

Mall culture



The Significance of Social Class in Malaysia BY Raunnte93 The Significance of Social Class in Malaysia to Marketing Introduction Social class plays an important role in marketing. Social class is a status hierarchy in which individuals and groups are classified on the basis of esteem and prestige acquired through economic success and accumulation of wealth. The social class in today's society is divided into lower class, working class, lower middle class, middle class, upper middle class and capitalist class.

The classes are categorised based on income and wealth. Content The social class in Malaysia is somewhat similar to the one in the United States. There are still people in the lower class category. The government has put much effort in giving more opportunities and jobs for these people to bring them out of their situation and give them a better life. The Economic Planning Unit (EPU) published the findings of the household income survey from the year 1970 to 2009. The income class in Malaysia in 2009 range from RM499 and below to 5000 and above.

There are people who are not retired but still are under the poverty line. These people are usually uneducated people who have difficulty finding higher paying jobs and settle for the best they can find. These people have jobs like garbage collectors, grass cutters and beggars. Those in the working class are those that have an annual income of RM24000 to RM49000. These jobs are usually highly routinized and low economic security. These jobs are now more commonly done by immigrants because the labour is cheaper and they are not picky with the work given.

The Jobs that come under this category are like miners, factory workers, operation maintenances and contractors. The term that people usually use to categorise these people are blue collar. Then there are those in the lower middle class category. These people have some kind of college education. Most of them are degree holders. These people have an annual income of RM35000 to RM75000. They are semi-professionals and craftsman with some work autonomy. Example of Jobs is sales personnel, customer relations officer and clerical staff. These people are usually referred to as white collar workers.