

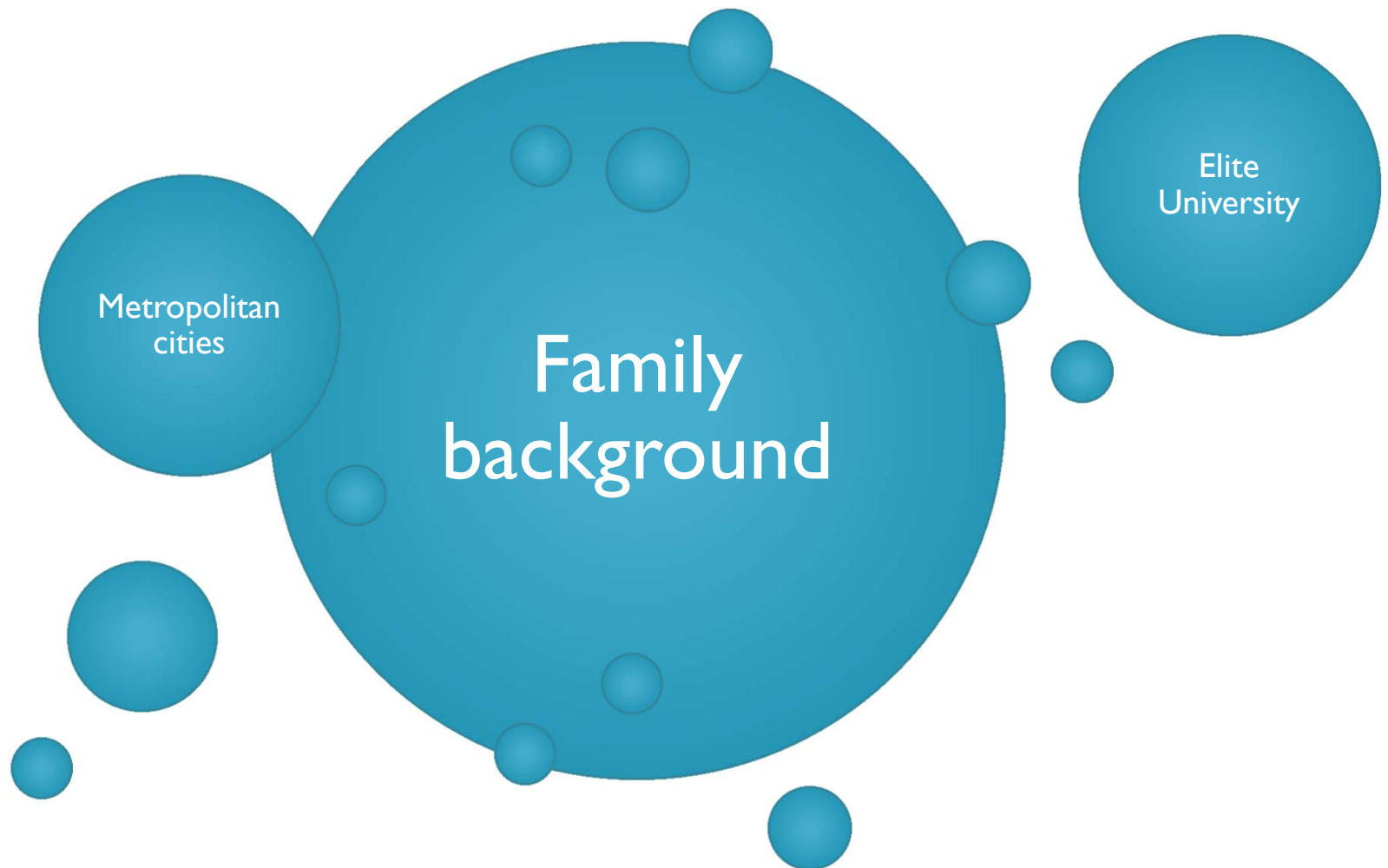


BROOKINGS

**When Chinese Youths ‘Meet’
Globalisation and Commercialisation
From the Perspective of Structural Effects**

**Dr. Zhu Di
Chinese Academy of Social Sciences
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Structural factors to shape youths' consumption practices

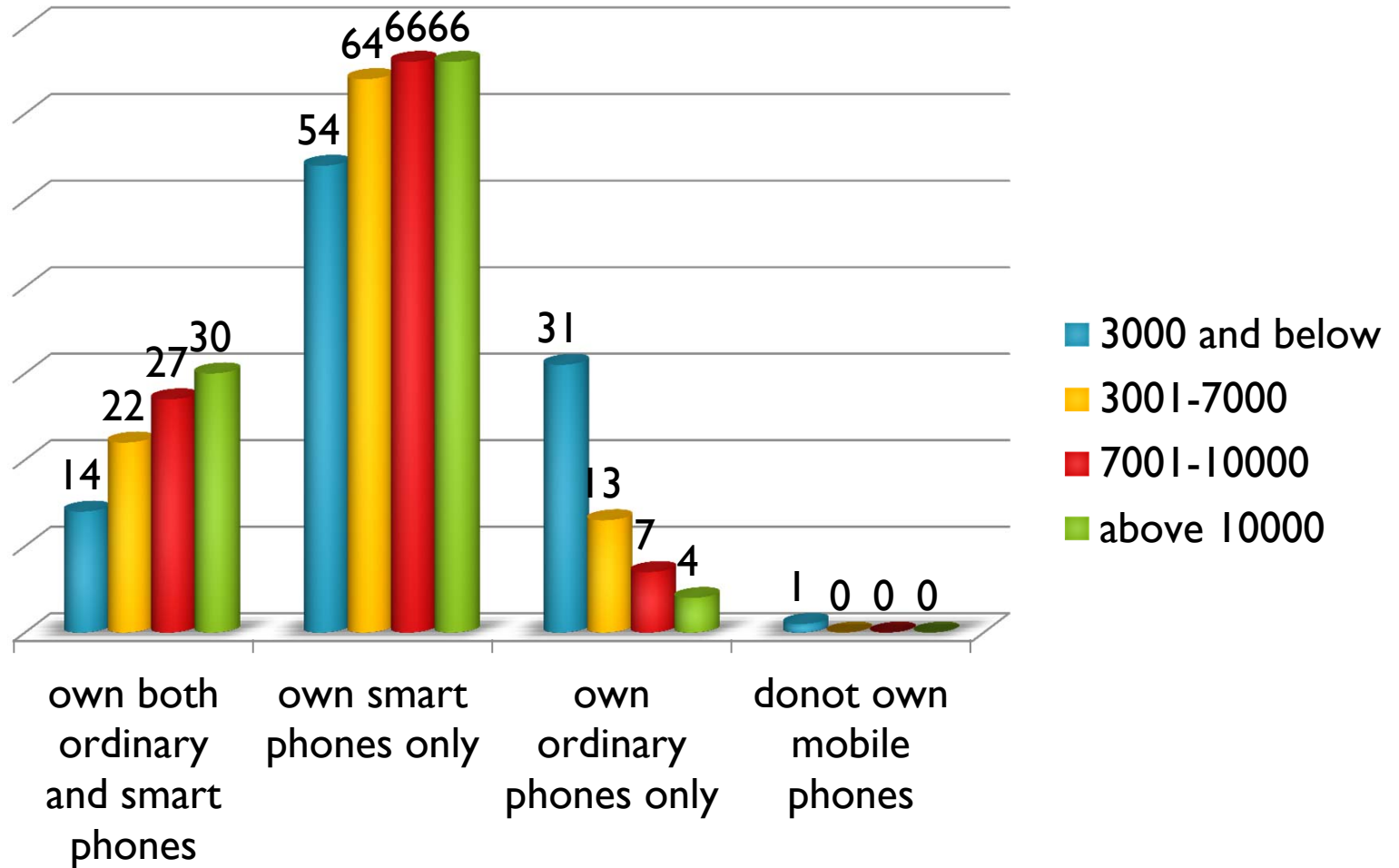




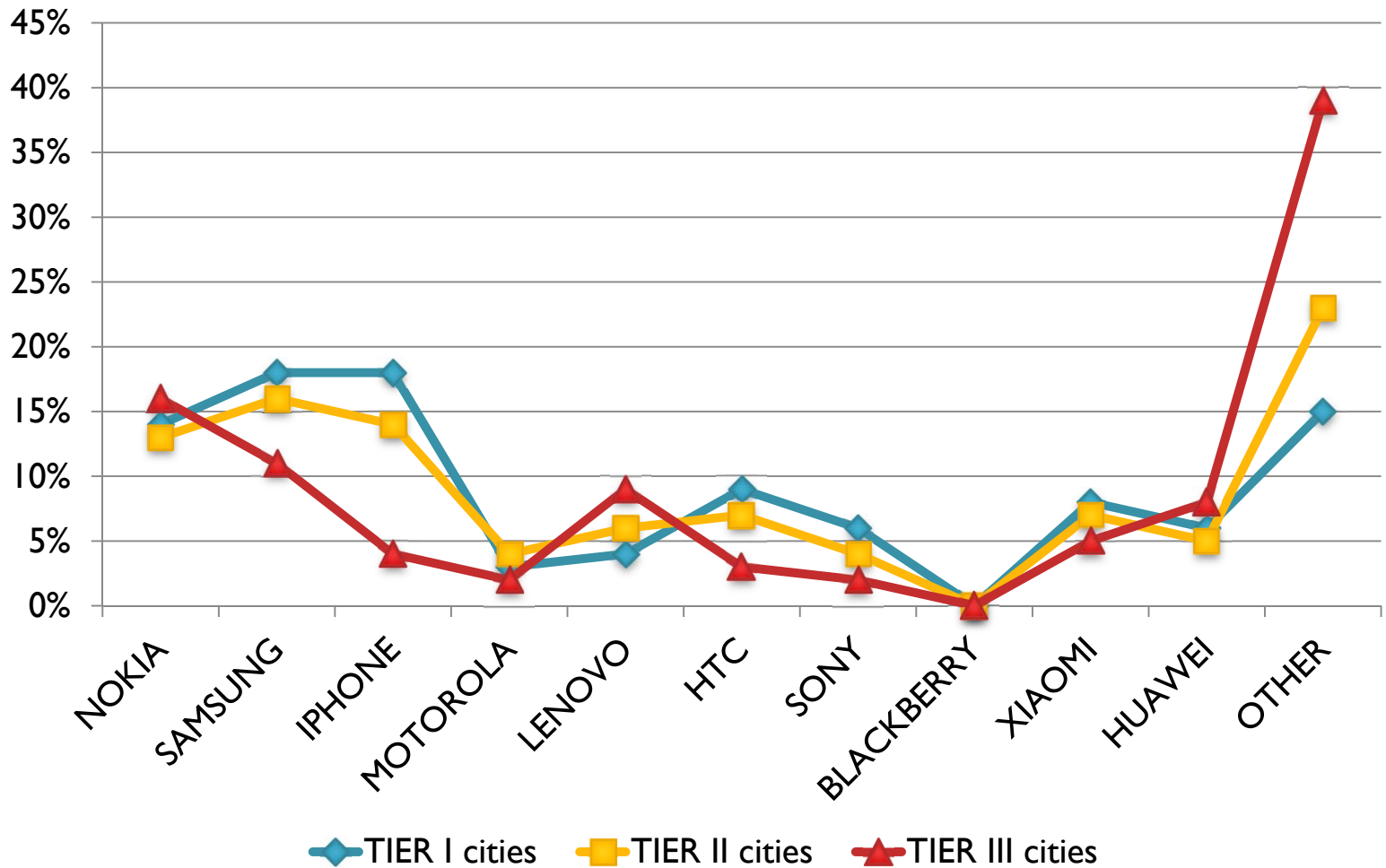
Data source

- Panel study of Chinese University Students and Graduates 2013
- 12 universities scattered in China mainland, including key universities, ordinary universities and vocational colleges
- Total sample size 7,875 and average response rate of 73.9%
- Data on purchase and use of mobile phones

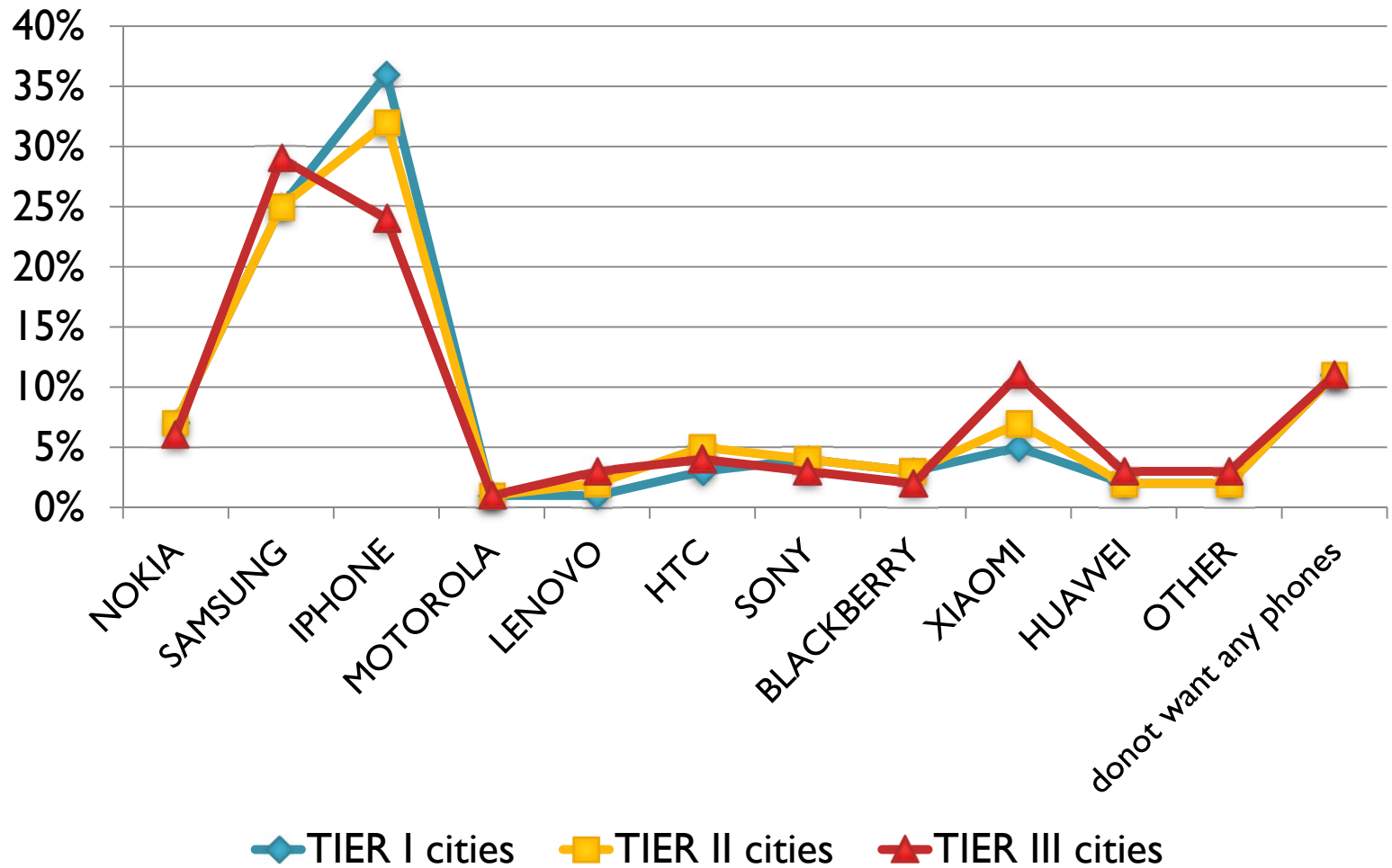
More smart phones with affluent family background



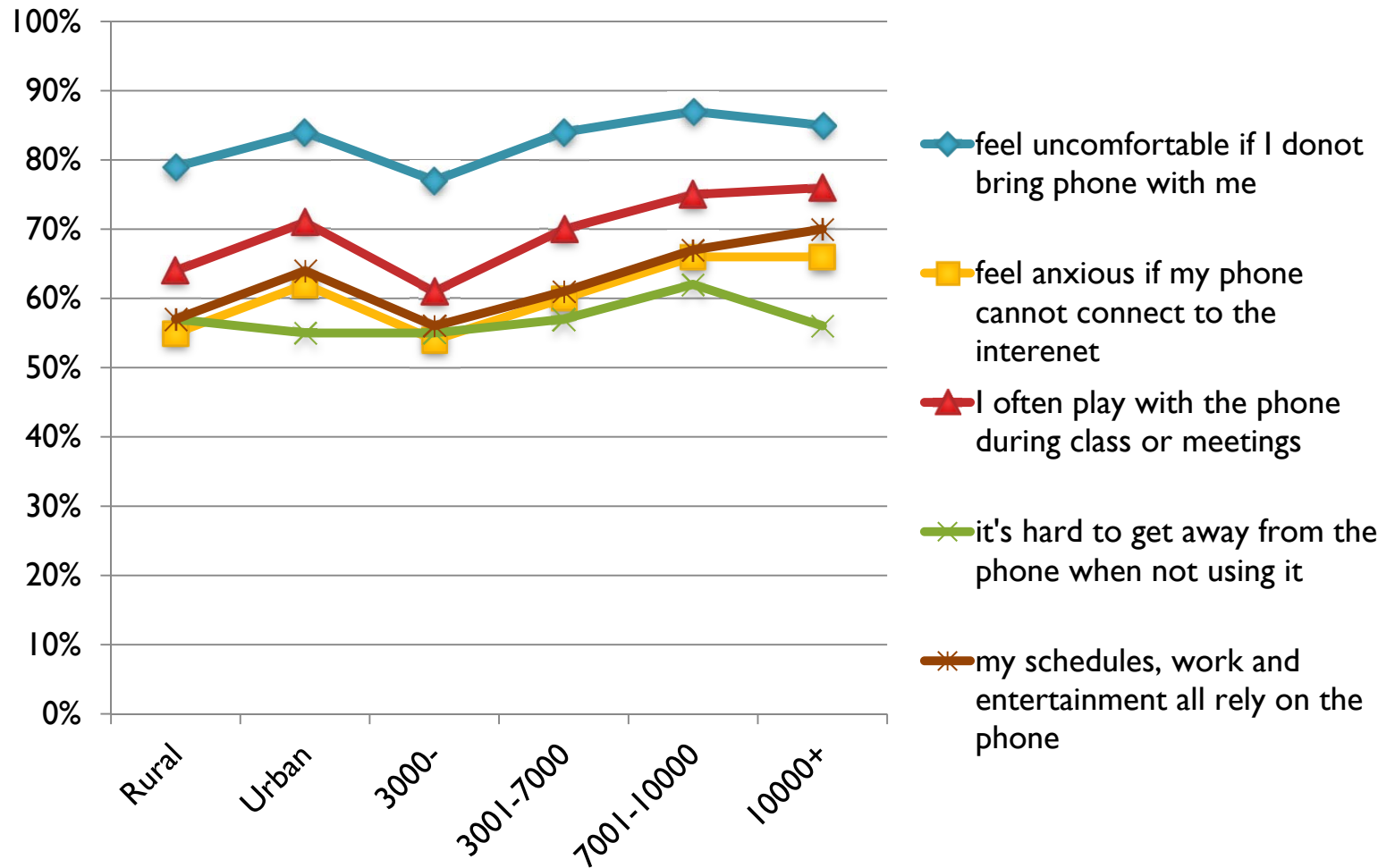
Higher percentage of International big brands in developed cities



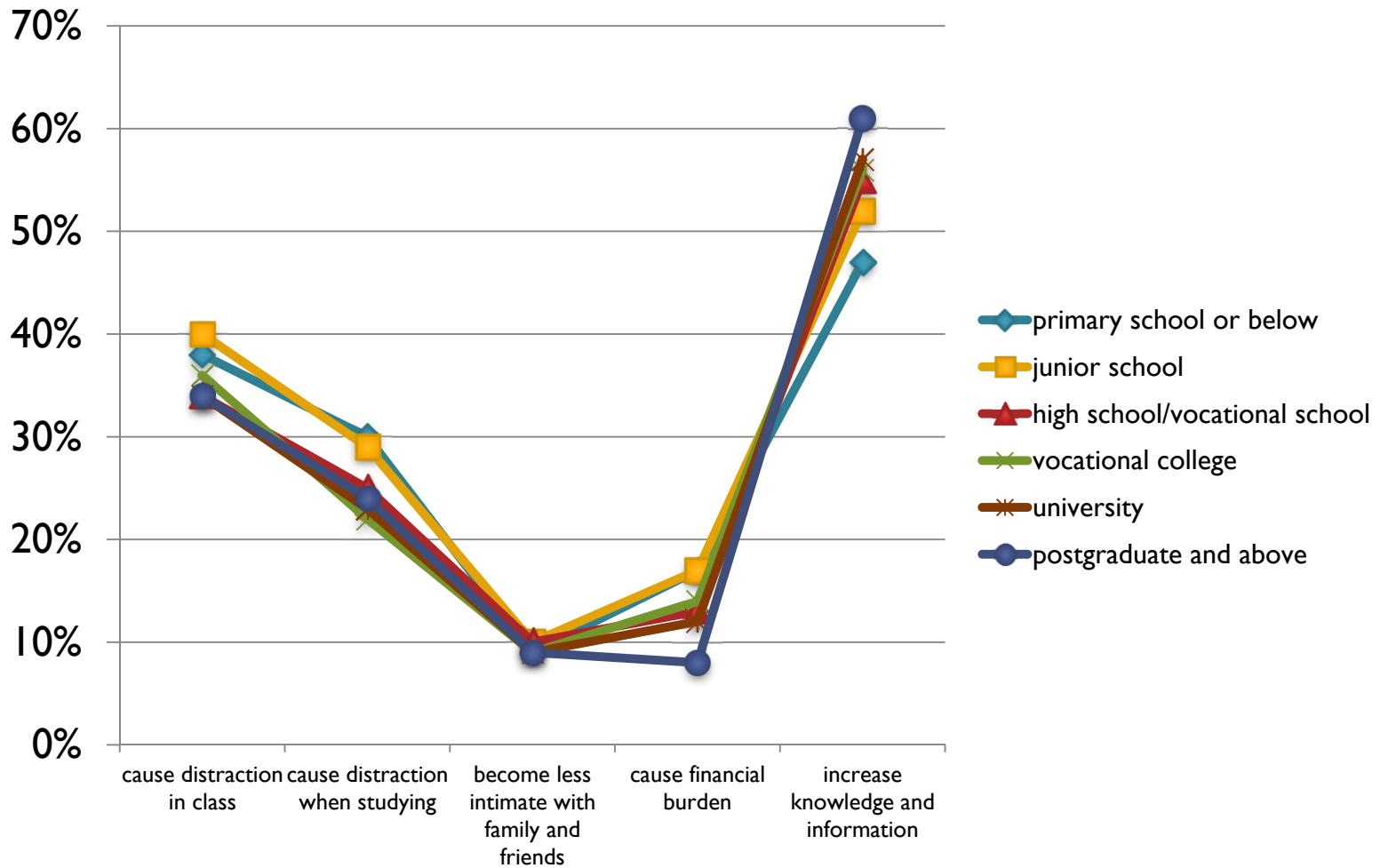
But, in terms of what they want...



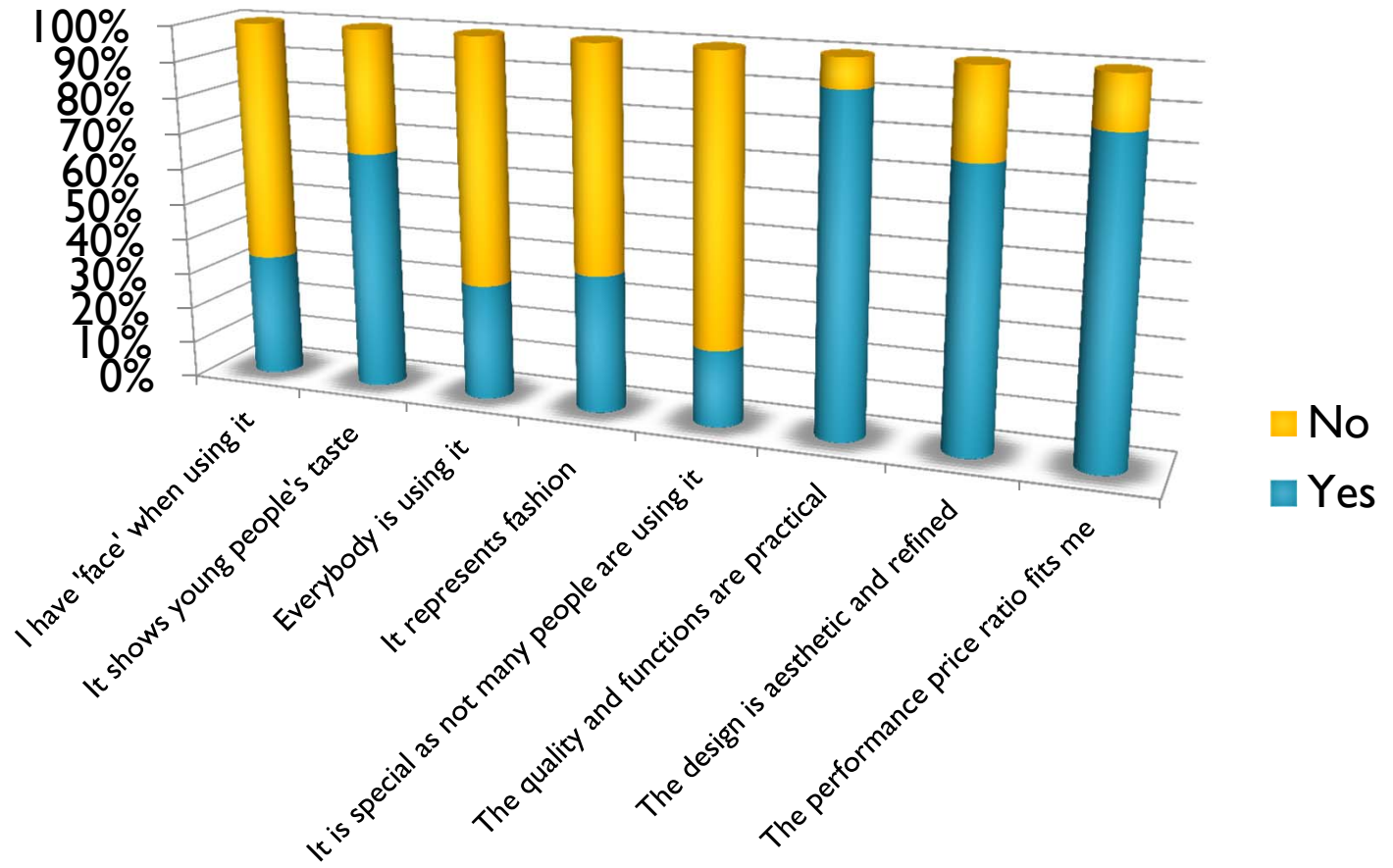
Better-off family background, more addicted to mobile phones



Higher father's education, more positive influence from mobile phone

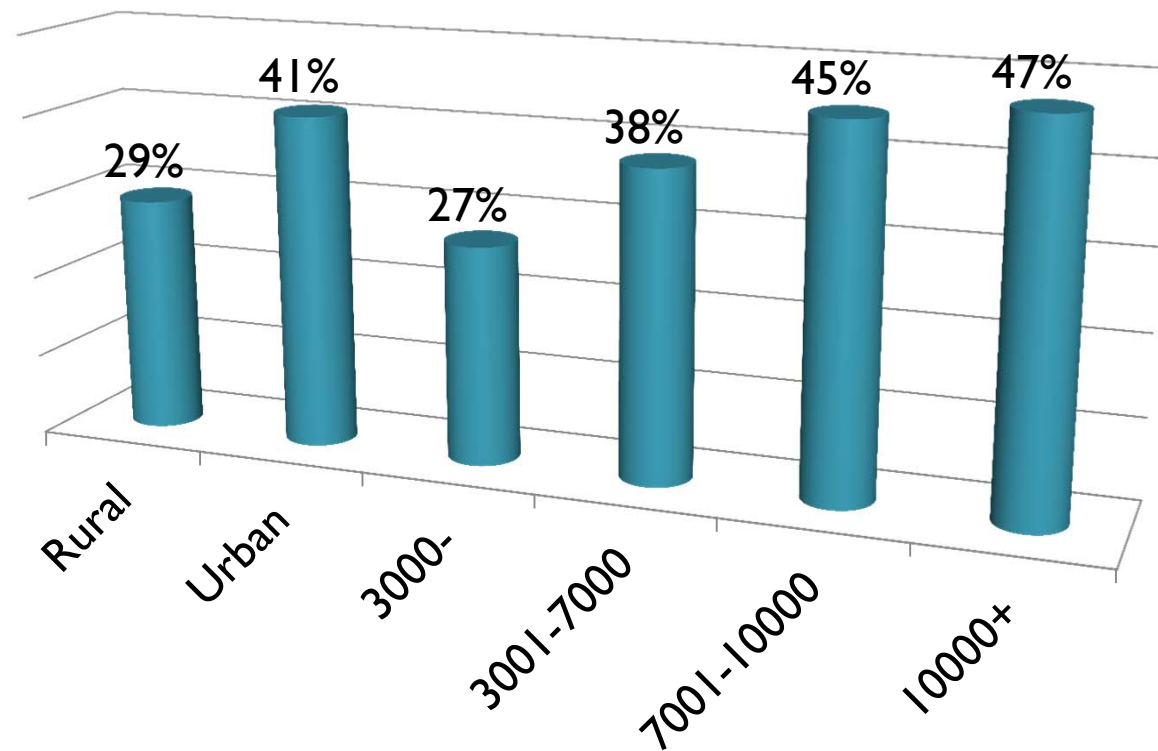


More significant in 'self-referential' orientation



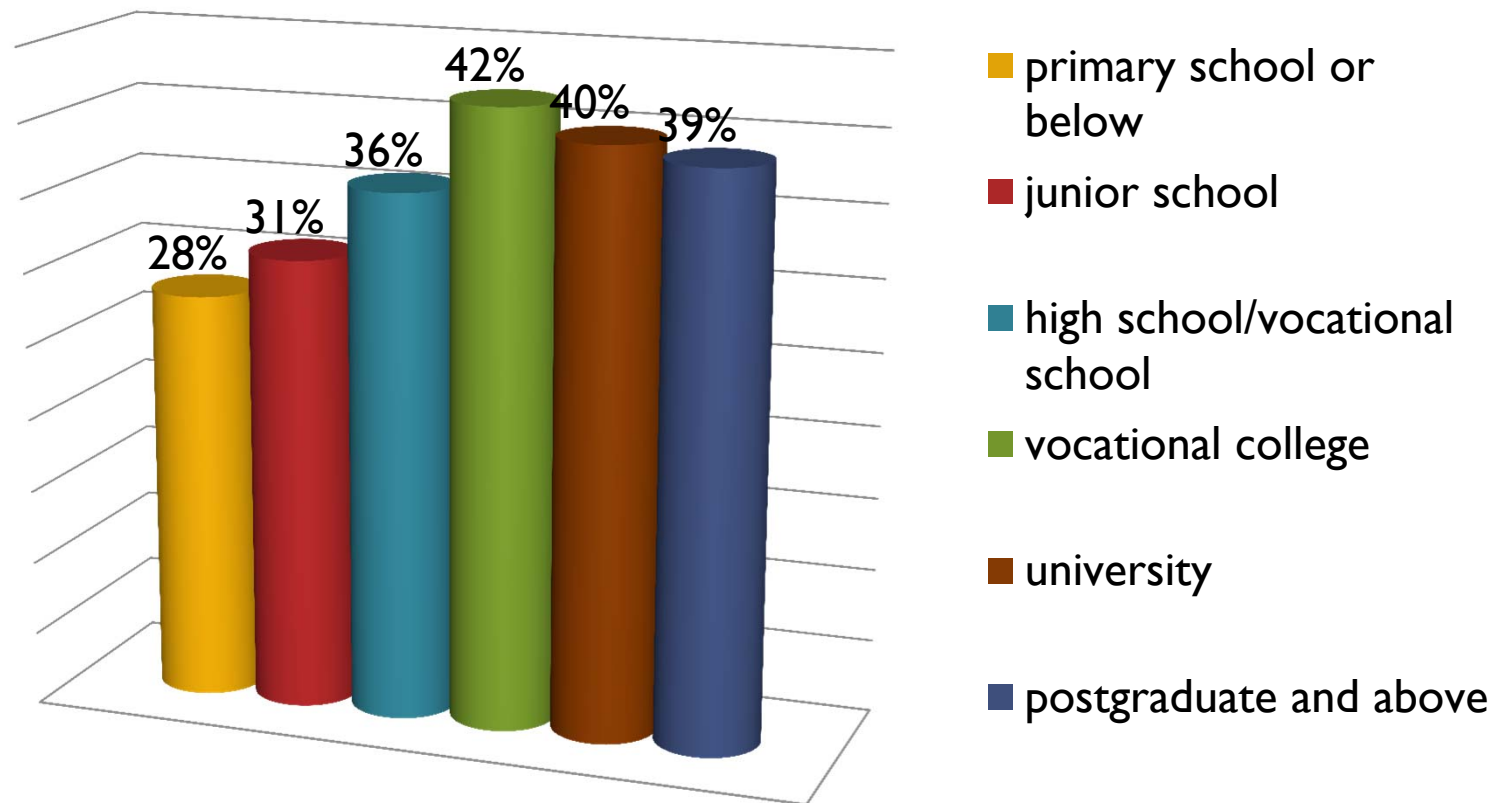
Better-off family background, more enthusiastic about 'face' consumption

**I have 'face' when using it
– the motive of buying the mobile phone**



Higher father's education, less enthusiastic about 'face' consumption

I have 'face' when using it
– the motive of buying the mobile phone





When Chinese youths 'meet' globalisation and commercialisation

- Addiction to mobile phones are significant among Chinese university students
- The percentage of owning smart phones is high
- International vanguard brands are the most popular with Chinese university students; Chinese young, cool brands at reasonable price are rising
- In purchase of mobile phones, Chinese university students are generally rational, moderate and are keen on the 'self-referential' orientation



The structural effects ...

- Students from better-off family background or live in metropolitan cities are more involved in modern consumer culture
- Those from less well-off background or live in smaller cities are stick to frugality and utility
- Family's cultural capital have impact on material culture and consumer orientation of Chinese youths

Comments and Feedback?

Thank you very much!

zhudi123@cass.org.cn

zhudisoc@163.com

