



The Changing Landscape of China's Consumerism (Chandos Asian Studies Series)

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Consumerism in China has developed rapidly. *The Changing Landscape of China's Consumerism* looks at the growth of consumerism in China from both a socio-economic and a political/cultural angle. It examines changing trends in consumption in China as well as the impact of these trends on society, and the politics and culture surrounding them. It examines the ways in which, despite needing to "unlock" the spending power of the rural provinces, the Chinese authorities are also keen to maintain certain attitudes towards the Communist Party and socialism "with Chinese Characteristics." Overall, it aims to show that consumerism in China today is both an economic and political phenomenon and one which requires both surrounding political culture and economic trends for its continued establishment. The ways in which this dual relationship both supports and battles with itself are explored through apposite case studies including the use of New Confucianism in the market context, the commodification of Lei Feng, the new Chinese tourist as a diplomatic tool in consumption, the popularity of Shanzhai (fake product) culture, and the conspicuous consumption of China's new middle class.

- Provides innovative interdisciplinary research, useful to cultural studies, sociology, Chinese studies, and politics
- Examines changes in consumerism from multiple perspectives
- Allows both micro and macro insights into consumerism in China by providing specific case studies, while placing these within the context of geo-politics and grand theory

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