Commitment towards celebrating Chinese festivals among Malaysian Chinese working adults / He Teng Teng


PDF (Thesis M.A) Download (2158Kb) | Preview

Abstract

This study explores a number of issues and events embedded in the phenomenon of showing commitment towards celebrating ethnic festivals. Designed as a case study, the research questions aim to better understand firstly, the level of commitment of Malaysian Chinese towards celebrating ethnic festivals. Secondly, the personal impacts on respondents in relation to their commitment and thirdly, to what extent do Malaysian Chinese working adults experience triggering events that influence their perceived commitment? The informants consist of thirty Malaysian Chinese aged 20-34 years from different family and religious background, who have diverse work experience thus setting the framework for different perspectives. Data collected for this study were transcriptions from open-ended interviews. Characterized by the case and field method of research, combined data sources were used to compare the informants' views, perceptions, experiences and philosophies. The objective of this study is to examine personal impact and triggering events that lead to changes of commitment towards celebrating Chinese festivals. The findings reveal that religion and family structure are the overarching construct, which laid the foundation for the level of commitment. It was evidenced that family values foster commitment towards Chinese festival and an appreciation of reunion and filial piety. Recommendations were made for future research.

Item Type: Thesis (Masters)

Additional Information: Dissertation (M.A.) â€“ Faculty of Arts and Social Sciences, University of Malaya, 2019.

Uncontrolled Keywords: Malaysian Chinese; Ethnic festival; Commitment; Personal impact; Triggering events

Subjects: H Social Sciences > H Social Sciences (General).
H Social Sciences > HM Sociology

Divisions: Faculty of Arts and Social Sciences

Depositing User: Mr Mohd Safri Tahir

Date Deposited: 23 Mar 2017 16:02

Last Modified: 03 Jun 2020 02:16

URI: http://studentsrepo.um.edu.my/id/eprint/7253

Actions (For repository staff only : Login required)

View Item