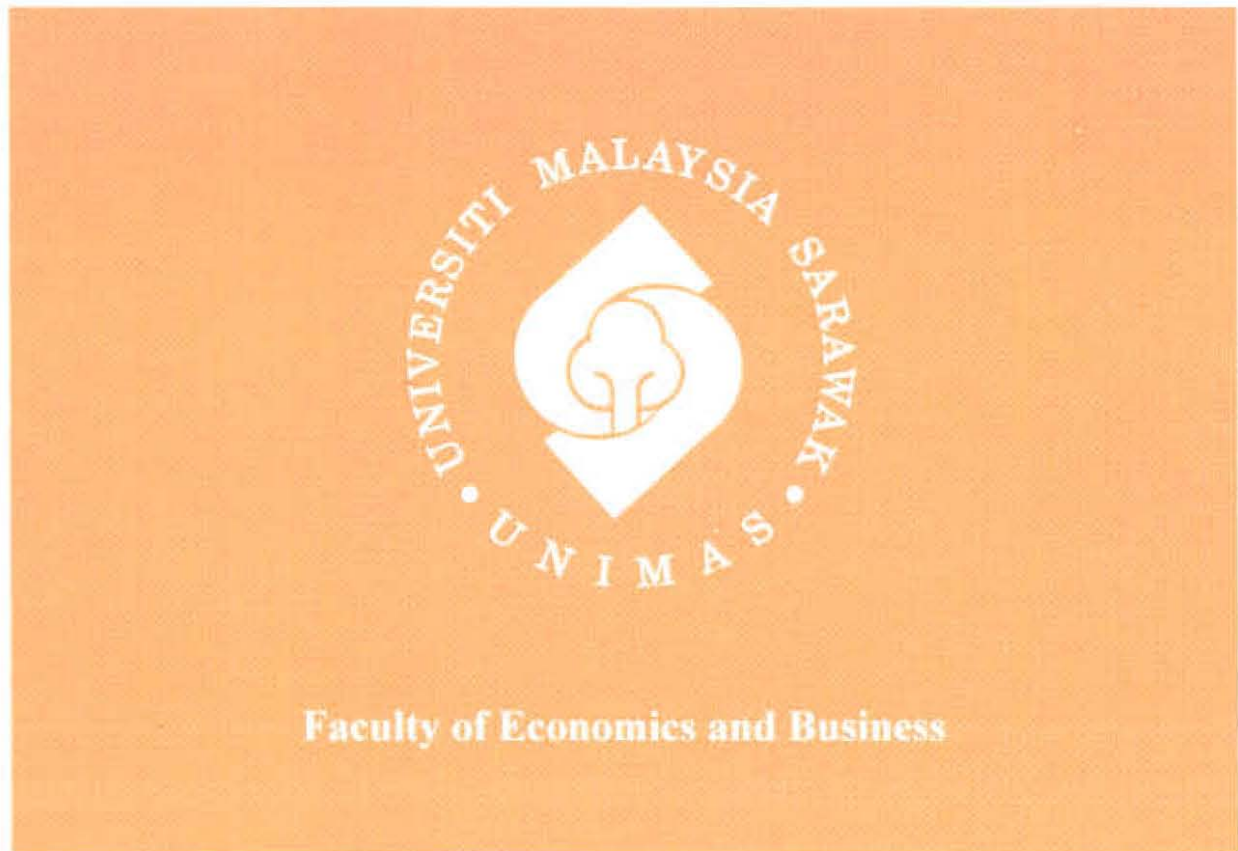




**An Exploratory Study of Generational Cohorts in Central Region of
Peninsular Malaysia**

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An Exploratory Study of Generational Cohorts in Central Region of Peninsular
Malaysia

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DECLARATION

I declare that this thesis has been composed by myself except where otherwise stated in the text. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Name: Koh Ing Ing

Date: 27 November 2017

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ABSTRACT

Generational cohort segmentation has grown in popularity in marketing; however, there is limited research being carried out in Malaysia. As a result, researchers conveniently adopted the well-known U.S. cohorts to classify the Malaysian consumers without theoretical basis. Hence, this thesis aims to contribute to the current body of knowledge by identifying the generational cohorts in the Central Region of Peninsular Malaysia with supported generation theories. A qualitative approach via in-depth interviews was carried out and a sample of 34 respondents from different races and age-groups were interviewed in this study. All the interviews were recorded and transcribed verbatim for further analysis. Content analysis was used to analyse the collected data. The findings show that there are four distinctive generational cohorts in Central Region. They are shaped and formed based on their personal attachment to the major events during formative years. They are also found to be different from the U.S cohort labels. This study not merely discover generation cohorts in Central Region, it can also be applied for future research in various disciplines such as marketing, management or education, where generation cohorts are relevant. It is believed that such endeavour would provide researchers, marketers and practitioners a whole new perspective about the people they are dealing with.

Keywords: Cohort segmentation, generational cohort, Central Region

Kajian Eksploratori Kohort Generasi di Zon Tengah Semenanjung Malaysia

ABSTRAK

Segmentasi kohort generasi semakin popular di pemasaran; namun begitu, penyelidikan yang dijalankan di Malaysia masih terhad. Atas sebab ini, untuk kemudahan, para penyelidik menggunakan kohort Amerika Syarikat (A.S.) yang terkenal untuk mengklasifikasikan pengguna Malaysia tanpa berasaskan teori. Oleh itu, tesis ini bertujuan memberi sumbangan ilmu pengetahuan dengan mengenal pasti kohort generasi di Zon Tengah Semenanjung Malaysia dengan sokongan teori-teori generasi. Satu pendekatan kualitatif melalui temuduga mendalam telah dijalankan dan satu sampel yang terdiri daripada 34 responden, daripada kaum dan kumpulan umur yang berlainan, telah ditemuduga dalam kajian ini. Kesemua temuduga telah direkod dan ditranskripsikan kata demi kata untuk analisis lanjutan. Analisis isi telah digunakan untuk menganalisis data yang dikumpul. Penemuan menunjukkan bahawa terdapat empat kohort generasi tersendiri di Zon Tengah. Mereka dibentuk berdasarkan ikatan peribadi dengan kejadian-kejadian utama pada tahun-tahun formatif. Mereka juga didapati berlainan daripada label-label kohort A.S. Kajian ini bukan sahaja menentukan kohort generasi di Zon Tengah, tetapi juga dapat diaplikasikan dalam penyelidikan lanjutan yang berkaitan dengan kohort generasi dalam pelbagai disiplin seperti pemasaran, pengurusan atau pendidikan. Usaha sebegini akan menyediakan satu perspektif yang serba baharu untuk para penyelidik, pemasar dan pengamal mengenai orang yang mereka berhubung.

Kata kunci: *Segmentasi kohort, kohort generasi, Zon Tengah*

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

For many years marketers have a propensity to use the combinations of demographic and psychographic variables to classify and segment markets in order to appease various customers' demands (Kotler & Armstrong, 2014; Scardino, 2004). Many kinds of products are produced by several companies for the same market. The companies might produce even more products under line extensions to meet the various demands of consumers (Armstrong, Harker, Kotler, & Brennan, 2009). Subsequently, marketers today face a challenging task in servicing a target segment distinctively. This is because today's consumers are more diverse and savvy than ever before (Schewe & Meredith, 2004). They demand products that fit their lifestyle. They desire not to be targeted with misguided or deluded products (Meredith & Schewe, 2002).

Despite the complexity of the market, an intriguing, innovative and highly successful approach of generational cohort marketing is emerging, attempting to explain the values acting as drivers of marriage relationships, parent-child relationships (Motta & Schewe, 2008), career path (Horvath, 2011), consumption behaviour (Noble & Schewe, 2003; Williams, Page, Petrosky, & Hernandez, 2010), purchasing behaviour (Parment, 2013), and many aspects of personal behaviour and attitudes (Moore & Carpenter, 2008). It has been suggested that generational cohorts are superior to demographic variables such as age and gender (Schewe, Meredith, & Noble, 2000) as it reveals more than what a general population trend does; it discloses what they favour and wish for, and why they do what they do. With

regard to this, generation labels such as Baby Boomers, Generation X, Y and Z of the American cohorts are found frequently employed in the marketing literature and market segmentation throughout the world (Meredith & Schewe, 2002; Noble & Schewe, 2003; Yu & Miller, 2003). The labels are used by marketers to make a distinction between groups of individuals based on their generational characteristics in the marketplaces. It also provides marketers a firm foundation to understand the consumers and to develop effective marketing strategies as well as executions.

Generation studies have also shown that not every generation is the same (Fishman, 2016; Williams & Page, 2011); individuals from each generation uniquely possess different perspectives and values. However, generation is different from cohort. A generation is generally 20 to 25 years in length whilst a cohort may differ in length depending on the external events that define it (Schewe et al., 2000). A generational cohort is a concept that explains how a group of people who was born during the same period of time is homogenous within. They share similar external events in their coming of age (15-24 years old), which is also known as formative years (Meredith & Schewe, 1994; Ryder, 1965). Their historical or social life experiences create cohesiveness in value, attitudes and beliefs which distinguish one generation from another (Ryder, 1965). The effects of which they have experienced remain relatively stable throughout their lives (Inglehart, 1997; Strauss & Howe, 1991b). Hence, they should not be treated in the same manner (Williams & Page, 2011). This then allows for the identification of a group that is homogeneous within and heterogeneous without, allowing marketers to target specific groups accurately (Schewe et al., 2000).

1.2 Problem Statement

There are numerous studies conducted on the United States (U.S.) generational cohorts. Labels such as Baby Boomers, Generation X, and Generation Y of the U.S. cohorts have been widely used and have gradually become universal identifiable cohort groups (Ting & de Run, 2015). With no exception, researchers in Malaysia picked up the cohort labels to elucidate the Malaysian market (Eze, Tan, & Yeo, 2012; Lim, Yap, & Lee, 2011; Munasamy, Arumugam, & Rahim, 2010) due to the lack of research in explicating the actual generational cohorts. However, such candid adoption is without theoretical basis (de Run & Ting, 2013).

Purportedly, the idea of generational cohorts is that individuals are shaped and formed by their exposure to the historical and societal events that came their way in their formative years (Holbrook & Schindler, 1989, 1994). Therefore, their experiences of different historical and societal events may bear dissimilar cohort structures (Schewe & Meredith, 2004). Thus, applying U.S. generational cohorts to a Malaysian context will not depict a genuine and intrinsic representation of the cohorts in the country, as Malaysians do not share the similar defining moments as well as the values, attitudes and preferences as the Americans did and currently do.

To date, there is limited research on the generational cohorts in Malaysia, which addresses a gap in the literature. The first study was pioneered by de Run and Ting in recent years, (2013, 2015), but it is limited to Sarawak, a state in Malaysia. As such, the present study is considered as the first attempt to discover the subject matter that was previously unnoticed.

1.3 Research Objectives

General and specific objectives are discussed in further details in the following sections.

1.3.1 General Objective

The objective of the research is to identify the generational cohorts in the Central Region of Malaysia by using the theories of generations as the underlying basis. This is achieved through an exploration of the major historical and societal events that Central Region's populace are personally attached to during their coming of age.

1.3.2 Specific Objectives

The general research objective were further expanded into specific objectives. This research intends to:

- (1) Identify the major historical and societal events which impacted Malaysians in Central Region.
- (2) Explore the major historical and societal events which Malaysians in Central Region are personally attached to when they came of age.
- (3) Outline the formation, segregation and brief characteristics of generational cohorts in the context of Central Region.

1.4 Significance of the Study

This study aims to identify the actual generational cohorts of Central Region in Peninsular Malaysia. By employing the generational cohort theory, this study will be able to outline the generational cohorts of Central Region. As a result, researchers may no longer want to adopt cohorts such as Baby Boomers, Generation X and Generation Y in the absence of theoretical

consideration. Such identification fills the gap in the literature and exemplifies the existence of generational cohorts in Central Region. Significantly, the problem discussed earlier is solved.

Besides, this study also reveals the brief characteristics of each cohort in Central Region. Through this study, marketers or business practitioners may have a better understanding of the collective individuals in Central Region and thus a better segmentation of the marketplace. This study will also benefit organisational leaders in managing different generation of employees in the workplace. Therefore, this study is noteworthy in terms of actualizing the generational cohorts in the Central Region context and revealing the brief characteristics of each cohort.

1.5 Research Scope

Central Region of Peninsular Malaysia is where the largest and most developed cities are situated. It has the highest population density in the country (New Geography, 2017). It is a region where individuals would gather regardless of which state they are originally from (Lee, 2011). The region has a rich heritage and history, resulting in distinctive experiences of historical and societal events. The population characteristic is the first reason for choosing this region to conduct this study. The second reason is the economy of the region. Central Region is a prosperous region that impacts the national economy as major contributor of gross domestic product (Malay Mail Online, 2015). This indicates that the region has a certain purchasing power under a relatively healthy economy. Moreover, this indirectly encourages marketers to take a quick response to the supply and demand in the region. The third reason is the demographic structure of the population. Central Region is a multiracial region (Tourism

Malaysia, 2015). It consists of the Malays as the largest ethnic group with 54% of its population, Chinese follows as the second largest ethnic group with 32% and Indians 12%. Each race has its own unique characteristics, tradition, and behaviour. Marketing in such a complex society is not an easy task but a challenge for marketers or business practitioners (Rao, 2017). Based on the above reasons in addition to the exploratory nature of this study, Central Region is evidently a worthy and strategic area for this study.

The scope of this study is restricted to individuals who live in this particular area which covers the Federal Territories of Kuala Lumpur and Putrajaya and the state of Selangor. Participants involved in this study must comply with the following criteria that qualify for cohort formation: (a) they are either from the Federal Territories of Kuala Lumpur or Putrajaya, or the state of Selangor by birth; (b) they have spent most of their time in the Federal Territories and/or the state, including their late adolescence and early adulthood years; (c) they are media savvy, who have comparatively higher media exposure towards local, national or world events and are able to explicate historical events; (d) they are literate and have a propensity to understand the implications or impact of the major events which much likely influence their values; and (e) they are impacted with major events bearing societal consequences that could be cohort-defining events (Schewe & Meredith, 2004). Moreover, to reflect the whole population of Central Region, individuals included in the sample are from three different major racial groups, namely the Malays, Chinese and Indians.

1.6 Definition of Terms

A clear definition of each term is provided. They are used throughout the thesis.

1.6.1 Market Segmentation

Market segmentation is the process of classifying the heterogeneous consumers based on their characteristics and dividing them into different segment that are homogenous (Smith, 1956). These segmented consumers will respond similarly to a marketing action.

1.6.2 Generational Cohort

A generational cohort is a group of people that were born about the same time and shared similar external events during their late adolescent and early adulthood years (Becton, Walker & Jones-Farmer, 2014). They share similar characteristics and behaviours and are different from members of other age groups (Lyons, Schweitzer, Ng, & Kuron, 2012). Generational cohorts are different from “generations”, which are generally 20 to 25 years in length. Cohorts may vary in length rested on the external events that define it (Schewe et al., 2000).

1.6.3 Formative Years

Formative years are the period of human development from late adolescence to young adulthood, which is also known as coming of age years (Meredith & Schewe, 1994; Ryder, 1965). In the past studies, the formative years are described as early as 15 or 16, and end at the age of 24 to 27 (Becton et al., 2014; Holbrook & Schindler, 1994; Noble & Schewe, 2003). It is the period that individuals begin to be attentive to the historical and societal events.

1.6.4 Historical and Societal Events

Historical and societal events are also known as defining moments or major external events (Meredith & Schewe, 2002; Rogler, 2002). These events can be national or international

events (Schewe & Meredith, 2004). They are categorized as political, economic, socio-cultural, technological and natural or environmental events (Noble & Schewe, 2003). The reactions to the historical events by each cohort of individuals during their formative years define generational cohort.

1.7 Organization of Thesis

This thesis contains five chapters. Chapter 1 outlines the background, problems and objectives of the research. The significance and scope of the study are also discussed to make clear the rationale of the study.

Chapter 2 presents a review of relevant literature regarding market segmentation and generational cohort to express its relevance and impact in marketing. Generational cohort theories and studies are outlined. A conceptual framework and three research propositions are developed accordingly.

Chapter 3 presents the methodology used in the study. First, an overview of the research design is provided. It details why qualitative approach is used. This follows by the procedures related to population and sampling, data collection, data processing and data analysis. Reliability and validity of the data are also discussed in this chapter.

Chapter 4 provides the analysis and findings of the study. Respondent demographic is first presented, followed by content analysis, the method used to examine the propositions. Subsequently, generational cohorts formation are shown.

Chapter 5 presents the discussions to the findings, theoretical and managerial implications, as well as limitations to the study. Conclusion is also presented. Last but not least, the thesis ends with directions for future studies.

1.8 Chapter Summary

This chapter draws attention to the background of this research that generational cohort marketing is an innovative and highly successful approach to appease current dynamic market. It also discussed the problem statement, the objectives, the significance and the scope of the study. Definon of terms and organization of the thesis are presented as well. Relevant literature and theories are reviewed in the next chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter synthesises and integrates findings from existing literature on generational cohorts from the perspective of market segmentation across a number of academic areas. The chapter begins with a review on market segmentation. Next, it presents a review of the literature on how generational cohort theory is adopted. Subsequently, it lists the studies of generational cohort, and then describes the application of generational cohort in marketing.

2.2 Market Segmentation

Market segmentation is one of the core concepts in marketing. It was first documented with a purpose of classifying heterogeneous consumers and dividing them into different segments that are homogenous, sharing similar characteristics in the same set of needs to be satisfied by a distinct marketing scheme (Smith, 1956). The practice of segmenting markets and targeting specific consumer groups is regarded as an effective manner in marketing. This is because segmenting allows a company's products, services, promotions and activities to be engaged by the desired group of consumers to bring the best promising result with better advertising, better distribution, improved branding but lowered in costs and increased in sales (Kotler & Armstrong, 2014).

Diverse customers can be segmented into groups based on some reasonable and adaptable criteria such as demographic, psychographic, behaviouristic, and geographic features (Kotler & Armstrong, 2014). Demographic segmentation divides consumers into clusters of age,

gender, income, religion, size of family and so on. Psychographic segmentation, which is also known as lifestyle segmentation, is a way of dividing the market into groups based upon social class, attitudes, lifestyles, values and personality attributes. The products purchased reflect the customers' characteristics and their ways of living. Behavioural segmentation divides customers according to their behaviour toward products, related to the benefits sought, user status, purchase occasion, rate of usage, and degree of loyalty. Geographic segmentation is a straightforward way of dividing the market into particular segments or areas like countries, regions, population density or climates (Kotler & Armstrong, 2014).

Segmentation, however, has been criticised for being unworkable for several reasons. Firstly, segmentation approaches are commonly employed by companies conveniently for segments of consumers wherein these approaches do not give any picture about the consumers (Tuma, Decker, & Scholz, 2011). Secondly, segmentation is unstable due to consumers' diverse demands and choices (Hoek, Gendall, & Esslemont, 1996). Thirdly, collected information of customers is not regarded as a full characterisation of the customers. Lastly, segmentation is a myth as it is argued that companies should do mass marketing with an attempt to reach all buyers as well as light buyers, rather than narrow targeting (Ehrenberg, Uncles, & Goodhardt, 2004; Sharp, 2013). This is because buyers are almost of the same group between competing brands (Ehrenberg et al., 2004; Uncles, Kennedy, Nenycz-Thiel, Singh, & Kwo, 2012).

Despite criticisms and arguments against segmentation, there are some authors who advocate the concept. First and foremost, it is claimed that segmentation provides a better understanding in relation to the consumers (Armstrong, Adam, Denize, & Kotler, 2012; Dibb, 1998). To marketers, it grants them a valuable segmentation technique to produce the right

products that fit the desires of customers. This is assured of greater competitive advantage. Besides, multi-segmentation technique can be utilised to identify consumers' purchasing behaviours in the different segments. This would be a better scheme when combining both demographic and psychographic segmentation approaches from which customers' values and personalities are revealed (Cleveland, Papadopoulos, & Laroche, 2011; Lin, 2002). Furthermore, current segmentation theories can be extended as recommended to focus more on customers' inner values and personalities (Bailey, Baines, Wilson, & Clark, 2009; Lin, 2002). The more the companies understand their consumers, the better the value that they would deliver to their consumers as a segment.

Nevertheless, generational cohort segmentation, an innovative and highly successful approach, is found to be more superior to any segmentation approaches mentioned above (Schewe et al., 2000). Its main benefit is to provide cues for consumers' behaviour and true value of targeting (Schewe et al., 2000; William & Page, 2011). Furthermore, the occurrence of external events and experiences within a generation acts as a major factor in shaping the mindsets of its members. The mindsets include values, beliefs and attitudes that affect consumers' consumption habits. Marketers who understand generational cohorts have the advantage of winning consumers' heart by advertising effectively to draw more interest from consumers in their products or services.

2.3 Generational Cohort

2.3.1 Generational Cohort Definition

By definition, a generational cohort is a group of people who were born during the same period of time and shared the similar significant external events at their critical stage of

development (also known as formative years or coming of age) during a period from 15 to 24 years (Becton et al., 2014; Noble & Schewe, 2003; Ryder 1965). Each cohort of individuals is significantly influenced by common political, economical, social, technological, and historical environments or events during their coming of age (Duh & Struwig, 2015; Noble & Schewe, 2003; Williams et al., 2010). As such, the collective experiences of historical and societal events they have create cohesiveness in value, attitudes, beliefs and lifestyles which distinguish one generation from another (Lyons et al., 2012; Ryder, 1965). It is found that the effect of which they have experienced during formative years remains relatively stable throughout their lives (Parment, 2013; Strauss & Howe, 1991b). In brief, generation cohort is defined as “a group of individuals born and living contemporaneously who have common knowledge and experiences that affect their thoughts, attitudes, values, beliefs, and behaviours” (Johnson & Johnson, 2010).

2.3.2 Generational Cohort Theories

Sociologist Karl Mannheim (1952) introduced the concept of generation in an essay entitled “The Problem of Generations” and developed *the Theory of Generations* from a sociological perspective. The sociologist emphasised the significance of social factors in human critical developmental stages as most pre-adults are very much affected by socio-historical events. The formative experiences of significant life events which they are personally attached to affected them well into their adulthood (Becton et al., 2014; Holbrook & Schindler, 1994). The personal attachment to the events shapes the personality, values, and expectations of a generation and defines a new generational cohort (Noble & Schewe, 2003; Parment, 2013).

Inglehart (1977) expanded the theory as *The Theory of Intergenerational Value Change* and argued that generational values emerge from impactful events such as economic changes, major social movements, and historical events that occur during their pre-adult years. According to Strauss and Howe (1991), cohort's attitudes and values were shaped and determined by the attachment to external events and then persist throughout their lifetime. Each generation is formed collectively, and therefore its members have similar thought processes, reactions, and behaviours. Strauss and Howe (1991) then popularised the theory by proposing a generational framework for the U.S., which is very prominent in the publications today.

Rogler (2002) further extends the work of Inglehart and proposed *the Theory of Historical Generations* and highlighted that traumatic events gave a greater impact on the formative group compared to the other age-groups who are raised in the same historic period of time. Three propositions are generated from the perspectives of social and behavioural sciences and the humanities. The propositions postulate that each cohort is associated to the auspicious moments in history. Reactions of the events are demonstrated in the psychological orientations of individuals and these orientations remain stable in them throughout their life. It is the occurrence of major historical events and lifelong persistence of psychological responses to the events forms generation cohorts.

2.3.3 Generational Cohorts and Defining Events

The formation of generational cohorts completely rest on the impact of defining events (both national and international events) which occurred during their formative years and the persistence of orientations as reactions to the events (Fishman 2016; Schewe & Meredith,

2004; Scott & Zac, 1993). Hence, age and birth years are served as cut-off points between cohorts as they do not disclose cohorts' generational orientations (Ting & de Run, 2015; Rentz & Reynolds, 1981). Central to generational cohort theories, the attachment and reactions to major social happenings during human development shape individuals' value and beliefs systems. Furthermore, it affects their future attitudes, preferences and behaviour (Benson & Brown, 2011). Their values and beliefs systems do not change to any significant degree during their life course (Parment, 2013).

2.3.4 Generational Cohort Studies

Understanding of how consumers behave dissimilarly plays a crucial role in scheming effective marketing strategies (Kotler & Armstrong, 2014). By customer insight marketers and managers can come to a decision effortlessly which segment to target (Bailey et al., 2009) and to postulate how consumers may react (Walters & Samiee, 2003). Generational cohort is recognized as a useful segmentation strategy in marketing plan because of the perceptions and values that are carried with a particular generational cohort, even when they are entering into a new life stage (Arsenault, 2004; Becton et al., 2014; Noble & Schewe, 2003). As such, researchers were gradually drawn to identify the actual generation cohorts for their own countries. Generational cohort studies have been carried out in several countries, such as Brazil (Rubens & Motta, 2005), China (Egri & Ralston, 2004; Hung, Gu, & Yim, 2007), England, Germany and Japan (Schuman, Akiyama, & Knauper, 1998; Scott & Zac, 1993), France (Lorey & Poutet, 2011), the Netherlands (Ester, Vinken, & Despstraten, 2000), Russia (Schewe & Meredith, 2004) and the United States (Bush, Martin, & Bush, 2004; Holbrook & Schindler, 1989, 1994; Schindler & Holbrook, 1993). Besides marketing, generational cohort

studies have also been carried out in management and sociology (Dwyer & Azevedo, 2016; Leach, Phillipson, Biggs, & Money, 2008).

The birth of generational cohort is based on the collective experience of major events that individuals have come across during their late adolescences and early adulthood (Parment, 2013). A few examples will be summarised as follows:

2.3.4.1 Brazilian Generational Cohorts

Brazil has its own six distinct cohorts: Vargas-era cohort (came of age from 1930-1945; its coming of age during Vargas' coup), Post-war cohort (came of age from 1946-1954; its coming of age during Vargas' deposition and Dutra's election to President), Optimism cohort (came of age from 1955-1967; its coming of age during Vargas' suicide and President Kubitschek's election), The Iron Years cohort (came of age from 1968-1979; its coming of age during dictatorship instituted, social crisis and Institutional Act No.5 (abolished democratic congress)), The Lost Decade cohort (came of age from 1980-1991; its coming of age during amnesty for activists and end of economic growth) and Be on Your Own cohort (came of age from 1992 and after; its coming of age during government crisis, President Collor's impeachment and change in currency to Real) (Schewe & Meredith, 2004).

2.3.4.2 China Generational Cohorts

China has its own three distinct cohorts: the Red Guards cohort (came of age from 1966-1979; its coming of age during Cultural Revolution), Modern Realists cohort (came of age from 1980-1991; its coming of age during Economic Reform), and Global Materials cohort

(came of age from 1992 and after; its coming of age when China was integrating into the global community) (Hung et al., 2007).

2.3.4.3 French Generational Cohorts

France has its own four distinct cohorts: The Heritage generation (la génération Héritage) (born before 1945; its coming of age during World War II and the period of expansion of the Trente Glorieuses), The Natural generation (la génération Naturel) (born from 1945-1970; its coming of age during the period of expansion and globalization), The Networks generation (la génération Réseaux) (born from 1970-1980; its coming of age during globalization and the French crisis of the early 1990s) and The Mosaic generation (la génération Mosaïque) (born from 1980 and after; its coming of age during the Internet revolution) (Lorey & Poutet, 2011).

2.3.4.4 Russian Generational Cohorts

Russia has its six distinct cohorts: Collectivization cohort (came of age from 1929-1940; its coming of age during the collectivization of agriculture), Great Patriotic War cohort (came of age from 1941-1953; its coming of age during the Second World War, cold war and death of Stalin), The thaw cohort (came of age from 1954-1969; its coming of age during Sputnik, the International Youth Festival, Yuri Gagarin's orbit of the earth and the Prague Spring), Stagnation cohort (came of age from 1970-1985; its coming of age during the Soviet economy deterioration, emigration to the West and Gorbachev's rise to power), Perestroika cohort (came of age from 1986-1991; its coming of age during Chernobyl nuclear disaster, the first parliamentary elections, the dissolution of the Soviet Union and the 1991 communist coup attempt) and Post-Soviet cohort (came of age from 1992 and after; its coming of age during

the dissolution of the Soviet Union, hyperinflation, privatization and economic reforms) (Schewe & Meredith, 2004).

2.3.4.5 The U.S. Generational Cohorts

In the United States, four particular generational cohorts mentioned by North American sociologists are often disseminated to the general public: Veterans (came of age after World War II; its coming of age during The Great Depression, Lindbergh, President Franklin D. Roosevelt (FDR) & World War II), Baby Boomers (came of age from 1960s-early 1980s; its coming of age during civil rights movement, cold war, Vietnam war, assassination of John F. Kennedy (JFK) & women's movement), Generation X (came of age from mid 1980s-1990s; its coming of age during the New feminism, the Challenger incident, energy crisis, widespread of using personal computers & the spread of AIDS), Generation Y (came of age after late 1990s; its coming of age during high school violence, celebrity scandals, terrorist acts (e.g. 911), computer & Internet) and Generation Z (came of age from Mid 2010s and after; its coming of age during September 11 terrorist attacks, the Great Recession) (Bush et al., 2004; Lorey & Poutet, 2011; Strauss and Howe, 1991).

Table 2.1 presents a summary of Brazilian, China, French, Russian and the United States generational cohorts. Different cohort labels and dates were used to define each cohort in U.S. (Bush, Martin, & Bush, 2004)

Table 2.1: A Summary of Brazilian, China, French, Russian and the United States Generational Cohorts

Country	Cohorts	Came of age	Defining Events
Brazil	Vargas-era	1930 to 1945	Vargas' coup
	Post-war	1946 to 1954	Vargas' deposition & Dutra's election to President
	Optimism	1955 to 1967	Vargas' suicide & President Kubitschek's election
	The Iron Years	1968 to 1979	Dictatorship instituted, social crisis & Institutional Act No.5 (abolished democratic congress)
	The Lost Decade	1980 to 1991	Amnesty for activists & end of economic growth
	Be on Your Own	1992 and after	Government crisis, President Collor's impeachment & change in currency to Real
China	Red Guards	1966 to 1979	Cultural Revolution
	Modern Realists	1980 to 1991	Economic Reform
	Global Materials	1992 or thereafter	Integrating into the global community
France	The Heritage Generation	before 1945	World War II & Period of expansion of the Trente Glorieuses
	The Natural Generation	1945 to 1970	Period of expansion & globalization
	The Networks Generation	1970 to 1980	Globalization & French crisis of the early 1990s
	The Mosaic Generation	1980 to date	Internet revolution
Russia	Collectivization	1929 to 1940	The collectivization of agriculture
	Great Patriotic War	1941 to 1953	Second World War, cold war & death of Stalin
	The thaw	1954 to 1969	Sputnik, the International Youth Festival, Yuri Gagarin's orbit of the earth & the Prague Spring
	Stagnation	1970 to 1985	Soviet economy deterioration, Emigration to the West & Gorbachev's rise to power
	Perestroika	1986 to 1991	Chernobyl nuclear disaster, the first parliamentary elections, the dissolution of the Soviet Union & the 1991 communist coup attempt
	Post-Soviet	1992 and after	The dissolution of the Soviet Union, hyperinflation, privatization & economic reforms

Table 2.1 continued

Country	Cohorts	Came of age	Defining Events
The United States	Veterans (also known as Silent, Traditionalists & Depression Babies)	After WWII	The Great Depression, Lindbergh, FDR & World War II
	Baby Boomers (also known as Leading/Trailing edge & Boomers)	1960s to early 1980s	Civil rights movement, cold war, Vietnam war, assassination of JFK & women's movement
	Generation X (also known as the Thirteenth Generation & Baby Bust Generation)	Mid 1980s to 1990s	New feminism, the Challenger incident, energy crisis, widespread of using personal computers & the spread of AIDS
	Generation Y (also known as Baby Boom Echo, the Nexters & the Millennials)	Mid 1990s to 2000s	High school violence, celebrity scandals, terrorist acts (e.g. 911), computer & Internet
	Generation Z (also known as Post-Millennials, the iGeneration & the Homeland Generation)	Mid 2010s and after	Widespread usage of the Internet, September 11 terrorist attacks & the Great Recession

Source: Adapted from Dwyer, 2009; Hung et al., 2007; Lorey & Poutet, 2011; Schewe & Meredith, 2004; Strauss and Howe, 1991a, 1991b; Zemke, *et al.*, 2000

Despite the effect of some global events and changes, the generational labels and characteristics across these countries cannot be similar to one another. Given that the U.S. generation cohorts have been long defined and well-known in generational analysis, this study takes the cohorts as benchmarks to identify the generation cohorts in Central Region, Malaysia. The following are further descriptions of the U.S. generational cohorts.

The Veterans (born 1925 to 1945) are also referred to as Traditionalists (Kicheva, 2017), Silent Generation (Kapoor & Solomon, 2011) or Depression Babies (Al-Asfour & Lettau, 2014). They lived through the life-defining events of the Great Depression and World War II (Kapoor & Solomon, 2011). They are raised by strict parents at home, with strict regimen

educating them to have high regard for quality, respect and authority. When entering into the workplace, they were in the aftermath of a global economic crisis (Singh & Gupta, 2015). As a result of economic crisis and war, they are financially conservative and patriotic (Murphy, 2007). Their core values are dedication, hard work, and respect for authority (Anantatmula & Shrivastav, 2012; Gursoy, Maier & Chi, 2008). Besides, they are also known to be loyal to an organisation and willing to sacrifice and consider the benefits of all in an organisation (Murphy, 2007).

Baby Boomers (born 1946 to 1964) are also referred to as Leading-edge Baby Boomers and Trailing-edge Baby Boomers (Whitbourne & Willis, 2014), the largest generation ever in the U.S. after the post-war. They lived through the life-defining events of the assassination of John F. Kennedy, civil rights and women's rights movement (Beutell & Wittig-Berman, 2008; Crampton & Hodge, 2007). In general, baby boomers are raised by parents who experienced the Depression, world war and innumerable sacrifices while believing that life would be better for the next generation. Hence, the Baby Boomers inherited a sense of optimism (Murphy, 2007). In the workplace, they are workaholics and team-orientated (Singh & Gupta, 2015). They are committed but struggled to balance work and family life (Fishman, 2016). Their core values are optimism, personal gratification and growth (Arsenault & Patrick, 2008).

Generation X (born 1966 to 1979) is also referred to as the Thirteenth Generation (Howe & Strauss, 2000) and Baby Bust Generation (Leung, 2013). They lived through the life-defining events of the new feminism, the Challenger incident, energy crisis, widespread of using personal computers and the spread of AIDS (Beutell & Wittig-Berman, 2008; Crampton &

Hodge, 2007). Growing in two-career households, and for some, single-parent households, the Gen Xers are latchkey kids who have to be very independent to work things out on their own in the absence of their parents (Beutell & Wittig-Berman, 2008; Strauss & Howe, 1991b). Adhering to the concept of work-life balance, they are more concerned with productivity but at the same time with less hours spent on the job (Fishman, 2016). Unlike their Baby boomers parents who “live to work”, they “work to live” (Zemke et al., 2000). Their core values are diversity, informality, techno-literacy and fun. They are those who grew up with computer technology (Singh & Gupta, 2015).

Generation Y (born 1980 to 1994) is also referred to as Baby Boom Echo (Szatmary & Garofalo, 2014), the Nexters (Zemke et al., 2000) and the Millennials (Circella et al., 2017). They lived through the life-defining events of Columbine High School massacre, celebrity scandals, terrorist acts (such as 911 Event) and advent of the Internet (Crampton & Hodge, 2007). They are raised in structured environments with busy schedules prearranged by their parents, thus they are the busiest generation ever. They are more technologically literate than any other generation (Immordino-Yang, Christodoulou, & Singh, 2012; Singh & Gupta, 2015). With a click of a mouse, they can easily access technology and are surrounded by information (Crampton & Hodge, 2007; Ferri-Reed, 2010). Besides, they have the exposures to multicultural, multi-ethnic, and global world (Park & Gursoy, 2012). In the workplace, they expect success, recognition, and speedy advancement. Due to these reasons, they are more sociable, have a sense of morality, civic duty, self-confidence and with higher expectations (Crampton & Hodge, 2007; Ferri-Reed, 2010).

Generation Z (born 1995 and after) is referred to as Post-Millennials (Oblinger & Oblinger, 2005), the iGeneration (Gibson, 2015) and the Homeland Generation (Strauss & Howe, 1991a). They lived through the life-defining events of September 11 terrorist attacks and the Great Recession (Strauss & Howe, 1991a). The attitudes of Generation Z are greatly influenced by both events even though the oldest members of this generation were young children when the 9/11 attacks occurred (Gibson, 2015; Strauss & Howe, 1991a). They are raised up in the midst of chaos which has resulted in them a feeling of uncertainty, volatility and complexity (Palmer, 2014). However, they learned to be independent and owned an entrepreneurial desire through the Great Recession (Schawbel, 2014; Strauss & Howe, 1991a). Moreover, they grow up in the environment of a booming technology, making them a truly digital native generation (Lanier, n.d.; Strauss & Howe, 1991a). Their way of communication is mostly through the Internet and often with emojis (Gibson, 2015). In terms of characteristics, they are cynical, entrepreneurial and technology-reliant (Griffin, 2015; Lanier, n.d.; Strauss & Howe, 1991a). A summary of American generational cohorts with brief description of characteristics is presented in Table 2.2.

Table 2.2: A Summary of American Generational Cohorts

Cohorts (also referred to as)	Birth Years	Came of Age	Defining Events	Brief Description of Characteristics
Veterans (Silent, Traditionalists & Depression Babies)	1925 - 1945	After WWII	The Great Depression, Lindbergh, FDR & World War II	Dedication, hard work and respect for authority
Baby Boomers (Leading/Trailing edge & Boomers)	1946 - 1965	1960s - early 1980s	Civil rights movement, Cold war, Vietnam war, Assassination of JFK & Women's movement	Optimism, personal gratification and growth
Generation X (The Thirteenth Generation & Baby Bust Generation)	1966 - 1979	Mid 1980s - 1990s	New feminism, the Challenger incident, energy crisis, & the spread of AIDS	Diversity, informality, techno-literacy and fun

Table 2.2 continued

Cohorts (also referred to as)	Birth Years	Came of Age	Defining Events	Brief Description of Characteristics
Generation Y (Baby Boom Echo, The Nexters & The Millennials)	1980 - 1994	After late 1990s	High school violence, Celebrity scandals, Terrorist acts (e.g. 911), computer & Internet	Civic duty, optimism, confidence, social-caused and achievement
Generation Z (Post-Millennials, iGeneration & the Homeland Generation)	1995 and after	Mid 2010s and after	Widespread usage of the Internet, September 11 terrorist attacks & the Great Recession	Cynical, Entrepreneurial, Technology- reliant

Source: Adapted from Schewe & Meredith, 2004; Strauss & Howe, 1991a, 1991b; Zemke, Raines & Filipczak, 2000; Howe & Strauss, 2000

2.3.4.6 Sarawakian Generational Cohorts

In Malaysia, limited research has been carried out on the generational cohorts, resulting in a gap in literature. However, Ting, de Run and Fam (2012) initiated the study with theoretical foundation in identifying and classifying the generational cohorts but delimited to the state of Sarawak in Malaysia. The findings show that there are five distinct cohorts. The cohorts are labelled as Battling lifers cohort (born in 1942 and before; its coming of age during Japanese occupation), Idealistic-strugglers cohort (born from 1943 to 1961; its coming of age during Communism, British colonization and the forming of Malaysia), Social-strivers cohort (born from 1962 to 1977; its coming of age during economic stability and social welfare), Prospective-pursuers cohort (born from 1978 to 1991; its coming of age during rapid advancement in technology and economic crisis), and Neoteric-inheritors cohort (born from 1992 and after; its coming of age during advancement in technology, natural disasters, political upheavals). The findings also showed that each cohort has its own characteristic which is summarized in Table 2.3.

Table 2.3: Sarawak Generational Cohorts

Cohorts	Birth years	Defining events	Brief description of characteristics
Battling-lifers	Before 1942	Japanese occupation	They had to find ways to survive and live during the Japanese occupation. They worked hard and were very protective of their family members.
Idealistic-strugglers	1943–1961	Insurgence of Communism, British colonization, Malaysia formation	They struggled to secure or maintain good lives during the time of communism, colonization and the forming of Malaysia. Different ideas and beliefs were generated as to what were the better decisions and choices.
Social-strivers	1962–1977	Economic and social progress, Tun Mahathir as the fourth Prime Minister	They care mostly about economic stability and social welfare. Evidently peace and security were brought in after the capitulation of communists, and various developments began to be in place.
Prospective-pursuers	1978–1991	Political unrest, economic crisis, advance in technologies	They experienced the rapid advancement in technology and recovery from the economic crisis. Their interest in political matters shows that they believe in changes to ensure better future.
Neoteric-inheritors	1992 onwards	Advance in communication technologies, natural disasters, political upheavals	They tend to accept whatever there is around them as they are still in their formative years. They know how to use communication technologies since young and spend a lot of time on communication in social networks.

Source: Adopted from Ting et al. (2012)

The characteristics uniquely attributed to each cohort are due to their attachment to specific events during the formative years, thus correspond to generation theories (Mannheim, 1952; Inglehart, 1997; Rogler, 2002). Furthermore, it was found, as anticipated, that the events and their impact on individuals are different from the individuals in the U.S. and other countries. Significantly, the impact of defining events on individuals during their coming of age defines new generational cohorts (Noble & Schewe, 2003). Hence, a brief history of Malaysia events that could be Central Region's defining events is outlined in Table 2.4. The listed events can also be used for generational cohort formation.

Table 2.4: Malaysia's Defining Events

Events	Year
Japanese Occupation	1942-45
Malay organisations joined together to form the United Malays National Organisation.	1946
Federation of Malaya	1948
Communist Insurgency	1948-60
Malaya Independence with Tunku Abdul Rahman as Prime Minister	1957
Indonesian and Malaysian confrontation	1963
Sabah, Sarawak and Singapore formed the Federation of Malaysia	
Singapore Separated from Malaysia	1965
Communist insurgency began in Sarawak	
Racial Riot in Kuala Lumpur caused state of emergency and curfew	1969
Tun Abdul Razak became Prime Minister and the formation of National Front coalition.	1970
Great Flood in Kuala Lumpur and the establishment of New Economic Policy	1971
Tun Hussein Onn became Prime Minister	1976
Tun Mahathir Mohamad became Prime Minister	1981
Economy Crisis	1988
Industrialisation began in Malaysia and the development of infrastructure.	1990s
Collapse of Highland Tower	1993
Financial Crisis	1997
Anwar Ibrahim's dismissal as deputy Prime Minister of Malaysia and lawsuit over charges of sexual misconduct	Since 1998
Abdullah Ahmad Badawi took over as Prime Minister	2003
Abdullah Badawi won the general election victory. Subsequent to an overturning of his sodomy accusation, Anwar Ibrahim was released. Many deaths occurred in Malaysia from the Asian tsunami.	2004
Bersih Rally	2007
Arrestment and Imprisonment of Anwar Ibrahim due to suspicion of sodomy	2008
Malaysia economic downturn. Anwar Ibrahim's second trial for sodomy starts. Najib Abdul Razak became Prime Minister.	2009
The word Allah to be used to refer to God increased religious tensions.	2010
Anwar Ibrahim was charged of sodomy.	2012
Non-Muslims are not allowed to use the word Allah to refer to their God according to their own faiths.	2013
Missing of Malaysian Airlines flight MH370	2014
Malaysian Airlines flight MH17 Plane Crashed	
Sabah Earthquake	2015

Source: Adapted from BBC, 2016; Insight Guides, 2016; Lambert, 2015; WorldAtlas, 2016

2.4 Employing Generational Cohort in Marketing

Marketers have been endeavouring to adopt the concept of generational cohort because they are motivated by a belief that it is relatively prevailing in identifying individual and collective behaviour and attitudes. Although the combination of demographic and psychographic variables have been used to classify and segment markets (Kotler & Armstrong, 2014; Scardino, 2004; Steenkamp & Hofstede, 2002), yet it is not as influential as the values possessed by a cohort that are “imprinted” during their coming of age. The key emphasis of using generational cohort marketing is that these imprinted values pervade all corners of life (Motta & Schewe, 2008). It influences every decision of one’s life such as marriage relationships, career path, personal behaviour and attitudes, including consumption (Horvath, 2011; Motta & Schewe, 2008; Noble & Schewe, 2003; Williams et al., 2010). Furthermore, these core values generally do not change over the years but remain relatively stable throughout a cohort’s lifetime and distinct them from preceding and succeeding cohorts (Duh & Struwig, 2015). In view of the fact that values define cohorts, thus understanding the cohort value structure is a very useful marketing tool. It is conclusively shown that generational cohort marketing is considered an innovative and highly successful approach which is more superior to age or other segmentation approaches (Eastman & Liu, 2012). Besides, it provides marketers with a reliable way to serve customers repeatedly at a personal level (Meredith & Schewe, 2002; Straus & Howe, 1991).

The utilisation of cohort analysis in marketing strategies is promising as shown in past literature (Rentz & Reynolds, 1981; Meredith & Schewe, 1994). Therefore, generation cohorts such as Baby boomers, Generation X, Y and Z of the American cohorts are a few of the most frequently employed cohorts in the marketing opportunities and market

segmentation (Duh & Struwig, 2015; Meredith & Schewe, 2002; Yu & Miller, 2003). Segmenting and targeting cohorts allow business's goods and services to be matched directly to the demands of the cohort (Kotler & Armstrong, 2014; Mittal, Holbrook, Beatty, Raghurir, & Woodside, 2008). A study by Hauck and Stanforth (2007) has found that there are significant dissimilarities between cohort groups in a perception of luxury goods and services, mainly between the youngest and oldest cohort groups. They show difference in perspective and rating scale of luxury due to different life experiences. For example, things like MP3 players, laptop computers and high-speed Internet are regarded as necessities by younger cohorts. These were considered part of their life during their formative years but not to the older cohorts. Apparently, a thing viewed as necessity for a person could be a luxury to another person (Berry, 1994). Thus, it is important for marketers to identify the cohort's motivation and understanding their values for buying goods and services. With such identification and understanding, marketers can increase product attractiveness by tailoring marketing messages appropriate to every cohort group (Duh & Struwig, 2015; Hauck & Stanforth, 2007; Heaney, Goldsmith, & Jusoh, 2005).

In general, several researchers have postulated that different generation behaves differently (Duh & Struwig, 2015; Gursoy, et al., 2008; Williams & Page, 2011). Other researchers (Benson & Brown, 2011; De Hauw & De Vos, 2010; Kritz & Arsenault, 2006) have concluded that the impact of imprinted value by the external events on each cohort have caused them to be different in perspectives and values, and these in turn lead to different behaviours (Hauck & Stanforth, 2007; Speece & Nguyen, 2005). Hence, marketers must discern the discrepancies of each generation and be proactive in developing effective strategies to meet their preference and desires (Parment, 2013; Schewe & Meredith, 2004).

Nevertheless, the argument discussed above concluded that the values held by each cohort have a major impact on the shaping of the cohort itself as shown in Figure 2.1. In brief, people born within the same generation are internally homogeneous on values and heterogeneous outwardly, and this gratifies the requirement to be effective in market segmentation (Kotler & Armstrong, 2014; Sullivan, Forret, Carraher, & Mainiero, 2009).

2.5 Conceptual Framework

A conceptual framework was developed and is shown in Figure 2.1. Taking generational theory as fundamental support, it is found that major external events (such as political events, economical events, social events, technological events and natural events) occurring in the respondents' formative years act as drivers in forming the generational cohorts (Noble & Schewe, 2003). Each member of a particular generation is impacted by the events. He or she possesses particular values unique to that generation. Moreover, the perception values and culture differ significantly across cohorts due to the different events occurred in the childhood years (Duh & Struwig, 2015; Lancaster & Stillman, 2002; Zemke et al., 2000).

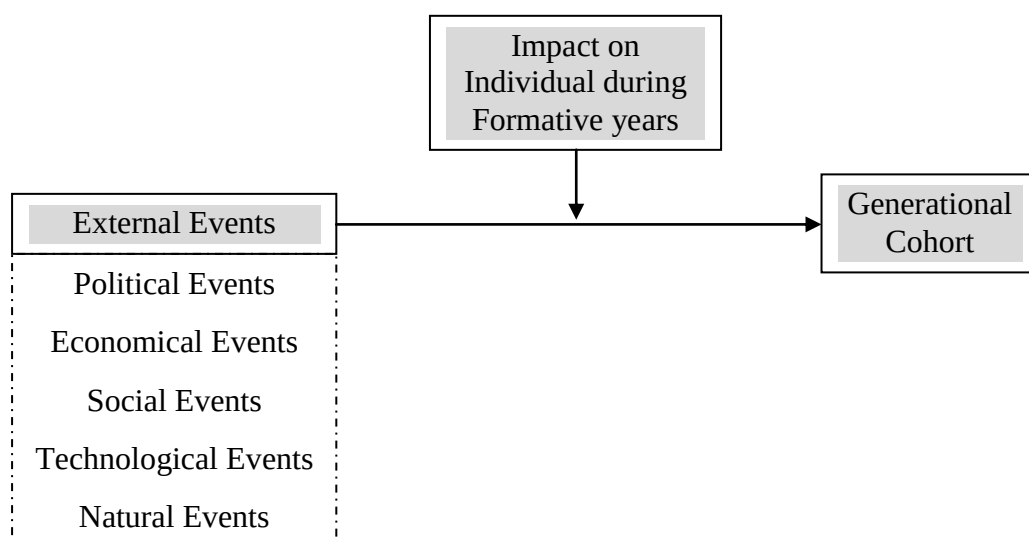


Figure 2.1: Conceptual Framework for the Formation of Generational Cohorts

2.6 Research Propositions

This thesis carries on the original work on generations in Sarawak, a state of Malaysia, and extends it to Central Region that could shed light to the formation of generation cohorts. Taking the generations theories as underlying basis, three propositions are developed in this study. From the listed defining events of the Malaysian society in Table 2.4 (in page 26), it is evident that events experienced by Malaysians are different from the U.S. and other countries. Hence, the Malaysians in Central Region will recollect different events that they find impactful. The first proposition is as follows:

Proposition I:

The major historical and societal events which Malaysians in Central Region find impactful will be different from the population in the U.S. and in other countries.

Numerous historical and societal events are happening throughout the years. According to generation theories, the major events which individuals experienced collectively occurred during their formative years. Hence, it is postulated that the major events which Malaysians in Central Region experienced collectively took place during their formative years. Age and birth years will be used as a proxy to check whether the recalled major events indeed happened during their formative years. The second proposition is as follows:

Proposition II:

The major historical and societal events which Malaysians in Central Region are attached to happened predominantly during their formative years.

Major historical and societal events can occur at any moment but different individuals would experience different events in their lifetime (Rogler, 2002). Individuals share collective memories of major events which they have experienced mainly during their formative years (Rogler, 2002; Schuman & Scott, 1989). The reactions to historical events will differentiate the individuals from one generation from another according to their psychological orientation, thus defining a few distinct generational cohorts. The third proposition is as follows:

Proposition III:

The collective experiences of Malaysians in Central Region of major historical and societal events during their formative years form distinctive generational cohorts.

2.7 Chapter Summary

This chapter presented a review of relevant literature regarding market segmentation and generational cohort. Generation theories and studies are also presented. Besides, it also explained the application of generational cohort in marketing. A conceptual framework and three research propositions are developed accordingly. The methodology of the study will be presented in the next chapter.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter discusses the methods used for the study. It includes the discussion on research design, population and sampling, data collection, research instrument, and data analysis.

3.2 Research Design

Research design refers to the blueprint that outlines the methods to be used for the collection, and analysis of the essential data (Churchill & Iacobucci, 2009; Burns & Bush, 2003; Malhotra, Schuler, & Boender, 2002; Sekaran, 2002). It is a structure or framework that has a function of enabling the researcher to fulfil the research objectives with the obtained data (de Vaus, 2001; Churchill 1999; Kinnear, Taylor, Johnson, & Armstrong, 1993; Sekaran, 2002).

The purpose of this study is to explore the generational cohorts in Central Region of Peninsular Malaysia. The exploration involves studying and understanding the insights of a phenomenon through human interactions (Cohen, Lawrence & Morrison, 2000). According to Creswell (2015), human interactions cannot be simply studied through a population testing or explained by numeric data. Thus, qualitative approach is served to obtain the depth of information and to explain a phenomenon.

This research is guided by Schuman and Scott's (1989) previous work concerning an assessment on Mannheim's theory by using a sample of U.S. population. Mannheim highlighted the importance of pre-adult years which are a significant locus of memories,

including recollections of national and international events. Accordingly, open-ended question was used to study American memories of the past 50 years that are remembered as important. Next, the consistency of age patterning of particular memories with generational effects is considered. Then, the memories mentioned by the individuals with subjective experience are examined, and conclusion is made to determine whether these experiences are related to cohort. The work procedures mentioned above are replicated in this study but qualitatively.

Qualitative exploratory research method is employed in this generation related study. It focuses in exploring and comprehending the depth and length of an individual's perception or experience in contrast with the statistical collection of accurate data (Mack, Woodsong, MacQueen, Guest, & Namey, 2005; Madrigal & McClain, 2012). This is the reason that exploratory research is best suited as a research plan for this study. Generally, it is utilised for obtaining more precise and effective information as exact opinion or feedback was given by individuals through an in-depth interview (Whorton, 2009). Such approach is more subjective as it generates rich data through a direct interaction with them (Bailey, 1994; Berg, 1998; Schwandt, 2001). In addition, it is particularly powerful in gathering specific data about individuals' personal histories, values, opinions, behaviours, and experiences, especially when exploring sensitive matters (Mack et al., 2005; Punch, 2013; Rubin & Rubin, 2005; Schwandt, 2001). These are what quantitative study cannot achieve. Thus, qualitative exploratory research method is adopted in this study to reach the research objectives.

However, the adoption of qualitative research approach requires that the researcher possesses good knowledge of this research type, be skilful at interviewing, be willing to spend a considerable amount of time in gathering information from the stories or life experiences told

by the individuals, and additional time needed for analysis and interpretation (Anderson, 2010; Atkinson & Delamont, 2006). Despite these challenges, respondents' elicitation through their authentic voice will undeniably lessen the own interpretation of the researcher (Marshall & Rossman, 1995).

There are five possible qualitative inquiry approaches, namely narrative, phenomenology, grounded theory, ethnography, and case study (Creswell, 2012). Narrative research is an inquiry strategy to study the lives of individuals and to enquire them to tell stories about their lives and experiences. Phenomenology research is an inquiry strategy to identify and understand the essence of human experiences of a particular phenomenon that individuals describe. Grounded theory is an inquiry strategy to generate an explanation grounded in the experiences of a number of individuals. Ethnography is an inquiry strategy to study and interpret group of individuals' behaviour or ideas in a natural setting where they live and work over a period of time. Case study is an inquiry strategy to explore the depth of a particular program, event, activity, process or one or more individuals. After careful consideration of each strategy, the narrative research approach is deemed most appropriate for this study. This is because particular issues or values which are implanted in generations of people will be examined and identified through the stories lived and told by individuals. The procedures of this method include studying a small number of individuals, collecting information through the compilation of their stories, analysing and giving an account of individual experiences, and chronologically arranging the context of those experiences (Creswell, 2013, p. 54).

In qualitative research, there are two basic approaches of analysing data, namely deductive approach and the inductive approach (Burnard, Gill, Stewart, Treasure, & Chadwick, 2008;

Lauri & Kyngäs, 2005). The latter approach is utilised for data analysis due to the fact that actual data is used to obtain the structure of analysis when there is little or no predetermined theory, structure or framework is involved (Burnard et al., 2008). This is a comprehensive approach thus time-consuming because little or nothing is known about the study phenomenon. Significantly, inductive analysis approach is generally used to analyse qualitative data. Among a variety of inductive approaches, content analysis is used where the process includes analysing transcripts, identifying themes within those data and organising the data into units of information. Nevertheless, the concept of saturation or information-richness is emphasised (Strauss & Corbin, 1990, 1998).

3.2.1 Population

Population is defined as the total number of people that this research desired to explore (Sekaran, 2000).

Malaysia consists of 11 states and 2 Federal Territories in Peninsular Malaysia, Sabah and Sarawak (2 individual states) and, 1 Federal Territory on the island of Borneo (Abdul, 2011). Peninsular Malaysia itself generally divides into 4 main regions which are Northern Region, East Coast Region, Central Region, and Southern Region (Ministry of Tourism and Culture, Malaysia, 2014). The research population in this study was narrowed down to the geographical areas of Central Region of Peninsular Malaysia.

According to the statistical releases by Department of Statistics Malaysia in 2015, the population of Malaysians in Central Region is approximately 7.1 million. The study obtains the responses from the Malays, Chinese and Indians, as these are the three major ethnic

groups in the Central Region. There are 3,882,400 Malays, which is the major ethnic group with 55% of the population. There are 2,184,000 Chinese, which is 31% of the population. As for Indians, there are 875,900 with 12% while the other ethnic groups including the non Malays bumiputera are 156,600 with 2%. Details of population in each Federal Territory and state are shown in Table 3.1.

Table 3.1: The Population of Central Region by Ethnic Groups

Ethnic Group State/ Federal Territory	Bumiputera		Chinese (‘000)	Indians (‘000)	Others (‘000)	Total (‘000)
	Non Malays (‘000)	Malays (‘000)				
Selangor	77.5	3,069.1	1,499.4	712	41.4	5,399.4
Kuala Lumpur	21.5	729.5	684.1	163	15.2	1,613.3
Putrajaya	0.9	83.8	0.5	0.9	0.1	86.2
Total	99.9	3,882.4	2,184	875.9	56.7	7,098.9

By looking at the population figure revealed in Table 3.1, it is evident that Putrajaya is the least populated. This is due to its later development which started in the 1990s when its establishment was under Perbadanan Putrajaya Act 1995 (Act 536). Furthermore, it was later made into the Federal Territory from the Selangor state authorities (The Commissioner of Law revision, Malaysia, 2006).

3.2.2 Sample

There are no definite sampling units required in qualitative researches (Patton, 1990; Perry, 1998). But Sandelowski claimed that “there are factors, including the aim of sampling and the type of purposeful sampling and research method employed, which researchers can consider to help them decide whether they have collected enough data” and fulfill the aim of the study (1995, p.179).

3.2.2.1 Sample Strategy

In this study, non-probability sampling method is used as not every individual has the equal chance to be sampled (Maxfield & Babbie, 2011). Only chosen respondents who offer ‘useful manifestations of the phenomenon of interest’ (Patton, 2002, p. 40) were interviewed. A purposive sampling technique, which is one of the most common sampling strategies used in qualitative research, was adopted to sample the selected respondents from different age, gender and ethnic groups that would be representative to the population (Onwuegbuzie & Leech, 2007) and to achieve the objectives of the research. In purposive sampling techniques, quota and snowball sampling were used. In quota sampling, respondents are selected in proportional quota sampling to represent the major ethnics of the population. For snowball sampling, respondents who met the criteria of the study are identified by the researcher. The respondents were then asked to recommend their friends who also meet the criteria to participate.

In the past studies, it is found that individuals begin to be vigilant to the outwards happenings in the formative years, which is as early as 15 or 16, and end at the age of 24 to 27 (Holbrook & Schindler, 1994; Noble & Schewe, 2003; Schuman & Scott, 1989). Hence, age group is used to serve as a proxy variable to develop different cases of respondents (Inglehart, 1997). Therefore, six cases are developed in this study. The first case is the age of 15-24, then, the age of 25-34 being the second case, followed by the age of 35-44 being the third case, the age of 45-55 being the fourth case, the age of 54-65 being the fifth case, and lastly, the sixth case is from the age of 65 and above. Populace aged 65 and above is considered as a group due to the total number of population in this group being approximately equivalent to other group populations. Five respondents or more were required for each age group to make up a total of

at least 30 respondents. Other demographic characteristics, in particular ethnicity, were taken into account to reflect the actual population. As such, respondents to be sampled are from the three major ethnic groups (Malays, Chinese and Indians), consisting 98% of the population, and thus considered sufficient to fully represent the actual population in Central Region.

3.2.2.2 Sample Size

While considering what sample units to be taken, the researcher looked into the guidelines in the past studies offered by several authors, who discussed about the sample units needed in qualitative research. The number required for a study is one that adequately answers the research question (Marshall, 1996). While others suggested qualitative samples often lie under 50 respondents, 25 respondents and 15 respondents are the smallest acceptable sample size for all qualitative studies (Bertaux, 1981; Charmaz, 2006; Ritchie, Lewis, & Elam, 2003). However, Perry (1998) recommended a minimum of 5 and maximum 35 interviews for master's degree level. A sample of 30, which is one of the most common sample size (Mason, 2010), was considered in this study at the preliminary stage. Extra interviews were also sampled to ensure data saturation (Strauss & Corbin, 1990, 1998).

3.3 Data Collection

Data collection is simply the process of gathering information with a purpose to realize the research objectives.

3.3.1 Data Collection Tools

There are various ways and tools of data collection. Interview, interview protocol, pilot study and audio recording are used in this study.

3.3.1.1 Interview

In qualitative research, interview is one of the most useful tools for collecting data (DeVellis, 1991; Zikmund, Babin, Carr, & Griffin, 2010) and it is the recommendable qualitative means for studies related to generation (Fountain & Lamb, 2011; Pennington-Gray et al., 2010). Since this study is to identify the generations cohorts, interview with unstructured questions was utilised to collect the primary data. Furthermore, interview helps to excavate further respondents' thoughts towards the events which impressed them most.

The emphasis of using interview is to collect as much information as possible by listening patiently and encouraging the respondents to speak in their own words (Dicicco-Bloom & Crabtree, 2006). Besides listening skills, eliciting skills was also used to question them that led them to express their feelings and answer more descriptively. To obtain quality data, the time taken for each of the interview section in qualitative research should reach at least 20 to 30 minutes thus warrant a more in-depth discussion and a clear understanding of a respondent's background (Whorton, 2009).

3.3.1.2 Interview Protocol

Interview protocol (see Appendix A) was also designed for interview. Schuman and Scott's (1989) study was taken as a reference when designing the questions in the interview protocol. It was outlined to ensure none of the important questions would be missed out during interviews, while allowing possible probes and follow-ups (Arsenault, 2004; Kurasaki, 2000). In the interviews, the respondents would be requested to tell about the past historical or societal events which personally impacted them and the reasons of impact. Simultaneously, the time of mentioned events are confirmed whether they transpired during their formative

years. They would be asked from broader perspectives and then slowly narrowing down to the specific. The funnelling technique in interviewing was carried out, with detailed responses collected.

3.3.1.3 Pilot Study and Audio Recording

Two trial interviews of pilot study were carried out in this study. Conducting pilot study is to ensure the clarity of the prepared questions and their ability to elicit desirable response from the respondents (Dicicco-Bloom & Crabtree, 2006). It also helps the interviewer in learning the interviewing techniques (Bernard, 1995) and prevents repetition of same mistakes (e.g. during the interview, the interviewer may be hasty to get to the next question thereby interrupted the respondent to speak further and this was taken note of in the actual interviews). Moreover, the interviewer used a recorder to record each of the conversation for the preparation of an accurate transcript before analysing the findings.

3.3.2 Interview Processes

All the interviews were conducted solely by the researcher from the month of February to August in 2015. The primary data was collected through one-to-one interview with the respondents. Selected respondents were contacted earlier on to rule out possible rejections to participate in the interview (Tyagi, 1989). Appointments with the respondents were then recorded. With the aid of a checklist (see Appendix B), it ensures that researchers would not miss out anyone.

Mostly interviews were carried out at the place of the respondents' convenience and comfort (Rubin & Rubin, 2005; Seidman, 2006) after each appointment is made. Before the actual interview, the interviewer began the conversation with normal topics to put the respondents in

a relaxed and comfortable mode (Creswell, 2012). By having an unstructured interview, the respondents will be at ease to say what they want, not being bound by verbal restriction.

Prior to the interview, the interviewer reintroduced the purpose of the study to the respondents and reiterated the voluntary and confidential nature of their participation. A consent letter for data collection was also presented to the respondents (see Appendix C) showing that the research does fulfil the ethical requirements. In the interviews, the respondents were asked first to recall their memories and tell about the historical or societal events which directly impacted them. Probing words like political, economic, social, technological and environmental events were used to hollow out their collective memories (Noble & Schewe, 2003). After that, they were asked to further recall the exact time the events happened. This is to check if the mentioned events occurred during their formative years. The events which they brought up will then be highly regarded as reasonably influencing their values, perceptions as well as in forming the generation cohorts.

The respondents were then requested to explain why they are personally attached to the events and what they have learnt or experienced from the happenings. From their sharing of the lessons or the experiences, their values and viewpoints of looking at matters were identified. Furthermore, questions like the things or activities the respondents did the most during the past were also queried. Again, it has to be sure that the activities of the respondents must have relation to the past events. The responses given by the respondents revealed their lifestyle. As agreed by Schuman and Scott (1989), memories of major events during the respondents' adolescences and young adulthood will affect their future behaviours.

The interviews ended with obtaining the demographics details (Hair, Bush, & Ortinau, 2006; Kinnear & Taylor, 1995) of the respondents such as their gender, age, ethnicity, state of origin, current residing place, employment status, marital status and highest education level. And also their contact number, which is indispensable, for the interviewer to get back to the respondents for verification once the transcription was completed. Respondents were given a small gift (see Appendix D) as a token of appreciation for participating in the interviews.

All the interviews were audio-recorded with the respondents' permission and this enhanced the accurateness of data transcription (Brink, 1993; Whorton, 2009). The average interview time taken was about 45 minutes. The shortest interview took about 15 minutes, whereby the longest took about 1 hour 30 minutes. Based on the minimum standard of 20 minutes for acquiring more in-depth discussion and a clearer understanding of a respondent's background (Whorton, 2009), the 15-minute interview was the only one short. Hence, most of the interviews produced quality data.

3.3.2.1 Data Saturation

Nonetheless, the concept of saturation by Glaser & Strauss (1967) is applied when new categories or themes stop emerging from the data. The idea of saturation is generally used as a guiding principle in collecting the data (Guest, Bunce & Johnson, 2006). 42 respondents were interviewed eventually; out of the 42, 8 interviews were discarded due to scarce data and poor recording. Although predetermined interviews were 30, however, additional respondents were interviewed to ensure that data saturation has been reached (Cooper & Schindler, 2008; Strauss & Corbin, 1990, 1998). The experience of data collection in this study in actuality reflected what Green and Thorogood (2009, p. 120) have stated is that "in interview studies

little that is ‘new’ comes out of transcripts after you have interviewed 20 or so people”. When useful interviews reached 20 plus, a few more additional interviews are conducted to prove that the “new” bring no much effect on the emerging of the new categories or themes (Strauss & Corbin, 1998). In that case, interview was then ceased.

3.4 Data Processing

Data processing is an operation of extracting collected data into an appropriate and readable form. Data is transcribed, translated and back-translated to serve its own purpose in this study.

3.4.1 Transcription

After the interviews, the recordings were transcribed immediately. The information provided by the respondents was all transcribed verbatim as word-for-word replication of verbal data (Burns & Bush, 2005; Poland, 1995) in Word document for further analysis.

Six transcribers including researcher herself are university graduates, who volunteered to assist in the transcribing. They are recruited based on the preliminary criteria required for the task, namely having patience, good grammar, spelling and listening skills (Loeffler, Hess, Maier, Hurtienne, & Schmitt, 2013; Transcription Certification Institute, 2017). Their language proficiency was also considered as this will increase the transcript quality. A standardised format of transcription template was given to each of them. Once completing the transcripts, researcher went through all the transcriptions and matches them against the recorded interviews (Kurasaki, 2000). This is to ensure that all the transcribers do the transcription correctly. To ensure the data is reliable and credible without bias, the interview transcripts were sent back to the respondents for clarification. The respondents are allowed to review and make necessary corrections.

3.4.2 Translation

The medium for interview was mainly in English. For those respondents who are not comfortable with speaking in English, the interview sessions were conducted in either Bahasa Malaysia or Mandarin according to their preferred language. This is to encourage them to have flexibility and freedom to respond. In such a case, there is a need of translation during the transcription process. Subsequently, questions in interview protocol (see Appendix A) were translated into the preferred languages to draw reliable and valid information from respondents (Malhotra & Birks, 2003). All the transcriptions transcribed in Bahasa Malaysia and Mandarin was also translated into English language to ease the analysis process.

3.4.3 Back Translation

Back translation is commonly used in cross-cultural research (Cateora, 1990; Usunier, 2000). The purpose of back translation is to check the accuracy of translation (Douglas & Craig, 2007).

Translation started right after the transcript is completed. In the same way, back-translation commenced once translated transcript was done. Two skilled translators, who have no knowledge of its specific content, are hired to translate the translated document from English back to the original language. The translators are university graduates, who are proficient in the English Language and one other language (Bahasa Malaysia or Mandarin). Back-translated transcript and original transcript were later put together to be compared for quality check on original translation before they were finalised for following analysis.

3.5 Data Analysis

There are numerous methods of analysing qualitative data. Content analysis method is used in this study to analyse verbal communication messages (Cole 1988).

3.5.1 Content Analysis

In content analysis, there are two approaches namely deductive approach and the inductive approach. Inductive approach is utilised in this study for data analysis as it involved little or no predetermined theory, structure or framework (Burnard et al., 2008). It uses the actual data itself to derive the structure of analysis (Lauri & Kyngäs, 2005). Although this approach is time-consuming, yet it is most suitable when little or nothing is known about the study phenomenon (Burnard et al., 2008). As this is a time consuming approach, coders are recruited to help with the analysis process. The analysis went through three phases which are preparation, organising and reporting as shown in Figure 3.1. The processes are explained as follows.

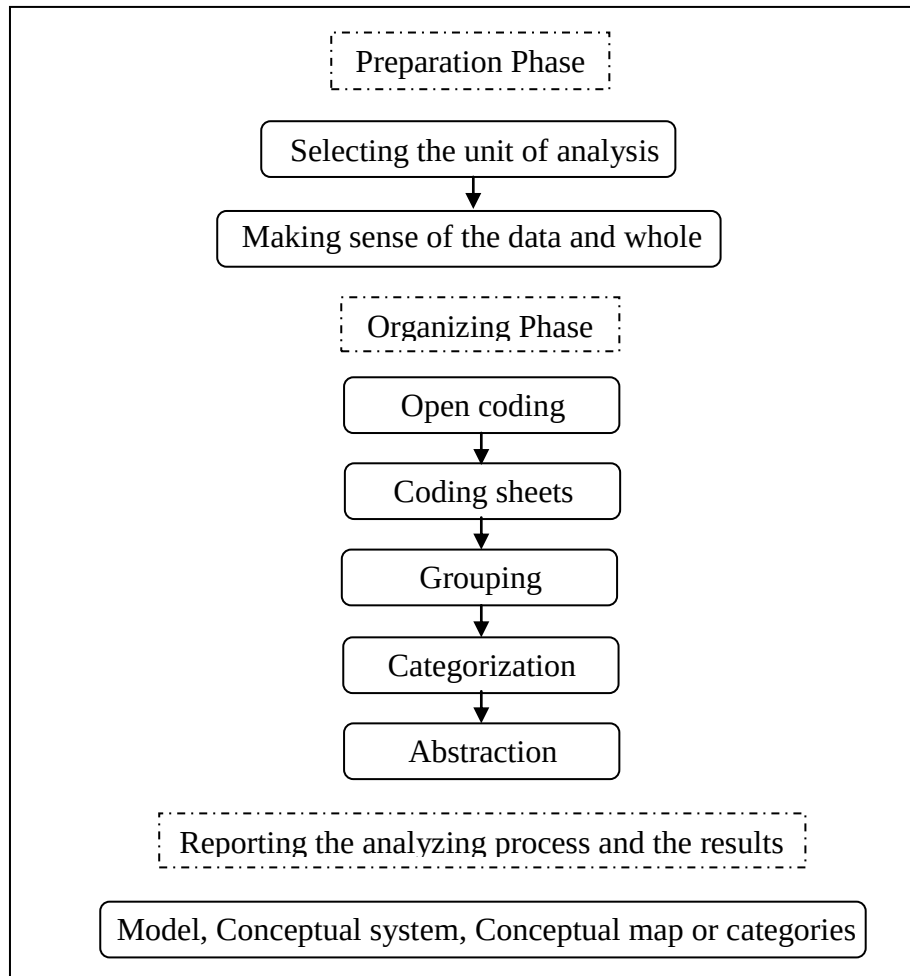


Figure 3.1: Preparation, Organising and Resulting Phases in the Content Analysis Process
 Source: Adapted from Elo & Kyngäs (2008)

In qualitative research, data analysis basically begins during the collection of data or when the first data is collected. Since the analysing process involves the researcher and coders, the figure above is taken as guideline.

The data analysis process begins with *preparation* phase, which is the selection of the unit of analysis. A whole interview is taken as a unit of analysis. This is because a whole interview can be kept in mind as a context for meaning. Then, the researcher and coders strived to make sense of the whole data. The purpose is to familiarize with the data and gain insights from it.

Moving on to the next phase, which is the *organising* phase, in which open coding, creating categories and abstraction take place. Themes or headings such as “event”, “value”, and “lifestyle” are used for open coding. They are written next to the text that describing relevant content (Burnard, 1991, 1996; Hsieh & Shannon, 2005). With an aid of Atlas.ti software, the researcher and the coders continued to explore, to code, to classify, to sort and to arrange information under different themes and headings. But when it comes to analysis, hands-on paper approach was used as recommended as coders were able to scrutinise commonalities in the data (Ryan, 2006; Cooper & Schindler, 2008; Burnard et al., 2008). Categories were then defined simultaneously when working with the data. After coding, the categories of data are then sorted further as ‘belonging’ to a particular group (Burnard, 1991). For example, there are categories such as Tsunami and Earthquake in 2004, Earthquake in Japan 2015, Flood in Alor Setar 2013. They are grouped under “Disasters”. The purpose of grouping was to minimize the number of categories which are alike (Dey, 1993).

More detailed analysis was done in abstraction. The researcher and coders assembled and summarised the data into a particular theme (category). Then, general descriptions were formulated to identify and reflect on concepts that underpin the categories (Burnard, 1996; Polit & Beck, 2004; Robson, 1993). Each of the categories is labelled using content-characteristic words (Elo & Kyngäs, 2008). The categories are the cohort labels that are reported in the next phase.

Reporting phase is the last phase of the analysis process. It reports the analyzing process and the results, which are presented in the next chapter.

3.5.2 Coders

Five independent coders including the researcher herself were involved for data analysis as they are acquainted with the knowledge in the generational cohorts' formation. They made every effort to familiarise with the data as suggested by Tesch (1990) and Burnard (1991). In order to be immersed with the data, the transcripts were read through several times (Burnard, 1991; Polit & Beck 2004). Before the coders work separately, they were requested by the researcher to annotate two similar transcripts on their own. The purpose is to train them in reaching the same agreements and disagreements in annotation of texts among the independent coders (Kolbe & Burnett, 1991). This is also to ensure their ways of transcribing and coding are consistent and reliable.

3.5.3 Inter-coder Agreement

Annotations were done by the independent coders separately (see Appendix E). The major events are coded as themes after combining and reviewing them when inter-coder agreement was reached (see Appendix F). Inter-coder agreement is crucial when multiple coders are to code or even categorise the data separately, as this shows higher reliability and validity of the themes in content analysis of open-ended interview data (Bernard, 1995; Burnard et al., 2008; Kurasaki, 2000; Ryan, 1999).

There is no agreement on a single “best” way to examine the inter-coder reliability (Lombard, Snyder-Duch, & Bracken, 2010). Although Cohen's Kappa (Cohen, 1960) is a common and widely cited approach to test the reliability for nominal data, it is not suitable to be applied in this study. Cohen's Kappa is recommended with two coders only (Joyce, 2013; McHugh, 2012). Since there are more than two coders in this research, inter-coder reliability was

calculated manually in percentage by evaluating the similarities and differences among them in their annotation lists. The results show that the coders agree more than 90% of the time (see Appendix E). This is deemed as perfect agreement as it reaches a level of 80% and above (Burla, et al., 2008). However, for a level of below 80%, it is shown there is a great disagreement (Neuendorf, 2002, p.145).

With inter-coder agreement, the analysis was made more rigorous while the researcher personal bias element and subjective imagination or predetermination was reduced. It also helps to provide additional insights into the themes (Andrews, Lyne, & Riley, 1996; Barbour, 2001; Cutcliffe, & McKenna, 1999).

3.6 Reliability and Validity

A research asserts its claims worthwhile when it meets the reliability and validity criteria in qualitative research (Guba & Lincoln, 1981). However, in qualitative research, achieving high level of reliability is challenging because each interview is exclusive (“The reliability and”, n.d.). This could be caused by the variations between interviews with regard to the questions asked and the data collected. To reduce these problems, Conway, Jako and Goodman (1995) suggested several ways. Firstly, preparing standardised questions for interview is said to have the highest reliability. Therefore, interviews with standardised questions (refer Appendix A) are administered in this study to make sure no variation between interviews. Secondly, the interviewer needs to be coached not to impose the views and prospects of interviewer to avoid bias. Cohen, Manion & Morison (2007) asserted that such practice may lead to higher validity. Moreover, conducting a pilot interview is another suggested technique that would

help in maintaining the validity and reliability of interviewing (Alshenqeeti, 2014). Hence, two pilot interviews are administered.

Besides, peer checking is one of the recommended specific strategies used for indicating qualitative reliability and validity (Brink, 1993; Creswell & Miller, 2000; Morse, Barrett, Mayan, Olson, & Speirs, 2002). Researcher and independent coders were selected on the basis of knowledge of the research project. They were trained as interviewer and observers in a manner to have overall view of the phenomena under study. They were also trained in coding and interpreting the data before engaging in this qualitative study, to avoid any possible personal bias. After the training, they were asked to go through an independent analysis of the data and to generate their own category system (Brink, 1993). Their results were later compared with the researcher's to ensure the consistency of the coding manners. Such peer checking increases the reliability and validity of the study. In other words, rigour is attained when "another trained researcher could analyse the same data in the same way and come to essentially the same conclusions" (Mays & Pope, 1995, p. 110).

Furthermore, member check is another method utilized by researcher to increase the reliability and validity of the research (Brink, 1993). Transcription which is done after the interview was sent back to respondents to view and comment. Respondents were asked to clarify and affirm the accuracy of the content. These member checks are served to minimize the incorrect data and inaccurate interpretation of data. Significantly, the purpose of member checking is to present authentic and reliable data.

3.7 Chapter Summary

This chapter explained the methodology of the study. It discussed the research design from the beginning to clarify the theoretical stance of the study. Significantly, it explained the reasons of employing qualitative method, the research methods and procedures such as population, sample, data collection and data analysis. Data analysis presented in the next chapter is based upon the methodology discussed in this chapter.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The previous chapter presented the methodology adopted for this thesis to ascertain generational cohorts. This chapter reports the results of the main study which are gathered from the data and analysis phases. Firstly, demographic profile of respondents is presented. Next, findings from the content analysis on the major historical and societal events that led to the formation of generational cohorts are presented. Subsequently, themes are demonstrated in tabulated form with certain quotations from the transcripts before finalizing the terms of generational cohorts.

4.2 Demographic Profile of Respondents

Table 4.1 presents the demographic profile for the 34 respondents interviewed in this study, who were selected by using purposive sampling method to share about the major historical and societal events they personally experienced. The respondents are from the major racial groups of Malays, Chinese and Indians with ages 15 and above to ensure a good coverage of people in Central Region.

Table 4.1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Race	Malay	14	41.2
	Chinese	12	35.3
	Indian	8	23.5
Gender	Male	10	29.4
	Female	24	70.6
Age-group	15-24	8	23.5
	25-34	6	17.6
	35-44	4	11.8
	45-54	7	20.6
	55-64	5	14.7
	65 and above	4	11.8
Education Level	High School Graduate	6	17.6
	Diploma Graduate	11	32.4
	Undergraduate	5	14.7
	Postgraduate	11	32.4
	Doctoral Graduate	1	2.9

There are a good proportion of respondents of racial groups in the sample which represent the population in Central Region: Malays consist of 41.2%, Chinese 35.3% and Indians 23.5%. The same goes for the gender: Males consist of 29.4% and females 70.6%. In terms of age-group, majority of the respondents belong to the age-group between 15 and 24 years, which consisted 23.5% of the overall sample. Two categories consist of 11.8% of the respondents respectively are the least among all. They belong to the age-group of 35 to 44 years and 65 years and above. There are at least 4 respondents from each age-group. In terms of education level, they are all educated at least with high school education. In general, the characteristics of 34 respondents satisfy the criteria of generational cohort formation.

4.3 Findings using Content Analysis

This section presents the findings on the formation of generational cohorts. Content analysis is used to analyse the data.

4.3.1 Generational Cohort Formation

Table 4.2 presents a summary of 72 major events recalled by the respondents from memories during the interviews. The major events are coded by coders as themes after content analysis. The events are sorted into 5 categories: political, economic, socio-cultural, technological, and environmental. Frequency counts are used to indicate the number of respondents who mentioned a particular event while age distribution is used to show their respective age. When matching age with the respective mentioned events, specific age-groups that shared the same events most are revealed. Respondents' different views on the past events are also made known.

Table 4.2: Recollection of Impactful Events

Aspect	Events (Years)	Freq.	Age Distribution	% of respondents mentioning
Political	May 13 incident (1969)	12	43, 46, 50, 53, 59, 60, 62, 62, 64, 67, 67, 68	35
	MH17 and MH370 incident (2014)	9	15, 17, 21, 22, 24, 26, 33, 41, 62	26
	General election campaign	8	21, 22, 25, 30, 33, 39, 47, 49	24
	September 11 terrorist attacks (2001)	8	22, 29, 30, 39, 49, 59, 62, 62	24
	Implementation of GST (2015)	7	23, 26, 29, 30, 50, 64, 68	21
	Anwar's lawsuit (1998)	6	30, 33, 41, 46, 49, 62	18
	Malaysian NEP (1970s)	5	43, 46, 53, 67, 68	15
	BERSIH rallies (2010s)	3	22, 23, 50	9
	Malaysia Independence (1957)	3	46, 60, 67	9
	Change of leadership in Malaysia	2	34, 37	6
	Formation of Kuala Lumpur as Federal Territory (1974)	2	46, 59	6
	Formation of political parties	2	68, 69	6
	Dismissal of Anwar Ibrahim	1	59	3
	Singapore separated from Malaysia (1965)	1	60	3
	Militant attack in Perak (2000)	1	23	3

Table 4.2 continued

Aspect	Events (Years)	Freq.	Age Distribution	% of respondents mentioning
	Resignation of Abdullah Badawi (2009)	1	17	3
	Resignation of Selangor Chief Minister (1997)	1	33	3
	Bombing of Iraq (1998)	1	34	3
	Memali incident (1985)	1	47	3
	Indonesia-Malaysia confrontation (1963-1966)	1	60	3
	Formation of Malaysia (1963)	1	67	3
	Tun Mahathir being Prime Minister	1	59	3
	Privatizing of TNB company (1990s)	1	60	3
	Anti-Sikh riots (1984)	1	50	3
Economic	Economic crisis in 1997-1999	11	23, 25, 33, 34, 37, 39, 45, 48, 49, 59, 68	32
	Fluctuation of petrol price	4	24, 26, 25, 47	12
	Economic crisis in late 1980s	4	43, 62, 67, 67	12
	Depreciation of currency	4	15, 21, 68, 69	12
	Budget 2014	1	24	3
	Economic crisis in 2000s	1	21	3
Socio-cultural	Religious Upheavals	7	25, 26, 33, 43, 50, 64, 62	21
	Change of Malaysian education system	5	34, 41, 50, 59, 67	15
	Public safety concerns	5	26, 39, 45, 68, 69	15
	1Malaysia	1	21, 43	6
	Change of Medium of instruction in schools	2	60, 67	6
	Improvement of infrastructure	2	50, 68	6
	The modernization of traditional clothes	1	21	3
	Decrease of Chinese population in Malaysia	1	49	3
	Inequality among Indians in Malaysian Indian Congress	1	50	3
	Klang Valley water crisis (1998)	1	67	3
Technological	Advancement in communication tech	20	15, 17, 21, 23, 26, 29, 30, 33, 37, 39, 46, 47, 48, 49, 50, 62, 64, 67, 67, 68	59

Table 4.2 continued

Aspect	Events (Years)	Freq.	Age Distribution	% of respondents mentioning
	The use and advancement in computer/digital tech	18	17, 17, 21, 21, 22, 25, 26, 30, 33, 41, 45, 46, 53, 59, 60, 62, 64, 69	53
	The use and advancement of Internet	9	15, 34, 37, 48, 49, 59, 62, 62, 67	26
	Y2K	2	25, 59	6
	The advancement in medical tech	1	64	3
	The advancement in airplane tech	1	48	3
	Samsung copied Apple (2012)	1	24	3
	Introduction of Proton (1985)	1	68	3
Others	Tsunami and earthquake in Aceh (2004)	15	17, 17, 21, 21, 22, 24, 30, 33, 39, 49, 59, 62, 64, 67, 69	44
	Kuala Lumpur flood (1971)	10	43, 45, 47, 59, 60, 62, 64, 67, 67, 69	29
	Flood (ongoing)	6	21, 29, 30, 33, 48, 53	18
	Tsunami and earthquake in Japan (2011)	3	29, 33, 69	9
	Earthquake in Nepal (2015)	3	29, 39, 64	9
	Collapse of Highland Tower (1993)	2	33, 48	6
	Death of Karpal Singh (2014)	2	29, 47	6
	The 2008 Summer Olympics in Beijing	1	17	3
	The sinking of MV Sewol (2014)	1	15	3
	Water rationing (2014)	1	17	3
	Car accident on DUKE (2015)	1	17	3
	AirAsia plane crash incident (2014)	1	30	3
	Outbreak of SARS (2003)	1	30	3
	Outbreak of Bird Flu (1997)	1	30	3
	Haze Pollution (2005)	1	30	3
	Earthquake in Sabah (2015)	1	25	3
	Tsunami (2009)	1	25	3
	Death of Nik Aziz (2015)	1	47	3
	Earthquake in Taiwan (1999)	1	53	3
	Bomb blast at Port Klang (1980)	1	50	3
	Death of Yang di-Pertuan Agong Hisamuddin Alam Shah (1960)	1	59	3
	Death of Tun Razak (1976)	1	59	3
	Mecca tunnel tragedy (1990)	1	59	3

Table 4.2 continued

Aspect	Events (Years)	Freq.	Age Distribution	% of respondents mentioning
	Thomas Cup in 1967	1	64	3

Collective memories of events can be postulated with frequency count (Schuman & Scott, 1989). The advancement in communication technology and the use and advancement in computing and/or digital technology were recalled by respondents with a frequency count of 20 times and 18 times respectively. Following this, the tsunami and earthquake in Aceh in 2004 (15 times), 13 May incident (12 times), economic crisis in 1997-1999 (11 times) and 1971 Kuala Lumpur flood (10 times) are recalled with a threshold frequency count of 10 times and above. The subsequent events recalled with a threshold frequency count of 5 times and above are the MH370 and MH17 incident (9 times), the use and advancement of Internet (9 times), general election campaigns (8 times), September 11 terrorist attacks (8 times), implementation of GST (7 times), religious upheavals (7 times), on-going flood (6 times), Anwar's lawsuit (6 times), Malaysian New Economic Policy (5 times), change of Malaysian education system (5 times) and public safety concerns (5 times). Events recalled at a higher frequency carry a greater significance. However, although some events are recalled only once or twice, they can be interpreted as significant as well, such as the formation of Malaysia in 1963 and the collapse of Highland Tower in 1993.

Besides, the findings provide noticeable information regarding which age-groups share the same particular events the most, which is supported by age distribution. Age as a proxy is used to find out whether the major events which they remembered occurred during their formative years. Indeed, the respondents of all ages are inclined to recall the events from their youth. For example, the May 13 incident and 1971 Kuala Lumpur Flood are mostly

mentioned by those who are in their 60s. While the Malaysian New Economic Policy is nominated by those who are in their 40s-50s, the economic crisis 1997-1999 are nominated by those who are in their 30s-40s. And the incident of MH17 and MH370 are mostly recalled by young adults who are in their mid 20s and below.

By looking at the year in which the events occurred and the respondents' age, one can tell whether the events are impactful to them personally during their formative years. Moreover, respondents' different perspectives in the past are also made known through their respective quotes. There are some events that are merely recalled by respondents out of their knowledge that do not bring much impact. For example, there is a 46-year-old female who shared about the Malaysia Independence in 1957. She learned the event from the history of Malaysia. Another respondent, a 59--year-old female journalist, knows a lot and is able to speak a lot. She talked about the death of Yang di-Pertuan Agong Hisamuddin Alam Shah without personal experience. Obviously, these events do not affect them at all. Nevertheless, a summary of the findings has emerged based on the impact of events on the respondents, i.e. events that predominantly happened during their formative years. The findings show that Central Region is made up of four generation cohorts and is shown in Table 4.3.

Table 4.3: Defining Events by Generational Cohorts

Cohort Label	Age (as of 2015)	Birth Years	Defining Events
First	Aged 54 to 69	1946-1961	Formation of Malaysia, May 13 Incident, 1971 Kuala Lumpur Flood
Second	Aged 37 to 53	1962-1978	Financial crisis 1997-1999, implementation of NEP, public safety concerns, improvement of infrastructure
Third	Aged 25 to 36	1979-1990	September 11 terrorist attacks, religious upheavals, political reformation, the use and advancement of Internet
Fourth	Aged 15 to 24	1991-2000	Implementation of GST, political unrest, advancement of communication technology

First Cohort

The first cohort consists of individuals aged between 54 and 69. Their coming of age is during the formation of Malaysia, May 13 Incident and 1971 Kuala Lumpur Flood. They have gone through fear and tension. They were placed in a completely different scenario in the aftermath of the racial riot. They no longer have the freedom in speech that they used to have. In addition, the flash flood occurrence caused them to be a person who tends to plan ahead of time. Although numerous ideas and thoughts came into being hereafter, they are at all times in the state but to accept. They could remember and speak the past events vividly:

“(On formation of Malaysia) 16 September 1963, Malaysia was formed. You don’t feel any different in whatever so, except that you know, Singapore, Sabah, Sarawak were admitted to form the country called Malaysia... you can’t see any benefit, as far as people on the street concern what difference does it makes whether Malaysia is formed or not. Maybe if it was not formed, we could be better off. No doubt we have less resource, but at least I don’t think corruption will be like that like what we see today. So in a way, I don’t see any benefit.”

(Male, Chinese, 67 years old)

“(On May 13 Incident) Major events, racial conflicts in May 13, I was in my Form 4... only you started to realise eh, I am a Malay, that guy is a Chinese [Laughter]. My classmates, some of them, we are very close...”

(Male, Malay, 62 years old)

“(On 1971 Kuala Lumpur Flood) You know the flood... worst flood in Malaysia in a

sense that it's kind of like, affected a lot of people and all their houses were drown in the flood. Because I was with the Rotaract Club, you know, and we were doing relieve work, charity work. I was involved."

(Male, Indian, 64 years old)

Second Cohort

The second cohort consists of individuals aged between 37 and 53. Their coming of age is during the implementation of New Economic Policy, social development and the financial crisis in late 90s. They are very much influenced by the country's economic stability and growth, and social welfare. These matters are of utmost importance to them. Besides, the implementation of quota system also affected most of their future undertakings, which caused them to be constantly striving in order to achieve their goals. Moreover, they are able to live in harmony regardless of race as there was not much after-effects caused by the racial riot. They continued to live on and experienced a tremendous improvement of the country's development from the late 80s until 90s. A few respondents shared their experiences below:

"(On financial crisis 1997-1999) In 98, 99...During that time I was in UiTM...that's the worst ahh...economy crisis...that I ever been through...I have to cut all my budget, my brother ahh...also cut his budget on me so I kinda struggling during that time."

(Male, Malay, 37 years old)

"(On New Economy Policy) Dasar Ekonomi Baru... privileges were given... for all the Malays. So generally we went until category... what do you call that... quota system."

(Female, Indian, 43 years old)

“(On public safety) To me, safety is very important. I have it reflects on my... what I find important in my life. I have children and I want my children to be safe... I think is just because of the mother in me... So about the kids that have gone missing, you yourself are very aware of... these kinds of occurrence.”

(Female, Malay, 45 years old)

“(On improvement of infrastructure) This little part of... KL that I have lived in has improved tremendously. I’ve seen roads coming in. I’ve seen highways coming in... There was no DUKE highway, no err.. KESAS highway, no highways at all... a lot of improvement has taken place over the years.”

(Female, Indian, 50 years old)

Third Cohort

The third cohort consists of individuals aged between 25 and 36. Their coming of age is during September 11 terrorist attacks, religious upheavals, political reformation, and the use and advancement of Internet. They are looking forward to a brighter future. They have encountered the restoration from financial crisis and an expeditious advancement of communication technologies. Besides, they are also influenced by the recurrence of disasters such as tsunami in 2004 and the 911 terrorist attacks which caused them to be aware that humans are fragile. Nevertheless, they are not discouraged; they view things from positive viewpoint, appreciate the people surrounding them and make every effort to move ahead. Their exposure to politics affairs do grants them several kinds of feelings and thoughts. Their responses on different events are stated below:

“(On religious upheavals) Many times those politics which because of its relation with the religion caused chaotic situation. That is, actually I think personally, the government... mixes with the religion and make it a politics... (they) love to use... their religion and changed it into a politics, which many matters they would said it violated the law of the religion and they would use the religion to wash them, the culture thoughts, I will feel this way.”

(Female, Chinese, 26 years old)

“(On tsunami attack in 2004) it's a natural disaster, hmm... Phuket was destroyed quite badly... it was a mess but then... short period of time, it able to, hmm... revert, almost revert back to original activities and condition... I am impressed that how they are able to... pick up their life and move on with their life...although, hmm... things happened but then... some people they are able to see the beauty out of it.”

“(On September 11 terrorist attacks) the first reaction will be I pity the people who involved in such an accident...But... that a sigh is just an emotionally attached... (Besides that) I learned that I should not judge people according to their religion... that would be very bias... although the culprits have been associated with a certain religion hmm... linked to religion or terrorist attack.”

(Female, Chinese, 30 years old)

“(On the use and advancement of Internet) When I was in school they started to have this old modem... When we connected to the Internet like inefficiently...but during that time we still think... this is awesome stuff... then I started to go to the cyber café... And

I can connect to my friend in the MIRC communication wise it's easier and you can connect with people you don't even know... it's fun"

(Female, Malay, 33 years old)

Fourth Cohort

The fourth cohort consists of individuals aged between 15 and 24, who are particularly still in their late adolescence and young adulthood. Their coming of age is during the implementation of GST, political unrest and advancement of communication technology. They are born in an era of computer technology. They are young and tech-savvy but immature, tend to be ignorant and/or begin to ponder over the matters around them, as well as simply inherit what have been given to them. Below are the responses given by the respondents when asked about the events that they are personally attached to:

“(On MH17 and MH370) About the plane crashed...I felt shocked like what happened it was... everyone worldwide criticizing Malaysia for kind of mistake, I don't know how. It shouldn't be like that right? Because it happened without us knowing... It just happened and everyone keeps blaming us for the plane crashed.”

(Female, Chinese, 17 years old)

“(On advancement of communication technology) Technology wise...we won't that bad...we knew how to use a computer... But I think it's wonderful how it has developed. This whole technology, I mean laptops, phones... being great because it's everything. Camera, desktop, hard-drive, pen drive, everything in just one phone... it's wonderful.”

(Female, Indian, 17 years old)

“(On advancement of communication technology) Technology side... I think because I already get used to all the gadgets so... hmm, you know... it’s like nothing... nothing really impressive....Because... we already in this generation and all the other gadgets, hmm... everything.”

(Female, Malay, 22 years old)

“(On implementation of GST) Personally I’m a university student... before this, I don’t see that spending money is something that I really have to seeing and actually plan that out. Because I still have allowance from my parents... I will just like, okay spent whatever I want to buy. But now when the government introduce the GST... I really have to plan out...buy those that I really need.”

(Female, Malay, 23 years old)

“(On political unrest) I can recall about the BERSIH rally. It is the 1.0 or 2.0... they have like many versions of BERSIH rally ...I tend to like judge them on their main purpose of actually doing the rally... they said... they want their voice to be heard right... but... they are actually causing much damage than actually wanted to being heard... they caused the shop to be closed... because of some security purposes.”

(Female, Malay, 23 years old)

The analysis of generational cohort formation in this study is based on a sample of 34 respondents. They are categorized into each cohort according to their common experiences of the major events. Table 4.4 shows the number of respondents in each generational cohort.

Table 4.4: Number of Respondents by Generational Cohorts

Cohort Label	Number of Respondents
First	9
Second	11
Third	7
Fourth	7

4.4 Chapter Summary

This chapter presented the demographic profile of respondents and also the findings using content analysis. After scrutinizing the findings, four generational cohorts emerged with respect to the Central Region. The number of respondents in each generational cohort is also provided. The discussions and conclusion of findings are discussed in the next chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The final part of the thesis begins with a discussion of the findings, followed by an explanation of theoretical and managerial implications. Then, limitations of the research are highlighted. Finally, conclusion of the thesis and directions for future research are presented.

5.2 Generational Cohort Formation

Three propositions developed in Chapter 2 are discussed in this section.

5.2.1 Malaysians in Central Region Recall Impactful Major Events

Generational cohort theories have clearly stated that individuals are shaped and formed by their personal attachment to the historical and societal events that transpired during their formative years (Holbrook & Schindler, 1989, 1994; Schewe & Meredith, 2004). Therefore, it is crucial to identify the events which individuals find impactful. The findings from respondents' memories of events evidently affirm the first proposition that Malaysians of Central Region recalled impactful major historical and societal events. These major events are different from the U.S. and other countries. Momentous events in the past five decades which Malaysians could remembered are Malaysia Independence, formation of Malaysia, May 13 racial conflict, the Kuala Lumpur Flood, Malaysian New Economic Policy, economic crisis in 1997-1999, the collapse of Highland Tower and so forth. In contrast, the U.S. population remembered Cold War, space exploration, the assassination of John F. Kennedy, the nuclear threat, diversity of family and New Feminism Movement and celebrity scandals. Table 5.1

presents a clear view of some defining events experienced by the populace in Central Region and the U.S. since 1950s. Obviously, the major historical events that came their way are different from one another. Therefore, it is theoretically invalid to generalise the U.S. generational description to the Malaysians in Central Region.

Table 5.1: Events Remembered by the Populace of Central Region, Malaysia and the U.S.

Occurrence of Event	Central Region	The U.S.
1950s to 1960s	Malaysia Independence May 13 Racial Conflict	Cold War Assassination of JFK
1970s to 1980s	1971 Kuala Lumpur Flood Implementation of NEP	New Feminism Movement Diverse Family
1990s to 2000s	Economic Crisis in 1997-1999 The collapse of Highland Tower	Celebrity Scandals September 11 terrorist attacks

5.2.2 Major Events that Malaysians in Central Region are Personally Attached to Happened Predominantly during Formative Years

From the findings, it is also found that there is an interesting pattern emerged on the individuals who were between 15-24 years old during the occurrence of events. Individuals, regardless of their age during the time of this study, will tend to cite events from their formative years (Schuman & Scott, 1989). This proposition is further supported as individuals were able to give first-hand account of events and explain the influence of these events upon them. For instance a 67-year-old man, referring to the 1971 Kuala Lumpur Flood when he was 23, stated “I can still remember that vividly because it was my first time experiencing such a big flood right in the middle of KL... Nothing significant except that you come to... (a situation when) there is no food. So, you come back and think of it, you know, always good to have some canned foods with you. You don’t know what will happen (tomorrow).” Individuals have strong memory in describing the events that occurred during their coming of age (Schuman & Scott, 1989). Moreover, these events have a lasting effect on their values,

attitudes, and behaviours. For younger individuals who are in their early 40s today, they mentioned the 1971 Kuala Lumpur Flood merely as a historical event which is less important to them. This is possibly because they were too young at that time to apprehend the real situation or they could hardly remember it. Hence, they were less likely to give personal accounts as they are not deeply affected by the event. Consequently, their values, attitudes and behaviours are unlikely influenced by it.

Similar patterns emerged for individuals who are in their 40s and early 50s. They are those who most likely recollected the Malaysian New Economic Policy, the development of computers and the evolution from the typewriter to the printer. During the events, they were in their late adolescent or early adulthood. They are able to give personal experiences of Malaysian New Economic Policy, the development of computers and turning from typewriters to computer printers. Likewise, individuals who are in their mid 20s and 30s today were in their formative years when there was an economic crisis in the country from 1997 to 1999, the evolution of Internet technology and the 9/11 terrorist attacks. These events were mentioned by them as especially influential. For the younger generation who are still in their teens and early adulthood, the implementation of GST, advancement of communication technology, recent natural disasters and political matters were mostly recalled by this sample age group. They cited these events that happened in recent years as important memories since they are still in the coming of age years. These noticeable facts validate the second proposition that population in Central Region are attached to the major historical and societal events during their coming of age.

Table 5.2 outlines a list of some major events which are collectively experienced by Malaysians in Central Region and which can be used for generational cohort formation.

Table 5.2: Collectively Experienced Major Events for Generational Cohorts Formations

Defining Events	Occurrence of Events (Years)
Formation of Malaysia	1963
May 13 Incident	1969
Kuala Lumpur Flood	1971
Formation of Political Parties	1970s
Malaysian New Economic Policy	1970s-1980s
Change of Malaysian Education System	1980s
Memali Incident	1985
Economic Crisis	1997-1999
Anwar's lawsuit	1998
Change of Leadership in Malaysia	1990s-2000s
Fluctuation of Petrol Price	2000s
Depreciation of Currency	2000s
General Election Campaign	2000s
BERSIH Rallies	2000s
Religious Upheavals	2000s
September 11 terrorist attacks	2001
Tsunami and Earthquake in Aceh	2004
The Sinking of MV Sewol	2014
MH17 and MH370 Incident	2014
Implementation of GST	2015

5.2.3 Collective Experiences of Malaysians in Central Region Regarding Major Events during Formative Years Form Distinctive Generational Cohorts

The presentation of same memories or the mentioning of same events by collective individuals in the findings helps to identify and decide on actual generational cohorts. Age and birth years are used as cut-off points between cohorts (Ting & de Run, 2015; Rentz & Reynolds, 1981). After an evaluation of major societal events and the year of occurrence with the distribution of age of respondents in the sample, it is concluded that Central Region is made up of four generation cohorts. Table 5.3 shows a summary of generational cohorts in Central Region, Malaysia.

Table 5.3: Generational Cohorts in Central Region, Malaysia

Cohort	Birth Years	Defining Events	Brief Description of Characteristics
Strugglers	1942-1961	Formation of Malaysia, May 13 Incident, 1971 Kuala Lumpur Flood	patriotic, accept authority, hope for a change in the future, and put more stress on daily practical needs than having material possessions
Strivers	1962-1978	Financial crisis 1997-1999, implementation of NEP, public safety concerns, improvement of infrastructure	a sense of togetherness, family orientated, self-reliance, seeking for peace and stability, and strive hard for their survival
Technophiles	1979-1990	September 11 terrorist attacks, religious upheavals, political reformation, the use and advancement of Internet	optimism, techno-literate, civic duty, having negative views towards the government, and having a sense of appreciation
Inheritors	1991-2000	Implementation of GST, political unrest, advancement of communication technology	tendencies to inherit, open-minded, ethnically diverse generation, and self-complacent

Strugglers

The first-generation cohort members are aged between 54 and 69 as in the year of 2015. Their coming of age was during the formation of Malaysia. It was also during the era when mass killing happened due to racial conflict between the Malays and the Chinese, and the flash flood occurred in Kuala Lumpur. These cohort members are depicted as ‘strugglers’ as they once struggled for better lives and careers after Malaysia claimed independence. They lived in a condition which was full of fear and under pressure during the time of racial riot. They had a mixed feeling in socializing, regardless of what race they belonged to. At the same time, resentment towards other race groups started to arouse in them. After the riot, they were in a situation where they had no freedom of speech. Eventually, their patriotism was affected and they lost trust in the government. All these factors caused them to labour hard and hoped for a change in the future. Besides, the memories of 1971 Kuala Lumpur Flood shaped the

members of this cohort to be persons who plan for the future. Examples of these responses are:

“May 13 has already changed everything in Malaysia... From my generation, we have accepted it... We cannot talk openly, we are like in pressure. We have to keep our ideas and opinions between ourselves, to you and among ourselves... The patriotism was there. We felt we were....but now you don’t feel it. I would still tell my children stay back, why must you run? There will be a change.”

(Male, Indian, 60 years old)

“May 13... caused us ...cannot live so at ease and at peace with one another because we do not know when... another person will attack us, or threaten us... because once this happened, we have the fear within us”

(Female, Chinese, 62 years old)

“(On May 13 Incident) We cannot voice it. See, Malaysia you have freedom of speech but you don’t have freedom after speech.”

(Male, Malay, 69 years old)

“You can’t trust politicians, especially the government. That’s all. You can’t trust people in power.”

(Male, Malay, 62 years old)

“Honestly the government cannot be trusted...”

(Male, Chinese, 67 years old)

“Whenever I want to buy a house, I don’t want to buy lowland one. It must be with a good drainage, so is this house.”

(Female, Chinese, 67 years old)

“In cases like this you find that having stock of canned food would be very important because you can’t get the fresh supply so... canned food is the best alternative when it comes to eating.”

(Male, Chinese, 67 years old)

The technologies available to them were television and radio, which kept them informed of the happenings around the world. However, a television was considered a luxury back then, so they would rather opt for newspaper as an alternative to get themselves updated at a lower cost. Newspaper was commonly found in every home. Many of them did not obtain higher qualifications in education, such as a diploma or a university degree, mainly because they were not given the opportunities. Nevertheless, they were self-taught people, gaining general knowledge by listening to the radio, following the world news by reading newspaper and watching television, and equipping themselves with manual skills. The life of pre-industrialization in 1970s led them to emphasise more on ‘needs’ than ‘wants’. For examples:

“We are at least knowledgeable. We grew up with the newspaper, nowadays people they don’t. Without the newspaper, we feel lost. Every morning we must read the

newspaper, you know. It is very important. When I on my TV, I always go for the foreign media because I'm so interest what is happening. News is very important for us."

(Male, Indian, 60 years old)

"I feel that TV and radio are the good source to make us know... to cause us to be informed what is happening in this world. So, it's very useful because we really need to know what is happening as we are living on this earth."

(Female, Chinese, 62 years old)

In general, brief description of characteristics of this cohort are patriotic, willing to accept authority, hoping for a change in the future, and emphasising daily practical needs than having material possessions.

Strivers

The second-generation cohort consists of individuals aged between 37 and 53. Their coming of age was at a time when New Economic Policy was implementing, the country's development was in the progress from depending on agriculture to expanding into the industrial sector, social welfare was unsecured, and economy was in crisis (Tung & Comeau, 2014). Racial conflict did not affect this group as they could still mix along with people from different races. They survived through a few political events such as the New Economic Policy and the aggressive imposition of Islamization during Dr. Mahathir's era as the Prime Minister in the 1980s (Mohd. Azizuddin, 2015). They were brought up in such a way that cultivated self-reliance. Their responses are:

“We have to work together in this multi-racial country. We have to be friend with other races. Until today I still friends with the other races... We can chit chat, we can eat together, I have no problem with that.”

(Female, Malay, 46 years old)

“The riot did not affect much on me. Today I mix with all races. Yes, I find that you know, to me, you know, all men are good.”

(Female, Chinese, 53 years old)

“... after DEB, Dasar Ekonomi Baru... in education, it started having quota... I work very hard in 3 years to finish it off and to get my first class.”

(Female, Indian, 43 years old)

“The New Economic Policy... They use of quota system... We should carry an attitude of side for yourself, fight for yourself, self-reliance. You don't rely on other people.”

(Male, Chinese, 49 years old)

During the industrialization era in the 1980s, they are mostly working and married, with or without children. Nevertheless, this group of cohort members are family orientated. They are willing to spend time with the family after work. During economic crisis, they would cut down on their living budget and strive hard in many different ways in their businesses in order to survive. There are few responses below:

“Family is important for me. If I don’t have any other related business things to do outside, I will be at home. I am trained to be a family man.”

(Male, Malay, 37 years old)

“We watch TV more... when we could see colours in our life on TV...that one very meaningful because the togetherness was there.”

(Female, Malay, 43 years old)

“That’s the worst economy crisis that I ever been through. I have to cut all my budget, so I kinda struggling during that time.”

(Male, Malay, 37 years old)

“The 97 economy crisis... I was studying in London, doing my professional degree. So, after that I planned to do my master over there... knowing that the cost in so much I couldn’t afford... So I decided to come back.”

(Female, Chinese, 39 years old)

In the progression of industrialization into urbanization in the late 1980s, many foreign workers were recruited into the country; this created a lot of social problems and insecurity. Indisputably, peace and safety are the concern of many. Nonetheless, as technology advanced and evolved from the use of typewriters to printers, this cohort possesses a spirit of learning regardless of age. They are eager to know more and are well able to keep up with the technological trend. Their opinions and behaviours are:

“Socio safety in Malaysia now is a very issue... that is more of my concern... compared to the 30 years ago, we have a very safe environment here, very safe society.....but now no more, it’s really not safe.”

(Female, Chinese, 39 years old)

“I would say events that related to society: well-being of the society. To me, safety is very important.”

(Female, Malay, 45 years old)

“So now with all the facilities that we have all the technological devices and the accessibility of it, you know, it really makes me appreciate what we have. Besides appreciation, we have to learn, we have to keep abreast with what is happening now in technological area.”

(Female, Malay, 45 years old)

Brief descriptions of characteristics for this cohort are family orientated, self-reliance, seeking for peace and stability, and striving hard for their survival.

Technophiles

The third-generation cohort consists of individuals who are between 25 and 36 years old. They experienced rapid advancement in Internet technology, religious upheavals, political reformation, terrorism and disasters. The rapid advancement in Internet technology caused this cohort to be technophiles. They are very enthusiastic about technology and enjoy the

advances in computer and media technology. Their lives are made easier and convenient from the benefits of Internet technology as illustrated:

“I feel it is so powerful now, and very convenient. If you have a phone and Wi-Fi connection, I feel that the Internet is really, and the technology has a great impact. Not just to me but also to the society. Because now you see, wherever you go, everyone is holding a phone, a smartphone and keep looking on the screen.”

(Female, Chinese, 26 years old)

“When we connected to the internet, it was like inefficiently, really slow. But during that time we still think it’s okay like this is awesome this is awesome stuff... communication wise it’s easier and you can connect with people you don’t even know... And erm it’s a fun way to chat during that time... in a way I’m connected to chatting.

(Female, Malay, 33 years old)

With the improvement of education system and living in the urban area, they are comparatively more educated. Hence, enrolment into the universities became more common in that era. Besides, they are also influenced by terrorism, and recurrence of disasters and fatal diseases which caused them to be aware of the fragility of man. Nevertheless, they are optimistic who expect favourable outcome and make every possible effort to move on. For example:

“The first reaction will be I pity the people who involved in such an accident and such an attack (September 11 terrorist attacks)... that a sigh is just an emotionally attached.”

(Female, Chinese, 30 years old)

“The SARS... influenza...H1N1. I remember there were advertisement on awareness on how to keep ourselves hygiene and many reports concerning quarantine case... whenever I see the hand sanitizer, then I will use... I carry a bottle of hand sanitizer along with me.”

(Female, Chinese, 30 years old)

“You will feel emotional and sad because something terrible happened and you are unable to do anything about the tsunami. It makes me feel like life is precious. It makes me try to improve my relationship with God and also with my loved ones.”

(Female, Malay, 33 years old)

Their exposures to politics affairs grant them several kinds of feelings and thoughts. They had bad impressions towards the responsiveness of the government in relation to catastrophic events such as airplane disappearance, plane crashes and recent floods. As a result, they distrust the government and disbelieve in politics. These disastrous happenings, including religion affairs, were believed to be associated with the politics. They felt that they have the obligation as citizens to vote in the recent general elections. They exercised their right to vote while hoping for a better future. Despite all the happenings, they hold an attitude of looking ahead positively. Their thoughts are as follows:

“Many times actually it is political... leader can change a religion into politics.”

(Female, Chinese, 26 years old)

“I have the view that everyone should have a part, especially those who are eligible, who are 21 years and above. They should have voice out what they want for the country. Basically because there are many who... they feel that they are disappointed with the country.”

(Female, Chinese, 30 years old)

“Now I don’t believe in politics anymore. Yea it affects my belief and faith in political party until I think that all politicians are the same and I don’t know who to vote anymore.”

(Female, Malay, 33 years old)

Brief description of characteristics for this cohort are optimism, techno-literate, civic duty, having negative views towards the government, and having a sense of appreciation.

Inheritors

Lastly, the fourth-generation cohort comprises individuals who are notably still in their teens and early adulthood. They witnessed the implementation of Goods and Services Tax, disasters, advancement of communication technology, depreciation of currency, which affected their way of spending and political unrest, when protests become quite common from time to time. They start to show concern for things happenings around them and voice out views and comments of their own albeit without substantial experience and conviction:

“The currency in Malaysia is dropping... You do not feel worth it when you are exchanging the money when you want to travel... I spend less on food, I spend more on souvenirs and those stuff that I like when I am overseas.”

(Female, Chinese, 15 years old)

“Economical side as in the prices of the food last time was cheaper. My view is... it is actually not fair to us as consumers. I pay more and I eat less so I don’t satisfy myself or satisfy my stomach. So I’m not full and I cannot do my work properly, I cannot study properly, brings in kind of anxieties. I’m basically not being served as what I deserve.”

(Male, Chinese, 21 years old)

“MH370 is something very shocking... I think it have something to do with conspiracy political. Somehow I feel like Malaysia is under attack in a quiet way. I feel like not really secure in my own country right now. It is no longer peaceful as it used to be.”

(Female, Malay, 21 years old)

“I tend to judge them on their main purpose of actually doing the rally. They said they want their voice to be heard right. It is alright for you to have a rally. But do it in the professional way. I don’t agree with them as they are causing the shops to be closed. They actually caused much damage than you know good things from the rally.”

(Female, Malay, 23 years old)

Improved computer and media technology are not special to them as these have become ubiquitous. Besides, they are more open-minded and sociable. They can easily interact with anyone regardless of race, culture and ethnicity. Following are their illustrations:

“Technology wise, we won’t that bad... we knew how to use a computer, we use to play games and stuff. But I think it’s wonderful how it has developed, this whole technology, I mean laptops and phones... I only got my first phone when I was 16, and it has been great. I use it pretty much all the time”

(Female, Indian, 17 years old)

“I think because I already get used to all the gadgets so... hmm, you know... it’s like nothing... nothing really impressive....Because... we already in this generation and all the other gadgets, hmm... everything.”

(Female, Malay, 22 years old)

“What impressed me the most because they don’t just indulge in their own festivals... they are willing to open, to accept other people coming in... I find it very interesting in seeing how these three races... how they actually come together... it doesn’t matter of all those ranks or whatsoever, they are still willing to come together.”

(Male, Chinese, 21 years old)

One of the factors that caused this group of cohort members to stand out is their tendencies to inherit, to accept what is around them and are still in their formative years. They simply enjoy

inheriting what was given without hard labour needed. Hence, they are depicted as 'inheritors'.

Brief description of characteristics for this cohort are tendencies to inherit, open-minded, ethnically diverse generation and self-complacent.

5.3 Implications

This section draws implications based on the findings in Chapter 4 and the discussions of this chapter. Subsequently, an explanation on the theoretical and managerial implications of this thesis will be provided.

5.3.1 Theoretical Implication

There is little research carried out to look into actual formation of generation cohorts in the Malaysian context. Previous studies on generational cohort have generally used generation labels such as Baby boomers, Generation X, and Y from the U.S. sources to distinguish Malaysian respondents (Eze et al., 2012; Lim et al., 2011; Munasamy et al., 2010). Many researchers are accustomed to borrowing the U.S. labels conveniently. Despite the widespread use, there is no theoretical basis. However, de Run and Ting (2013, 2015) pioneered the research to unearth the actual generation cohorts of Sarawak, a state in Malaysia. Nevertheless, this study intends to bridge the gap of the past literature especially in developing new sets of generational cohorts. With the support of generational cohort's theory, the generational cohorts in Central Region are identified. This brings in the first theoretical implication of the study.

The identifying of generational cohort in Central Region is a significant contribution to the generational cohort theories. It produces Central Region generational cohorts which present a true picture of the generations and valid with respect to the theory of generational cohorts. The findings show that Central Region has four generational cohorts. Noticeably, the four generational cohorts are with birth years and characteristics and orientations that are incompatible with American cohorts. These cohort labels are named after the experience and attachment of individuals towards major social happenings in their pre-adults years. The findings also show that there are differences among generations and it confirms the validity of generation cohort as a segmentation basis.

The results from this thesis not only contribute in expanding the knowledge on the generational cohort theory but also contribute in understanding the knowledge of generational cohorts. It provides researchers, marketers, and practitioners with a new understanding of generations to reassess generation related materials, to readjust marketing mixes, and to revise segmentation strategies accordingly. Besides, future studies can adapt the new sets of generational cohorts as references not only in marketing, but also in management or education. Hence, this is the second theoretical implication.

5.3.2 Managerial Implication

This study intends to identify the generational cohorts in Central Region of Peninsular Malaysia. As discussed earlier, cohort segmentation is an outstanding approach in segmenting the market. This is because it provides marketers cues for consumers' behaviours and the motivating factor of their purchasing behaviours. From the four identified generational cohort orientations, marketers are able to apprehend the preferences and wishes of consumers in

various age-groups. The new information or knowledge for marketers to better understanding the behaviour of consumers is the first managerial implication of the study.

The findings also indicate that the experiences of individuals in Central Region regarding impactful major events are different from that of the population in the U.S. Therefore, they are shaped into different cohort structures with different labels and orientations compared with the U.S. Despite American cohorts being widely adopted, marketers should use the actual generational cohorts to segment the national market. Actual cohort labels and orientations will render marketers a new understanding of consumers in Central Region. Besides, they also provide marketers a better way to improve their marketing mix strategies based on cohort approach. Hence, it is the second managerial implication.

Having given a summary of descriptions on each generational cohort, the following are some suggestions for marketers on how to market more successfully to each generation. The suggestions particularly focus on the matter of segmentation, products and services, and communication.

Marketing to the Strugglers Generational Cohort

The Strugglers are aged between 54 and 69 as of 2015. They struggled for better lives and careers after Malaysia claimed independence. They are patriotic and witnessed Malaysia Independence and May 13 incident. Socializing is important to them. In the matter of their characteristics, lifestyles, and attitudes, they are prone to take a much more hands-on approach and volunteer in charity work. They do not reject new things such as technology gadgets but are slow to embrace. Political happenings caused them to labour hard and hoped

for a change in the future. They are generally still active and in good health. Many of them are prosperous, having possession of home properties and monetary savings.

Marketers can use themes that are pertaining to active lifestyle for this generation. Put emphasis on traditional ethics such as hard work, discipline, and respect to authority. Earning their trust is an important factor in successful relationships. Patriotism and volunteerism for the common good is appealing to this generation.

In the matter of products and services, this generation is a major market for vacations, electronics and health services. They are frugal but not price sensitive. They would travel for the exposure of new cultures. Regarding electronics products, they enjoy it whole-heartedly even though they are slow to embrace them. They are more health conscious, thus products and services that are medical related would catch their attention.

In the matter of communication, printed media, written words and face-to-face conversation are their preference. They read newspapers, magazines and advertisements more than other generations. They can be reached through traditional media such as radio, television, newspapers and magazine. Nevertheless, they prefer a more intimate way of contact such as face-to-face conversation and telephone. Marketers can contact this generation of individuals either at semi-formal or formal social gatherings.

Marketing to the Strivers Generational Cohort

The Strivers are aged between 37 and 53 as of 2015. They underwent the implementation of New Economic Policy and the economic crisis, and survived through these events.

Nevertheless, they are more willing to spend their time, money and effort on the family. In the matter of their characteristics, lifestyles, and attitudes, they are family orientated, self-reliance and striving hard. Regardless of age, their learning spirit urges them to read more and to keep up with the technological trend.

This generation mostly comprises of two-working-parent families. Marketers can assist them to balance between work, family, and personal life. They have purchasing power but are price conscious and less sensitive to prestige. Products and messages especially designed to reflect their lifestyles would cater this generation segment.

In the matter of products and services, they are major market for home appliances and children's products. Besides, they are also attracted to new technologies that make their lives easier and save their time. The Strives give priorities to family values, peace and safety. Therefore they prefer product features that can relate to these values.

In the matter of communication, using traditional network such as television is able to reach this generation. Marketers could also reach this generation through social gatherings. Approaching them as a family is one of the best ways to convey product messages. They like to be well informed before buying. Hence, regularly sharing information with them is essential.

Marketing to the Technophiles Generational Cohort

The Technophiles are aged between 25 and 36 as of 2015. They are born into a technological and wireless society. With the Internet technology, their life has become easier, convenient

and enjoyable. Recurrence of disasters and fatal diseases, despite emotional affect, directed them to think and move on positively. They feel obligated to vote as citizens and hoping for a better future. In the matter of their characteristics, lifestyles, and attitudes, they are optimistic, techno-literate, and possess the sense of civic duty. Compare to the earlier generation, they are more educated. Hence, they could easily grasp new concepts and quickly learn new skills.

In the matter of products and services, they are a major market for technology gadgets, cars, games, dairy products, clothing, as well as vacations. They pursue novelty products but less likely to use materialistic items. Honesty, support, humor, creativity, responsibility and information appear to be important. Marketers would want to attract this group by stressing and utilising these keywords to earn their loyalty. Moreover, marketers can foster their current beliefs for a better future.

In the matter of communication, they enjoy the convenience of the Internet, especially those social networking sites. They can be reached through social network such as FaceBook, Instagram, Twitter, and WhatsApp. They also can be contacted through electronic mail but using visual communication will better motivate them. Advertisements with humor would capture their attention. As they like to listen to the music, marketers can associate advertisements with appropriate music or symbols to trigger their interest and curiosity.

Marketing to the Inheritors Generational Cohort

The Inheritors are aged between 15 and 24 as of 2015. They are in the age of starting to be concerned with things happenings around them. They are raised in the world of technology. They are more technology savvy than earlier generations. Improved computer and media

technology are not extraordinary to them as these are ubiquitous. To the Inheritors, everything seems ordinary. This is because they grew up in a situation where things are readily available to them. As a generation, they are considered more self-complacent.

Although they have witnessed several events such as the implementation of Goods and Services Tax, the depreciation of currency, and political unrest, their experience and conviction are not substantial. Nevertheless, this generation is accustomed to live in a multicultural society. They can easily interact with anyone regardless of race, culture and ethnicity. In the matter of their characteristics, lifestyles, and attitudes, they are more open-minded and sociable.

In the matter of products and services, this generation is a major market for technologies products, clothing, and movies. They seek after the most novelty and materialistic products. They are also very much influenced by celebrities, therefore marketers can use celebrity endorsers for their product and service. Furthermore, this generation cohort has more inclination toward shopping. Marketers should strive to enhance their shopping experience. They could be lifetime customers if marketers understand them and provide them with satisfactory products or services continually.

In the matter of communication, they spend a lot of time on technology gadgets such as smartphones. To reach this group, use communication approach such as instant messaging, emailing, and social networking sites like Facebook, WeChat or Twitter. To this multi-ethnic generation, marketers should use multi racial and ethnic individuals in advertisements to embrace diversity.

The suggestions discussed above bring in the third managerial implication. Entrepreneurs and newly start up companies especially would have a better formation of target market to focus on.

5.4 Limitations of the Research

It is important to point out the research limitations. First of all, this study is limited to the Central Region of Peninsular Malaysia. Central Region is selected to perform this exploratory study to identify the generational cohorts. As such, the results presented cannot be used on the population in other regions of the country. Nevertheless, the findings can be served as a reference for future studies on generational cohorts in other regions or even expanded to include the whole Malaysia.

Second, the disproportioned selections of sample through purposive or non-probability sampling method can cause random errors or will likely affect the generalisability of the findings. In order to be more representative of Central Region, the demographic of the sample may have also been selected from respective districts or areas of a state or federal territory. Take Selangor for an example; it has nine districts, namely Gombak, Hulu Langat, Hulu Selangor, Klang, Kuala Langat, Kuala Selangor, Petaling, Sabak Bernam and Sepang. Data should be collected from all the aforementioned districts, in a larger sample to minimise potential sampling error. Nonetheless, the concept of data saturation or information-richness is still emphasised (Strauss & Corbin, 1990, 1998).

Third, data was collected through in-depth interviews. Although this interview approach gives the interviewer a lot of additional information from social cues such as voice, intonation, body

language and so forth that can be answers to the interview questions, there is a danger of subjectivity of interviewer in the interpretation of data. Interviewer may introduce his or her own opinions. However, this limitation is inevitable although an attempt to reduce bias has been carried out.

Fourth, recruited participants are those who met the criteria of generational cohort formation mentioned in Chapter 1. Hence, not every individual in Central Region has an equal chance to participate in this study. Only those participants who present ‘useful manifestations of the phenomenon of interest’ (Patton, 2002, p. 40) were selected. Nevertheless, such restriction reduced the percentage of sampling errors and eased the sampling process.

Last but not least, using Atlas.ti, a computer based qualitative data analysis software, does not interpret the data. Although it facilitates in speeding up and automating the coding process, yet it did not assist in reducing the burdensome work of analysing large amounts of rich qualitative data. Therefore, the researcher and coders have to analyse the data manually, from annotating raw and free-flowing data to coding themes. Despite a large amount of time was consumed, manually analysing the data maintained the validity of qualitative data while agreement between the coders have increased the reliability of qualitative data.

5.5 Conclusion

The main objective of the study is to identify the generational cohorts in Central Region of Peninsular Malaysia. It is carried out through storytelling, a powerful medium through which individuals speak about their life course mainly in relation to the historical and societal events during interviews. Using generational cohort theories as a fundamental basis, the findings

have verified that personal attachments to the major social happenings during formative years shaped and formed generational cohorts. Hence, the engagement of the defining events during human development stages determines the formation and segregation of cohorts in the region. This is evidently supported by Inglehart (1997) and Rogler's (2002) generations theories.

The findings from this study also affirmed that generational cohorts in Malaysia are significantly different from that in the U.S. Hence, it is inappropriate in applying American cohorts to categorise the national market (Ting, Lim, de Run, Koh, & Sahdan, 2017). This is because the Malaysians are simply not Baby Boomers, Generation X and Generation Y intrinsically. Such application may lead to undesired effects in marketing strategy designs and inexactness in market segmentation. Significantly, in a world of complex consumerism, marketers should understand each generational cohort to meet the unique expectations of individuals and respond to the needs by revising their marketing mixes and strategies (William & Page, 2011). From marketing perspectives, a better overall market response may be achieved if cohort segmentation is properly implemented.

With the identified characteristics, together with the attitude and behaviour of each cohort, marketers would gain insights into scheming the market segments and developing effective marketing strategies. For this reason, marketers must understand the generational differences as a whole because each generational cohort is defined differently in terms of their characteristics, lifestyle and attitudes. A thorough knowledge of generational cohorts would allow marketers to perform the most effective strategies in multi-generational marketing.

5.6 Future Research Directions

The present study explored generational cohorts in Central Region from the marketing perspective. There are potentially three directions that might extend from this study.

Firstly, the study can be extended by exploring generation cohorts in Malaysia. Based on the generation theories and past literature, the identifying of major external events in Malaysian population would also shed light to the formation of generation cohorts. Besides, the results can be used to facilitate cross-border studies when there is a comparative study of generational cohorts between countries.

Secondly, future studies can be done by making use of the four generational cohorts to study the performance of consumer behaviour. Such study is essential because it may provide marketers important insights of consumer into the purchase decision behaviour. Moreover, a better understanding of consumer behaviour would enable marketers to develop a better marketing plan to engage with their consumer groups.

Thirdly, future studies can also be done by investigating the working performance among the Malaysian employees at the workplace. The understanding of generational differences is important to managers because it can facilitate top management to build up effective human resource management and activities. Furthermore, it may help in developing effective work relationships in an organization and in motivating the employees in the workforce.

The findings of generational cohorts in Central Region can be applied not only in marketing, but also in other disciplines such as management or education. It is believed that such

endeavour would provide researchers, marketers and practitioners a whole new perspective about the people they are dealing with, be it student, consumer or employee.

5.7 Chapter Summary

This chapter discussed the findings of the thesis and explained the theoretical and managerial implications to underscore the contribution of the study. The chapter then outlined the limitations of the thesis and suggested areas for future research.

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APPENDICES

Appendix A: Interview Protocol

Topics	Main Questions	Possible Probing Words
Generation Cohort	1. Could you tell me external events that you are personally attached to? 能否告诉我一些影响你个人的外在事件? <i>Bolehkah anda memberitahu saya peristiwa luaran yang bermakna kepada anda (yang mempengaruhi anda)?</i> 2. Could you tell me external events that you are personally attached to when you were 15-24 years old? 能否告诉我一些影响你个人的外在事件，当你 15 至 24 岁期间? <i>Bolehkah anda memberitahu saya peristiwa luaran yang bermakna kepada anda (mempengaruhi anda), semasa anda berumur 15 hingga 24 tahun?</i> 3. Could you explain why you are personally attached to this event? 你能解释一下为什么你认为这个事件是关联到你个人? <i>Boleh anda terangkan kenapa peristiwa ini bermakna kepada anda (mempengaruhi anda)</i>	1. Historical and societal events; political, economic, socio-cultural, technological or natural events; local or global events. 历史和社会事件；政治，经济，社会，科技，或大自然的事件；国内或国外事件 <i>Peristiwa-peristiwa yang lepas dan sosial; peristiwa politik, ekonomi, sosiobudaya, teknologi atau semula jadi; peristiwa tempatan atau global.</i> 2. Events that have direct impact on you; events that you have personal experience. 对你有直接影响的事件；个人曾经经历的事件 <i>Peristiwa yang mempunyai kesan langsung kepada anda; Peristiwa yang mempunyai pengalaman peribadi anda (peristiwa yang anda alami secara peribadi).</i> 3. Do you have any experience related to this event? 你有任何关于这个事件的经验吗? <i>Adakah anda mempunyai sebarang pengalaman yang berkaitan dengan peristiwa ini?</i>
Value (Internal)	1. If there is anything that you have learnt in your life, what would it be? 如果有某样你曾经在你的生活里所学到，那会是什么? <i>Jika ada apa-apa yang anda pernah belajar dalam kehidupan anda, apakah ia? (Dalam sepanjang hidup anda, apakah yang telah anda pelajari?)</i>	1. Does it have any relation to your experience of past events? How is it related? 是否有关联你过去所经历的事件？怎么关联? <i>Adakah pelajaran itu mempunyai kaitan dengan pengalaman anda terhadap peristiwa-peristiwa yang lepas (Adakah pengajaran itu</i>

	2. Could you explain why you regard it important in your life? 你能解释一下为什么你认为这件事情在你生活里是重要的? <i>Bolehkah anda terangkan kenapa ia penting dalam kehidupan anda?</i>	<i>mempunya kaitan dengan pengalaman yang dialami pada masa yang lepas)? Bagaimanakah ia berkaitan?</i> 2. How has the event affect your value system/belief/worldview/motivation? 这个事件怎么影响你的价值观/信念/世界观/动力? <i>Bagaimanakah peristiwa itu mempengaruhi sistem nilai /kepercayaan /pandangan dunia/ motivasi anda?</i> 3. Probe for a few values with examples. 探测多些价值观同例子。 <i>Tanya beberapa nilai dengan contoh.</i>
Lifestyle (External)	1. What are the things/activities that you did the most if you had choice? 什么事情或活动是你最常做，当在你有好选择的情况下? <i>Apakah perkara-perkara/aktiviti-aktiviti yang anda lakukan jika anda mempunyai pilihan?</i> 2. Could you explain why you regard it important in your life? 你能解释一下为什么你认为这件事情或活动在你生活里是重要的? <i>Boleh anda terangkan kenapa ia penting dalam kehidupan anda?</i>	1. Does it have any relation to your experience of past events? How is it related? 这件事情或活动是否有关联你过去所经历的事件？怎么关联？ <i>Adakah perkara atau aktiviti itu mempunyai kaitan dengan pengalaman anda terhadap peristiwa-peristiwa yang lepas. Bagaimanakah ia berkaitan?</i> 2. Does it have any relation to your value system/belief/worldview/motivation? How is it related? 这件事情或活动是否有关联你的价值观/信念/世界观/动力？如何关联？ <i>Adakah perkara atau aktiviti itu (yang dijalankan) mempunyai kaitan dengan sistem nilai /kepercayaan /pandangan dunia/ motivasi anda? Bagaimanakah ia berkaitan?</i> 3. Probe for a few activities with examples. 探测多些活动同例子。 <i>Tanya beberapa aktiviti dengan contoh.</i>
Demographics	Gender, age, ethnicity, state (e.g.	1. Is there anything else you wish to add?

	Sabah), residence (where are you from, e.g. Keningau), employment status, marital status, highest education level. 性别，年龄，种族，州属（例如：沙巴），居住（你来自的地方，例如：Keningau），职业状况，婚姻状况，最高学历。 <i>Jantina, umur, etnik, negeri (contoh, Sabah), tempat tinggal (tempat asal anda), taraf (status) pekerjaan, status perkahwinan, tahap pendidikan yang tertinggi.</i>	是否有任何你想要补充的内容？ <i>Adakah apa-apa yang anda ingin menambah?;Sebarang penambahan?</i> 2. Could I have your contact details so that I can come back to you for clarification if necessary/I can show you the transcript for verification once completed? 我能不能要你的联络方式，以便日后 如有需要 更能方便确认一些资料，或给你确认记录副本一旦我完成。 <i>Bolehkah saya mendapatkan maklumat anda (agar saya dapat menghubungi anda selepas ini jika perlu) supaya boleh dihubungi selepas ini jika diperlukan/ saya boleh menunjukkan transkrip saya kepada anda untuk pengesahan.</i> 3. Do you know any person (characteristics) whom I can also interview? 不知你是否有任何人能介绍给我访问？ <i>Ada sesiapa yang anda boleh memperkenalkan kepada saya untuk bertemu (temu-ramah)?</i>
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Appendix B: Interview Checklist

Interview Checklist for Central Region: Kuala Lumpur, Putra Jaya and Selangor

No.	Cat.	Age	Race	City	State	Respondent's name	G	Contact No	Current Location	Remarks
1	15-24	23	Malay		KL	Anis Farahanim binti Abdul Rahman	F	017-8557176	UPM	
2	15-24	22	Malay	PJ	Sel	Aimi Ruzanna Bt Datu	F	019-2789700	SJ	15/4
3	15-24	21	Malay	AJ, Gombak	Sel	Nur Bahirah bt Abdul Rahman	F	013-2894535	SJ	15/4 bahirah.rahman@gmail.com
X	15-24	22	Malay			Liyana binti Yamin	F	019-2009889	Terengganu	
R	15-24	24	Malay		KL	Nadia binti Anuar	F	018-9186062	Uitm Shah Alam	nadiaanuar91@gmail.com 13 may
R	15-24	15	Chinese			Wong Ying	F	014-6685317	Puchong	
4	15-24	17	Chinese		KL	Ong Lilian	F	019-2230297	Putrajaya	
5	15-24	21	Chinese	SJ	Sel	Samuel Tay	M	011-10890837	Puchong	Finals exam end on 27Mar (weekend)
6	15-24	15	Chinese		KL	Ya Qi	F	019-3541499	Puchong	Sat 7pm
7	15-24	24	Indian	PJ	Sel	Niya Manokaran (Levi)	F	014-6492545	Puchong	28 02
8	15-24	17	Indian		KL	Tepasya	F		KL	
9	25-34	33	Malay		KL	Nadiah bt tasin	F	017-3976883	Gombak	Phone 9/5 night
10	25-34	34	Malay	Klang	Sel	Zanurul Huzaima binti Zainudin	F	010-2259639	Shah Alam	Stayed Seksyen 24, working in semenyih
U	25-34	28	Malay		KL	Afiq Radzi	M	019-2159796	Bangi	2303 10am
P	25-34	34	Malay		KL	Fatimah Az Zhara	F	018-2999193	Sg Besi	
R	25-34	28	Malay	AJ	Sel	Ili Izyan Syazwani	F	011-21318831	Ampang, Sel	Phone
X	25-34	29	Malay		KL	Noor Aida binti Husaini	F	012-2402249	Johor	20 yrs old start to live in Johor
X	25-34	28	Malay	Kajang	Sel	Rashidah	F	017-6300187	KT	2013 moved to kt
X	25-34	29	Malay		KL	Sk Muiz Bin Abd Razak	M	013-5880257	Kangar/Johor	tunetalk
11	25-34	26	Chinese		KL	Irene Loo Wei Mei	F	012-9833619	KL	26 03
12	25-34	30	Chinese		KL	Susan Lee	F	016-2686376	SK	30 03

13	25-34	25	Indian		KL	Tulasi	F	014-6223186	KL	
14	25-34	29	Indian	Kajang	Sel	Soni Kaur	F	017-3431055	KL	
R	25-34		Indian			Jasreena Kaur	F	016-3382650		
R	25-34	27	Indian	Banting	Sel	Allegendran	M	014-6489865		
R	25-34	26	Indian			Ashdaya	F	014-3633169		
U	25-34	32	Punjabi			Dharam	M	012-2213169		
15	35-44	37	Malay	Klang	Sel	Zahrin bin Ibrahim	M	016-2331554	SA, Section 20	Phone
P	35-44	35	Malay	Shah A	Sel	Ennie azreen bt khalid	F	012-6689586	seksyen17sha hA	
P	35-44	36	Malay	Klang	Sel	Fatima Sabbir	F	012-6762315	Klang	3 June 2015
U	35-44	42	Malay	PJ	Sel	Sharizan Sharkawi	F	012-3799014	USJ	26/8 Wednesday morning
U	35-44	38	Malay		KL	Norain Mohd Jali	F	019-3916010	Bangi	Phone
R	35-44	37	Malay		KL	Mohd Rushid bin Mohd Amin	M	013-3852610	Kajang	
16	35-44	39	Chinese	PJ	Sel	Cindy Foong	F	012-2992896		13/5
17	35-44	41	Chinese		KL	Mdm Chow	F	012-7225823	Puchong	
18	35-44	43	Indian	Bangsar	SelKI	Pushpa	F	017-6941338 011-33215088	Puchong	
U	35-44	37	Indian			Thaevan	M			
P	35-44	41	Mixed		KL	Hanif	M	012-2090637		
19	45-54	47	Malay		SelKI	Amir	M	012-3172944 013-3644046	Puchong	
20	45-54	46	Malay		SelKI	Noraini binti Md Ali	F	014-6392711	Cheras	12/5 Tues 10am
21	45-54	48	Malay	Klang	Sel	Noor Amili Abd Ghani	F	019-2862644	Gombak	
22	45-54	45	Malay	Kul Sel	Sel	Rosnani	F	012-3335363	Gombak	
U	45-54	53	Malay		Sel	Karim	M	03-55437967		
P	45-54	51	Chinese		SelKI	Joanne	F	016-3360781		
U	45-54	50	Chinese	PJ	Sel	Andy Chin	M	016-2195880	Puchong	2303 8pm
R	45-54		Chinese		KL	Kevin Chow	M	017-8807337		lkchow@yahoo.com
R	45-54		Chinese		KL	Michael Gunn	M			4 April

U	45-54		Chinese	Kuala Sel	Sel	Lee Chen	F	012-9139963	011-21698925	
R	45-54	51	Chinese			Jean Soh	F	019-3918083		
R	45-54	53	Chinese			Joanne Ong	F	016-6816022		
23	45-54	49	Chinese	Kepong	SelKI	Pang Kee Josh	M	012-3271554	Puchong	
24	45-54	53	Chinese	Kajang	Sel	Sally Lee	F	011-33694301	Kajang	
25	45-54	50	Indian		SelKI	Ravinder Kaur	F	019-2367780		
P	45-54	50	Indian	Kajang	Sel	Narayanan	M		Kajang	
P	45-54	46	Indian		SelKI	Rani	F	012-6133682		
R	45-54	45	Indian		Sel	Sam	M	016-2373648	Puchong	Car Wash
26	55-64	59	Malay	Klang	Sel	Fauziah	F	012-3172531		Kinrara
27	55-64	62	Malay		KL	Kairuddin	M			
X	55-64	59	Malay			Azizun	F	03-87372627		
R	55-64	61	Chinese		SelKI	Ong Siew Choo	F	012-3348860		
R	55-64	61	Chinese			Poon	M	03 87366973		
P	55-64	61	Chinese		KL	Wong	M	018-2383872		
28	55-64	62	Chinese	Kajang	Sel	Persis Chang	F	012-6145812		
29	55-64	60	Indian		SelKI	John Nehru	M	012-2920745		26 03
30	55-64	64	Indian		SelKI	Stephen	M			
R	55-64	56	Indian		KL	Murugiah	M	019-2170043		murugiahramadass@yahoo.com
31	65&abv	69	Malay		KL	Sheikh Kamarruddin	M			
32	65&abv	68	Malay		Sel	Sabbir	M	017-6689786		
33	65&abv	67	Chinese	SJ	Sel	Mrs. Woo (Leong Mei Ying)	F	012-2063698		
34	65&abv	67	Chinese		Sel	Tiong	M	012-3320023		
R	65&abv	65	Malay		Sel	Mohd. Arif	M	013-3952706		
R	65&abv	68	Chinese		KL	Jenny Lim	F	012-2141612		

Remarks:

P = Poor Recording R = Refusal U = Unusable X = Failed to meet the criteria

Appendix C: Consent Letter for Data Collection

Pusat Pengajian Siswazah
Centre for Graduate Studies



www.unimas.my

UNIMAS/NC-30/04-18 Jld. 9 (55)

5 Ogos 2015

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

Permohonan Kebenaran Mendapatkan Maklumat-Maklumat Berkaitan Penyelidikan Ilmiah Untuk Calon Sarjana - Saudari Koh Ing Ing (14020197)

Dengan hormatnya perkara di atas adalah dirujuk.

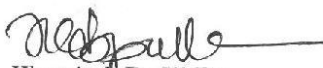
Dimaklumkan bahawa penama di atas merupakan pelajar bagi program Sarjana Sains di Fakulti Ekonomi dan Perniagaan dalam bidang 'Pemasaran', Universiti Malaysia Sarawak (UNIMAS). Beliau telah mendaftar pada 26 Jun 2014 dan dijangka menamatkan pengajian pada 25 Jun 2016. Beliau sedang menjalankan penyelidikan bertajuk:

"Formation Of Generational Cohort: An Exploratory Study In Central Region Of Peninsular Malaysia"

Sehubungan itu, saya memohon kerjasama dari pihak tuan/puan untuk memberi pelepasan kepada beliau bagi mendapatkan maklumat berkaitan penyelidikan seperti tarikh dan tempat yang dilampirkan bersama surat ini.

Sekian, terima kasih.

Yang benar


Khamisan Bt Hj Ete
Penolong Pendaftar



94300 Kota Samarahan, Sarawak, MALAYSIA | Tel + 60 82 582 280 / + 60 82 581 000 | Faks + 60 82 582 454

Appendix D: Token of Appreciation for Interview Participants

Giving appreciation gifts is a great way to show researcher's gratitude towards the participation of respondents and let them know they are making this research a big difference. With limited budgets researcher has, appreciation gifts are wrapped with a little creativity in a presentable way with the below items as contents:

Breakdown cost of a gift

Items	Value
Popo Fish Murukku 15g	RM 0.20
Snack Oat Bar 10g	RM 0.21
2 x Blackcurrant flavoured sweets	RM 0.20
2 x Giant Jelly cups 15g	RM 0.20
Fancy Cellophane gift wrap	RM 0.06
Fuzzy wire	RM 0.10
Total cost	RM 0.97

Appendix E: Inter-coder Agreement List of Major Events in Central Region

Annotation List of Major Historical and Societal Events in Central Region

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
1	Anis 23 Malay KL	1. Introducing of GST 2. BERSIH Rally 1.0 or 2.0 3. Economic Recession in 1999 4. The use of Mobile Phones 5. Al-Maunah Attack in Perak	1. Introducing of GST 2. BERSIH Rally 3. The Economic Recession in 1999 4. First Use of Mobile Phone in Malaysia 5. Militant Group Attack in Perak in 2000	1. The implication of GST in Malaysia 2. The BERSIH Rally 3. The Great Recession 4. Introduction of mobile phones in Malaysia 5. The military attack by the Al-Ma'unah	0	0	0
2	Aimi 22 Malay Sel	1. MH370 and MH17 incident 2. General Election in 2013 3. BERSIH 2.0 / 3.0 4. Polaroid Camera 5. Tsunami in 2004 6. 911 event	1. The incident of MH370 and MH17 2. Malaysia General Election in 2013 3. BERSIH Events 4. The Invention of Polaroid Camera 5. Tsunami 2004 6. 911 Attacks by Islamic Terrorist	1. The case of MH370 and MH17 2. Malaysian General Election in 2013 3. The BERSIH Rally 4. The use of Polaroid Camera 5. The 2004 Indian Ocean Tsunami 6. The September 11 Attack	0	0	0
3	Bahirah 21 Malay Sel	1. Tsunami 2004 2. Disappearance of MH370 3. Conversion of Prime Minister from 4th to 5th 4. Economy Dropped 5. Handphones and Laptop 6. Modernised the Traditional Clothes	1. Tsunami 2004 2. Missing of MH370 3. Taking Office of 5th Prime Minister and The Economy Downturn 4. Hand phone and Laptop 5. Development of Traditional Clothes	1. The 2004 Indian Ocean Tsunami 2. The case of MH370 and MH17 3. The succession of the 5th prime minister 4. The economy drop 5. The advancing of hand phones and laptops 6. The modernization of traditional	1	0	1

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
				clothes			
4	Ong LiLian 17 Chinese KL	1. Tsunami in Indonesia in 2004 2. Earthquake in Aceh in 2004 3. Beijing Olympic in 2008 4. Resignation of Abdullah Badawi 5. Creation of Robot in Japan 6. The sinking of South Korean ferry 7. Crashing of Plane MH 370 and MH17 8. Installation of Microchips in Human Body	1. Tsunami in Indonesia 2004 2. Beijing Olympic 3. Resignation of Pak Lah 4. Crashing of Plane MH 370 and MH17 5. Creation of Robot in Japan 6. The sinking ferry 7. Installation of Microchips	1. The 2004 Indian Ocean Tsunami 2. The 2004 Aceh earthquake 3. The 2008 Summer Olympics in Beijing 4. The resignation of Abdullah Ahmad Badawi 5. The invention of robots in Japan 6. The sinking of South Korean ferry 7. The case of MH370 and MH17 8. The implanting of microchips in humans	0	0	0
5	Samuel 21 Chinese Sel	1. General Election in 2013 2. Harmonization among three major races in Malaysia 3. Goods Prices Increase 4. Tsunami in Penang in 2004 5. Flood in Alor Setar 2013 6. The Evolving of Keypad-typing to Touch Screen	1. General Election in 2013 2. Improvement of relationship between three main races in Malaysia 3. The Increasing of goods' price 4. Severe Flood in Alor Setar 2013 5. The Evolving of Keypad-typing to Touch Screen	1. Malaysian General Election in 2013 2. The various cultural festivals in Malaysia 3. The rise of goods' prices 4. The 2004 Indian Ocean Tsunami and severe floods in Alor Setar 5. The advancement of technology	1	0	1
6	YaQi 15 Chinese KL	1. The Sinking of the MV Sewol 2. MH370 3. Depreciation of Currency 4. Advancement of Communication and Internet	1. Sinking of South Korea Ferry 2. Disaster of MH370 3. Depreciation of Currency 4. Advancement of Communication and Internet	1. The sinking of MV Sewol 2. The case of MH370 3. The drop of Malaysian currency 4. The advancement of technology in communication and Internet	0	0	0

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
7	Levi 24 Indian Sel	1. Tsunami in Aceh 2004 2. MH17 Plane Crashed and the Missing of MH370 3. Added One Hour of Malaysia Time in 1991 4. Budget 2014 5. Increment of Petrol Price 6. Samsung Copied Apple	1. Tsunami in Aceh in 2004 2. Missing of MH370 3. Adding One Hour of Malaysia Time 4. Budget 2014 5. Rising of Petrol Price 6. Coming Up of iPhone 5s in 2014	1. The tsunami in Aceh in 2004 2. The case of MH370 and MH17 3. The adding of one hour on 31 August 1991 4. Budget 2014 5. The rise of petrol price 6. The issue of Samsung copying Apple	1	0	1
8	Tepasya 17 Punjabi KL	1. Tsunami in Aceh 2. Water Rationing in 2014 3. Car Accident on DUKE 4. Development of Computer and Phones	1. Tsunami in Aceh 2005 2. Implementation of Water Rationing 3. Development of Phone and Computer	1. Tsunami in Aceh 2005 2. Water Rationing in Malaysia 2014 3. DUKE Car Accident	1	1	1
9	Nadiah Tasin 33 Malay KL	1. Tsunami in 2004 2. MH17 Flight Disaster 3. Resignation of Selangor Chief Minister 4. Tsunami in Japan 5. Collapse of Highland Tower in 1997 6. Arrestment of Anwar Ibrahim in 1999 7. General Election in 1999 8. Economic Recession in 1998 9. Introduction to the Internet 10. Advancement of technology - Phone 11. Flood in Kelantan 2014 12. 'I Want to Touch a Dog' Campaign	1. Tsunami in 2004 2. Malaysia Airlines Planes Disaster 3. Resignation of Chief Minister of Selangor 4. Tsunami in Japan 5. Collapse of Highland Tower in 1997 6. Arrestment of Anwar Ibrahim 7. General Election 8. Economic Recession in 1998 9. Advancement of Internet 10. Progress of Technology in Phone 11. Severe Flood in Kelantan 2014 12. Introducing of 'Touch a Dog'	1. Tsunami 2004 2. The case of MH17 3. The resignation of the Chief Minister of Selangor 4. Tsunami in Japan in 2012 5. The collapse of Highland Tower in 1997 6. The arrest of Anwar Ibrahim 7. General Election in 1999 8. The 1998 recession 9. The advancement of Internet 10. The introduction of phones 11. Severe floods in Kelantan in 2014 12. "I Want to Touch a Dog" campaign	0	0	0

Interview No	Interviewee's Name/Age/ Race/ Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
			Campaign				
10	Zanurul 34 Malay Sel	1. Change of Malaysian Education System in 1998 2. Economic Downturn in 1997/1998 3. Change of Leadership in Malaysia 4. Changing of Leadership in Manchester United Football Team 5. Changes of Technology - Internet 6. Bombing in Iraq	1. Change of Education System in 1998 2. Economic Downturn in 1997/1998 3. Change of Leadership in Malaysia 4. Fever of EPL 5. Use of Internet 6. Bomb Attacks in Iraq	1. The change of Malaysian Educational System in 1998 2. 1997/1998 economic recession 3. The change of Leadership in Malaysia 4. The craze of EPL 5. Easy Access to Internet 6. Bombing in Iraq	1	1	0
11	Irene 26 Chinese KL	1. Missing of MH370 2. Implementation of GST 3. Smartphones and Tablets 4. Fluctuating of Petrol Price 5. Public Insecurity 6. Violated the Islamic Law 7. Introduction of Video Games	1. Missing of MH370 2. Implementation of GST 3. Emerging of Smartphones and Tablets 4. Instability of Petrol Price 5. Robbery at ATM in Damansara 6. Detecting of Pig DNA in Cadbury Chocolates 7. Development of Video Games	1. The case of MH370 2. The implementation of GST 3. The development of phones 4. The fluctuation of petrol price 5. Crime and security 6. Religion mixed in politics 7. Pig's DNA found in Calbury chocolate 8. The introduction of video games	1	1	1
12	Susan 30 Chinese KL	1. September 11 Attack 2. AirAsia Plane Crashed 3. SARS Influenza – H1N1 4. Tsunami Attack in 2004 5. Bird Flu 6. General Election in 2009 7. Anwar Ibrahim Sodomy Trials 8. The use of FaceBook and Friendster 9. Implementation of GST	1. September 11 Attacks 2. Crash of AirAsia Plane 3. Spread of SARS Influenza 4. Tsunami in 2004 5. Bird Flu Influenza 6. General Election 2009 7. Sodomite Trial of Anwar Ibrahim 8. Use of Facebook and Friendster	1. The September 11 Attacks 2. Crash of an AirAsia Plane 3. SARS Influenza in 2009 4. Tsunami Attack in 2004 5. Bird Flu in Hong Kong 6. General Election in 2009 7. Sodomy Case of Anwar Ibrahim 8. Usage of Facebook and Friendster 9. Implementation of GST	1	0	1

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
		10.Apple Product 11.Severe Flood in East Coast 12.Flood in Kajang in 2010 13.Haze in 2006	9. Implementation of GST 10.Apple Product 11.Severe Flood in East Coast 12.Serious Haze Pollution	10.Wide Usage of Apple Product 11.Severe Flood in the East Coast during year ends 12.Flood in Kajang 13.Haze in 2006			
13	Tulasi 25 Indian KL	1. Drop in oil and Gas Price in 2013 2. General Election in 2014 3. Malay Protested against the Cross 4. Earthquake in Sabah 5. Negative Impact of Y2K 6. Economic Recession in 1998 7. Tsunami 2009 8. Misuse of Technology Devices	1. Drop in oil and Gas Price in 2013 2. General Election 2014 3. Protest of Malay against the Cross 4. Earthquake in Sabah 5. Y2K Problem 6. Tsunami 2009 7. Misuse of iDevices	1. The drop in oil and gas price in 2013 2. Malaysian General Election in 2014 3. The Malays against Christians 4. The earthquake in Sabah in 2015 5. The Year 2000 Problem 6. The 1998 economic recession 7. Tsunami in 2009 8. The misuse of technology devices	1	0	1
14	Soni Kaur 29 Punjabi Sel	1. Nepal Earthquake in 2015 2. Kelantan Flood 3. Death of Karpal Singh 4. Implementation of GST 5. Arrival of Smartphones 6. Tsunami in Japan 7. 911 Terrorist Attacks	1. Nepal Massive Earthquake 2. Death of Karpal Singh 3. Implementation of GST 4. Advancement of Cell Phone 5. Flood in Kelantan 6. Tsunami in Japan 7. 911 Attacks	1. Earthquake in Nepal 2. Kelantan Flood 3. Death of Mr. Karpal Singh 4. Implementation of GST 5. Arrival of Smartphones 6. Tsunami in Japan 7. 911 Terrorist Attacks	0	0	0
15	Zahrin 37 Malay Sel	1. Economic Recession in 1998/1999 2. Change of Leadership from Mahathir to Pak Lahin 2005 3. Development of Communication and Internet	1. Economic Recession 1998/1999 2. Change of Leadership in 2005 3. Internet and Communication	1. The 1998 economic recession 2. The change of leadership in 2005 3. The introduction of phones and Internet	0	0	0

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
16	Cindy 39 Chinese Sel	1. Economy Crisis in 1997 2. 911 Event 3. Tsunami in Thailand in 2004 4. Earthquake in Nepal 2015 5. General Election in 2013 6. Socio Safety - Snatch Thief 7. Advancement of Technology - Smartphones	1. Economy Crisis 1997 2. 911 Attacks 3. Tsunami in Thailand 4. Nepal's Earthquake 5. General Election 2013 6. Furiousness of Snatch Thief 7. Advancement of Cell Phone	1. Economy Crisis in 1997 2. 911 Event 3. Tsunami in Thailand 4. Earthquake in Nepal November 2015 5. Election in 2013 6. Rampant Cases of Snatch Thieves 7. Advancement of Smartphones	0	0	0
17	Chow 41 Chinese KL	1. Anwar Ibrahim's Sodomy Case in 1998 2. Missing of MH370 3. Technology Trends 4. Current Education System in Malaysia	1. Sodomite Case of Anwar Ibrahim in 1998 2. Missing of MH370 3. Chasing the Trend of Gadgets 4. Change of Education System in Malaysia	1. Sodomy Case of Anwar Ibrahim 2. The case of MH370 3. The trends of technology 4. The educational system in Malaysia	0	0	0
18	Pushpa 43 Indian KL	1. Imposition of Islamization into the country in 80s 2. Implementation of Quota System 3. Riots in 1969 4. 'Setia' in 80s 5. Economic Inflation in 80s 6. Flood in 70s	1. Imposition of Islamization into Education in 80s 2. Change from Merit to Quota System 3. Racial Riots of 1969 4. Introduction of One Malaysia 5. Economic Crisis in 80s 6. Flood in 70s	1. Islamised Malaysian Education in the 80s 2. Merit to Quota system 3. Racial Riots of 1969 4. The introduction of the slogan 1Malaysia 5. Inflation in the 80s 6. Flood in 70s	1	1	0
19	Amir 47 Malay KL	1. Memali Incident in 1985 2. Dial-up Connection 1995 3. Launching of UniFi in 2010 4. Petrol Price Increased in 2008 5. Flash Flood in 70s 6. General Election in 2008	1. Memali Incident in 1985 2. Emerging of Internet in 1995 3. Launching of UniFi 4. Fuel Hike in 2008 5. Flash Flood in Old Klang Road 6. General Election in 2008	1. The Memali Incident in 1985 2. The introduction of Internet 3. The launching of UniFi in 2010 4. The rise of oil and petrol price 5. Flash floods in Klang 6. Malaysian General Election in	0	0	0

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
		7. Passing of Karpal Singh and Nik Aziz	7. Passing of Karpal Singh and Nik Aziz	2008 7. The passing of Karpal Singh and Nik Aziz			
20	Noraini 46 Malay KL	1. Inequality Distribution among Races in Malaysia 2. Independence in 1957 3. Anwar Ibrahim Sodomy Case in 1998 4. Malaysian Riots in 1969 5. Advancement of Technology – Lotus123 6. Technology Conveniences - Sms, WhatsApp and Telegram 7. KL established as a Federal Territory in 1974	1. Inequality Issues between Races in Malaysia 2. Independence in 1957 3. Anwar Ibrahim's Sodomy Case 4. Malaysian Riots of 1969 5. Release of Spreadsheet Program, Lotus 123 6. Sms, WhatsApp and Telegram 7. KL being a Federal Territory in 1974	1. Inequality among races in Malaysia 2. Independence in 1957 3. Sodomy Case of Anwar Ibrahim 4. Riots in Malaysia in 1969 5. The development of computer software 6. The advancement of Information Technology 7. KL became Federal Territory in 1974	0	0	0
21	Pang Kee Josh 49 Chinese KL	1. General Election in 2013 2. Introduction of smartphones and wireless Internet facility 3. Chinese Population in Malaysia Dropped 4. Anwar Ibrahim's Sodomy Case 5. Economic Downturn in 1997/1998 6. Tsunami in 2004 7. 911 Attacks	1. General Election 2013 2. Advancement of Wireless Internet 3. Decrease of the Population of Chinese 4. Sodomy Trials of Anwar Ibrahim 5. Economic Downturn 1997/1998 6. 911 Attacks in US	1. Malaysian General Election in 2013 2. Introduction of smartphones and WiFi 3. The Chinese population in Malaysia becoming the minority 4. Sodomy Case of Anwar Ibrahim 5. The 1998 economic recession 6. The 2004 Indian Ocean Tsunami 7. The September 11 Attacks	1	0	1
22	Sally 53 Chinese	1. May 13, 1969 2. Introduction of Computer Technology	1. Racial Riots 1969 2. Introduction of Computer Technology	1. The 13 May 1969 Incident 2. The introduction of computer technology	0	0	0

Interview No	Interviewee's Name/Age/ Race/ Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
	Sel	3. Earthquake in Taiwan 4. Flash Flood in Kajang in 70s 5. Implementation of NEP	3. Massive Earthquake in Taiwan 4. Severe Flood in Kajang 5. Implementation of NEP	3. An earthquake in Taiwan 4. Flash flood in Kajang Town 5. The implementation of NEP			
23	Ravinder 50 Punjabi KL	1. Inequality among South Indians and North Indians by MIC 2. Bomb Blast at Port Klang in 1980 3. Bersih Rallies 4. Concerns over the Coming of Hudud Law 5. Implementation of GST 6. Change of Education System in Malaysia from bad to worse 7. Attacking India Golden Temple in 1984 8. Advancement of Technology – Handphone 9. Improvement of Infrastructure in KL 10. Riots in 1969	1. Inequality in Acceptance of Tuition in MIC 2. Bomb Blast in Port Klang 3. Bersih Rallies 4. Pushing to Introduce Hudud Law in Kelantan 5. Implementation of GST 6. Change of Education Policy in Malaysia 7. Golden Temple Attacks in 1984 8. Development of Handphone 9. Riots in 1969	1. Inequality in MIC 2. A bomb blast in Port Klang 3. The BERSIH rallies 4. The concerns towards Hudud laws 5. Implementation of GST 6. The deterioration of education systems 7. The attack of Indian golden temple in 1984 8. The advancement of hand phone 9. Riots in 1969	1	1	0
24	Persis 62 Chinese Sel	1. Racial Riot in 1969 (May 13) 2. 911 Terrorist Attack 3. Missing of MH370 4. Invention of Black-and-White TV 5. Introduction of Computer 6. Handphone and Internet 7. Tsunami in 2004	1. Race Riots of May, 1969 2. Terrorist Attack on Sept, 2001 3. Missing of MH370 4. Invention of Black-and-White TV 5. Handphone and Internet 6. Severe Tsunami in Indonesia	1. The 13 May 1969 incident 2. The September 11 attacks 3. The case of MH370 4. The invention of TVs 5. The development of computers, hand phones and Internet 6. The 2004 Indian Ocean Tsunami	0	0	0
25	John Nehru 60	1. May 13 2. Singapore Broke Away from	1. Racial Riot in May 13 2. Separated of Singapore from	1. The separation of Singapore from Malaysia	1	1	0

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
	Indian KL	Malaysia in 1965 3. Malaysian Independence 4. Flash Flood in KL in 1970 5. Change of Education System from English to Malay 6. Introduction of Black-and-White TV in 60s 7. Confrontation of Malaysia and Indonesia	Malaysia in 1965 3. Change of Money and Road Name After Independent Day 4. Change of Education System from English to Malay 5. Black-and-White TV 6. Privatizing of the Company in 1990s 7. Flood in KL in 1970 8. Indonesia-Malaysia Confrontation 1960s	2. The 13 May 1969 incident 3. Malaysian Independence 4. British and Malaysian education systems 5. The introduction of TVs 6. Privatization of companies 7. Floods in KL town 8. Indonesia-Malaysia confrontation			
26	Stephen 64 Indian KL	1. May 13 2. Implementation of GST 3. Misusing of Islamic Laws 4. Social Media Apps 5. Progression of Medical Equipments 6. Earthquake in Nepal 7. Tsunami in 2004 8. Thomas Cup in 1967 9. Worst Flood in 1969	1. Riot in May 13 2. Implementation of GST 3. Misuse of the Muslim Rules 4. Appearing of Chit-chatting Apps 5. Advancement in Medicine 6. Earthquake in Nepal and Tsunami in Aceh 7. Worst Flood 1969 in Malaysia	1. The 13 May 1969 incident 2. The implementation of GST 3. Misuse of religion laws 4. The introduction of communication technology 5. The advancement in medicine 6. Earthquake in Nepal and Indian Ocean Tsunami 7. Thomas Cup 8. Worst flood in Malaysia in 1969	1	0	1
27	Sheikh Kamarrud-din 69 Malay KL	1. Politics groups formation 2. Devalued of Money 3. Technology Advancement - from Typewriter to Computer 4. Flood in 70s 5. Tsunami in 2004 6. Japan Tsunami in 2013	1. Forming of Pakatan Rakyat 2. Going Down Of Currency Value 3. Increase of Foreign Workers in Malaysia 4. Advancement from Typewriter to Computer 5. Flood in 70s 6. Tsunami in 24 th December	1. The forming of PAKATAN 2. Depreciation of Money 3. The advancement of technology 4. Flood in KL in 70s 5. Tsunami in 2004 6. Earthquake in Japan	1	1	0

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
			2004 7. Tsunami in Japan				
28	Kairuddin 62 Malay KL	1. May 13, Racial Conflicts 2. Arrestment of Anwar Ibrahim 3. Economic Crisis in Late 80s 4. 911 5. Allah Issue in 2014 6. Internet 7. KL Floods in the 1970s	1. Racial Conflicts in May 13 2. Anwar Ibrahim's Case 3. Economic Crisis in Late 80s 4. 911 Attacks 5. Allah Issue in 2014 6. Internet 7. Floods in the 1970s	1. The 13 May 1969 incident 2. Sodomy case of Anwar Ibrahim 3. Economic crisis 4. The case of MH370 5. The September 11 attacks 6. The Allah issue 7. The development of Internet 8. Floods in KL in the 1970s	0	1	1
29	Tiong 67 Chinese KL	1. Independence in 1957 2. Forming of Malaysia in 1963 3. 1969, May 13 4. Implementation of NEP 5. Great Floods in KL in 1971 6. English – Medium of Instruction 7. Change of Education Policy 8. Internet started in Late 80s 9. Financial Crisis in 1988 10. Water Rationing during Commonwealth Games 11. Introduction of Colour Television in 1970s 12. Introduction of Black-and-White Television in Malaysia in Early 60s	1. Independence in 1957 2. Forming of Malaysia in 1963 3. Riot on May 13, 1969 4. Implementation of NEP 5. Great Flood in KL in 1971 6. Change of Education Policy 7. Beginning of Internet in Late 80s 8. Financial Crisis on 1988 9. Water Rationing 10. Introduction of Television in Malaysia	1. Malaysian Independence 2. The formation of Malaysia in 1963 3. The 13 May 1969 incident 4. The implementation of NEP 5. 1971 Great Floods in KL 6. Change in education system 7. The introduction of Internet 8. 1988 financial crisis 9. Water rationing during Commonwealth Games 10. The introduction of TVs in Malaysia	1	1	0
30	Amili 48 Malay Sel	1. Economic Downturn in 1998 2. Development of TV from Black-and-White to Colour 3. Impacts of Internet	1. Economic Downturn in 1998 2. Development of TV from Black-and-White to Colour 3. Emerging of Internet	1. 1988 Economic downturn 2. The introduction of color television 3. Development of airplanes	1	1	1

Interview No	Interviewee's Name/Age/Race/ Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
		4. Impact of Technology - Airplane 5. Collapse of Highland Tower in 1993 6. Flood in Kelantan 7. Advancement in Communication – Fixed Line Phone	4. Beginning of Airplane Operating in Malaysia 5. Collapse of Highland Tower in 1993 6. Emerging of Fixed Line Phone	4. The collapse of Highland Tower in 1993 5. Flood in Kelantan in 2014 6. The advancement of communication technology			
31	Rosnani 45 Malay Sel	1. Tragic Death of Canny Ong 2. Pegging of Ringgit 3. Depreciating of Ringgit Malaysia 4. Advancement in Computer and Printer 5. Great Flood in KL in 70s	1. Death of Canny Ong 2. Depreciating of Ringgit Malaysia 3. Advancement of Computer and Printer 4. Big Flood in KL in 70s	1. The death of Canny Ong 2. The cases of missing children 3. The pegging of Malaysian ringgit 4. The development of computers and printers 5. Flood in KL in the 70s	1	1	1
32	Fauziah 59 Malay Sel	1. Death of Yang di-Pertuan Agong (Sultan Hisamuddin Alam Shah) 2. Racial Tension in 1969, May 13 3. Segregation due to Current Education System 4. Great Flood in KL in 1971 5. KL became Federal in 1974 6. Death of Tun Razak 7. Mekah Commotion in 1990 8. Economic Downturn 1997/98 9. Anwar Ibrahim being Sacked as Deputy Prime Minister in 1998 10. Tsunami 2004 11. 911 12. Welcoming Y2K	1. Death of Yang di-Pertuan Agong Hisamuddin Alam Shah 2. Racial Tension in 1969 3. Segregation - Current Education System 4. Great Flood in KL in 1971 5. KL became Federal in 1974 6. Death of Tun Razak 7. Stampede during the Stoning of the Devil in 1990 8. Economic Downturn 1997/98 9. Anwar Ibrahim being Sacked as Deputy Prime Minister in 1998 10. Tsunami 2004 11. 911 Attacks	1. The death of the second Yang Di-Pertuan Agong 2. The 13 May 1969 incident 3. Segregation caused by education system 4. Great flood in KL in 1971 5. KL became Federal in 1974 6. The death of Tun Razak 7. The Haj issue in 1990 8. Economic downturn in 1997 9. Tsunami in Aceh 10. Anwar's Case 11. The September 11 attacks 12. The welcoming of Y2K 13. The development of computers and Internet	0	0	0

Interview No	Interviewee's Name/Age/Race/Location	Coder 1	Coder 2	Coder 3	1v2	1v3	2v3
		13.Computer and Internet 14.Tun Mahathir being Prime Minister	12.Y2K 13.Computer and Internet 14.Tun Mahathir being Prime Minister	14.The Vietnamese war and Mahathir as Prime Minister			
33	Mrs.Woo 67 Chinese Sel	1. May 13 Racial Riots 2. Use of Radio and Television 3. Use of Handphones 4. Tsunami at Port Dickson 5. Flood in KL 6. Economy Drop in 1989	1. Racial Conflicts in May 13 2. Use of Radio and Television 3. Introduction of Hand phone 4. Tsunami in Port Dickson 5. Flood in KL 6. Economy Drop in 1989	1. The 13 May 1969 incident 2. The development of radio, TV and other technologies 3. Tsunami around Port Dickson 4. Flood in River Klang 5. Economy drop in 1989	0	0	0
34	Sabbir 68 Malay Sel	1. Development of Technology - Easy Access to Social Media 2. Instability of Economic in 1997 3. Riot in 1969 4. Implementation of New Economic Policy 5. Formation of Barisan Nasional 6. Development of Infrastructure in 70-80s 7. Coming in of Foreigners 8. Introduction of Proton	1. Introduction of Website and Easy Accessing to Social Media 2. Depreciation of Money Value in 1997 3. Riot in 1969 4. Introduction of New Economic Policy 5. Development of Infrastructure 6. Coming in of Foreigners 7. Introduction of Proton	1. The development of technology 2. Economic instability in 1997 3. Racial riots in 1969 4. The formation of political parties 5. The development of country 6. The implementation of NEP 7. The coming in by the foreigners 8. The development of PROTON	1	0	1
Total		242	228	236	18	11	13
Total no. of difference							

Appendix F: Coding List of Major Events in Central Region

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
1	Anis 23 Malay KL	1. Introducing of Goods and Services Tax * 2. BERSIH Rallies* 3. Economic Recession in 1999 4. The use of Mobile Phones 5. Militant Attack in Perak	Implementation of Goods and Services Tax (GST) The BERSIH Rallies Economic Crisis in 1997-1999 The advancement in ¹ comm ² tech Militant Attack in Perak in 2000
2	Aimi 22 Malay Sel	1. MH370 and MH17 incident* 2. General Election in 2013* 3. BERSIH Rallies* 4. The Polaroid Camera* 5. Tsunami in 2004 6. 911 event	MH17 and MH370 Incident General Election Campaign The BERSIH Rallies The use and advancement in ³ comp/digital tech Tsunami and Earthquake in 2004 September 11 terrorist attacks
3	Bahirah 21 Malay Sel	1. Tsunami 2004 2. Disappearance of MH370* 3. The Economy Drop 4. The Advancement of Hand phone and Laptop* 5. The Modernization of Traditional Clothes	Tsunami and Earthquake in 2004 MH17 and MH370 Incident Economic Crisis in 2000s The use and advancement in comp/digital tech The Modernization of Traditional Clothes
4	OngLiLian 17 Chinese KL	1. Tsunami in Indonesia in 2004 2. Earthquake in Aceh in 2004 3. Olympics in Beijing 4. The Resignation of Abdullah Badawi 5. The Creation of Robots in Japan 6. The Case of MH 370 and MH17* 7. The Installation of Microchips in Humans*	Tsunami and Earthquake in 2004 The 2008 Summer Olympics in Beijing Resignation of Abdullah Badawi MH17 and MH370 Incident The use and advancement in comp/digital tech
5	Samuel 21 Chinese Sel	1. General Election in 2013* 2. Harmonization among the races in Malaysia* 3. Goods Prices Increase* 4. Tsunami in Penang in 2004 5. Flood in Alor Setar 2013* 6. The Evolving of Keypad-typing to Touch Screen*	General Election Campaign ¹ Malaysia Depreciation of Currency Tsunami and Earthquake in 2004 Flood (on-going) The use and advancement in comp/digital tech*
6	YaQi 15 Chinese KL	1. The Sinking of MV Sewol* 2. MH370* 3. Depreciation of Currency* 4. Advancement of Communication and Internet*	The Sinking of MV Sewol MH17 and MH370 Incident Depreciation of Currency The advancement in comm tech
7	Levi 24	1. Tsunami in Aceh in 2004* 2. MH17 Plane Crashed and the	Tsunami and Earthquake in 2004 MH17 and MH370 Incident

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
	Indian Sel	Missing of MH370* 3. Budget 2014* 4. The Rise of Petrol Price* 5. Samsung Copied Apple*	Budget 2014 Fluctuation of Petrol Price Samsung Copied Apple*
8	Tepasya 17 Punjabi KL	1. Tsunami in Aceh 2. Water Rationing in 2014* 3. Car Accident on DUKE* 4. Development of Computer and Phones*	Tsunami and Earthquake in 2004 Water Rationing in 2014 Car Accident on DUKE The advancement in comm tech The use and advancement in comp/digital tech
9	NadiahTasi n 33 Malay KL	1. Tsunami in 2004* 2. MH17 Flight Disaster 3. Resignation of Selangor Chief Minister 4. Tsunami in Japan 5. Collapse of Highland Tower in 1997* 6. Arrestment of Anwar Ibrahim in 1999* 7. General Election in 1999* 8. Economic Recession in 1998* 9. Advancement of Internet* 10. Advancement of technology – Phone* 11. Severe Flood in Kelantan 2014 12. 'I Want to Touch a Dog' Campaign	Tsunami and Earthquake in 2004 MH17 and MH370 Incident Resignation of Selangor Chief Minister Tsunami and Earthquake in Japan Collapse of Highland Tower in 1997 Anwar's lawsuit General Election Campaign Economic Crisis in 1997-1999 The advancement in comm tech The use and advancement in comp/digital tech Flood (ongoing) Religious Upheavals
10	Zanurul 34 Malay Sel	1. Change of Malaysian Education System in 1998* 2. Economic Downturn in 1997/1998* 3. Change of Leadership in Malaysia* 4. Fever of English Premier League 5. Internet* 6. Bombing of Iraq*	Change of Malaysian Education System Economic Crisis in 1997-1999 Change of Leadership in Malaysia Fever of English Premier League The use and advancement in Internet Bombing of Iraq
11	Irene 26 Chinese KL	1. Missing of MH370* 2. Implementation of GST 3. Smartphones and Tablets* 4. Fluctuation of Petrol Price* 5. Public Insecurity 6. Violated the Islamic Law* 7. Introduction of Video Games	MH17 and MH370 Incident Implementation of GST The advancement in comm tech The use and advancement in comp/digital tech Fluctuation of Petrol Price Public Safety Concerns Religious Upheavals
12	Susan 30 Chinese KL	1. The September 11 Attack* 2. AirAsia Plane Crashed 3. SARS Influenza* 4. Tsunami Attack in 2004* 5. Bird Flu	September 11 terrorist attacks AirAsia Plane Crash Incident Outbreak of SARS Tsunami and Earthquake in 2004 Outbreak of Bird Flu

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
		6. General Election in 2009* 7. Anwar Ibrahim Sodomy Trials 8. The use of FaceBook and Friendster* 9. Implementation of GST 10. Wide Usage of Apple Product 11. Severe Flood in East Coast 12. Flood in Kajang in 2010 13. Haze in 2006*	General Election Campaign Anwar's lawsuit The advancement in comm tech Implementation of GST The use and advancement in comp/digital tech Flood (on-going) Haze Pollution
13	Tulasi 25 Indian KL	1. Drop in oil and Gas Price in 2013* 2. General Election in 2014* 3. Malay Protested against the Cross 4. Earthquake in Sabah 5. Negative Impact of Y2K 6. Economic Recession in 1998 7. Tsunami in 2009* 8. Misuse of Technology Devices	Fluctuation of Petrol Price General Election Campaign Religious Upheavals Earthquake in Sabah Impact of Y2K Economic Crisis in 1997-1999 Tsunami 2009 The use and advancement in comp/digital tech
14	SoniKaur 29 Punjabi Sel	1. Earthquake in Nepal 2015 2. Kelantan Flood 3. Death of Karpal Singh 4. Implementation of GST 5. Arrival of Smartphones* 6. Tsunami in Japan* 7. 911 Terrorist Attacks*	Earthquake in Nepal Flood (on-going) Death of Karpal Singh Implementation of GST The advancement in comm tech Tsunami and Earthquake in Japan September 11 terrorist attacks
15	Zahrin 37 Malay Sel	1. Economic Recession in 1998/1999* 2. Change of Leadership in 2005* 3. Development of Communication and Internet*	Economic Crisis in 1997-1999 Change of Leadership in Malaysia Advancement in communication tech The use and advancement in Internet
16	Cindy 41 Chinese Sel	1. Economy Crisis in 1997* 2. 911 Event 3. Tsunami in Thailand 4. Earthquake in Nepal 2015 5. General Election in 2013 6. Rampant Cases of Snatch Thieves 7. Advancement of Technology – Smartphones*	Economic Crisis in 1997-1999 September 11 terrorist attacks Tsunami and Earthquake in 2004 Earthquake in Nepal General Election Campaign Public Safety Concerns Advancement in communication tech
17	Chow 41 Chinese KL	1. Sodomy Case of Anwar Ibrahim in 1998* 2. Missing of MH370 3. Technology Trends 4. Current Education System in Malaysia	Anwar's lawsuit MH17 and MH370 Incident The use and advancement in computer/digital tech Change of Malaysian Education System
18	Pushpa	1. Islamised Malaysian Education in the	Islamised Malaysian Education in the

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
	43 Indian KL	80s* 2. Change from Merit to Quota System* 3. Riots in 1969 4. One Malaysia 5. Economic Inflation in 80s* 6. Flood in 70s	80s Implementation of NEP 13 May Incident 1Malaysia Economic Crisis in 80s 1971 Kuala Lumpur Flood
19	Amir 47 Malay KL	1. Memali Incident in 1985* 2. Emerging of Internet in 1995 3. Launching of UniFi in 2010 4. The Rise of Petrol Price in 2008 5. Flash Flood in Klang in 70s 6. General Election in 2008 7. Passing of Karpal Singh and Nik Aziz	Memali Incident in 1985 The use and advancement in Internet The advancement in comm tech Fluctuation of Petrol Price 1971 Kuala Lumpur Flood General Election Campaign Death of Karpal Singh Death of Nik Aziz
20	Noraini 46 Malay KL	1. Inequality Distribution among Races in Malaysia* 2. Independence in 1957 3. Anwar Ibrahim Sodomy Case in 1998 4. Malaysian Riots in 1969 5. Advancement of Technology – Lotus 123* 6. The advancement of Technology – Sms, WhatsApp and Telegram 7. KL established as a Federal Territory in 1974	Implementation of NEP Malaysia Independence in 1957 Anwar's lawsuit 13 May Incident The use and advancement in comp/digital tech The advancement in comm tech Formation of Kuala Lumpur as Federal Territory in 1974
21	PangKeeJo sh 49 Chinese KL	1. General Election in 2013 2. Introduction of smartphones and wireless Internet facility 3. Chinese Population in Malaysia Dropped* 4. Sodomy Case of Anwar Ibrahim 5. Economic Downturn in 1997/1998 6. Tsunami in 2004 7. 911 Attacks	General Election Campaign Advancement in communication tech The use and advancement in Internet Decrease of Chinese Population in Malaysia Anwar's lawsuit Economic Crisis in 1997-1999 Tsunami and Earthquake in 2004 September 11 terrorist attacks
22	Sally 53 Chinese Sel	1. May 13, 1969 2. Introduction of Computer Technology* 3. Earthquake in Taiwan in 1999 4. Flash Flood in Kajang in 70s 5. Implementation of New Economic Policy*	13 May Incident The use and advancement in comp/digital tech Earthquake in Taiwan Flood (on-going) Malaysian NEP
23	Ravinder 50 Indian	1. Inequality among South Indians and North Indians by Malaysian Indian Congress *	Inequality among Indians in Malaysian Indian Congress Bomb Blast in Port Klang

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
	KL	2. Bomb Blast at Port Klang in 1980* 3. Bersih Rallies 4. Concerns over the Coming of Hudud Law 5. Implementation of GST 6. Change of Education System in Malaysia from bad to worse* 7. Attacking India Golden Temple in 1984* 8. Advancement of Technology – Handphones 9. Improvement of Infrastructure in KL 10. Riots in 1969	The BERSIH Rallies Religious Upheavals Implementation of GST Change of Malaysian Education System 1984 Anti-Sikh Riots The advancement in comm tech Improvement of Infrastructure 13 May Incident
24	Persis 62 Chinese Sel	1. Racial Riots in 1969* 2. 911 Terrorist Attack 3. Missing of MH370 4. Invention of Black-and-White TV* 5. Introduction of Computer 6. Handphones and Internet 7. Tsunami in 2004	13 May Incident September 11 terrorist attacks MH17 and MH370 Incident The advancement in comm tech The use and advancement in comp/digital tech The use and advancement in Internet Tsunami and Earthquake in 2004
25	JohnNehru 60 Indian KL	1. May 13* 2. Singapore Broke Away from Malaysia in 1965 3. Flash Flood in KL in 1970* 4. Malaysian Independence 5. Change of Education System from English to Malay* 6. Introduction of Black-and-White TV in 60s 7. Privatizing of the Companies in 1990s 8. Confrontation of Malaysia and Indonesia 1960s	13 May Incident Singapore Separated from Malaysia Malaysia Independence in 1957 Change of Medium of Instruction in Malaysian Education System The advancement in comm tech Privatizing of Tenaga Nasional Berhad Company in 1990s 1971 Kuala Lumpur Flood Indonesia-Malaysia Confrontation
26	Stephen 64 Indian KL	1. May 13 Incident* 2. Implementation of GST 3. Misusing of Islamic Laws 4. The introduction of communication technology 5. Advancement in Medicine 6. Earthquake in Nepal 7. Tsunami in 2004 8. Thomas Cup in 1967* 9. Worst Flood in 1969*	13 May Incident Implementation of GST Religious Upheavals The advancement in comm tech The advancement in medical tech Earthquake in Nepal Tsunami and Earthquake in 2004 Thomas Cup in 1967 1971 Kuala Lumpur Flood
27	Sheikh	1. Forming of Pakatan Rakyat*	Forming of Political Parties

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
	Kamarruddin 69 Malay KL	2. Devalued of Money* 3. Advancement of Technology - from Typewriter to Computer* 4. Flood in 70s* 5. Tsunami in 2004 6. Japan Earthquake in 2013	Depreciation of Currency Public Safety Concerns The use and advancement in comp/digital tech 1971 Kuala Lumpur Flood Tsunami and Earthquake in 2004 Tsunami and Earthquake in Japan
28	Kairuddin 62 Malay KL	1. Racial Conflicts on May 13* 2. Arrestment of Anwar Ibrahim 3. Economic Crisis in Late 80s 4. 911 Event 5. Allah Issue in 2014 6. Internet 7. KL Floods in the 1970s*	13 May Incident Anwar's lawsuit Economic Crisis in late 1980s September 11 terrorist attacks Religious Upheavals The use and advancement in Internet 1971 Kuala Lumpur Flood
29	Tiong 67 Chinese KL	1. Independence in 1957 2. Forming of Malaysia in 1963* 3. May 13* 4. Implementation of NEP* 5. Great Floods in KL in 1971* 6. English – Medium of Instruction* 7. Change of Education Policy* 8. Internet started in Late 80s 9. Financial Crisis in 1988 10. Water Rationing during Commonwealth Games 11. Introduction of Televisions in Malaysia*	Malaysia Independence in 1957 Formation of Malaysia in 1963 13 May Incident Implementation of NEP 1971 Kuala Lumpur Flood Change of Medium of Instruction in Malaysian Education System Change of Malaysian Education System The use and advancement in Internet Economic Crisis in late 1980s 1998 Klang Valley Water Crisis The use and advancement in comm tech
30	Amili 48 Malay Sel	1. Economic Downturn in 1998 2. Development of Television in Malaysia 3. Impacts of Internet 4. Advancement in Technology - Airplane 5. Collapse of Highland Tower in 1993 6. Flood in Kelantan 7. Advancement in Communication – Fixed Line Phone*	Economic Crisis in 1997-1999 The advancement in comm tech The use and advancement in Internet The advancement in airplane tech Collapse of Highland Tower in 1993 Flood (on-going)
31	Rosnani 45 Malay Sel	1. Tragic Death of Canny Ong 2. Financial Crisis in 90s 3. Advancement of Technology – Computers and Printers* 4. Great Flood in KL in 70s	Public Safety Concerns Economic Crisis in 1997-1999 The use and advancement in comp/digital tech 1971 Kuala Lumpur Flood

Interview No	Interviewee's Name/Age/ Race/ Location/	Inter-Coder Decisions	Themes
32	Fauziah 59 Malay Sel	1. Death of Second Yang di-Pertuan Agong 2. Racial Tension in 1969, May 13* 3. Segregation due to Current Education System* 4. Great Flood in KL in 1971* 5. KL became Federal in 1974 6. Death of Tun Razak* 7. Mekah Commotion in 1990 8. Economic Downturn 1997/98 9. Anwar Ibrahim being Sacked as Deputy Prime Minister in 1998 10. Tsunami 2004 11. 911 Event 12. The welcoming of Y2K 13. Computers and Internet 14. Tun Mahathir being Prime Minister*	Death of Yang di-Pertuan Agong Hisamuddin Alam Shah 13 May Incident Change of Malaysian Education System 1971 Kuala Lumpur Flood Formation of Kuala Lumpur as Federal Territory in 1974 Death of Tun Razak 1990 Mecca Tunnel Tragedy Economic Crisis 1997-1999 Dismissal of Anwar Ibrahim Tsunami and Earthquake in 2004 September 11 terrorist attacks Y2K The use and advancement in comp/digital tech The use and advancement in Internet Tun Mahathir being Prime Minister
33	Mrs. Woo 67 Chinese Sel	1. May 13 Racial Riots* 2. Use of Radio and Television* 3. Use of Handphones 4. Tsunami at Port Dickson 5. Flood in KL* 6. Economy Drop in 1989	13 May Incident The advancement in comm tech Tsunami and Earthquake in 2004 1971 Kuala Lumpur Flood Economic Crisis in 1988-1989
34	Sabbir 68 Malay Sel	1. Development of Technology - Easy Access to Social Media 2. Instability of Economic in 1997 3. Depreciation of Money Value 4. Riot in 1969* 5. Implementation of NEP* 6. Formation of Barisan Nasional* 7. Development of Infrastructure 8. Implementation of GST 9. Coming in of Foreigners 10. Introduction of Proton	The advancement in comm tech Economic Crisis in 1997-1999 Depreciation of Currency 13 May Incident Implementation of NEP Formation of Political Parties Improvement of Infrastructure Implementation of GST Public Safety Concerns Introduction of Proton

Footnotes:

¹Communication

²Technology

³Computer

*Events happened during their age of 15-24 years old and they are impacted to