



Malaysia my second home: The influence of push and pull motivations on satisfaction



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HIGHLIGHTS

- This study examines the causal relationship between motivation and satisfaction among Malaysia My Second Home participants.
- We use mixed-method in developing the instrument measures to study the constructs quantitatively.
- Out of 504 usable samples, we use 280 for scale development and 224 for structural model assessment.
- Our results reveal four push motivations and seven pull motivations.
- Push motivations influence more the participants' overall satisfaction, particularly 'unfavourable political' and 'security' and 'escapism'.

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ABSTRACT

Malaysia's second home retirement tourism programme attracted participants globally and reached its peak in 2013. The numbers started to dwindle in 2014, particularly among the once-top nationalities: the British, Japanese, and Iranians. The lack of data on the participants' motives and satisfaction levels in quantitative forms justifies the need for this study. This research examines the 'Malaysia My Second Home' (MM2H) participants' motivation, satisfaction, and the relationship between the two constructs. Of the 504 usable samples, we used 280 for scale development and 224 for the structural model assessment. The empirical analyses validated the conceptual model. The results revealed four 'push' and seven 'pull' motivation factors respectively. Push motivations ($\beta = 0.568$) displayed a stronger influence on the participants' overall satisfaction. The findings suggest the need for human centric marketing strategies and improvement in the central government management to enhance the attractiveness of the MM2H programme for international retirees.

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1. Introduction

The 'elderly', those above 60 years old, is a growing segment of the global population, estimated to increase from 841 million in 2013 to 2 billion by 2050 (United Nations, Department of Economic and Social Affairs, Population Division, 2013, p. 6), to account for about 21 per cent of the total world population. Among the impacts of an ageing population on society, particularly in the developed and developing nations, is the increase in financial pressure on the social security system, which will eventually be passed on to their younger citizens, making it ever increasingly expensive to live. As a result, the demand for overseas second home retirement will increase, urging the retirees to search for a more affordable living

environment (Wong & Musa, 2014), which offers a better life quality (Balkir & Kirkulak, 2007) and fulfills their self-actualisation needs (Wong & Musa, 2014). For example, with the increasing living costs in the Singapore metropolis, Singaporean retirees and families are shifting to the border city of Johor Bahru in Malaysia (Ormond, 2014).

In Malaysia, the government promotes the country as a second home retirement destination through the 'Malaysia My Second Home' (MM2H) programme. It is a liberal migration policy that allows any foreigner who meets the criteria to participate in the programme by granting them a 10-year multiple-entry social visit pass. The programme has no minimum age requirement, aiming to also attract the growing young elderly retirees (Gendell & Siegel, 1992; Gibler, Casado-Diaz, Casado-Diaz, Rodriguez, & Taltavull, 2009; Rodriguez, Fernandez-Mayoralas, & Rojo, 2004; Schiamberg & McKinney, 2003; Warnes, 2009). Even though MM2H

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participants are recorded as tourists due to the nature of the social visit pass recognition, they are allowed to invest or engage in businesses in approved sectors (Ministry of Tourism and Culture Malaysia, 2014), and those aged 50 years and above may work part-time (up to 20 h a week).

Several studies have explored the motivations and behaviour among the second home retirees from the push and pull factors' perspective. However, the studies were mainly carried out in western countries (e.g. Balkir & Kirkulak, 2007; Breuer, 2005; Casado-Diaz, Kaiser, & Warnes, 2004; William, King, & Warnes, 1997). In Asia, only a handful of studies have investigated the overseas' retirement phenomena. Among them were Abdul-Aziz, Loh, and Jaafar (2014), Anantamongkolkul, Butcher, and Wang (2014), Kohno et al. (2016), Ono (2008), Stapa, Musaev, Hieda, and Amzah (2013), and Wong and Musa (2014, 2015a, b). Of the selected studies that were carried out in Malaysia, the first four studies focused on multiple nationalities while the latter three only examined Japanese retirees. Howard (2008) and Kummara and Jutaporn (2011) explored western retirees' motivations in Thailand, while Miyazaki (2008) and Fukahori et al. (2011) examined Japanese retirees residing in Asia and Oceania.

Despite the growing number of MM2H participants over the years, little data are available on the participants' profile, their motivations, and satisfaction levels. Currently, the programme's success is mainly measured by the Ministry of Tourism and Culture based on the increase in the participants' approved numbers (Wong & Musa, 2015b). To date, there are about 27,000 foreigners (Ministry of Tourism and Culture Malaysia, 2014) who make their homes in Malaysia. Even though Asian participants showed a positive growth until 2013, the growth among the participants from the western markets are in a down trend in general (refer Fig. 1).

As shown in Fig. 2, the Chinese has overtaken the Japanese as the top nationality since 2013. The number of participants from the United Kingdom and Northern Ireland, Japan, and Iran, which topped the chart between 2007 and 2010, have experienced a sharp drop in recent years. The shifts of the top participating nationalities in the past few years indicate the urgent need to understand MM2H participants' needs and whether they are satisfied with their experience in Malaysia. The findings would provide essential cues to the practitioners and policy makers for successful second home retirement programme management and marketing.

The overall aim of this study is to examine empirically MM2H participants' push and pull motivations and overall satisfaction. This is guided by the following five research objectives:

RO1: To identify the motivations of MM2H participants to retire overseas.

RO2: To distinguish important push motivation factors to the MM2H participants.

RO3: To investigate the influence of the push motivation factors on the overall satisfactions.

RO4: To distinguish important pull motivation factors to the MM2H participants.

RO5: To investigate the influence of the pull motivation factors on the overall satisfactions.

In this study, we used a mixed-method research approach to ensure the instruments used in quantitative survey are relevant to the study site. The first study phase involved in-depth qualitative interviews, while in the second phase, we carried out a quantitative survey, and analysed the data using the structural equation modelling. The findings from the in-depth qualitative interviews on push and pull motivations have been presented and discussed in Wong and Musa (2015a). Thus, the focus of this paper is on the second phase quantitative findings on the motivational factors and their relationship with the retirees' overall satisfaction. Ultimately, the contributions of this study are therefore threefold: firstly, it adds knowledge to the existing literature on motivations through the mixed-method research strategy; in-depth interview and structural model testing; secondly, it reconceptualises and evaluates the relationships between push and pull motivations and the retirees' overall satisfaction; and thirdly it assists the second home retirement destination marketers and policy makers in strategising the industry in terms of product and services developments.

2. Conceptual background

Retirement home scheme, international second home, long stay tourism, and international retirement migration are among the terminologies describing the residential strategy for the retirees upon leaving their career and changing personal and social conditions (Abellan, 1993; King, Warnes, & Williams, 1998). Traditionally, the study of second home retirement from the retirement migration's perspective has been the main focus for gerontologists and anthropologists; however, recently it has started to also receive attention from researchers in the tourism field (e.g. Balkir & Kirkulak, 2007; Cuba, 1989; Ono, 2008; Rodriguez et al., 2004).

The research conceptualisation is well supported by the growing interest in second home retiree studies particularly in the Asian context. The interest in the subject cover various issues, including acculturation (Anantamongkolkul et al., 2014; Kummara & Jutaporn, 2011; Ono, 2008; Viallon, 2012; Wong & Musa, 2015a); business stakeholders' concerns (Ashton & Scott, 2017), biomedical provision (Green, 2015a), destination risks (Ashton & Chootiraka, 2016; Wong & Musa, 2015b), kinship interpersonal relationships

COUNTRY OF NATIONALITY	YEAR															TOTAL (2002 - JAN 2016)	SHARE (%)
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 (JAN)		
ASIA	596	1,316	1,483	2,163	1,244	992	1,022	1,043	1,052	1,926	2,728	3,147	2,639	1,790	32	23,173	78.75
EUROPE	135	235	282	285	302	354	323	324	260	281	270	308	240	229	2	3,830	13.02
AMERICAS	46	48	91	76	99	86	73	103	86	73	83	101	92	68	1	1,126	3.83
THE PACIFIC (OCEANIA)	20	17	29	46	65	54	49	69	66	81	100	95	68	97	2	858	2.92
AFRICA	1	7	11	17	19	17	45	39	35	26	46	24	35	24	0	346	1.18
OTHERS	20	22	21	28	0	0	0	0	0	0	0	0	0	3	0	94	0.32
TOTAL	818	1,645	1,917	2,615	1,729	1,503	1,512	1,578	1,499	2,387	3,227	3,675	3,074	2,211	37	29,427	100.00

Fig 1. Top participating regions from 2012 to January 2016.

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