

McDonald' s in Beijing

GLOBALIZATION

Some questions we'll explore

- ⌘ What is globalization?
- ⌘ When did it begin?
- ⌘ How does it function?
 - ⌘ what is involved?
- ⌘ Who does it affect? How?
- ⌘ Is globalization a good thing?
 - ⌘ Why or why not?
- ⌘ Modern/colonial/capitalist world system
 - ⌘ 16-18th centuries
 - ⌘ primarily impacting the Americas & Africa
- ⌘ 19th century Western world expands to join Asia and create a world system



Time-Space Compression

“Flexibility”

- ✧ Flexible capital
- ✧ Flexible labor
- ✧ Flexible manufacturing

“Movement/Circulation”

- ✧ People
- ✧ Goods/Commodities
- ✧ Capital/Investments
- ✧ Representations
- ✧ Ideologies

Dimensions of Globalization

- ✧ Economic
- ✧ Political
- ✧ Cultural

Economic Globalization

- ✧ Interconnection of global financial markets
- ✧ Global production and manufacturing
- ✧ Mass production and circulation of goods
- ✧ Consumption

Consumption

- ✧ To consume in a market economy requires cash or credit;
 - ✧ most consumption items are not self-produced and must be purchased.
- ✧ Transformation from a minimal mode of consumption for subsistence to consumerism
- ✧ Consumerism
 - ✧ People's demands are many and infinite and the means of satisfying them are therefore insufficient and become depleted in the effort to meet demands

Consumption 'Microcultures'

- ✧ Studying consumption practices based on:
 - ✧ Social Class
 - ✧ Gender
 - ✧ Age

Pierre Bourdieu



- ✦ French Anthropologist
 - ✦ 1930-2002
 - ✦ *Distinction: A Social Critique of the Judgment of Taste*
 - ✦ 1984
 - ✦ Social class tends to determine a person's consumer tastes and preferences.
 - ✦ Game of distinction
 - ✦ certain social classes take on consumer preferences of others to enhance their own status

Consumption as Desire

- ✦ Much of consumer culture is dictated by upper middle class
 - ✦ Think about how objects circulate in a globalized world
 - ✦ also the related circulation of desire for certain luxury items
 - ✦ Fashion
 - ✦ Cars
 - ✦ Homes
 - ✦ 'bling'

Political Globalization

- ✦ Global governance
 - ✦ United Nations
 - ✦ International Human Rights
 - ✦ International humanitarian aid
 - ✦ substitutes for local governance
 - ✦ weak states

Cultural Globalization

- ⌘ Consumer culture
 - ⌘ influencing tastes, preferences, practices
- ⌘ Power of western values
 - ⌘ individual rights
- ⌘ Spread of western institutions & western practices
- ⌘ Economic "efficiency"
- ⌘ Political democracy
- ⌘ "Freedom"
 - ⌘ individual freedom
 - ⌘ free trade
 - ⌘ free market

Debating Globalization

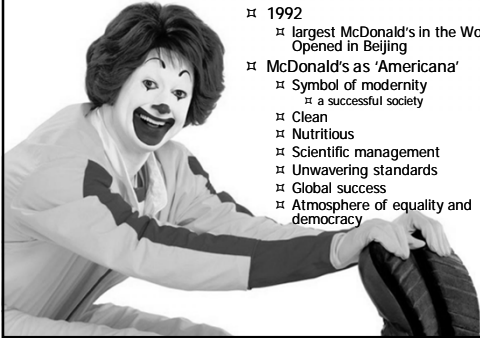
- ⌘ What are the promises of globalization?
- ⌘ What are the pitfalls of globalization?
- ⌘ Are there winners and losers of globalization?

Anti-globalization

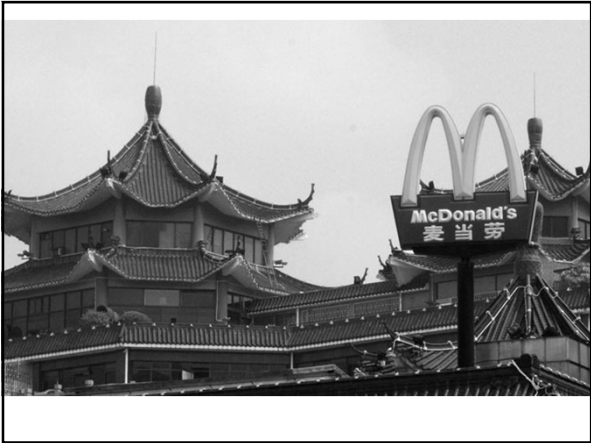


- ⌘ Social movements against the political power of large corporations, as provided in
 - ⌘ international trade agreements and elsewhere
 - ⌘ agreements which undermine the environment
- ⌘ labor rights
- ⌘ national sovereignty
- ⌘ the third world, etc.

McDonald's in Beijing



- ✦ 1992
 - ✦ largest McDonald's in the World
 - ✦ Opened in Beijing
- ✦ McDonald's as 'Americana'
 - ✦ Symbol of modernity
 - ✦ a successful society
 - ✦ Clean
 - ✦ Nutritious
 - ✦ Scientific management
 - ✦ Unwavering standards
 - ✦ Global success
 - ✦ Atmosphere of equality and democracy



Localization

- ✦ Adapting a product or service to a particular language, culture, and desired local look-and-feel.

McDonald's Localization

- ⌘ Participation in community affairs
 - ⌘ local schools and local communities.
- ⌘ Created an environment for 'hanging out'
 - ⌘ inverting the efficient fast-food/in and out model
 - ⌘ McDonald's a symbol of leisure and a multifunctional site for personal and family rituals
 - ⌘ Inverts model of economically "cheap food"
 - ⌘ Is more expensive than eating local food
 - ⌘ less expensive than traditional banquets



McDonald's Localization

- ⌘ Emphasis is on creating a Chinese-style family atmosphere
 - ⌘ posters emphasize family values
 - ⌘ Hires employees from different age groups to relate to customers as different 'family roles'
 - ⌘ Aunties and Uncles, etc.
 - ⌘ Instead of emphasizing the familiar (US style) McDonald's in Beijing emphasizes the unfamiliar, the extraordinary, non-routine and the un-homelike.

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McDonald's Localization process

- ✦ In Beijing, McDonald's relies on personal interactions with customers.
- ✦ Personal relations staff in each outlet
 - ✦ 5-10 female receptionists
 - ✦ take care of children
 - ✦ talk to parents
 - ✦ attempt to establish long-term friendships and to personalize their experience
 - ✦ "Book of Little Honorary Guests"
 - ✦ congratulation letters from 'Uncle McDonald' sent to children prior to their birthdays



McDonald's Localization

- ✦ Centers on children as primary customers
 - ✦ China's 'one-child rule' means that many children are treated as "Little Emperors" and parents and many family relatives dote on the children.



Appeal of Americana

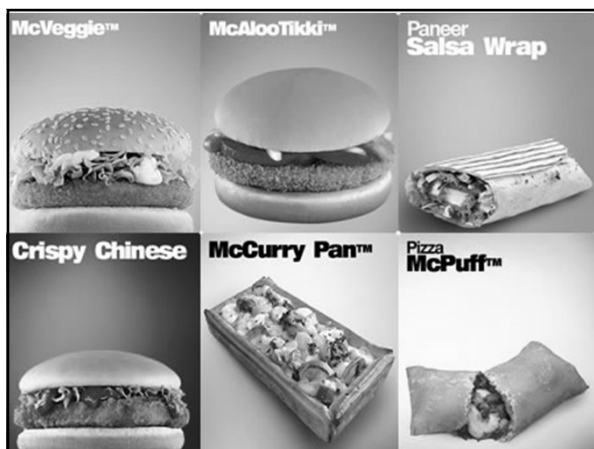
- ✧ English language
- ✧ American culture
- ✧ American food as symbolic of power

“New Consumerism”

- ✧ Chinese government encourages consumer spending
- ✧ Escalating demands for consumption

MCDONALD'S IN INDIA





MCDONALD'S IN EASTERN EUROPE





McDonald's in Beijing
GLOBALIZATION
