

CROSS-CULTURAL VIGNETTES ON MARKETING AND THEIR IMPACT ON MARKETING EDUCATION

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Cross-Cultural Retailing Vignettes

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Retailing is one of the largest sectors in global economy. It is also facing tremendous growth and is growing through dramatic change. Innovative retail concepts are emerging and consumers are more knowledgeable and demanding better value and customer service.

In a book entitled *Predatory Marketing* by C. Britt Beewer (1997), a research was done that lists the top 10 shopping dislikes of men and women. This is of course shopping in America. The proponent conducted the same research in the Philippines. This is to compare and contrast retailing attitude and behavior. This is key in further improving the services of retailers which is crucial. Retailers have to ensure that consumers continue to find shopping enjoyable. Aside from this, the retail structure of the United States will be compared to the retail structure of the Philippines. This will be a good cross-cultural input to professors who can use this information for their marketing classes particularly retailing.

Cross-Cultural Vignettes on Global Brands as They are Advertised in Asia

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Global brands proliferate in Asia. Most of them are dominant market leaders or market challengers, while some local brands suffer in comparison in terms of sales and brand awareness. Similarly, advertising campaigns dominate the local scene and are either adopted locally or at times, the international campaign is even used with very minor editing on copy.

In the Philippines, considering the fact that most US brands are highly accepted, many ad campaigns of global brands are playing a major role in the leadership of the brand in the marketplace. Similarly, markets like Singapore, Hong Kong, Australia, New

Zealand, Thailand, and the like are advertising global brands by being "glocal"; that is, being global and local at the same time. Advertising global brands in Asia has a great impact on marketing students who are interested to learn about cross-cultural marketing practices. Various vignettes on advertising in Asia will not only provide meaningful insights to marketing students but will re-define the nature of marketing education in contemporary society.

East Meets West Online: A Cross- Cultural Project in the Net

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The global classroom has used the internet as an educational tool. In International Marketing classes, the internet has been frequently used to develop a country notebook; a major student project which identifies the cultural and environmental factors affecting one's marketing strategy in trading with a foreign country. It has also been used in cross-cultural projects. One such project involved international marketing students in the Philippines and in the US. To facilitate interaction, the students formed groups of about five each and were paired with their foreign counterparts. A Cyber Board was set up to allow students to exchange views on various issues ranging from personal introductions and cultural issues to the products which they planned to export.

While the Cyber Board allowed students to communicate with each other in spite of time differences, American and Filipino students also communicated by E-mail. In some cases, students chatted online with their counterparts. These cross-cultural experiences provided students the international exposure, which they would not have other experienced in a traditional classroom atmosphere.