The consumerist culture is also strong in Sabah as culture of the world, and Malaysia is no exception. Associate Professor Dr Andreas Tutu in his newly-published book "Consumerism in Malaysia: Mass Media, Lifestyles and Identities." he is the Dean at the Centre for the Promotion of Knowledge and Language Learning (PPIB) at Universiti Malaysia Sabah (UMS). For his research, the tools employed were surveys, interviews and focus group discussions. His 700 respondents are mainly from Sabah. He explored the five main consumer culture sites - clothing and fashion, body appearance; food and drink; technology and shopping. It is the relationship of social life where modern societies, particularly the young generations, extract their sense of identity.

In a nutshell, the book examines the indispensable role of the nation's mass media (particularly advertising) in creating the consumerist cultures. Dr Tutu's book was written based on his research findings. It aims to raise awareness of the role of mass media in shaping the lives of contemporary Malaysians.

"In the case of youths, they relate consumerism to consciousness. We tend to buy and consume commodities, mostly not because of their functional benefits but also as symbolic signifiers of tastes, lifestyles and identity. "I am what I consume," said Dr Tutu. "For example, my boy likes to dress in a hip-hop style with a long jacket and hood. He asked me to buy him some new kids' clothes. He wants to be seen as cool."

"It's a question of consumerist culture vs. traditional culture. Therefore, when we put these two together, we will come up with a cultural hybridity of both global and local. We cannot be seen as too outdated and neither will we be seen as too consumerist in a sense."

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