

Abstract

The present study investigated the influence of music preference of the individuals, and perceived difference in preferences of a significant other on the personal values of individuals. This study collected the music preference of the participants recruited in the Chinese University of Hong Kong by a list of various music genres. On the other hand, the participants gave response about their personal value on a simplified Schwartz's value scale. The participants were asked how they value Power, Achievement, Hedonism, Stimulation, Self-Direction, Universalism, Benevolence, Tradition, Conformity and Security. In this study, the values were clustered into Allocentric values and Idiocentric; while the music preferences were factorized into three factors: Rebellious and Rhythmic, Contemporary, Complex and Conventional. The results show that Rebellious and Rhythmic music could predict Idiocentric values; while the Complex and Conventional music could predict Allocentric values. The perceived difference in music preference was found to improve the prediction of Allocentric values.