Exploring Recent Issues on Cross-cultural Marriage towards Globalizing

Sayang Nurshahrizleen Ramlan, Intan Maizura Abd Rashid, Wan Ahmad Fauzi Wan Husain and Irza Hanie Abu Samah

Abstract--- The discoveries of this study have profited the field of intercultural correspondence, members, and the mentoring field. This study affirmed that a wide range of relational unions incorporate conflict. Intercultural life partners have the chance to manage struggle valuable or destructively. Because of the intricate marvel of intercultural relational unions, socially different life partners may have extra difficulties as they experience strife. These difficulties are essentially because of language familiarity, high-setting versus low-setting correspondence, and family restriction. The world is an intriguing and a different place to live in. An Intercultural Marriage is an association of two individuals including various societies and foundations. At the point when two different societies consolidate together, there might be critical difficulties they need to confront. Each race guarantees their claim culture. A culture may vary starting with one then onto the next due socially transmitted personal conduct standards, expressions, convictions, organizations, and every single other result of human work and thought.

Keywords--- Intercultural Marriage, Foreign Spouse, Malaysian, Cross Culture.

I. INTRODUCTION

In spite of the social decent variety in Malaysia, efficient research on intercultural marriage, explicitly focusing on intercultural relational unions among the Malay Bumiputras, Chinese, Indians and Other Bumiputras and their socio-statistic attributes, are as yet deficient. Moreover, related research is dated and may not be precise or pertinent in portraying the flow wonder of intercultural marriage among Malaysia's multiethnic network. Such constraints in the distributed writing on intercultural relational unions among the Malaysian people group must be recognized. Hence, the examination writing explored is predominantly contained examples from the United States and European nations.

In earlier studies by Kuo and Hassan (1976) on intercultural relational unions among Malays, Chinese and Indians in Singapore, it was discovered that intercultural relational unions included a specific example of sociostatistic attributes. In their examination, intercultural relational unions were bound to be between religious also with couples announcing past conjugal history, being more seasoned in age and from lower or higher word related gatherings when contrasted and different homogeneous relational unions. What's more, later examinations on intercultural marriage led in the US likewise revealed comparative discoveries. These investigations uncovered that people from various foundations who wedded would in general be taught (Qian, 1999 for Whites, Africans, Hispanics and Asian Americans; Tzeng, 2000 for Asian Canadians), among the expert white collar class or common

Sayang Nurshahrizleen Ramlan, School of Business Innovation & Technopreneurship, Universiti Malaysia Perlis, Malaysia. Intan Maizura Abd Rashid, School of Business Innovation & Technopreneurship, Universiti Malaysia Perlis, Malaysia. E-mail: intanmaizura@unimap.edu.my

Wan Ahmad Fauzi Wan Husain, School of Business Innovation & Technopreneurship, Universiti Malaysia Perlis, Malaysia. Irza Hanie Abu Samah, School of Business Innovation & Technopreneurship, Universiti Malaysia Perlis, Malaysia.

laborers (Whyte, 1990), more established in age (Surra, 1990; Romano, 2001 for intermarried couples in the US) and from families with past intercultural relational unions (Cottrell, 1990 for Indian/Western couples in the US). To some things up, specific examples of socio-statistic qualities could be recognized among the people engaged with intercultural relational unions. The decline and flow writing is valuable in managing research on intercultural marriage by catching a scope of discoveries that portray certain financial attributes of intermarried couples it might neglect to recognize the full degree of the distinctions as to the social setting. The vast majority of the discoveries went for looking at the marvel of intercultural marriage in an explicit social setting (e.g. dark/white marriage, white/Hispanic/Asian American marriage or the United Kingdom test) and may not be appropriate in depicting the intercultural marvel among Malay Bumiputras, Chinese, Indians and Other Bumiputras in Malaysia. The creators recognize these impediments; in this manner, alert must be taken while applying the present investigation's discoveries to tests from various societies.

Research Objectives

- 1. To study about their language barriers among both couples.
- 2. To identify their conflict that the couple faced.
- 3. To examine about their religion based on each couple.

Motivations for Intercultural Marriage

The United States Population Reference Bureau (2005) recommends that a contributing motivation to the expansion in quantities of intercultural relational unions as of late is because of the rate of movement over the globe. A portion of the reasons that could clarify such a wonder are; military troops that have been prepared in various parts of the world, world exchange, outside trade of understudies, the travel industry, portability, and accessibility of cash. Because of the globalization, the traditional social limitations are being diminished, enabling youngsters to be more open for conjugal association with somebody from an alternate nation (Romano, 2001).

Also, going for business or recreation is currently simpler than some other time consequently more firms are sending their representatives abroad. Projects that enable understudies to think about abroad have likewise risen essentially in the course of recent years. As indicated by the data by the Institute of International Education (2006), the quantity of American understudies considering abroad, has dramatically increased over the earlier decade. In addition, in excess of 560 000 global understudies were selected in American colleges and schools. These insights just demonstrate the patterns in American culture; consequently, it just gives a trace of the genuine number of people crossing the outskirts to ponder around the world, hence framing intercultural relationships. The United States Population Reference Bureau (2005) likewise expresses that a contributing reason to the lift in quantities of intercultural relational unions as of late is additionally because of the expansion of higher instructive status in the populace. A few studies found that advanced education is emphatically corresponded with more "liberal" contemplations towards osmosis crosswise over cultures, making one more open to dating individuals from different cultures. Burn (1977) states that the motivation behind why some Western men need to wed Japanese women is a result of their discernment that Japanese women will in general be more compliant.

International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 05, 2020 ISSN: 1475-7192

In an investigation done by Lee (2005), an American male admitted that he just needed to wed an Asian spouse because of this reason however then understood that his significant other was equivalent to any American women. The possibility of "akogare", deciphered for an aching, want or admiration, has been one of the inspirations for Japanese women to wed White men Kelsky (2001) found the three variables driving Japanese women to want Western men: physical highlights, positive social and attitudinal attributes and fringe characteristics like capacity to communicate in English well. Every one of these qualities will in general be uncommon in Japanese men. Women from First World nations regularly oppose the current man centric family structure and standards. In Malaysia, the neighborhood women will in general act naturally dependent, making them more averse to wed down a man who appears to be weaker than her as far as training and financial status. Malaysian women are frequently seen by the nearby guys as over liberal, requesting and free. In addition, some Malaysian men would like to keep up their male centric benefits in the present culture by wishing his better half to go up against the conventional female sex job as a residential homemaker and full-time housewife. Accordingly, free Malaysian women who are not set up to go up against these desires, will in general utilize better adapting techniques to oppose the foreordained standards by searching for outside accomplices. Individuals who are involved with individuals from an alternate culture will in general be seen as "ethically degenerate", insubordinate, and have a low confidence. Diverging from these generalizations, most people in intercultural relationships regard their accomplices emphatically as well as respect themselves decidedly. Porterfield (1978) announced that affection was the fundamental reason people hitched their accomplices, who were from an alternate social foundation. Fu and Heaton (2000) expressed that choices to wed were influenced by financial status, while Sung (1990) demonstrated, that the individuals who wed outside of their cultures, are bound to be erratic, defiant, and wedding for the second time, yet in addition adaptable with regards to taking care of social contrasts. They are likewise ready to bargain and to acknowledge conventions outside of their own culture.

Language and Communication

Kitivipart (1987) found that the communication is a key factor in keeping up conjugal fulfilment in intercultural relationships, whereby an absence of good communication with life partners regularly yields less satisfaction and bliss all the while. Albeit numerous intercultural couples more often than not originate from various foundations and have distinctive native language dialects, it gives the idea that the premise of communication is to have a shared dialect as a method of cooperation. Taweekuakulkit (2005) noticed that the communication obstructions may happen if intercultural wedded couples don't have a concurrence on a mutual normal dialect to utilize. Notwithstanding when a shared dialect is being utilized, potential obstructions are probably going to come in their way as contrasts of communication practices may affect view of feedback, changes in passionate state, and by and large relationship fulfilment of blended couples to a specific degree.

This is seen by Shade (1982) who saw that African Americans and Whites process and translate messages in an unexpected way, sharing diverse implications of words or activities and having distinctive guidelines for successful or proper conduct. A model given in an American-Thai setting, "the elderly person kicked the container" is comprehended by the Americans that the matured man passed on, while it could be translated by the Thais as that the matured man still is loaded with vitality to have a sexual illicit relationship with a youthful woman. Thirdly,

linguistic grammatical equivalency is a boundary in dialect communication between individuals with various local dialects. Things, action words, or modifiers contrast in their situation in a sentence, contingent upon the dialect tended to (e.g. "book a place" and "place a book").

Besides, an investigation whereby US and Canadian English speakers were studied, "Splash paint your vehicle at our workshop" was being deciphered as requesting that the proprietor shower paint on his or her very own vehicle, while the Malaysia English speakers translated it as setting off to the workshop to have his or her vehicle showered by the specialists there. By and by, the distinctions in linguistic sentence structure will undoubtedly cause misconception amid communication. An intercultural couple's distinction in their dialect encounters may likewise act like a boundary. Social contrasts lead to differential encounters with a similar dialect for an intercultural couple. Some of the time, a protest or experience may not be spoken to in various cultures and dialects, in this way making it hard to decipher words that can accurately get the thought over. For instance in the Malaysia setting, kiasu which implies that one is hesitant to lose in the Hokkien vernacular; and karung guni which implies cloth and-bone man in Malay, whereby the two words are ordinarily utilized that may be difficult to make an interpretation of or disclose to individuals of another culture. These words are generally acknowledged in Malaysia, and even show up in national papers.

Accomplices would thus be able to expect trouble in cognizance of specific articulations when a Malaysian addresses a non-Malaysian who has an alternate English dialect encounter because of their disparities in foundation. Ultimately, the calculated underpinnings of a few words in various cultures will prompt issues in communication. For instance, there is an explicit significance of "opportunity" to North Americans because of their history, which is seen as the ability to state, do, think and compose as one wants to. On the opposite side, the Thais will in general take "opportunity", as that the nation is liberated of colonization. Lee (2005) found that English Monolinguals (EMs) will in general be chafed that their Korean-English Bilinguals (KEB) mates don't comprehend a Westernized comical inclination; the Koreans appear to have changed thoughts, of what is intended to be interesting and what is intended to be not kidding. Besides, Lee (2005) additionally discovered that KEBs detailed that they frequently lose contentions with their English local talking mate. They asserted that the person who had more power in their relationship was the one with the etymological "high ground". KEBs additionally feel baffled with their semantic insufficiency; however they didn't propose that their EM life partners ought to learn Korean, in this manner the undeniable dialect decision in the family is English (Barron, 1951).

Conflict

Relationships are built diversely and remarkably over every single couple. In any case, clashes are almost certain to happen, and go about as potential hindrances in every relationship. Much the same as some other ordinary couple, between social couples are no uncertainty looked with changed wellsprings of conjugal clash during the time spent their marriage. In light of the setting of intercultural couples, struggle is characterized as "a commonly offended disparity between glorified desires and the truth of lacking assets, diverse individual objectives and qualities, and motivations between the couples". Such inconsistencies are regularly communicated through various social clash styles, whereby intercultural strife starts with miscommunication which consequently prompts misinterpretations and pseudo-clashes. A couple of wellsprings of conjugal clash for intercultural couples incorporate changing couple elements comprising of social contrasts in dialect and communication, generalizations, youngster raising, and money related issues. Family factors are another wellspring of conjugal clash, and it comprises of societal perspectives, social help, family, and religion. Conjugal clash is probably going to influence the conjugal fulfilment of a couple which focuses to how effective a couple is in accomplishing what they sought after in their marriage (Amato, 1997).

Religion

Intercultural couples originate from various foundations and have a higher possibility of holding distinctive religious convictions when contrasted with monoculture couples. Religion is a persuasive power inside a family as it influences the diverse zones of their culture, for example, customs, nourishment, explicit sex jobs, sexuality, and even rationality of bringing up a tyke. The numbness of the separate person's confidence networks have been found to result in conjugal dissension particularly in the wake of getting ready for marriage, finding a place to wed, finding a commonly concurred love site after marriage, and which religion their kids ought to accept in.81 In an investigation by Donovan (2004), it was discovered that having an accomplice of a similar confidence was an imperative factor in the working of their relationship and it additionally gave a feeling that all is well with the world to them. Anyway should their religion both be altogether different from the other, intercultural couples will react to such contrasts in different routes, for example, rehearsing their own religion autonomously without driving one's very own religion on one's companion, or changing over to one's life partner's religion, embracing a third religion by and large, or warding off formal religions.82 Such transaction and trading off inside an intercultural couple isn't probably going to influence their conjugal fulfilment antagonistically over the long haul.

Household Spending

Another factor influencing couple elements in intercultural couples is the alternate points of view in taking care of budgetary issues. Obviously, cash is frequently the fundamental driver of worry to couples from a beginning period of framing an organization through the partition of such securities through separation. Moreover, differences over cash may prompt conjugal strain and trouble and even separation. For occasion, Jabar (2006) found that conjugal issues emerged when Filipino women were not able control their spending. Also, these Filipino spouses grumbled that their husbands were continually assuming responsibility of the funds, and not counselling them first before settling on official conclusions. What's more, Woelz-Stirling, Manderson, Kelaher, and Gordon (2000) found the contradictions between Filipino women wedded to Australian men because of budgetary issues. Filipinos normally have financial autonomy and equivalent organization in cash matters. Then again, Australian men regularly settle on the choices and some of the time decline to give their spouses a chance to fill in as they are frequently the principle providers in their culture. Olson and DeFrain (2000) demonstrated that 37% of all intercultural hitched couples showed that the primary issue in their marriage was identified with money related issues. Relatives' apparent ability to be engaged with basic leadership about cash, essentially influences their discernments about social power, relative worth, and sentiments of being esteemed in the family. All these issues can be believed to be additionally amplified particularly so in intercultural relational unions particularly because of the distinction in observations and culture contrasts.

International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 05, 2020 ISSN: 1475-7192

Family Influence

As indicated by data in the United States, guardians for the most part have negative implications appended to the intercultural marriage, particularly on the off chance that it includes their own youngsters. The couples' family regularly contradicts the relationship and even after the couple got hitched; it is a typical sight for the majority of the relatives to avoid the wedding service. At first, guardians either disregard their youngsters' intercultural relationship or acknowledge it as a cautious one. In the last situation, when they go to the acknowledgment of their kids' responsibility, they ordinarily stop their sup-port.70 Traditional guardians are destined to indicate disillusionments and conflicts with their youngsters. A few guardians dread of losing contact with their youngsters, along these lines; they must choose between limited options, yet to acknowledge the relationship. They likewise will in general experience social misfortunes regarding dialect, relaxation, nourishment, and so on. The proof of this sort of wonders is accounted for in a study by Faulkner and Kich (1983) where they found, that White mates in interracial relationships were altogether substantially more likely, in contrast with Black life partners, to encounter a negative response in regards to their relationship from their families. It is, in any case, the Black accomplice in a Black-White interracial marriage that typically faces the best brunt of racial segregation. At the point when the more distant family sees the accomplice as an outcast, conjugal prosperity will be contrarily influenced. Sound limits between the couples' needs and the requirements of the family should be set up as it diminishes the dimension of conjugal differences. Along these lines, there must be a parity of requirements between the individual, the couple, and the atomic and more distant family.

II. DISCUSSION OF MAJOR FINDINGS

An opposite connection between the apparent shrinkage of the world and the extension of intercultural relational unions past the mainland divide exists. With the expansion of people moving crosswise over nations, partially-due to simpler access to air transportation, it is noticed that social groups interact vis-à-vis all the more every now and again. Moreover, innovation has made similar correspondence progressively available. The degree of this communication among people is seen in both expert and individual contexts. The achievement of intercultural relational unions can be estimated from their cultural inception to genuine usage. Family designs as observed in expressive counseling (McFadden 1999) lie at the centre of giving a basic support system to the intercultural couple.

Apart, since the start of humankind, individuals have hitched and created private sexual ties crosswise over societies. This social wonder dependably has been a many-sided some portion of history (Rohrlich 1988). Changing and developing worldwide statistic designs, where various societies are constantly presented to one another past the mainland partition, regularly impel intercultural connections. Commonly, perspectives of individuals, as far as knowing, living, marrying, and cooperating around others, are moulded, legitimately and indirectly, by a scope of social influences (Vontress et al. 1999). A significant number of these elements influence the convictions, standards, and practices of individuals, including their relational unions and romances. "Practically speaking, the result of these standards defining both who is and who isn't a satisfactory mate is a lot of social standards that define some ideal dimension of distinction. Such standards fluctuate significantly starting with one society then onto the next, contingent on socially decided inclinations and desires" (Heaton and Albrecht 1996, p. 203). Vontress(1986) and his

associates (Vontress et al. 1999) identified five associating and covering societies which they trust shape one's character, view of the world, and method for living when all is said in done.

Not only that, interracial marriage effects affects families. Families associated with interracial marriage are presented to various societies which are unique in relation to their own. This can prompt beneficial outcomes which would make them progressively alert about various traditions and can lead people to better open doors, for example, occupations, vocations, and the earth they are encompassed by. The majority of this decent variety can prompt a superior future. As indicated by Wong, "Marriage is gainful for couples, kids, and networks. Hitched people, by and large, are more advantageous, than the unmarried" (251), which demonstrates that interracial relational unions can thrive and make life inside the marriage much better. Interracial marriage is a useful encounter which can improve mindfulness and make one increasingly alarm of their environment. Besides that, the Malaysia's intercultural mix marriage is hugely the results of migration over the past 150 which is according to (Jones & Shen, 2008).

III. IMPLICATION OF THE STUDY

An Intercultural Marriage is an association of two individuals including various societies and foundations. At the point when two different societies consolidate together, there might be critical difficulties they need to confront. Each race guarantees their claim culture. A culture may vary starting with one then onto the next due socially transmitted personal conduct standards, expressions, convictions, organizations, and every single other result of human work and thought. Instead, the vast majority who has ever been hitched would likely wholeheartedly concur that all relational unions include conflict (Tallman and Hsiao, 2004). As two people consolidate their lives into one, issues eject. The two gatherings convey their remarkable experiences, personalities, and societies with them into the association. The current likenesses and contrasts can be energizing and alluring however may likewise make pressure and even savage conflict. In the present society, the essence of personal connections is evolving. Profound bonds between people of differing societies are ending up progressively normal and intercultural marriages unions are on the ascent (Waldman and Rubalcava, 2005; Frame, 2004). For this investigation, the analyst characterizes intercultural marriages unions as relational unions made out of two socially different people who freely have unmistakable national societies that impact their individual perspectives, values, and individual methods of insight. With the end goal of this examination, culture is characterized as comprehensive of basic ethnic, linguistic, racial, and historical backgrounds (Kim, 2008, p. 360). Besides, Interpersonal conflict is also characterized as a circumstance wherein the two people are associated they have contradicting goals which have the ability to contrarily affect the relationship if not settled; it is basic that the distinctions be settled as fast as could reasonably be expected (Cahn and Abigail, 2007). Struggle has negative implications in numerous specific circumstances anyway strife can deliver positive outcomes.

In intercultural marriages, the association has its own exceptional elements and challenges (Cools, 2006). Companions in intercultural relational unions might be perceived by their particularly unique physical attributes and may use assorted dialects. Research has additionally uncovered the multifaceted nature of intercultural relational unions as the life partners in such relational unions are each outfitted with an alternate arrangement of principles; diverse qualities, propensities, and perspectives, distinctive methods for identifying with each other, and distinctive

methods for settling their differences(Cools, 2006, p. 263). Viable correspondence in intercultural marriages unions does not simply occur and these relational unions are additionally interestingly presented to struggle. Apart, when conflict inside cozy intercultural connections might be because of identity contrasts or situational factors (Garcia, 2006) intercultural strife happens also in light of the fact that the people hold various qualities and goals, and use particularly unique clash and correspondence styles (Oetzel, Dhar, and Kirschbaum, 2007). Couples are regularly ignorant of the effect culture has on their considerations, sentiments, and activities. Life partners frequently feel that their very own convictions about their mates' activities are objective and exact (Waldman and Rubalcava, 2005). These unmistakable qualities of intercultural relational unions appear to advocate a notice to abstain from wedding outside one's own way of life. Nevertheless, intercultural marriages unions are ending up progressively normal. For what reason do people grasp such a conceivably muddled, clash filled relationship? For what reason are people going into private connections and getting to be open to other people who give off an impression of being particularly disparate? Foeman and Nance (1999), S. Lee, (2006), and Frame (2004) have verbalized a few preferences of intercultural relational unions, for example, reinforced bonds, one of a kind feeling of personality, an abatement of ethnocentricity, and new rituals.

As we focused our exchange upon the thought that remote mates wedded to Malaysians and living in Malaysia are as yet seen as outsiders, being socially barred from the bigger Malaysian people group and along these lines, encountering challenges in their lives here. In essence, the lived involvement of these remote mates in Malaysia showed their battle in various parts of their life that were outside their ability to control. Future research could explore the basic factors, for example, instructive foundation in investigating the lived involvement of remote mate.

REFERENCES

- [1] Waldman, K. & Rubalcava, L. (2005). Psychotherapy with intercultural couples: A contemporary psychodynamic approach. *American Journal of Psychotherapy*, 59(3), 227–245.
- [2] Tallman, I., & Hsiao, Y. L. (2004). Resources, cooperation, and problem solving in early marriage. *Social Psychology Quarterly*, 67(2), 172-188.
- [3] Mafela, M. J. (2018). South African Experience on Media and Intercultural Conflict and Adaptation. *China Media Research*, 14(3), 82-88.
- [4] White, W. R. (2008). Globalisation and the determinants of domestic inflation.
- [5] Groes, C., & Fernandez, N. T. (Eds.). (2018). Intimate mobilities: Sexual economies, marriage and migration in a disparate world (Vol. 3). *Berghahn Books*.
- [6] Hymer, S. H. (1976). International operations of national firms. *MIT press*.
- [7] Rashid, I. M. A., Samah, I. H. A., Razali, R., Sham, M. F., Karim, N. A., Basri, H. H.,... & Zahari, M. K. (2016). The Importance of Perceived Leadership Elements in Strategic Planning at Public University. *Procedia Economics and Finance*, 39, 422-426.
- [8] Rashid, I. M. A., & Razak, N. A. A. (2016). Determinants of Foreign Direct Investment (FDI) in Agriculture Sector Based on Selected High-income Developing Economies in OIC Countries: An Empirical Study on the Provincial Panel Data by Using Stata, 2003-2012. Procedia Economics and Finance, 39, 328-334.
- [9] Orji, I. (2018). An Intercultural Theology of Marriage Between Christian and IGBO Traditional Marriages.
- [10] Kuramoto, M. (2018). Strength of Intercultural Couples in the Transition to Parenthood: A Qualitative Study of Intermarried Parents in Japan. *Marriage & Family Review*, 54(6), 549-564.
- [11] The contributions of Minangkabau women, who established intercultural marriages, in creating a 'new identity' of the Minangkabau diaspora. *Competition and Cooperation in Social and Political Sciences*.
- [12] Joseph, T. K., & Yun, S. Q. Intercultural Marriage, a Social Indicator of Adaptation in Sino-African Civil Union: Case of Guangzhou People's Republic of China.

- [13] Chisale, S. S. (2018). Domestic abuse in marriage and self-silencing: Pastoral care in a context of self-silencing. *HTS Theological Studies*, 74(2), 1-8.
- [14] Relationship standards and relationship satisfaction in Chinese, Western, and intercultural couples living in Australia and Hong Kong, China. *Couple and Family Psychology: Research and Practice*, 7(3-4), 127.
- [15] Did Becky really need to apologise? Intercultural evaluations of politeness. *East Asian Pragmatics*, 3(2), 151-178.
- [16] Effectiveness of counseling based on mindfulness and acceptance on the marital conflict of intercultural married women in Iran. *Contemporary Family Therapy*, 40(2), 204-209.
- [17] Samah, I. H. A., Shamsuddin, A. S., Abd Rashid, I. M., & Amlus, M. H. (2019) Gender Differences on Employee Value Proposition, Growth Mindset And Employee Engagement In Malaysian Hotel Sector. *International Journal of Scientific & Technology Research* Volume 8, Issue 12, December 2019.
- [18] Mohan, A. (2014). Consumer behaviour towards smartphone industry in Indian market. *Dublin Business School*.
- [19] Rashid, I.M.A., Kamaruddin, N.S., Hassan, S., Samah, I.H.A., Muhamad Radzi, W.N.W. (2020) The importance of the intangible heritage as brand image of UNESCO: A case study from heritage sites (Penang, Malaysia). *International Journal of Scientific & Technology Research* Volume 9 - Issue 3, March 2020 Edition.
- [20] Johannesburg. (2016). World's top 5 selling smartphone brands. Retrieved September 17, 2016, from http://www.fin24.com/Tech/Mobile/worlds-top-5-selling-smartphone-brands-20160218