

EXECUTIVE SUMMARY

As a rapidly developing country, China is becoming a dynamic consumer market nowadays. To better understand Chinese consumers is necessary and imperative for researchers, marketers, and related officials. However, since China is an emerging consumer society, knowledge about Chinese consumers is still sketchy.

This study attempts to measure contemporary Chinese consumers' materialism through a quantitative approach. The material value scale (MVS) developed by Richins and Dawson (1992) was employed. Altogether, 96 urban and 53 rural consumers from Mainland China and 83 consumers from the Macau Special Administrative Region were investigated in this study. In turn, it may help achieve better understanding on contemporary Chinese consumers and improve knowledge about the consumer cultural evolution in China.

Findings from the measures showed that contemporary Chinese consumers hold overall neutral material values, swinging between non-materialism and materialism. The results suggest that Chinese consumers are experiencing radical changes of consumer cultures, along with the evolution toward being a consumer society.

Key words: *Materialism, MVS, Chinese consumers*