

# CONTENTS

<b>Foreword</b>		<b>xv</b>
	<i>Phillip D. Grub</i>	
<b>Preface</b>		<b>xix</b>
<b>Credits</b>		<b>xxi</b>
<b>SECTION I. INTRODUCTION</b>		
<b>Market Globalization: An Introduction</b>		<b>3</b>
	<i>Salah S. Hassan</i>	
	<i>Erdener Kaynak</i>	
Degree of Globalization		4
Market Behavior and Development		7
Standardization of Marketing Programs and Process		10
Managerial Implications		15
<b>Chapter 1. The Globalizing Consumer Markets: Issues and Concepts</b>		<b>19</b>
	<i>Salah S. Hassan</i>	
	<i>Erdener Kaynak</i>	
Introduction		19
Framework of Competitiveness in the Globalizing Consumer Markets		20
Summary of Issues and Concepts		24
<b>SECTION II. DEGREE OF GLOBALIZATION</b>		
<b>Chapter 2. The Globalization of the U.S. Economy: Consumer Market Implications</b>		<b>29</b>
	<i>Michael R. Czinkota</i>	
	<i>Ilkka A. Ronkainen</i>	
Growing Trade Volumes		30
New Competitive Players		34

Changed Composition of Trade	37
Broader International Business Scope	39
A New Impact of Financial Markets	41
Implications for Consumer Goods Marketers	42
<b>Chapter 3. Global Market Segmentation Strategies and Trends</b>	<b>47</b>
<i>Salah S. Hassan</i>	
<i>Lea Prevel Katsanis</i>	
Introduction	47
Global Segmentation: A Historical Review	48
Overall Patterns of Global Segmentation	52
Global Market Segmentation Defined	53
Consumption Trends in Global Markets	55
The “Global Elite” Segment	56
The “Global Teenager” Segment	57
Implications	60
Conclusions	61
<b>Chapter 4. International Product Rollout: A Country Cluster Approach</b>	<b>63</b>
<i>Paul A. Herbig</i>	
<i>Hugh E. Kramer</i>	
National Characteristics	63
Designing a Global Marketing Strategy by Country Clusters	76
Two Cases in Point	84
Summary and Conclusions	87
<b>SECTION III. MARKET BEHAVIOR AND DEVELOPMENT</b>	
<b>Chapter 5. The Processes Behind the Country of Origin Effect</b>	<b>91</b>
<i>Paul L. Sauer</i>	
<i>Murray A. Young</i>	
<i>H. Rao Unnava</i>	
A Critique of Prior Research Method	92
	100

Results	105
Discussion	111
Summary and Future Research	113
<b>Chapter 6. The Impact of Modernization on Consumer Innovativeness in a Developing Market</b>	<b>119</b>
<i>Jose F. Medina</i>	
<i>Pavlos Michaels</i>	
Introduction	119
Literature Review	121
Hypotheses	125
Methodology	126
Analysis and Interpretation of Findings	130
Study Limitations	136
Conclusions and Implications	136
<b>Chapter 7. Consumer Involvement in Services: An International Evaluation</b>	<b>143</b>
<i>Lee D. Dahringer</i>	
<i>Charles D. Frame</i>	
<i>Oliver Yau</i>	
<i>Janet McColl-Kennedy</i>	
Globalization of Marketing	143
Services Marketing	145
Services–Consumer Involvement	150
The Study	152
Results of the Study	153
Global Managerial Implications	154
Limitations/Suggestions for Future Research	156
Summary	156
<b>Chapter 8. Conceptualization of India’s Emerging Rural Consuming Systems</b>	<b>161</b>
<i>V. Mukunda Das</i>	
<i>C. P. Rao</i>	
Introduction	161
Background	162
Conceptual Bases	164

Direction of Rural Consumption System Changes	165
Marketing Implications	168
Limitations	172
Conclusions	173

## **SECTION IV. STANDARDIZATION OF MARKETING PROGRAMS AND PROCESS**

### **Chapter 9. Consumer Nondurable Products:**

#### **Prospects for Global Advertising**

**179**

*John S. Hill*

*William L. James*

Literature Review	180
Research Methodology	182
Results	184
Sales Platforms	184
Creative Contexts	188
Conclusions	192

### **Chapter 10. Are Global Markets with Standardized Advertising Campaigns Feasible?**

**195**

*Alan T. Shao*

*Lawrence P. Shao*

*Dale H. Shao*

Introduction	195
Background Information	196
Methodology	199
Summary and Conclusions	205

### **Chapter 11. Winning the Global Advertising Race: Planning Globally, Acting Locally**

**209**

*Roger D. Blackwell*

*Riad Ajami*

*Kristina Stephan*

What Is Global Marketing?	210
Structure of Global Markets	212
Cultural Analysis of Global Markets	214
Can Marketing Be Standardized?	216

The Global Advertising Controversy	220
Thinking Globally, Acting Locally	223
Merger Mania and the Emergence of Mega Agencies	227
Solution: Global Agency Networks	229
<b>Chapter 12. Toward an Understanding of the Use of Foreign Words in Print Advertising</b>	<b>233</b>
<i>Nina M. Ray</i>	
<i>Mary Ellen Ryder</i>	
<i>Stanley V. Scott</i>	
Introduction	233
Conceptual Framework	244
Implications for Research	253
Conclusion and Managerial Implications	259
<b>Chapter 13. The Changing South Korean Marketplace: Perceptions of Consumer Goods</b>	<b>263</b>
<i>Linda J. Morris</i>	
<i>John H. Hallaq</i>	
Introduction	263
Country of Origin Literature	264
Purpose of the Study	265
Methodology	266
Data Analysis and Findings	269
Conclusions	277
<b>SECTION V. MANAGERIAL IMPLICATIONS</b>	
<b>Chapter 14. Implications of Standardization in Global Markets</b>	<b>283</b>
<i>A. Tansu Barker</i>	
<i>Nizamettin Aydin</i>	
Introduction	283
Globalization: A Holistic View	285
Globalization: Standardization of Markets	286
Marketing Mix Considerations	291
Conclusions	297
Recommendations and Implementation	298

<b>Chapter 15. A Values Comparison of Future Managers from West Germany and the United States</b>	<b>303</b>
<i>John Paul Fraedrich</i>	
<i>Neil C. Herndon, Jr.</i>	
<i>O. C. Ferrell</i>	
Values	304
Authoritarianism	306
Need-Determined Expression and Value-Determined Restraint	307
Equalitarianism	309
Individualism	310
Research Design	311
Results	315
Discussion	315
Conclusions	321
<b>Index</b>	<b>327</b>