

세계화에 대한 학생들의 자세: 한국과 베트남에 대한 비교견해

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Students' Attitudes Towards Globalization: Comparing Views From South Korea and Vietnam

Abstract

This study measures the attitudes towards economic and cultural globalization of South Korean and Vietnamese graduate students. The 42 South Korean students were from a private university in Seoul, South Korea while the 31 students were from a Vietnamese national university. In general, the results show that these graduate students feel positive towards economic and cultural globalization. This positive attitude towards globalization implies that there is a potential market of educated consumers in these countries who are likely to adopt global products.

I. Introduction

In 2007, Dr. Helena Czepiech, Dr. Juanita Roxas and Yin-Tzu of California State University and the author wrote a paper on College Women's Attitudes Towards

Globalization: Comparing Views from the US, Philippines and Taiwan. The study showed that college students in these countries had favorable attitudes on globalization (Czepiech, Roxas, Jao and Suplico, 2007). Another research on globalization which compared the views of college students from the Philippines and South

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Korea was done in 2008 (Czepiech, Roxas, Jao, Suplico and Garcia, 2008). This study is another attempt to compare globalization views of graduate students from South Korea and Vietnam.

The marketplace is becoming more dynamic as technological advances in transportation, shipping and communication have made it easier for firms to market in other countries and easier for consumers to buy global products (Kotler and Keller, 2006). Defined as the acceptance of the democratic free enterprise model and new communication technologies, such as the Internet, that connect countries, globalization is one of the forces that has changed marketing (Kotler and Keller, 2006). As a complex force, globalization has affected the economic, political and cultural spheres. Economic globalization refers to the greater global connectedness of livelihood especially the production of goods and services while cultural globalization refers to the life influenced by the diffusion of commodities and ideas mediated by international travel and the Internet (Economic and Cultural Globalization. Retrieved November 1, 2007 from http://www.britannica.com/eb/article-9344_667/globalization).

II. Theoretical Framework

In the global marketplace, there are opportunities for firms to introduce products to foreign markets. The products' success depends on various factors such as effective marketing strategies. Some scholars argue that globalization has led to a global market for standardized products, particularly to the young middle class (Levitt, 1983). Other scholars, however, showed empirical evidence that global standardization may not be an effective marketing strategy due to cultural factors that will influence consumer behavior (De Mooij, 2000; Kotler and Keller, 2006; Suh and Kwon, 2002 and Yenyurt and Townsend, 2003).

1. Culture and Consumer Behavior

Since consumer behavior is influenced by cultural, social and personal factors, consumer needs vary and marketing strategies should be tailored to each target group (Kotler and Keller, 2006). Kotler and Keller define culture as the fundamental determinant of a person's wants and behavior that can affect a global product's acceptance (2006). Culture can be

narrowed down to subcultures (2006). They refer to subcultures as nationalities, religions, racial groups and geographic regions. An example of subculture will be the Hispanic-Americans whose income levels are rising. Thus, companies, such as banks and insurance firms, adapted their financial services to attract the Hispanic-American consumers.

Like Kotler and Keller (2006), Kerin, Hartley, Berkowitz and Rudelius (2006) agree that culture and subculture affect consumer behavior. They define culture as the set of values, ideas and attitudes that are learned and shared among the members of the group while subcultures are subgroups such as Hispanic-Americans, African-Americans and Asian-Americans (2006). According to them, the Asian-Americans, which are the fastest growing subculture in the US, consist of Chinese, Japanese, Filipinos, Indians and Koreans. This subculture is so diverse that Anheuser-Busch adapted eight different varieties of California-grown rice to Asian-American consumers and different kind of rice bowls to Chinese, Japanese and Koreans (Kerin, Hartley, Berkowitz and Rudelius, 2006).

De Mooij argues that there is a need to adapt global marketing strategies to

cultural factors in various countries (2000). Suh and Kwon point out that global adaptation is a better strategy since cultural dynamics are important in global markets (2002). Yenyurt and Townsends' study also showed that some of Hofstede's cultural dimensions, such as power distance, individualism and uncertainty avoidance affect the acceptance of global products (2003).

2. Hofstede's Cultural Dimensions and Consumer Behavior

Gert Hofstede defines culture as the collective mental programming which is being shared by members of a nation, region or group but not with members of other nations, regions or groups (1983). The cultural dimensions are measured on a scale from 0 to 100 index, although some countries may have a score below zero or above 100, because they were measured after the original score was finalized (De Mooij, 2000). According to De Mooij, Hofstede's cultural dimensions were based on an extensive IBM database of 116,000 questionnaires in 20 languages used in 72 countries (2000). Recent replications showed that Hofstede's country scores, based on findings in 1970, were

still valid. Thus, a substantial number of crosscultural studies used Hofstede's cultural dimensions as part of their theoretical framework (De Mooij, 2000; Rhee, Yunna, 2002; Yenyurt and Townsend, 2003 and Kim, Jinwoo; Lee, Inseong; Choi, Boreum; Hong, Se-Joon Hong; Tam, Kar Yan; Naruse, Kazuaki and Maeda, Yumi, 2004).

Hofstede defines cultures to have the following dimensions (1983):

- Power Distance (PDI). This refers to the extent to which the less powerful members of organizations and institutions, such as the family accept and expect that power is distributed unequally. Cultures with a high degree of power distance tend to be conservative. In a culture characterized by high power distance, consumer behavior tends to be less open to new ideas and products (Yenyurt and Townsend, 2003).
- Individualism (IDV). This is the degree to which individuals are integrated into groups. Individualistic cultures are characterized as societies where the ties between individuals are loose while collective cultures are societies in which individuals are integrated into strong and cohesive groups. Individualistic cultures tend to give more importance on their own and their immediate family's well-being while people in collective cultures feel that they belong to a group, whose overall well-being supersedes the needs of the individual (Yenyurt and Townsend, 2003). Consumers in individualistic cultures will be more open to new ideas and products (Yenyurt and Townsend, 2003).
- Masculinity (MAS). This is the extent that cultures carry masculine values of assertiveness, achievement, wealth-acquisition and competitiveness. Masculine cultures tend to be assertive and competitive. On the other hand, feminine cultures tend to be caring and modest. Masculine cultures tend to have more innovative consumers who are likely to accept new ideas and products (Steinkamp et al., as cited in Yenyurt and Townsend, 2003).
- Uncertainty Avoidance Index (UAI). This refers to extent in which people feel uncomfortable in the presence of vagueness and ambiguity. Uncertainty avoiding cultures tend to mini-

mize the possibility of vagueness by strict laws and rules, safety and security measures. They tend to be emotional and motivated by nervous energy. On the other hand, uncertainty accepting cultures tend to tolerate the opinions different from what they are used to. Further, they have less laws and structures. Cultures with low uncertainty avoidance will tend to be more accepting of new ideas and products (Yeniyurt and Townsend, 2003).

3. Cultural Indices and Implications to Consumer Behavior

3.1 Hofstede's Cultural Indices and Implications to Consumer Behavior (Hofstede's Cultural Indices. Retrieved June 18 from http://www.geert-hofstede.com/hofstede_south_korea.a.shtml):

- Power distance (PDI). South Korea has a high PDI of 60 compared to the world average of 56.5. This index is higher than the Japanese PDI of 54 and the American PDI of 40. This implies that South Korean consumers will tend to be more con-

servative in accepting new ideas and products. Compared to South Korea, Vietnam has a higher PDI of 70. Thus, Vietnamese consumers will tend to be conservative in accepting new ideas and product like their South Korean counterparts.

- Individualism (IDV). South Korea has a low IDV of 18 compared to the world average of 50. This is lower than the US IDV of 91 and the Japanese IDV of 46. As a collective culture, South Korean consumers will tend to be more conservative in accepting new ideas and products. Compared to South Koreans, the Vietnamese consumers have a higher IDV of 20. Just like the South Koreans, the Vietnamese consumers tend to be more conservative in accepting new products.
- Masculinity (MAS). South Korea has low MAS of 39 compared to the world average of 65. This is lower than the US MAS of 62 and the Japanese MAS of 95. This shows that South Korean culture is a feminine culture. It implies that South Korean consumers will tend to be more conservative in accepting new ideas and products. Compared to the

South Korea, Vietnam scored 40 in MAS. It is a feminine culture like their South Korean counterparts. However, this dimension will not be used in the study's framework since this was not proven empirically in the study of Yenyurt and Townsend (2003).

- Uncertainty Avoidance Index (UAI). South Korea has a UAI of 85 which is higher than the world average of 51. This is higher than the US UAI of 46 and lower than the Japanese UAI of 92. The high UAI implies that South Korean consumers will tend to be more conservative in new ideas and products. Unlike the South Koreans, the Vietnamese have a lower UAI of 30. This lower UAI imply that the Vietnamese consumers will be more accepting of new products than their South Korean peers.

3.2 Literacy and Trade Openness Negatively Moderates Hofstede's Cultural Indices on Consumer Behavior

In their study of 56 countries, which included South Korea, Yenyurt and Townsend (2003) concluded that literacy and trade openness moderated the influence of Hostede's cultural indices on con-

sumer behavior. Literacy was defined as the percentage of adults ages 15 and above who can read and write a short and simple statement about their daily lives (World Bank definition as cited in Yenyurt and Townsend, 2003). On the other hand, trade openness was defined as the ratio of imports and exports of goods and services to the GDP of the country (Rodrik as cited in Yenyurt and Townsend, 2003). This study showed that literacy and trade openness have negative moderation effects on the relationship between cultural dimensions and new product acceptance.

In countries that have lower literacy rates, cultural dimensions on the acceptance of global products are stronger than in countries that have higher literacy rates (Yenyurt and Townsend, 2003). This implies that countries that have developed educational systems will have consumers who are less likely to be affected by their national cultural values than in countries with less developed educational systems. High literacy rates can encourage consumers to understand foreign cultures and, thus, accept foreign products (Yenyurt and Townsend, 2003). Consumers in countries that have a high degree of trade openness will have more exposure to foreign products and services and, thus, will

be more open to new ideas and products. Strong educational infrastructure and an open market structure act as suppressors of the cultural differences among various countries (Yeniyurt and Townsend, 2003). Consumers in these countries are likely to adopt new ideas and products.

3.2.1 Literacy

As of June 2008, South Korea's high literacy was 97.9% of the population (Retrieved June 25, 2008 from <https://www.cia.gov/library/publications/the-world-factbook/geos/ks.html#Econ>). Men had a 99.2% literacy while women had a 96.6% literacy. South Korea's economic success has been attributed to its obsession with education (Seth, 2002). As the country became an industrial power, the general level of educational attainment remained higher than in almost all other nations at a similar level of GNP level per capita (Seth, 2002). Parents send their children to study overseas and overseas travel has enhanced the understanding of foreign cultures and products. On the other hand, Vietnam is a country has a high literacy rate of over 90% (Retrieved October 2, 2008 from <http://www.us-asean.org/vietnam.asp>).

3.2.2 Trade Openness

In constructing an index of country market potential, Cavusgil, Kiyak and Yeniyurt (2004) used market receptivity as a dimension. The measure of market receptivity was trade as a percent of GDP or trade openness. In terms of market receptivity (trade openness), South Korea ranked 18 out of 90 countries (Cavusgil, Kiyak and Yeniyurt, 2004). The lower the rank, the more open the country. Those who were ranked 1-5 respectively were Singapore, Canada, Hong Kong, Ireland and Malaysia. Countries that were considered least open were Peru and Pakistan (both ranked 84) and Argentina, Brazil, Bangladesh and India (all ranked 86th). This implies that South Korea showed more trade openness than other countries. On the other hand, Vietnam's economic growth has been traced to its trade openness (Retrieved October 3, 2008 from http://www.cuts-citee.org/PDF/BACK-GROUNDER-Final_Vietnam.pdf).

3.3 Literacy and Trade Openness Facilitates Favorable Attitudes Towards Globalization

3.3.1 Literacy and Globalization

Literacy can also promote favorable attitudes towards economic and cultural

globalization (Hainmueller and Hiscox, 2006). Educated consumers in countries with high degree of trade openness are exposed to economic ideas about the efficiency of economies associated with foreign trade. These consumers are less prone to nationalist and anti-foreigner sentiments often linked with protectionism. They are likely to think of the benefits of globalization in their country and the world, especially if they are exposed to economic classes or world trade theories (Hainmueller and Hiscox, 2006). Increased education, especially college education, tends to socialize students to have tolerant, cosmopolitan and global views of the world. These students learn to appreciate and understand foreign cultures. They are likely to have favorable attitudes towards globalization (Hainmueller and Hiscox, 2006). As consumers, they are likely to accept new ideas and products.

3.3.2 Trade Openness and Globalization

Trade openness, like education, exposes college students to foreign products and services. Eventually, these college students experience the benefits of trade openness such as exposure to a wide variety of goods and services. Thus, they become consumers who have a flexible and broad

view of the world (Hainmueller and Hiscox, 2006).

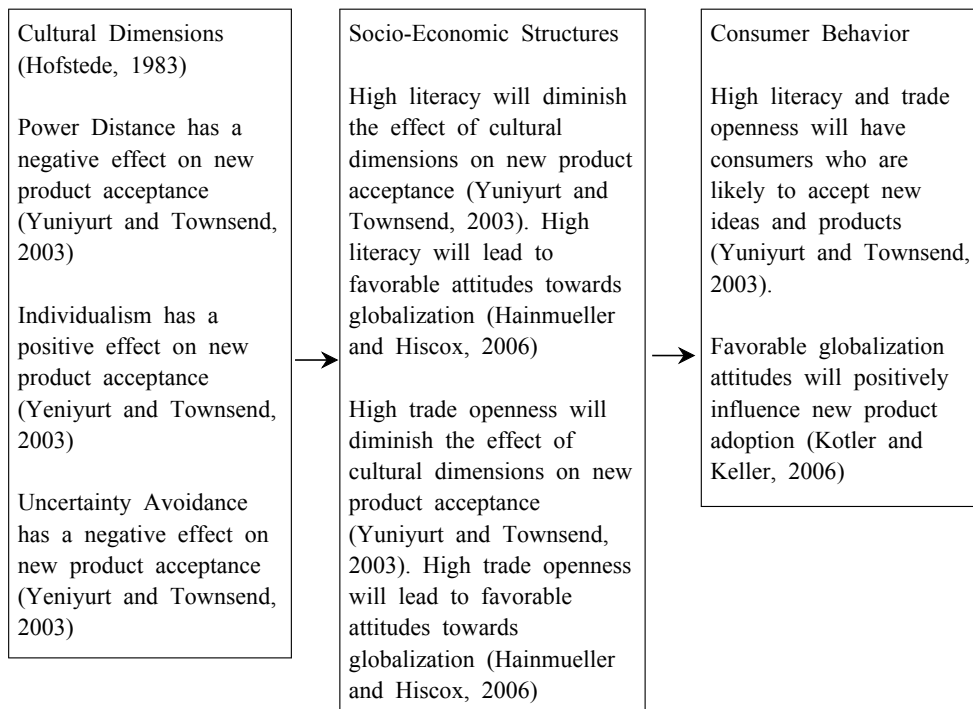
3.4 Attitude Influences Consumer Behavior

Kotler and Keller define an attitude as a person's enduring favorable or unfavorable evaluation, emotional feeling, and tendencies toward an object or idea (2006). They stress that attitudes put people into frame of thinking; liking or disliking an object, moving toward or away from it. Attitudes can influence consumer behavior (Kotler and Keller, 2006). Thus, consumers who favor globalization are likely to adopt global products.

[Figure 1] shows the study's framework (Kotler and Keller, 2006; Hainmueller and Hiscox, 2006; Hofstede, 1983 and Yuniyurt and Townsend, 2003):

III. Methodology

Attitudes towards globalization <Table 1> were classified into two major groups: 1. attitudes towards economic globalization and 2. attitudes towards cultural globalization. The survey instrument, which used a five-point Likert scale, used questions from the Program on International Policy Attitudes (PIPA) study (Americans



[Figure 1] Model of Consumer Behavior (Kotler and Keller, 2006; Hainmueller and Hiscox, 2006; Hofstede, 1983 and Yuniyurt and Townsend, 2003)

on Globalization. A Study of US Public Attitudes. Retrieved on November 1, 2007 from http://www.pipa.org/OnlineReports/Globalization/Americans Globalization_Mar00/AmericansGlobalization_Mar00_rpt.pdf).

IV. Sample

This study used a sample size of 31 graduate students from a public university

in Vietnam and 42 graduate students from a private university in Seoul, South Korea. The graduate students surveyed in these two countries were business administration majors. The professors distributed the standard survey questionnaires to students in their classes.

South Korean respondents consisted of 16 females and 26 males. Their reported ages ranged from 24 to 58 with 34 years old as the average age. The average age of the South Korean respondents was 8

<Table 1> Measures of Attitudes Towards Economic and Cultural Globalization

Economic Globalization
Globalization is good for the economy.
Globalization is good for the world economy.
Globalization is good for our environment.
Our country should actively promote international trade.
The growth of international trade has increased the gap between rich and poor in our country.
In international trade, our country receives more benefits than other countries.
Foreign investment in our country is necessary and has a positive influence on our economy.
Foreign investment is dangerous for our country because it allows outsiders too much control over our affairs.
I support our country's participation in the World Trade Organization.
I favor free trade to promote lower prices for consumers.
Our country is more open to imports than other countries.
I favor restrictions on foreign imports to protect jobs in my country.
Our students are well prepared for the kind of global economy that will emerge over the next twenty years.
Cultural Globalization
I would like to take a trip around the world.
I am interested in the culture of other countries.
I would feel lost if I were in a foreign country.
I like to visit places that are totally different from my home.
Our news media covers enough international news.
Globalization has a positive impact on my culture.
Globalization is good for consumers like me.
I am glad that more foreign stores, such as McDonalds and Starbucks, are opening in our country.
I like foreign pop culture such as music, television and movies.

years older than their Vietnamese counterparts. The respondents were Business Administration majors. Eighty-six percent of

the respondents' average monthly household income ranged from USD2501 and above, followed by USD1001- USD1500

(5%), USD1501-USD2000 (5%), USD501-USD1000 (2%) and USD2001-US2500 (2%). Most South Korean respondents had higher incomes than their Vietnamese peers.

The Vietnamese respondents consisted of 18 females and 13 males. Their ages ranged from 23 to 32 with 26 as the average age. The respondents were business administration majors. Forty-three percent of respondents' monthly household income ranged from USD501-USD1000, below USD500 (32%), USD1001-USD1500 (16%), USD1501-USD2000 (6%) and USD 2501-USD3000 (3%).

Prior to the main study, the researcher had a pilot test with 40 students. The results enabled the researcher to improve the questionnaire. The questionnaires were pretested before these were administered. The items on economic and cultural globalization were randomly mixed to prevent a reference bias.

Convenience sampling was used. Respondents were also assisted in answering the survey questionnaires. A z-test was used to find out if responses between South Korean and Vietnamese graduate students were statistically significant using SPSS software (Hair, Bush and Ortinau, 2006 and Cooper and Schindler, 2006).

V. Research Findings

1. Economic Globalization

<Table 2> shows that Vietnamese and South Korean respondents held favorable attitudes towards economic globalization. This validates the results of previous studies that showed that college students in the US, Taiwan, South Korea and the Philippines favor globalization (Czepiec, Roxas, Jao and Suplico, 2007 and Czepiec, Roxas, Jao, Garcia and Suplico, 2008).

The South Korean and Vietnamese respondents were most positive about their belief that the country should actively promote international trade as shown by the high mean scores of 4.02 and 4.45, respectively (See <Table 2>). The responses were statistically significant. The high mean scores from the Vietnamese respondents recognize the importance of trade after the country has been converted into a market economy. In previous studies, this was also the item that generated the highest mean scores among the US, Taiwanese, South Korean. and Filipino respondents (Czepiec, Roxas, Jao and Suplico, 2007 and Czepiec, Roxas, Jao, Garcia and Suplico, 2008).

The South Korean respondents were

<Table 2> Mean Scores of Attitudes Towards Economic Globalization By Country

Economic Globalization	South Korea	Vietnam
	Mean	Mean
Globalization is good for the economy.	3.90	4.10
Globalization is good for the world economy.	3.81	4.23
Globalization is good for our environment.	3.38	3.13
Our country should actively promote international trade.	4.02*	4.45*
The growth of international trade has increased the gap between rich and poor in our country	3.69	3.65
In international trade, our country receives more benefits than other countries.	3.43*	2.54*
Foreign investment in our country is necessary and has a positive influence on our economy.	3.95	4.03
Foreign investment is dangerous for our country because it allows outsiders too much control over our affairs	3.10*	2.42*
I support our country's participation in the World Trade Organization.	3.74*	4.48*
Our country is more open to imports than other countries.	3.26	3.58
Favor free trade to lower prices	4.35*	3.67*
I favor restrictions on foreign imports to protect jobs in my country	3.29*	2.32*
Our students are well prepared for the kind of global economy that will emerge over the next twenty years.	3.57	3.48

*) * Statistically significant difference at $\alpha = .05$ between South Korea and Vietnam 1: Most Negative 5: Most Positive.

most positive that free trade will reduce consumer prices as shown in the mean score of 4.35 compared to mean score of 3.67 for the Vietnamese graduate students. These responses were statistically significant. This implies that the South Korean graduate students were more enthusiastic that free trade will reduce consumer pri-

ces than their Vietnamese peers.

The South Korean and Vietnamese graduate students felt ready for future economic globalization with mean scores of 3.57 and 3.48, respectively. These results validated previous studies that showed that respondents were ready for future economic globalization (Czepiec, Roxas,

Jao and Suplico, 2007 and Czepiec, Roxas, Jao, Garcia and Suplico, 2008).

<Table 2> shows that the South Korean graduate students were more fearful of direct foreign investment (mean score of 3.10) compared to their Vietnamese counterparts (mean score of 2.42). The South Korean economy has also been described as an export-oriented economy which is “trade-dependent”(Bradshaw, Kim and London, 1993). This is the opposite of some economies in Latin America which are considered to be foreign investment-dependent (Bradshaw, Kim and London, 1993).

The significant differences in attitudes of South Korean and Vietnamese respondents towards economic globalization were observed on 6 of 13 items. These were as follows:

- Our country should actively promote international trade. The Vietnamese respondents showed a higher mean of 4.45 compared to only 4.02 of the South Korean respondents. This implies that Vietnamese respondents were more positive towards globalization than their South Korean peers.
- In international trade, our country receives more benefits than other countries. The South Korean respondents showed a higher mean of 3.43 compared to only 2.54 by their Vietnamese counterparts. This finding supports the fact the South Korean economy is a “trade-dependent” economy rather than “foreign-investment dependent” (Bradshaw, Kim and London, 1993).
- Foreign investment is dangerous for our country because it allows outsiders too much control over our affairs. The South Korean respondents registered a higher mean of 3.10 compared to the mean of 2.42 by their Vietnamese peers. This implies that South Koreans were cautious about foreign investments compared to their Vietnamese counterparts because their economy has been described as “trade-dependent” rather than “foreign-investment dependent” (Bradshaw, Kim and London, 1993).
- I support our country’s membership to the WTO. The Vietnamese respondents showed a higher mean score of 4.48 compared to the mean score of 3.74 of the South Korean respondents. This implies that the South Korean respondents tend to be more cautious about their country’s membership to the WTO. This validates

studies that show that South Koreans are cautious about the WTO because of adverse WTO rulings on South Korea's shipbuilding and semi-conductor industries (World Public Opinion, 2007).

- I favor free trade to promote lower prices for consumers. The South Korean respondents were more enthusiastic about free trade with a mean score of 4.35 compared to only 3.67 of their Vietnamese counterparts.
- I favor restrictions on imports to protect jobs in our country. With a mean score of 3.29, the South Korean respondents favored restrictions on imports much more than their Viet-

namese peers which showed a mean score of 2.32. This strengthens ACNielsen's global online survey that showed that one-fifth of South Koreans did not agree that global companies allow consumers access to the same quality of goods and services available to anyone else in the world (Consumer Insights into Globalization. Accessed November 1, 2007 from http://www2.acnielsen.com/reports/index_consumer.shtml).

2. Cultural Globalization

<Table 3> shows that graduate students in South Korea and Vietnam held favorable attitudes towards cultural globali-

<Table 3> Attitudes Towards Cultural Globalization: South Korea and Vietnam

Cultural Globalization	South Korea	Vietnam
Travel around the world	4.36	4.48
Interested in the culture of other countries	4.26	4.35
Feel lost if I were in a foreign country	2.45	2.71
Visit places that are totally different from my home.	3.93*	4.65*
News media covers enough international news	3.68*	3.19*
Globalization has a positive impact on my culture.	3.19	3.68
Globalization is good for consumers like me	3.81*	4.45*
Foreign stores are opening in our country.	3.69	3.81
Like foreign popular culture	3.86	3.81

주) * Statistically significant difference at $\alpha = .05$ between South Korea and Vietnam 1: Most Negative; 5 Most Positive.

zation. This strengthens the results of the previous study which showed that US, Taiwanese and Filipino college students favored cultural globalization (Czepiec, Roxas, Jao and Suplico, 2007). The South Korean and Vietnamese respondents were most eager to travel the world (mean scores of 4.48 for Vietnam and 4.36 for South Korea). They were also interested in other cultures (mean scores of 4.35 for Vietnam and 4.26 for South Korea). They felt well-prepared to visit foreign places that were different from their homes with mean scores of 4.65 for Vietnam and 3.93 for South Korea, respectively. Both the Vietnamese and South Korean graduate students were receptive on foreign pop culture.

Vietnamese and South Korean graduate students differed on three out of nine aspects of cultural globalization. They exhibited statistically different responses to the following items:

- I like to visit places that are totally different from my home. The Vietnamese respondents showed a higher mean score of 4.65 compared to the mean score of South Korean respondents (3.93). This implies that the Vietnamese graduate students which

had a younger average age of 26 were more adventurous about foreign countries than their South Korean peers.

- Our news media covers enough international news. The South Korean respondents were more enthusiastic that news media covers enough international news (mean score of 3.68) compared to their Vietnamese peers (mean score of 3.19).
- Globalization is good for consumers like me. The Vietnamese graduate students feel more positive on cultural globalization (mean score of 4.45) than their South Korean counterparts (mean score of 3.81).

In this global age, culture will influence acceptance of new ideas and products. Based on Hofstede's cultural dimension, the typical South Korean and Vietnamese consumer will be more conservative in accepting new ideas and products because of high power distance, low individualism and feminine societies (Hofstede, 1983). The respondents' favorable attitudes towards economic and cultural globalization imply that they are more accepting of new ideas and products. Their high literacy and familiarity with products and services

from foreign countries tend to diminish the effect of Hofstede's cultural dimensions. The study's results strengthen Yenyurt and Townsend's empirical investigation of 56 countries that proved that a strong educational infrastructure and an open market structure act as suppressors of cultural differences existing among nations (2003).

Yenyurt and Townsend's study, which included South Korea, was based on secondary data. This study provides primary data that showed the diminishing effect of Hofstede's cultural dimensions on educated consumers who live in countries characterized by trade openness. It also strengthens studies that show that high literacy/education and high trade openness can enhance attitudes towards globalization (Hainmueller and Hiscox, 2006). Favorable attitudes towards globalization can promote the acceptance of new ideas and products (Kotler and Keller, 2006).

VI. Conclusion

Attempts to measure globalization, such as A.T. Kearney's Globalization Index, aims to measure globalization in terms of political, economic, technological, finan-

cial aspects (A.T. Kearney, <http://www.atkearney.com> accessed on February 2008). These attempts can include attitudes towards economic and cultural globalization.

The South Korean and Vietnamese respondents favor economic and cultural globalization. They were eager to travel and learn about other cultures. This suggests that there is a potential market of educated consumers who are likely to adopt global brands.

In this global age, culture can influence new product acceptance (Hofstede, 1983; De Mooiji, 2000; Suh and Kwon, 2002; Yenyurt and Townsend, 2003; Kerin, Kotler and Keller, 2006 and Hartley, Berkowitz and Rudelius, 2006). Socio-economic factors such as literacy and trade openness can moderate the effects of Hofstede's cultural dimensions on new product acceptance (Yenyurt and Townsend, 2003).

VII. Limitations and Future Research

Due to budget and time constraints, the respondents surveyed were limited to graduate students at a private university

in South Korea and a public university in Vietnam. Thus, findings in this study cannot be generalized for the whole population of South Korean and Vietnamese students. In the future, bigger sample sizes from public and private universities can be considered to have more robust results.

The study's theoretical framework was limited to the variables that were empirically proven in Yenyurt and Townsend's research *Does Culture Explain the Acceptance of New Products in a Country: An Empirical Investigation?* (2005). Thus, Hofstede's masculinity and long-term versus short-term orientation were not included. Future studies can include these two dimensions and can yield insights on their effect on consumer behavior. Although globalization can include political globalization, this study is limited to economic and cultural globalization only. Future studies can be expanded to cover attitudes towards political globalization.

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Abstract

이 연구는 한국과 베트남인 대학원생들의 경제 문화의 세계화에 대한 성향들을 측정합니다.

42명의 한국인 학생들은 한국사립대학 출신이며, 31명의 베트남 학생들은 베트남 국립대학 출신입니다.

일반적으로, 그 결과들은 이 대학원생들이 경제 문화의 세계화에 대해 긍정적임을 보여줍니다.

세계화에 대한 이 긍정적인 자세는 세계화된 물품들을 선택하는 경향이있는 이런 나라들의 교육받은 소비자들의 잠재시장이 존재한다는 것을 암시합니다.