



UMS
UNIVERSITI MALAYSIA SABAH



Transformation towards
**UNIVERSITY
INDUSTRY 4.0**



INTERNATIONAL CONSUMER BEHAVIOUR (BA32603) SESSION 2 2023/2024

PREPARED FOR: DR. NOR AZMA

PREPARED BY: GROUP 7

- **MUHAMAD RAFI FAKHRULLAH BIN MUHAMAD NOOR (BB20161057)**
- **AHMAD FIQRI BIN MADLIN (BB21110465)**
- **MUHAMMAD SHUKRI BIN AHMAD (BB21110702)**
- **NURMIRA NABILLA BINTI HAZLAN (BB21110174)**
- **NURSYAFIKAH BINTI MANAGAWIN (BB21110279)**



COUNTRY'S BACKGROUND

JAPAN

- Japan, an East Asian island nation, is characterized by its aging population and high standards of education. The average age in Japan is around 48 years, with nearly 28% of the population aged 65 and above, reflecting one of the oldest populations globally. This demographic trend is coupled with a low birth rate of about 1.36 children per woman. The gender ratio is fairly balanced, although women slightly outnumber men. Japan boasts a highly educated population with a near 100% literacy rate and numerous prestigious universities, such as the University of Tokyo. However, traditional gender roles persist, affecting women's representation in senior management and political positions.
- Geographically, Japan consists of four main islands and numerous smaller ones, located in the Pacific Ocean. The country's climate ranges from subtropical in the south to temperate in the north, with a predominantly mountainous terrain. Despite its technological advancements and economic prowess, Japan has limited natural resources and relies heavily on imports for energy and raw materials. In response, the country is investing in renewable energy sources to reduce dependence on imports. Urbanization is significant, with Tokyo being one of the world's most populous metropolitan areas. Challenges such as the aging population and periods of economic stagnation necessitate policies to support the elderly and stimulate economic growth.

IDENTIFICATION OF PEOPLE LIFESTYLE

Minimalist Lifestyle

- **Space Constraints**

Given Japan's limited living space, especially in urban areas, minimalism can be a practical choice for many. Compact living spaces encourage the adoption of minimalist principles to declutter and optimize functionality.

- **Marie Kondo Effect**

Marie Kondo, a Japanese organizing consultant, gained international fame for her minimalist approach to decluttering and tidying up. Her philosophy of keeping only items that "spark joy" has resonated with many in Japan and abroad.

- **Sustainability**

Minimalism in Japan often intersects with sustainability and environmental consciousness. Many embrace minimalist living as a means to reduce consumption and waste.

Nomadic Lifestyle

- **Digital Nomads**

While traditional nomadism may be less common in Japan, there is a growing community of digital nomads who leverage technology to work remotely and travel extensively. They may frequent coworking spaces and cafes in urban centers.

- **Freelancers and Remote Workers**

With advancements in technology and changing work dynamics, more Japanese individuals are opting for freelance or remote work arrangements, allowing for greater flexibility and mobility.

- **Van Life**

Although less prevalent compared to some Western countries, there is a niche community of individuals in Japan who embrace van life, converting vans into mobile homes to travel and explore the country.

Lifestyle Rules and Norms

- **Social Expectations**

Japanese society places a strong emphasis on conformity and social harmony, which may present challenges for those pursuing non-traditional lifestyles. Breaking away from societal norms can be met with scrutiny or resistance.

- **Respect for Space and Order**

Even within minimalist or nomadic lifestyles, adherence to societal rules regarding cleanliness, orderliness, and respect for public spaces remains important in Japanese culture.

- **Cultural Influences**

Traditional Japanese aesthetics, such as wabi-sabi (the acceptance of imperfection and transience) and the concept of ma (the mindful appreciation of space and silence), can influence minimalist and nomadic lifestyles in subtle ways.

HOFSTEDE CULTURAL DIMENSION

Collectivism vs. Individualism

- Individuals prioritize group goals over individual desires, seek consensus in decision-making, and maintain hierarchical structures within organizations and society.
- Prefer purchasing products from companies known for their corporate social responsibility initiatives or those that support local communities.

Uncertainty Avoidance

- The continuing existence of tradition creates a sense of continuity and familiarity, which assists in reducing uncertainty.
- Japanese consumers are known for being highly selective purchasers, reviewing items based on several criteria before buying. Price, reliability, convenience, design and more must meet expectations for their good experience.

Masculinity vs. Femininity

- Masculinity stands for a society in which social gender roles are clearly distinct. Men are supposed to be assertive, tough, and focused on material success.
- Gym subscribers in Japan paid among the highest membership fees when compared internationally. Men are likely to invest more on fitness and health.

HOFSTEDE CULTURAL DIMENSION

Long-term Orientation vs. Short-term Orientation

- A society prioritizes long-term goals and have an impact on hierarchical systems, encouraging stability also continuity over generations.
- A tradition of savings that has been handed down through generation. Example: Penchant for saving is anchored in decades of economic stability with minimal inflation.

Indulgence vs. Restraints

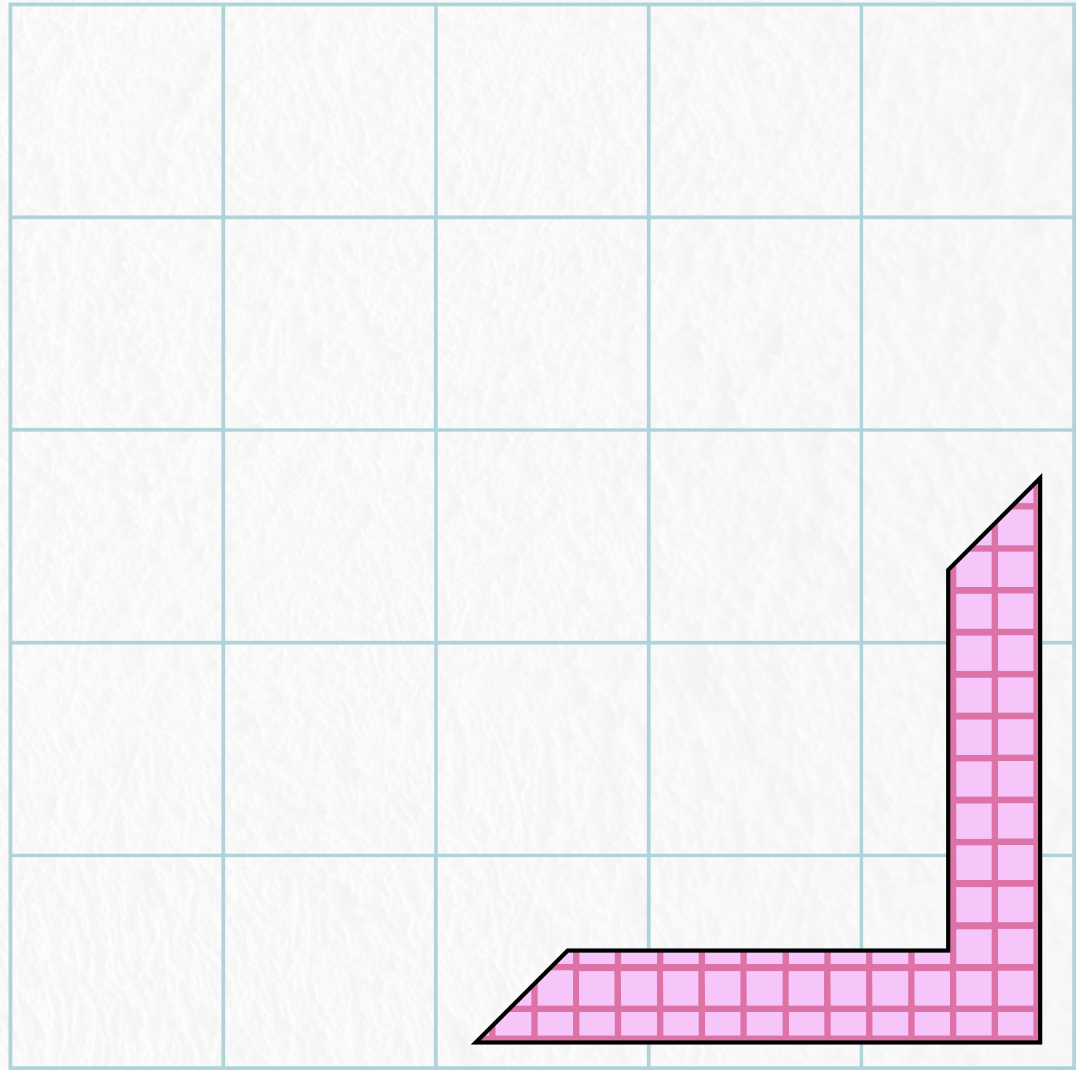
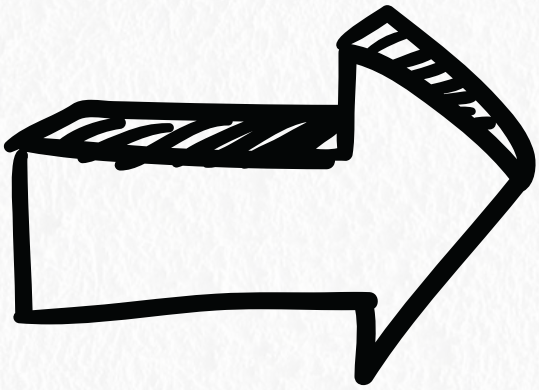
- In Japanese society, emotional control and peaceful are valued, especially in public environments. This encourages people to show self-control and avoid expressing intense emotions in public.
- They maintain a quiet and orderly demeanor, speaking softly and avoiding disruptive behavior.

Power Distance

- Significantly influence purchasing patterns, brand loyalty, and marketing strategies. Less powerful members of a society accept and expect that power is distributed unequally.
- For example, a woman following her favorite Instagram influencer may remember the compliments that this influencer got about wearing a particular brand, and she will base her behavior on the personal actions.



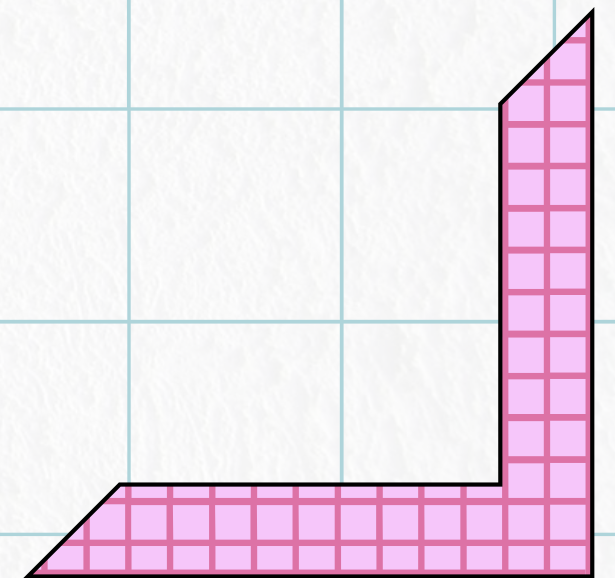
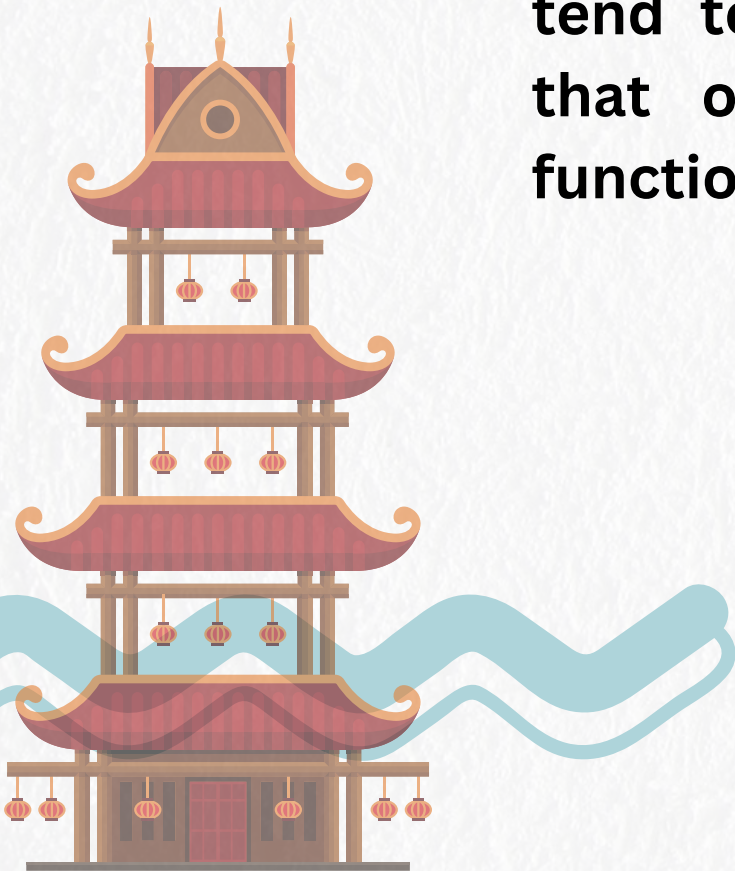
HOW THE LIFESTYLE(S) AND CULTURES INFLUENCE PEOPLE'S CONSUMPTION HABITS AND PURCHASING PATTERNS



MINIMALIST LIFESTYLE

- Japan has a long-standing tradition of minimalism, influenced by Zen Buddhism and the concept of "less is more." This lifestyle emphasizes simplicity, functionality, and quality over quantity. As a result, minimalist consumers in Japan tend to prioritize essential items that offer long-term value and functionality.

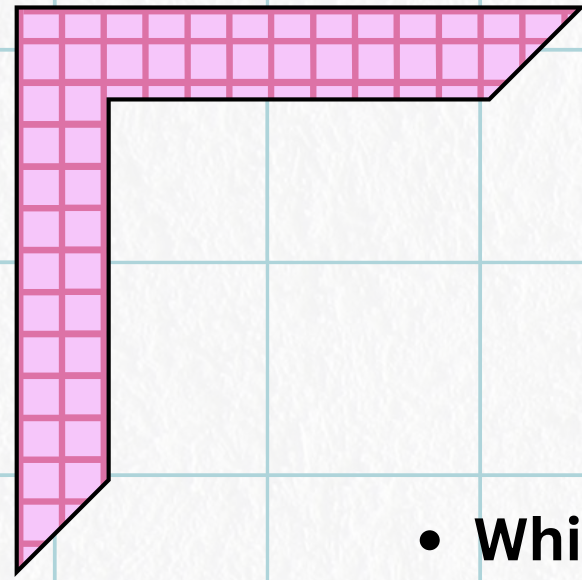
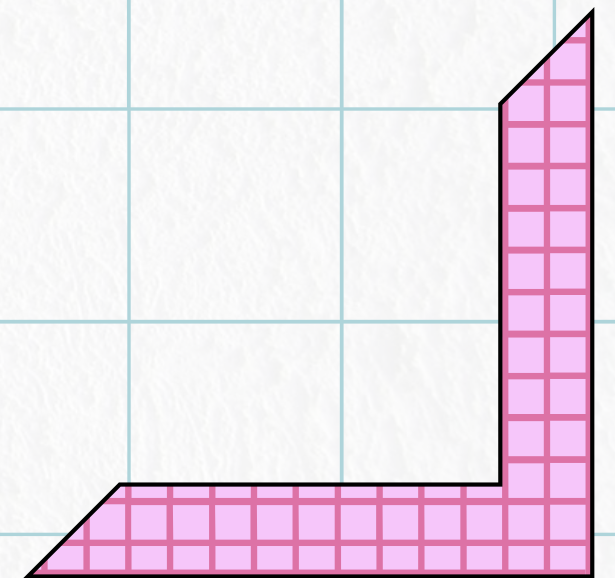
- Example: Minimalist consumers in Japan may prefer multi-functional household items, such as a futon that serves as both a bed and a seating area during the day, or modular furniture that can be easily adapted to different living spaces.



NOMADIC LIFESTYLE

- While not as prevalent as in some other countries, there is a growing trend towards a nomadic lifestyle in Japan, particularly among younger generations who seek adventure and flexibility in their lives. Nomadic individuals prioritize portable and lightweight products that are durable and can withstand frequent movement.

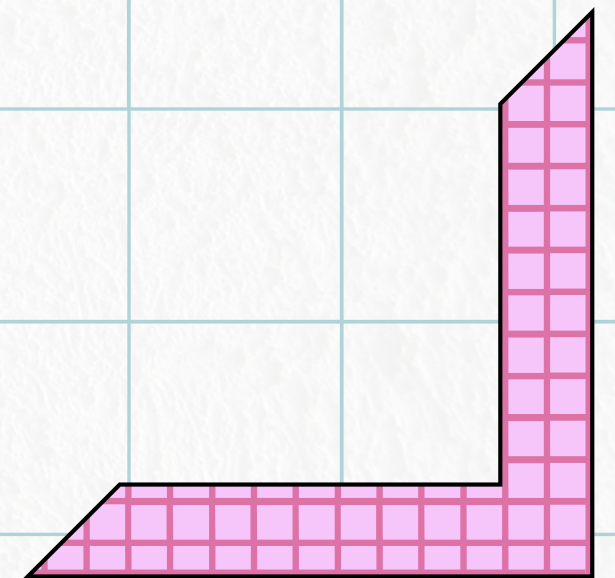
- Example: Digital nomads in Japan may invest in lightweight laptops, compact travel bags, and versatile clothing that can be easily packed and worn in various climates and settings.



RURAL LIVINGS

- Rural areas in Japan are known for their close connection to nature, traditional practices, and community-oriented lifestyles. People living in rural areas often prioritize self-sufficiency, sustainability, and locally sourced products.

- Example: Residents of rural Japan may prefer purchasing fresh produce from local farmers' markets or participating in community-supported agriculture (CSA) programs to support local farmers and reduce their environmental footprint.





CONSUMER OUTLOOK ON JAPAN



INDUSTRIES SECTOR

SENIOR CITIZEN

Specialized Goods and Services:

- The Industry Sector, known for its **high-quality production activities** and **efficient practices**, can supply a range of **specialized consumer goods and services to elderly people based on their need**.
- This includes **healthcare services** that provide specialized treatments and **care choices** to address the demands of an ageing population.

Economic Contribution:

- The Industry Sector, contributing 24% to the GDP, can **financially support the development and provision** of these specialized goods and services for senior citizens, particularly those living in rural areas.

Support for Nomadic Lifestyle:

- The “silver nomads”, senior citizens who travel extensively post-retirement, can benefit from the Industry Sector’s production of high-quality, **durable goods that support their nomadic lifestyle**.

INDUSTRIES SECTOR

GEN X & Z

Technological Advancements

- For **Generation X**, this includes cutting-edge goods and services in industries **like robotics, electronics, and automobiles, with a focus on environmentally friendly technologies.**
- For **Generation Z**, this includes access to cutting-edge entertainment and technology, such as **virtual reality platforms, and products from industries that align with their values of sustainability and self-expression, like Japan's fashion and cosmetics industries.**

Economic Contribution:

- The Industry Sector, contributing 24% to the GDP, can support the economic stability of the country, **indirectly benefiting the lifestyle of Generation X and Z.**

Support for Minimalist and Nomadic Lifestyle:

- The Industry Sector's production of **multi-functional, long-lasting, and quality goods** can benefit both Generation X and Z, especially those adopting a minimalist and nomadic lifestyle.
- They may prefer multi-functional household **items or portable and lightweight products** that are durable and can withstand frequent movement.

INDUSTRIES SECTOR

EXPATRIATES

Industrial Infrastructure:

- The Industry Sector, with its strong **industrial infrastructure**, can **facilitate effective networks for transportation, communication, and logistics**.
- This can boost the standard of living for expatriates and **make it easier for them to integrate into the local culture**.

Economic Contribution:

- The Industry Sector, contributing 24% to the GDP, **can support the economic stability of the country, indirectly benefiting the expatriates living there**.

Employment Opportunities:

- The Industry Sector **can provide employment opportunities to expatriates, particularly those working in Japan, and give them access to high-quality goods and services**.

AGRICULTURE SECTOR

SENIOR CITIZEN

NUTRITION AND WELL-BEING:

- The Agriculture Sector, with **45% of the population active in it** and about **20% of the country's land area suitable for cultivation**, can provide locally grown fruits, vegetables, and grains. **These form the cornerstone of a nutritious diet, promoting lifespan and general well-being for senior citizens.**
- Japan's farming population has shrunk by around 60% while the **average age of farmers has steadily increased.**

QUALITY PRODUCE:

- The main crop, **rice, is of high quality compared to that produced in China and Southeast Asia.** This quality extends to other agricultural products as well, **benefiting senior citizens who prioritize quality in their food sources.**

RURAL LIFESTYLE:

- The Agriculture Sector can **support the traditional lifestyles of senior citizens in rural areas** who prioritize self-sufficiency, sustainability, and locally sourced products. This aligns with the sector's focus on intensive agriculture using modern techniques.

AGRICULTURE SECTOR

GENERATION X & Z

AGRICULTURAL TOURISM AND FARM-TO-TABLE ACTIVITIES:

- Both Generation X and Z, particularly **those with a nomadic lifestyle, can benefit from the agriculture sector through agricultural tourism and farm-to-table activities.**
- Generation X can enjoy visiting farms and partaking in activities like harvesting fruit or attending tea ceremonies, supporting the regional economy.
- Generation Z can participate in farm-to-table activities, supporting regional farmers and lessening the carbon impact of imported foods.

COMMUNITY-SUPPORTED AGRICULTURE (CSA) PROGRAMS:

- The Agriculture Sector can cater to Generation Z's need for direct access to food sources through CSA programs and other initiatives. **This aligns with Generation Z's values and supports local farmers.**

MINIMALIST LIFESTYLE:

- The Agriculture Sector can cater to both Generation X and Z, particularly those leaning towards a minimalist lifestyle, by **providing fresh produce from local farmers' markets. This supports local farmers and reduces their environmental footprint.**

AGRICULTURE SECTOR

EXPATRIETES

CULTURAL INTEGRATION AND EXPERIENCE:

- Expatriates, particularly those with a minimalist lifestyle, **can enjoy the large selection of fresh products found at neighbourhood markets and supermarkets.** This enables them to experience Japanese food directly and aids in their integration into Japanese culture.

COMMUNITY FARMING PROGRAMMES:

- The Agriculture Sector in Japan **can facilitate cultural interchange through community farming programmes.** These programmes not only aid in the integration of foreigners into Japanese culture but also **support the sector's focus on intensive agriculture using modern techniques.**

NOMADIC LIFESTYLE:

- Expatriates, especially those embracing a nomadic lifestyle, **can support the local agriculture industry by purchasing fresh, locally sourced products.** This aligns with the Agriculture Sector's focus on producing high-quality crops, like rice, which is of higher quality compared to that produced in China and Southeast Asia.

REFERENCES



- Nguyen, G., & Kumar, V. (2021, December 18). IMPACT OF DIFFERENT CONFLICT LEVELS ON CULTURALLY DIVERSIFIED JAPANESE ORGANISATIONS' PERFORMANCE UNDER A... ResearchGate; unknown. https://www.researchgate.net/publication/358939235_IMPACT_OF_DIFFERENT_CONFLICT_LEVELS_ON_CULTURALLY_DIVERSIFIED_JAPANESE_ORGANISATIONS%27_PERFORMANCE_UNDER_A_COLLABORATIVE_CONFLICT_MANAGEMENT_STYLE#pf4
- Agriculture in Japan. (2024, April 23). Statista. <https://www.statista.com/topics/4542/agricultural%EF%BF%BEsector-in-japan/>
- Farming in Japan. (2023, December 19). Statista. <https://www.statista.com/topics/7403/farming-in%EF%BF%BEjapan/>
- Japan Industry Statistics • Gitnux. (2024, May 27). GITNEX. <https://gitnux.org/japan-industry/>
- Japan's Farming Population Rapidly Aging and Decreasing. (2023, July 1). nippon.com. <https://www.nippon.com/en/features/h00227/>
- Devadiga, K. (2024, January 5). Gen Z agriculture revolution: Transforming farming landscape - ET Edge Insights. ET Edge Insights. <https://etinsights.et-edge.com/gen-z-agriculture-revolution-transforming-farming-landscape/>
- Kersey, J. (2021, December 30). What Does Sustainability Mean to Japanese Consumers? - Humble Bunny. Humble Bunny. <https://www.humblebunny.com/what-does-sustainability-mean-to-japanese-consumers/>
- Arba, A. (2022). Japan: fitness club members 2022 | Statista. Statista; Statista. <https://www.statista.com/statistics/934096/japan-fitness-club-member-number/>
- Laigo, K. (2024). Masculine vs. Feminine Culture: Another Layer of Culture - WITI. Witi.com. <https://witi.com/articles/1824/Masculine-vs.-Feminine-Culture:-Another-Layer-of-Culture/#:~:text=These%20are%20commonly%20referred%20to,all%20considered%20to%20be%20masculine.>
- Grace. (2024, April 10). Understanding Japanese Consumer Behaviour | WPIC Marketing + Technologies. WPIC Marketing + Technologies. <https://www.wpic.co/blog/understanding-japanese-consumer-behaviour/>
- Mitrović, M. (2017). Cultural Dimensions of Japan & East-Asian Cluster in Tourism. In International Journal of Computational Engineering Research (pp. 2250–3005). https://www.ijceronline.com/papers/Vol7_issue8/E07082735.pdf

REFERENCES



- Key economic indicators of Japan. (2024, May 13). Statista. <https://www.statista.com/topics/11889/key%EF%BF%BEeconomic-indicators-of-japan/>
- More than 1 in 10 people in #Japan are aged 80 or over. Here's how its ageing population is reshaping the country. (2023, December 25). World Economic Forum. <https://www.weforum.org/agenda/2023/09/elderly-oldest-population-world-japan/>
- Tapping the Potential of Japan's Senior Consumers. (2023, July 1). nippon.com. <https://www.nippon.com/en/in-depth/a04902/>
- Wijesighe, S. (2023, November 2). Generational Shift: Millennial and Gen Z in the Japanese Workforce. Medium. <https://medium.com/@samanwijesinghe1/generational-shift-millennial-and-gen-z-in-the-japanese%EF%BF%BEworkforce-44b40ba8aa64>
- Yorozu, C. (2022). Expatriates in Japanese Firms: Experiences and Expectations of Workers from China and Vietnam (1st ed.). Routledge. <https://doi.org/10.4324/9781003180845>
- Suarez, L., Hugo, N., & Paris, C. M. (2020). Understanding Japanese consumer behaviour and cultural relevance of gift giving. African Journal of Hospitality, Tourism and Leisure, 9(1). https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_77_vol_8_4__middlesex_paris.pdf
- Wikipedia contributors. (2024, June 7). Demographics of Japan. Wikipedia. https://en.wikipedia.org/wiki/Demographics_of_Japan
- Japanese People & Lifestyle - Unique Japan Tours. (2020, June 26). Unique Japan Tours. <https://www.uniquejapantours.com/japan-travel-guide/japanese-people-lifestyle/>
- Jain, H., & Jain, H. (2024, June 8). Japanese Culture and Traditions | EJable. EJable. <https://www.ejable.com/japan-corner/japanese-culture/japanese-culture-and-traditions/>
- Japanese - Core concepts. (2021). Cultural Atlas. <https://culturalatlas.sbs.com.au/japanese-culture/japanese-culture-core-concepts>
- Cultural values of Japan. (2023, June 28). Moon Travel Guides. <https://www.moon.com/travel/planning/cultural-values-of-japan/>

THANK YOU

