

Abstract

The present research examined the relationship among music preference, identity and value endorsement. Results suggested that in Hong Kong, there are three cultural identities, which are Hong Kong identity, Chinese identity and personal identity. Moreover, the mediating role of value in the relations between music and identity in Hong Kong was also studied. It was found that the mediating role of value was limited to Allocentric value on the relation between preference for Conventional Music and Chinese Identity; though Allocentric value, preference for Contemporary Music and Hong Kong identity were inter-correlated. On the other hand, personal identity was not correlated with preference for Rebellious and Rhythmic Music. Further research should study the additive mediators on the relationship between music preference and identity; and generalized the study across culture and different age groups.