



Advertising Consumption and Materialism amongst Chinese Youth

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ICORIA June 29th-30th, 2007

Materialism



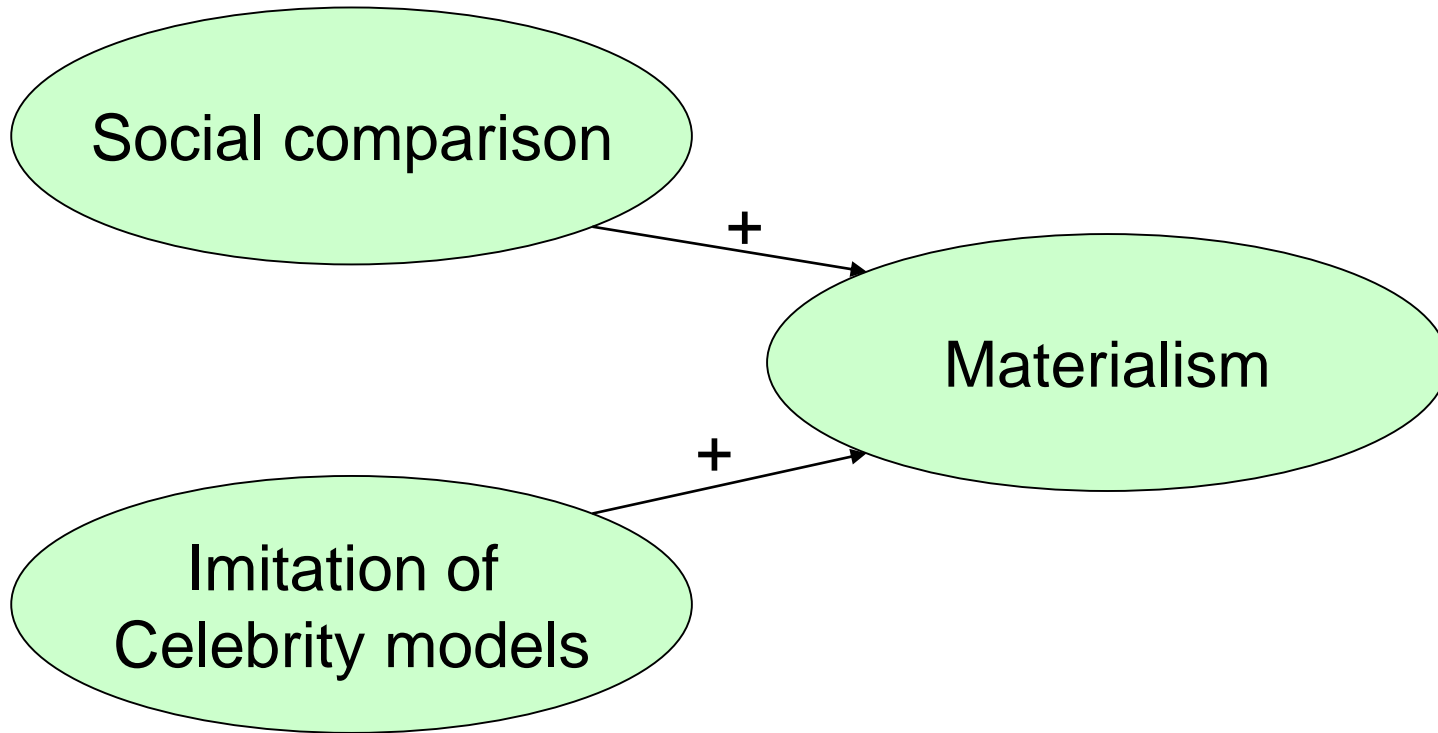
How do I perform when compared with others?

Who am I?

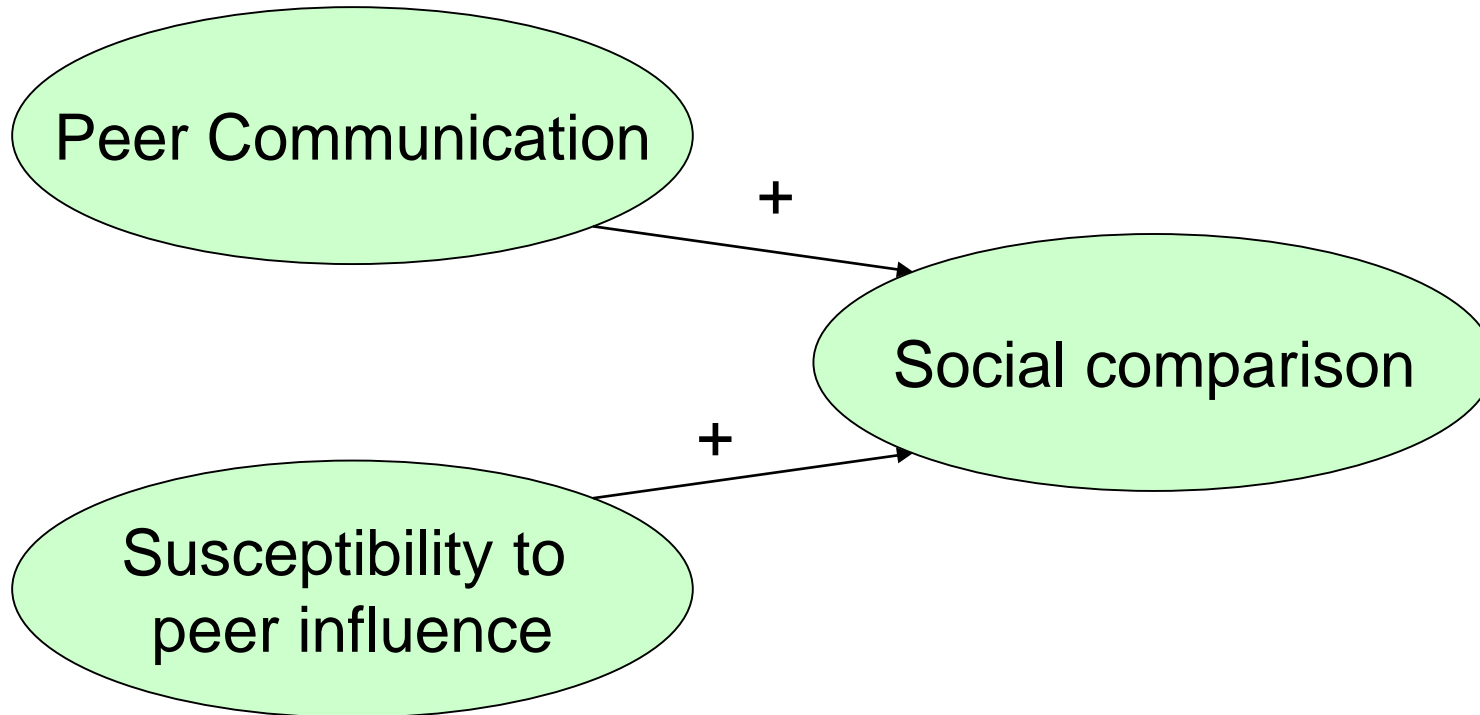
Am I as lovely as Ziyi Zhang?



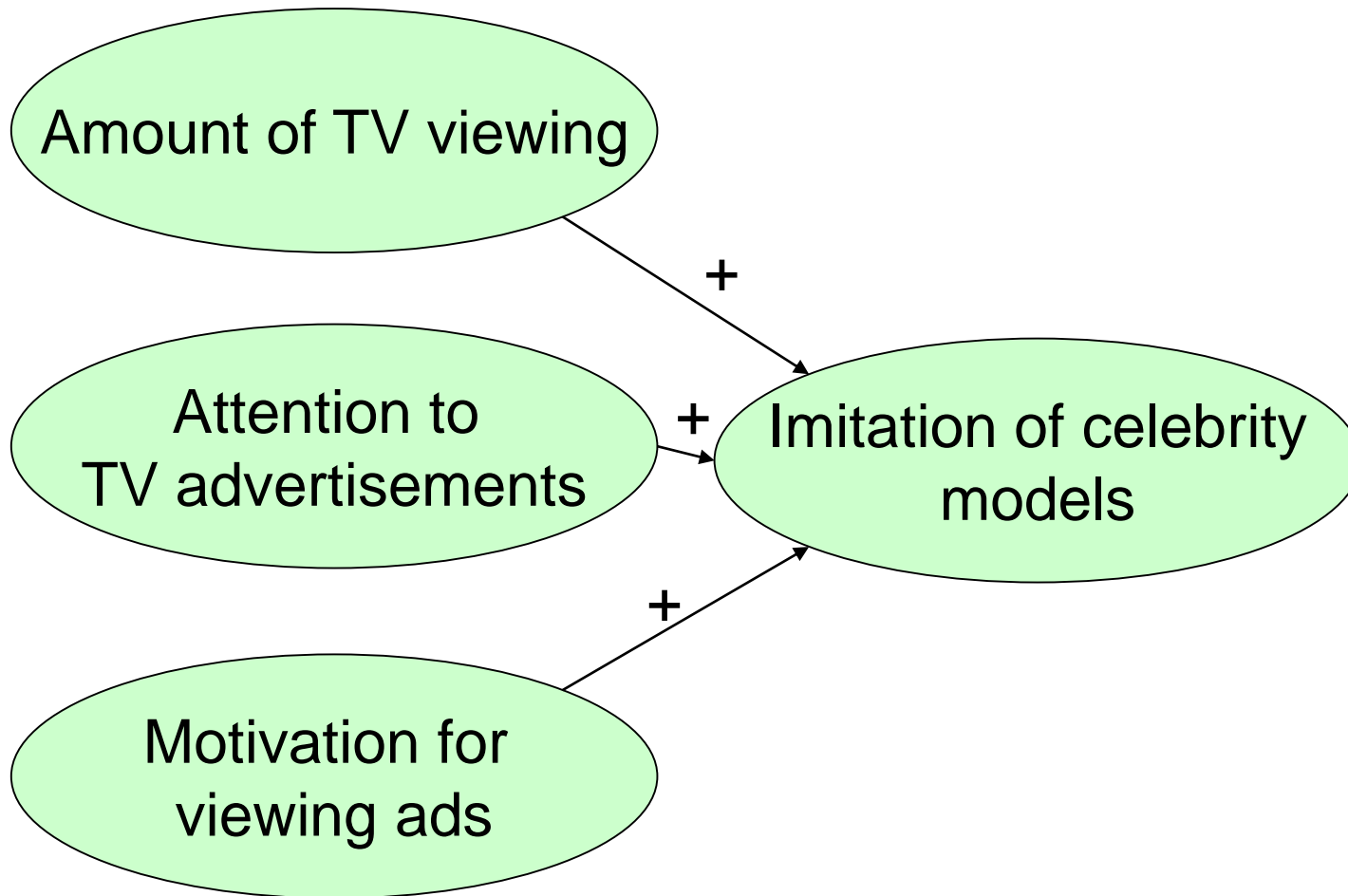
Theoretical Model



Theoretical Model



Theoretical Model



Method

- Conducted in Beijing, Oct/Nov 2005
- Respondents recruited at university libraries and student dormitories
- Target 18-24 (quota on sex)
- Self-administered by respondents
- N=299



Sample profile

- Nearly equal distribution of M and F
- Age: 20% 18 -19, 80% 20 - 24
- Household income:
52% below 2,000 RMB
36% 2,001- 5,000 RMB
13% more than 5,000 RMB



Measures

- Materialism: Richins (2004) 6 items
- Peer comm.: 2 items
- Peer influence: 6 items
- Social comparison: 4 items (close friends, richer friends, favorite movie stars and pop singers, media celebrities)

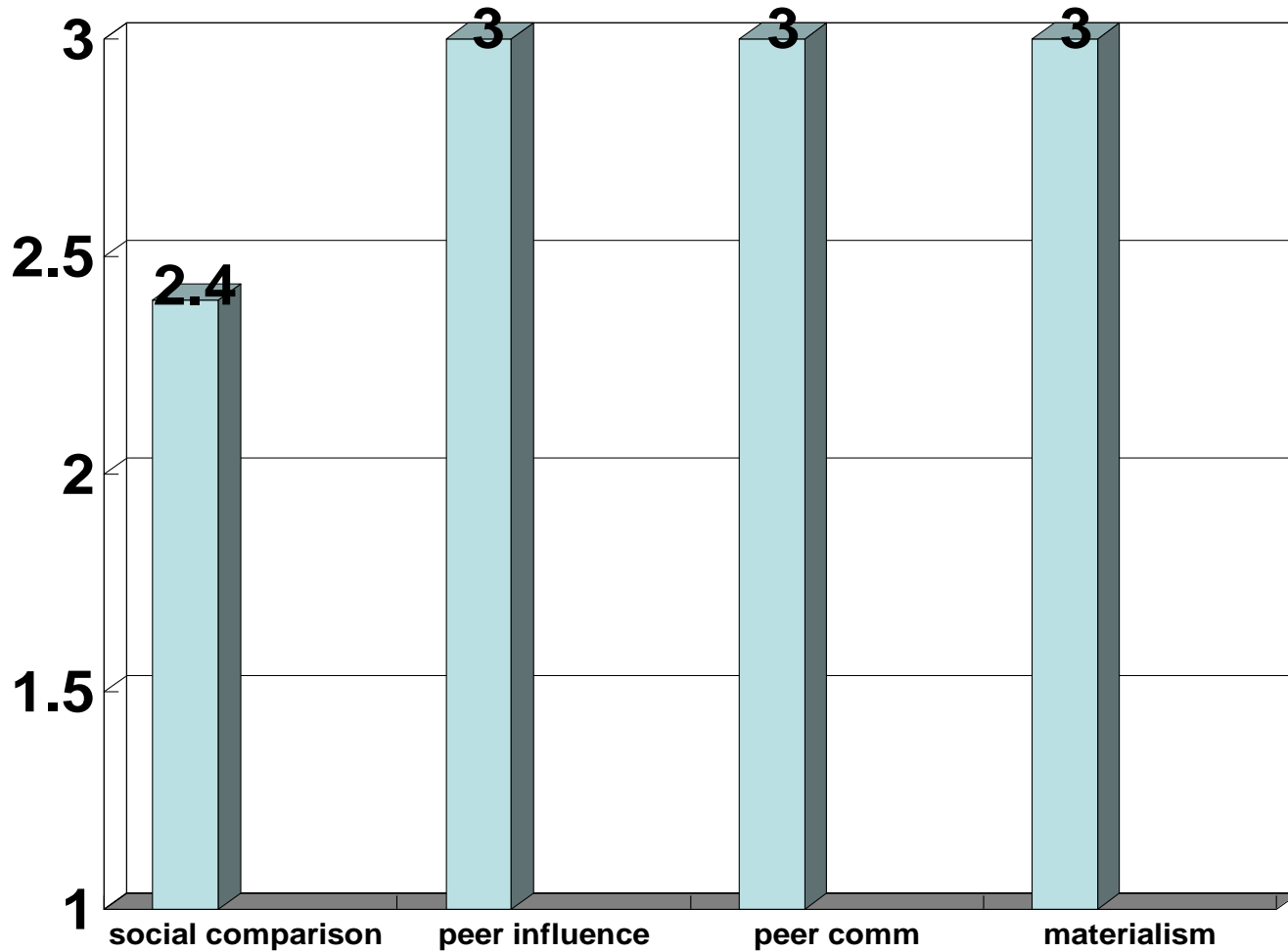


Measures

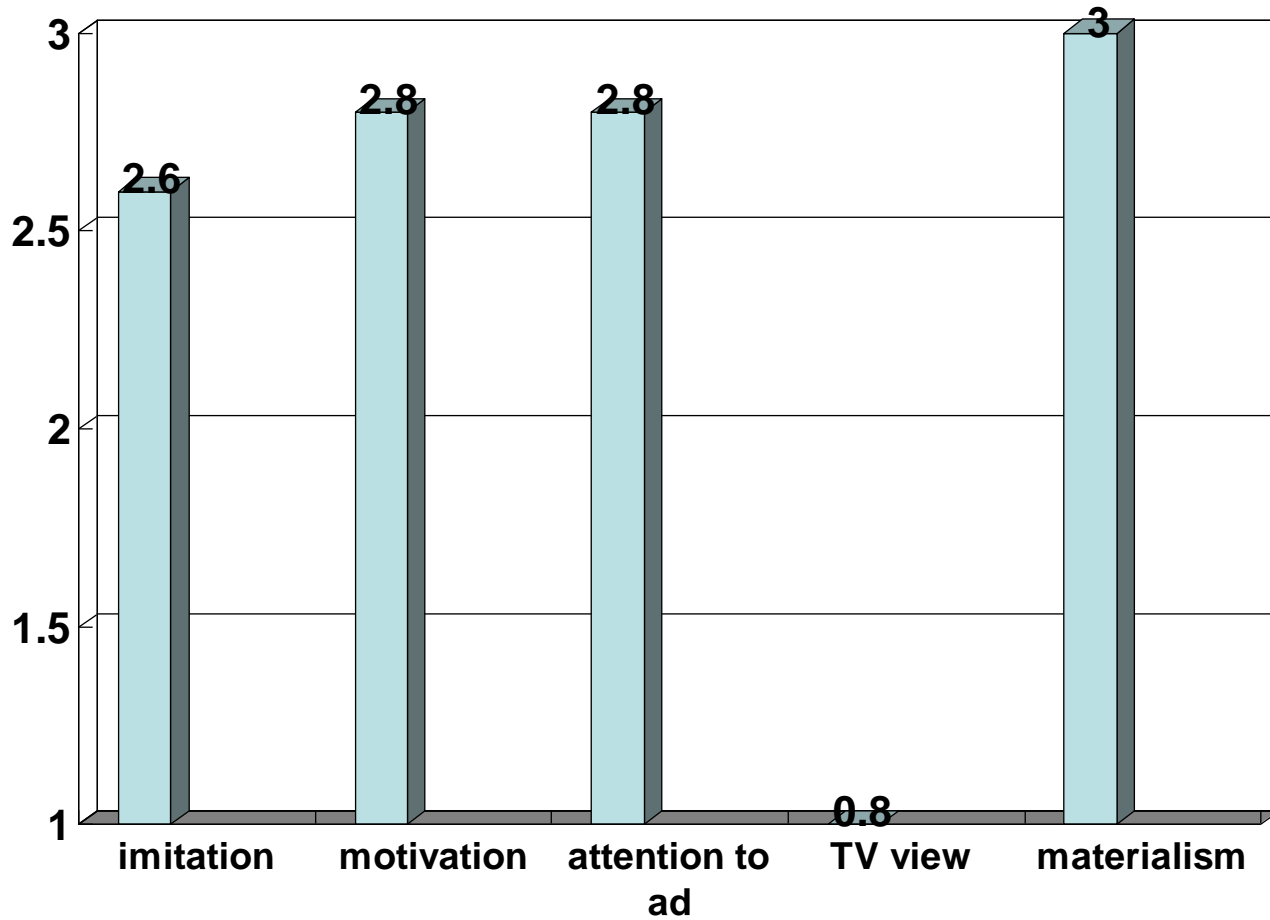
- TV viewing: no. of hours a day
- Attention to TV ad: one item
- Motivation for watching ads: 7 items
- Imitation of celebrity models: 4 items developed from Kasser et al. (2004)



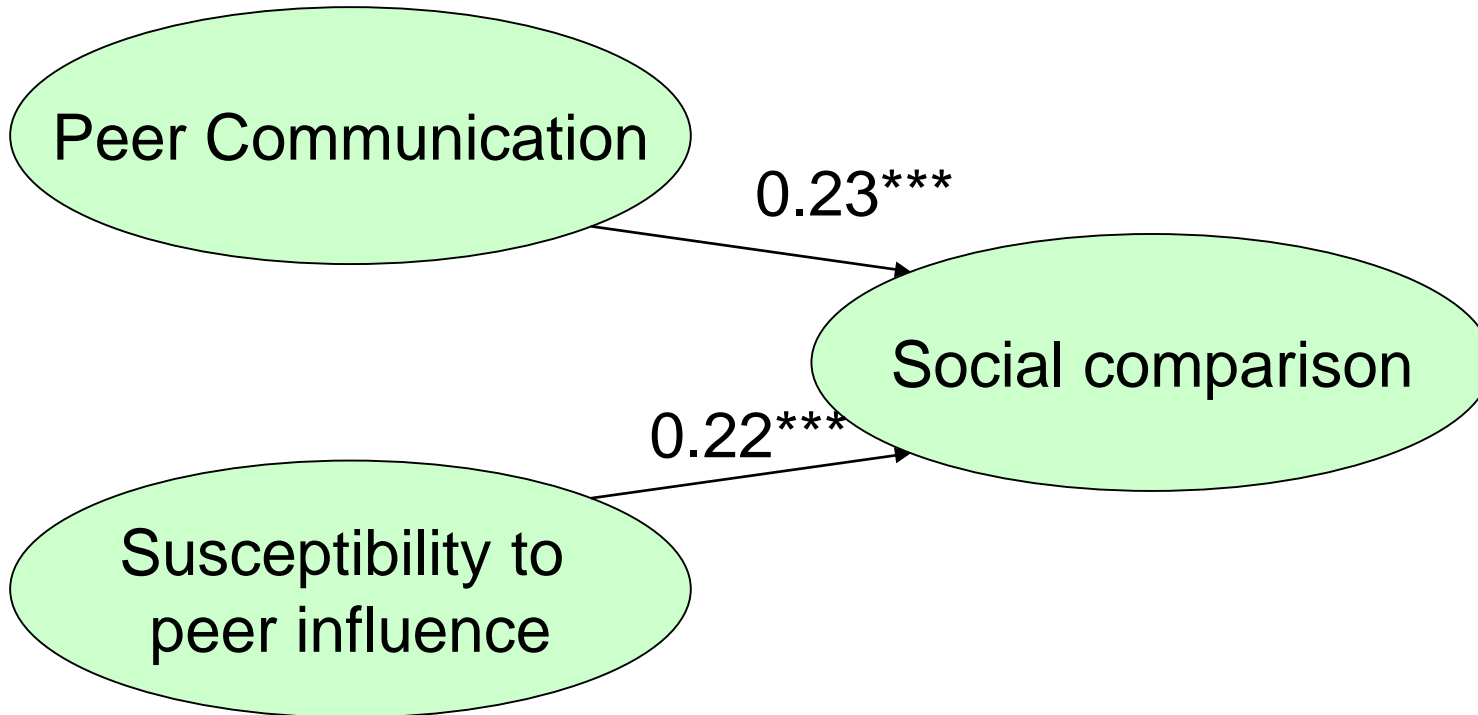
Findings



Findings



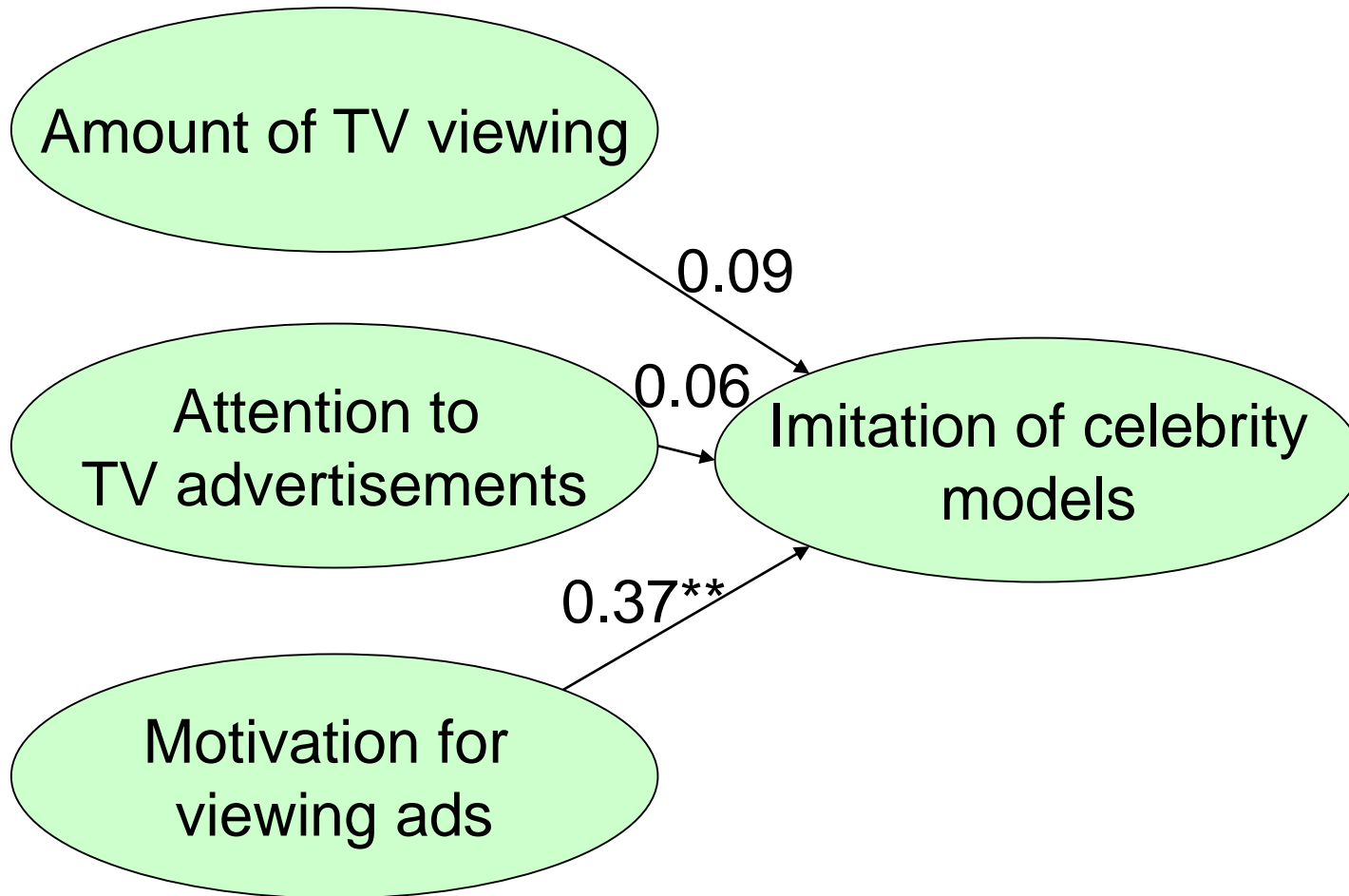
Model Supported by Data



R square =0.14



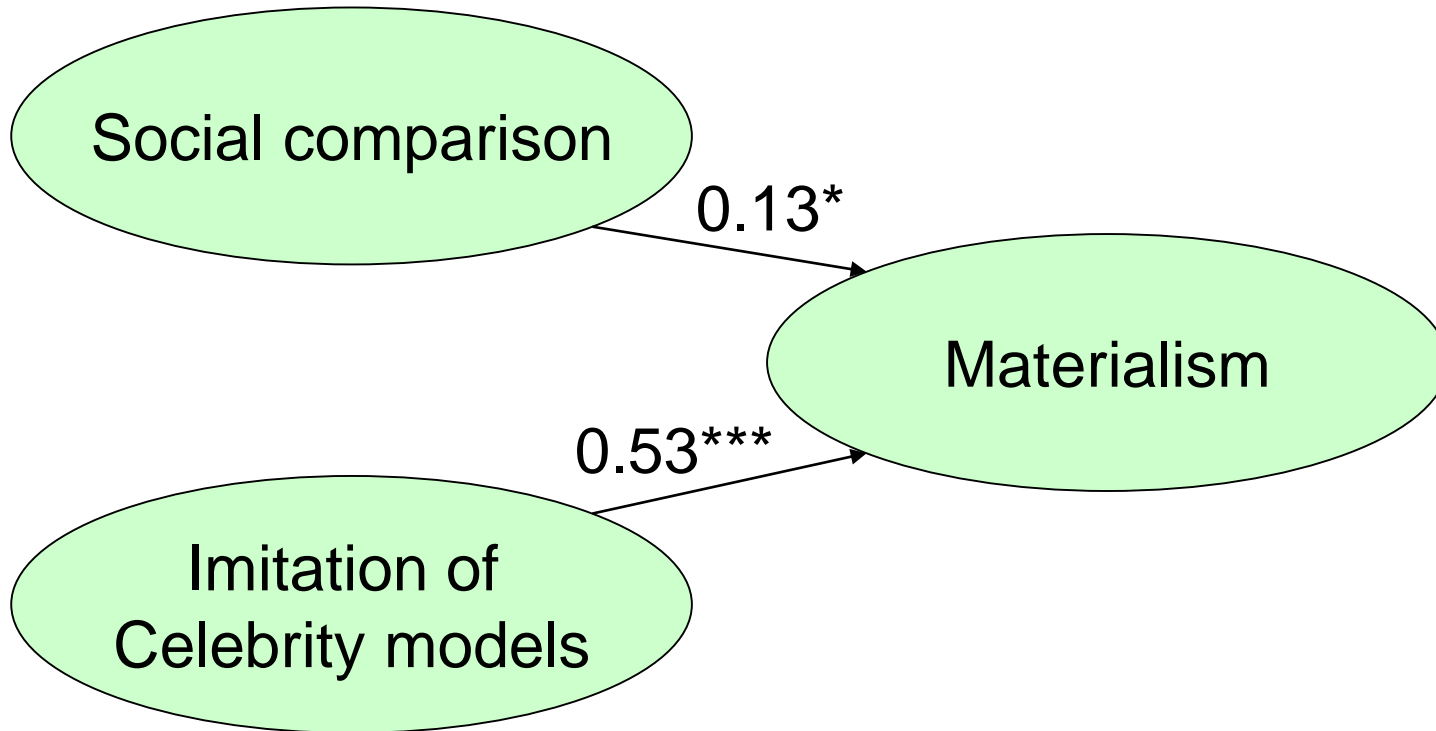
Model Supported by Data



R square =0.17



Model Supported by Data



R square =0.35



Discussion/implication

- Role of peer communication
- Peer influence
- Social comparison (who, what, when)
- Imitation of celebrity models (who, what, when)
- Motivation of viewing ads
- Critical analysis of media celebrities endorsing products



Limitation

- Non probability sample
- Relatively short questionnaire
- Lack of working young adults
- Do not have family SES information
- Social desirability

