

The Characteristics of Emerging Hedonistic Consumers in China: An Empirical Investigation

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ABSTRACT

This study investigates the influence of hedonistic consumption values on the consumer behaviour of young Chinese. The results show that hedonistic consumption value is negatively associated with utilitarian orientation, and positively associated with fashion

orientation, responsiveness to commercial stimuli, brand consciousness, and preference for foreign brands. Personal income moderates the relationship between hedonistic consumption and brand consciousness. Conceptual importance and managerial implications are discussed