Importance of Gift-Giving
- Amount Given
- Gift-Selection Effort
- Brand Orientation
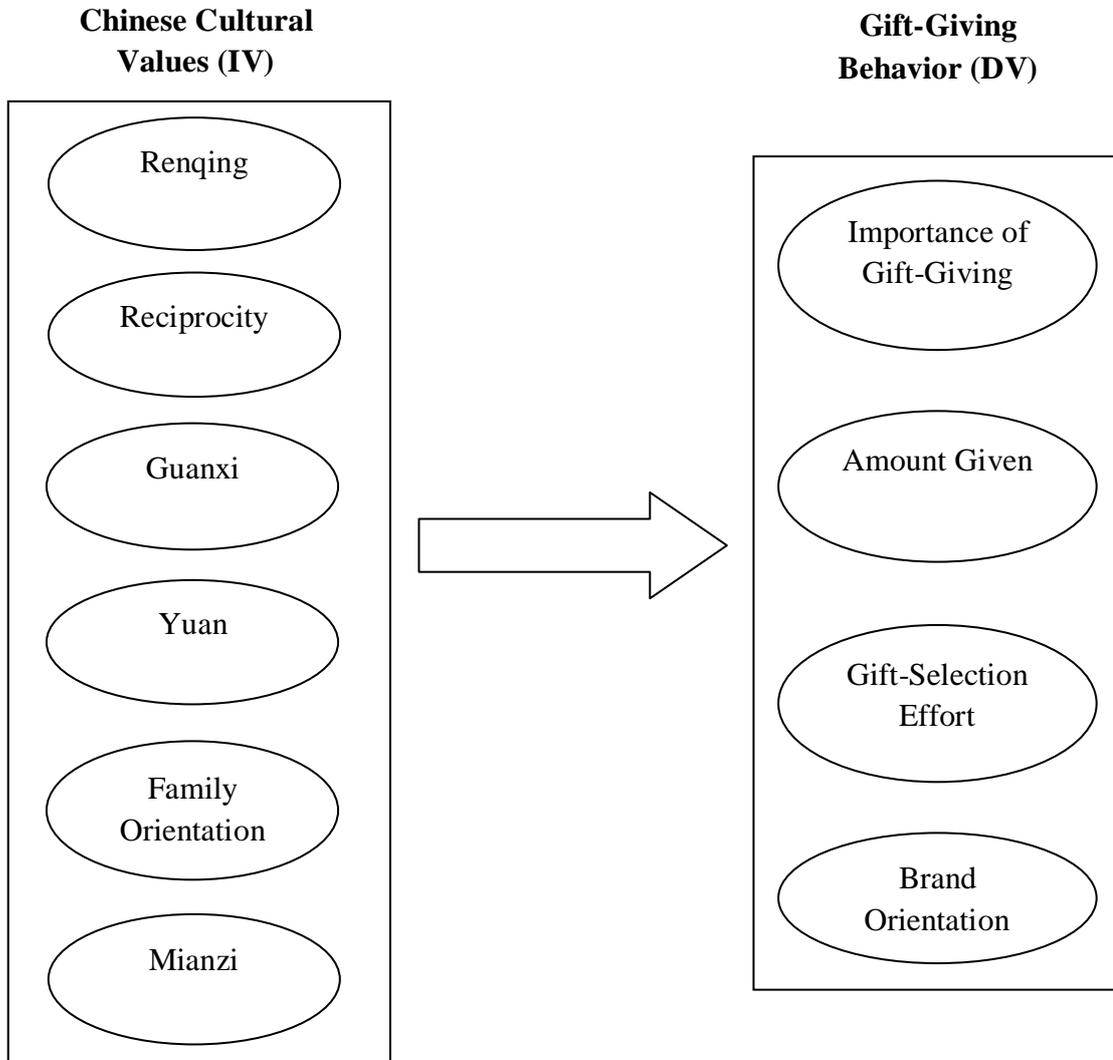
Appendix B: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)

FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

Dear respondents,

We are undergraduate students pursuing a bachelor degree in International Business at Universiti Tunku Abdul Rahman (UTAR). We are currently conducting a research study project as a part of our assignment in the subject of Research Project (UKMZ 3016). The purpose of this research is to study the purchase of gift among Malaysian Chinese during Chinese New Year which affected by their Chinese cultural values.

This questionnaire consists of TWO (2) sections (section A and section B) and this may take 5 minutes of your time. Please make sure that you have responded to every statement. Your responses are essentially for us to complete our research study.

Please take note that this survey is strictly for academic purpose only. The questionnaire is voluntary and the data collected is strictly kept PRIVATE & CONFIDENTIAL. All participants will NOT be identified and the data collected will be analyzed and used to identify any educational needs. We greatly appreciate your time and efforts in completing this questionnaire.

Thank you very much for your time and cooperation.

Student's detail

Student Name	Student ID
FOO WEI CHUEAN	12UKB01017
LEE JOO HENG	12UKB00407
LIM JING YI	10UKB06699
LIM ZI NING	10UKB04852

Section A:

Please tick (√) your answer in the box provided or fill in the blank for each of the following items.

1. Gender:

    □ Male   □ Female

2. Age:

    □ 21-30 years old

    □ 31-40 years old

    □ 41-50 years old

    □ 51-60 years old

3. Marital status:

    □ Single   □ Married

4. Religion:

    □ Muslim   □ Buddhist   □ Hindu   □ Christian

    □ Others _____

5. Dialect Grouping:

    □ Hokkien   □ Hakka   □Cantonese

    □ Teochew   □ Hainanese   □Others_____

6. Highest education level:

　　□ Secondary school/SPM/UEC　　　□Diploma/Advanced Diploma

　　□ Bachelor Degree　　　　　　　　□ Masters/ PhD

　　□Others _____

7. Occupation:

　　□ Student　　　　□ Professional　　　　□ Private sector

　　□ Self-employed　　□ Government sector　　□ Housewife

　　□ Others ＿＿＿＿＿

8. Monthly income/allowance:

　　□ Below RM1000

　　□ Between RM1000 and RM 2000

　　□ Between RM2000 and RM3000

　　□ Between RM3000 and RM4000

　　□Above RM4000

Section B:

The following statements are used to look at the basic attitude/opinions of Malaysian Chinese relating to gift-giving behaviour during Chinese New Year. Based on your disposition, please circle the most appropriate number based on the scale below:

1 = Strongly Disagree   4 = Agree

2 = Disagree   5 = Strongly Agree

3 = Neutral

Reciprocity:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The reciprocity is important to me.	1	2	3	4	5
2. No matter what you are doing, you should understand reciprocity.	1	2	3	4	5
3. I believe that one should treat others as one wishes to be treated.	1	2	3	4	5

Guanxi:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I believe that getting things done depends more on guanxi than on personal effort.	1	2	3	4	5
2. I would like to follow different customs in different places.	1	2	3	4	5
3. I believe that developing guanxi is necessary in one's daily life.	1	2	3	4	5
4. I like to retain good guanxi with others.	1	2	3	4	5

Mianzi:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I do not mind suffering hardships in order to preserve face.	1	2	3	4	5
2. I worry about losing face in daily life.	1	2	3	4	5
3. I am concerned about how others perceive me.	1	2	3	4	5
4. I believe that it is important to give "mianzi" (face) to others.	1	2	3	4	5

Purchase of Gift:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I always purchase gifts to others during Chinese New Year.	1	2	3	4	5
2. I will purchase Chinese New Year gifts this year.	1	2	3	4	5
3. I am familiar with purchasing Chinese New Year gifts.	1	2	3	4	5

End of questionnaire.

Thank you for your participation.

All responses will be kept private and confidential.

Appendix C: SPSS Output

Demographic Profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	45.7	45.7	45.7
	Female	114	54.3	54.3	100.0
	Total	210	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	120	57.1	57.1	57.1
	31-40	44	21.0	21.0	78.1
	41-50	23	11.0	11.0	89.0
	51-60	23	11.0	11.0	100.0
	Total	210	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	136	64.8	64.8	64.8
	Married	74	35.2	35.2	100.0
	Total	210	100.0	100.0	

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buddhist	192	91.4	91.4	91.4
	Christian	14	6.7	6.7	98.1
	Others	4	1.9	1.9	100.0
	Total	210	100.0	100.0	

Dialect Grouping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hokkien	82	39.0	39.0	39.0
	Hakka	42	20.0	20.0	59.0
	Cantonese	44	21.0	21.0	80.0
	Teochew	19	9.0	9.0	89.0
	Hainanese	11	5.2	5.2	94.3
	Others	12	5.7	5.7	100.0
	Total	210	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	44	21.0	21.0	21.0
	Diploma	65	31.0	31.0	51.9
	Degree	89	42.4	42.4	94.3
	Master	3	1.4	1.4	95.7
	Others	9	4.3	4.3	100.0
	Total	210	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	41	19.5	19.5	19.5
	Professional	57	27.1	27.1	46.7
	Private	69	32.9	32.9	79.5
	Self-employed	22	10.5	10.5	90.0
	Government-sector	5	2.4	2.4	92.4
	Housewife	10	4.8	4.8	97.1
	Others	6	2.9	2.9	100.0
	Total	210	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1000	46	21.9	21.9	21.9
	1000-2000	29	13.8	13.8	35.7
	2000-3000	55	26.2	26.2	61.9
	3000-4000	28	13.3	13.3	75.2
	Above 4000	52	24.8	24.8	100.0
	Total	210	100.0	100.0	

Central Tendencies Measurement of Constructs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reciprocity	210	1.00	5.00	3.7571	.70674
Guanxi	210	2.00	5.00	3.7643	.54557
Mianzi	210	1.50	5.00	3.2917	.61021
Purchase of Gift	210	1.00	5.00	3.3651	.89719
Valid N (listwise)	210				

Reciprocity

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
R1	210	1.00	5.00	3.7429	.85871
R2	210	1.00	5.00	3.7524	.78601
R3	210	1.00	5.00	3.7762	.89785
Valid N (listwise)	210				

Guanxi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
G1	210	1.00	5.00	3.3571	.92342
G2	210	1.00	5.00	3.7571	.69384
G3	210	2.00	5.00	3.9000	.70846
Valid N (listwise)	210				

Mianzi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
M1	210	1.00	5.00	2.9333	.79190
M2	210	1.00	5.00	2.9762	.90950
M3	210	1.00	5.00	3.4048	.86560
M4	210	1.00	5.00	3.8524	.78388
Valid N (listwise)	210				

Purchase of Gift

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P1	210	1.00	5.00	3.3381	.94082
P2	210	1.00	5.00	3.5143	1.01768
P3	210	1.00	5.00	3.2429	.99428
Valid N (listwise)	210				

Reliability Test

Reciprocity

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded[a]	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.779	3

Item Statistics

	Mean	Std. Deviation	N
R1	3.7429	.85871	210
R2	3.7524	.78601	210
R3	3.7762	.89785	210

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1	7.5286	2.203	.610	.707
R2	7.5190	2.193	.723	.593
R3	7.4952	2.261	.529	.801

Guanxi

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded[a]	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.682	4

Item Statistics

	Mean	Std. Deviation	N
G1	3.3571	.92342	210
G2	3.7571	.69384	210
G3	3.9000	.70846	210
G4	4.0429	.70070	210

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
G1	11.7000	2.900	.321	.737
G2	11.3000	3.120	.474	.613
G3	11.1571	2.774	.630	.513
G4	11.0143	3.057	.495	.599

Mianzi

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded[a]	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.703	4

Item Statistics

	Mean	Std. Deviation	N
M1	2.9333	.79190	210
M2	2.9762	.90950	210
M4	3.8524	.78388	210
M3	3.4048	.86560	210

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M1	10.2333	4.256	.329	.728
M2	10.1905	3.275	.564	.588
M4	9.3143	3.891	.470	.651
M3	9.7619	3.311	.602	.563

Purchase of Gift

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded[a]	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	3

Item Statistics

	Mean	Std. Deviation	N
P1	3.3381	.94082	210
P2	3.5143	1.01768	210
P3	3.2429	.99428	210

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	6.7571	3.505	.810	.845
P2	6.5810	3.221	.818	.836
P3	6.8524	3.428	.768	.879

Inferential Analysis

Pearson's Correlation Coefficient

Correlations

		Reciprocity	Guanxi	Mianzi	Purchase of Gift
Reciprocity	Pearson Correlation	1	.403[**]	.325[**]	.185[**]
	Sig. (2-tailed)		.000	.000	.007
	N	210	210	210	210
Guanxi	Pearson Correlation	.403[**]	1	.262[**]	.314[**]
	Sig. (2-tailed)	.000		.000	.000
	N	210	210	210	210
Mianzi	Pearson Correlation	.325[**]	.262[**]	1	.266[**]
	Sig. (2-tailed)	.000	.000		.000
	N	210	210	210	210
Purchase of Gift	Pearson Correlation	.185[**]	.314[**]	.266[**]	1
	Sig. (2-tailed)	.007	.000	.000	
	N	210	210	210	210

**. Correlation is significant at the 0.01 level (2-tailed).

Simple Regression

Reciprocity – Purchase of Gift

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.185[a]	.034	.030	.88383

a. Predictors: (Constant), Reciprocity

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.754	1	5.754	7.366	.007[a]
	Residual	162.479	208	.781		
	Total	168.233	209			

a. Predictors: (Constant), Reciprocity

b. Dependent Variable: Purchase of Gift

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.483	.331		7.509	.000
	AR	.235	.087	.185	2.714	.007

a. Dependent Variable: Purchase of Gift

Guanxi – Purchase of Gift

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314[a]	.099	.094	.85376

a. Predictors: (Constant), Guanxi

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.621	1	16.621	22.802	.000[a]
	Residual	151.612	208	.729		
	Total	168.233	209			

a. Predictors: (Constant), Guanxi

b. Dependent Variable: Purchase of Gift

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.419	.412		3.447	.001
	AG	.517	.108	.314	4.775	.000

a. Dependent Variable: Purchase of Gift

Mianzi – Purchase of Gift

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266[a]	.071	.066	.86686

a. Predictors: (Constant), Mianzi

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.932	1	11.932	15.878	.000[a]
	Residual	156.301	208	.751		
	Total	168.233	209			

a. Predictors: (Constant), Mianzi

b. Dependent Variable: Purchase of Gift

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.076	.329		6.312	.000
	AM	.392	.098	.266	3.985	.000

a. Dependent Variable: Purchase of Gift

Multiple Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Reciprocity, Guanxi, Mianzi	.	Enter

a. All requested variables entered.

b. Dependent Variable: Purchase of Gift

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368[a]	.135	.123	.84030

a. Predictors: (Constant), Reciprocity, Guanxi, Mianzi

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.777	3	7.592	10.752	.000[a]
	Residual	145.456	206	.706		
	Total	168.233	209			

a. Predictors: (Constant), Reciprocity, Guanxi, Mianzi

b. Dependent Variable: Purchase of Gift

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.755	.472		1.599	.111
	Reciprocity	.024	.093	.019	.260	.795
	Guanxi	.421	.118	.256	3.575	.000
	Mianzi	.284	.102	.193	2.784	.006

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.755	.472		1.599	.111
	Reciprocity	.024	.093	.019	.260	.795
	Guanxi	.421	.118	.256	3.575	.000
	Mianzi	.284	.102	.193	2.784	.006

a. Dependent Variable: Purchase of Gift

Independent T-Test

Gender and Purchase of Gift

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase of Gift	Male	96	3.3333	.97573	.09958
	Female	114	3.3918	.82874	.07762

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase of gift during CNY	Equal variances assumed	.514	.474	-.470	208	.639	-.05848	.12451	-.30395	.18699
	Equal variances not assumed			-.463	187.355	.644	-.05848	.12626	-.30756	.19060

One-Way ANOVA

Dialect Grouping and Purchase of Gift

ANOVA

Purchase of Gift

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.849	5	.170	.207	.959
Within Groups	167.384	204	.821		
Total	168.233	209			

Multiple Comparisons

Purchase of Gift

Tukey HSD

(I) Dialect Grouping	(J) Dialect Grouping	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Hokkien	Hakka	-.01123	.17188	1.000	-.5057	.4833
	Cantonese	.03603	.16928	1.000	-.4510	.5230
	Teochew	-.18207	.23063	.969	-.8456	.4815
	Hainanese	.02846	.29086	1.000	-.8083	.8653
	Others	.11179	.27997	.999	-.6937	.9173
Hakka	Hokkien	.01123	.17188	1.000	-.4833	.5057
	Cantonese	.04726	.19541	1.000	-.5149	.6094
	Teochew	-.17084	.25044	.984	-.8914	.5497
	Hainanese	.03968	.30680	1.000	-.8430	.9224
	Others	.12302	.29650	.998	-.7300	.9760
Cantonese	Hokkien	-.03603	.16928	1.000	-.5230	.4510
	Hakka	-.04726	.19541	1.000	-.6094	.5149
	Teochew	-.21810	.24866	.952	-.9335	.4973
	Hainanese	-.00758	.30535	1.000	-.8861	.8709
	Others	.07576	.29500	1.000	-.7730	.9245
Teochew	Hokkien	.18207	.23063	.969	-.4815	.8456
	Hakka	.17084	.25044	.984	-.5497	.8914

	Cantonese	.21810	.24866	.952	-.4973	.9335
	Hainanese	.21053	.34319	.990	-.7768	1.1979
	Others	.29386	.33401	.951	-.6671	1.2548
Hainanese	Hokkien	-.02846	.29086	1.000	-.8653	.8083
	Hakka	-.03968	.30680	1.000	-.9224	.8430
	Cantonese	.00758	.30535	1.000	-.8709	.8861
	Teochew	-.21053	.34319	.990	-1.1979	.7768
	Others	.08333	.37811	1.000	-1.0045	1.1712
Others	Hokkien	-.11179	.27997	.999	-.9173	.6937
	Hakka	-.12302	.29650	.998	-.9760	.7300
	Cantonese	-.07576	.29500	1.000	-.9245	.7730
	Teochew	-.29386	.33401	.951	-1.2548	.6671
	Hainanese	-.08333	.37811	1.000	-1.1712	1.0045

Age and Purchase of Gift

ANOVA

Purchase of Gift

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.488	3	3.829	5.033	.002
Within Groups	156.745	206	.761		
Total	168.233	209			

Multiple Comparisons

Purchase of
Gift
Tukey HSD

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
21-30	31-40	-.47652*	.15373	.012	-.8747	-.0783
	41-50	-.24529	.19855	.605	-.7596	.2690

	51-60	-.57862[*]	.19855	.021	-1.0929	-.0643
31-40	21-30	.47652[*]	.15373	.012	.0783	.8747
	41-50	.23123	.22445	.732	-.3501	.8126
	51-60	-.10211	.22445	.969	-.6834	.4792
41-50	21-30	.24529	.19855	.605	-.2690	.7596
	31-40	-.23123	.22445	.732	-.8126	.3501
	51-60	-.33333	.25723	.567	-.9996	.3329
51-60	21-30	.57862[*]	.19855	.021	.0643	1.0929
	31-40	.10211	.22445	.969	-.4792	.6834
	41-50	.33333	.25723	.567	-.3329	.9996

*. The mean difference is significant at the 0.05 level.

Reliability Test (Pilot Test)

Reciprocity

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.744	3

Item Statistics

	Mean	Std. Deviation	N
R1	3.5500	.60481	20
R2	3.9500	.60481	20
R3	3.6500	.67082	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1	7.6000	1.305	.487	.750
R2	7.2000	1.116	.676	.538
R3	7.5000	1.105	.560	.676

Guanxi

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded[a]	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.708	4

Item Statistics

	Mean	Std. Deviation	N
G1	4.1000	.44721	20
G2	4.2000	.41039	20
G3	4.2000	.41039	20
G4	4.2500	.44426	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
G1	12.6500	.976	.441	.679
G2	12.5500	.892	.652	.549
G3	12.5500	1.103	.342	.730
G4	12.5000	.895	.564	.600

Mianzi

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded[a]	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.786	4

Item Statistics

	Mean	Std. Deviation	N
M1	3.6000	.59824	20
M2	3.5000	.51299	20
M3	3.6500	.67082	20
M4	3.9000	.64072	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M1	11.0500	2.366	.480	.788
M2	11.1500	2.345	.637	.721
M3	11.0000	1.895	.684	.683
M4	10.7500	2.092	.596	.732

Purchase of Gift

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded[a]	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

Item Statistics

	Mean	Std. Deviation	N
GP1	4.3500	.48936	20
GP2	4.4000	.50262	20
GP3	3.4500	.51042	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GP1	7.8500	.766	.866	.660
GP2	7.8000	.800	.773	.750
GP3	8.7500	.934	.560	.946