The globalization of values: A comparison between Bangladesh and the USA

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ABSTRACT
Objective: Globalization is creating similar environments for younger consumers around the world. With younger individuals being socialized in more similar environments than their parents, the former should have more comparable values than the latter. The goal of the current study was to empirically test this argument.

Methodology: 154 consumers served as voluntary subjects (84 from the USA and 70 from Bangladesh). Questionnaires were administered to respondents for gathering the necessary data.

Findings and Conclusions: The respondents ranged in age from 19 to 80. Based on data gathered from 120 subjects across two countries, the results support growing similarities in values between younger consumers in comparison to older consumers. These results suggest that marketers might be able to adopt standardized marketing practices with younger individuals, whereas standardization might not have been an option with their parents.

Keywords: Globalization, Values, Bangladesh, Value Similarities, Decisions, Standardization/Customization.

JEL Classification Code: D46, F01, M31
1. Introduction

The topic of globalization has received considerable attention in recent years. Expansion of world travel, declining trade barriers, advances in communication technology, the internet, and the emergence of global media are all factors contributing to the acceleration of a globalized market (Hofstede, Steenkamp, and Wedel, 1999; Levitt, 1983). These trends raise concerns for marketers, however. Although globalization is thought to create similarities in consumers across cultures, marketers still need to determine in what ways these consumers are similar and in what ways they are different. Determining these similarities and differences is vital in standardization versus customization decisions. If companies can determine how consumers across cultures are similar or different it could lead to decisions regarding standardizing or customizing marketing campaigns. Although standardization helps companies keep their costs down while building global brands, customization ensures that consumers’ localized desires are being met (Samiee and Roth, 1992; Szymanski, Bharadwaj, and Varadarajan, 1993).

Products or promotions can be standardized. For example, Coca-Cola and Kellogg’s have succeeded internationally with standardizing both their products and promotions. Other companies, however, have had to alter one strategy or another to meet the needs of their consumers. McDonald’s at one time offered beer in Germany, coconut and mango shakes in Hong Kong, and duck-gizzard soup in China (Keegan, 1989). Taking another approach, Schwinn has standardized its bicycles across cultures, yet has localized its promotion strategies.

In the United States, the pleasure of bike riding is stressed, whereas the transportation element of bikes is stressed in European and Asian cultures. As these examples illustrate, similarities across cultures can lead to standardizing products and/or promotions, whereas differences lead to customization strategies.

One way to identify consumer segments that might be suited for standardized marketing strategies is to examine consumers’ core values and needs. Global segments of consumers could be successfully identified and reached if marketing programs fulfilled these common values and needs (Hassan and Kaynak, 1994). For example, Roth (1995) found that global brand image strategies were not successful in countries that had different cultural values. However, similar values across cultures could lead to global promotional strategies. Similarly, Hofstede, Steenkamp, and Wedel (1999) found that global market segments could be identified through a means-end chain of value orientations. That is, segments of consumers were identified based on the product attributes they desired. These attributes led to consumption benefits, which ultimately satisfied personal values. Therefore, consumers with similar values formed global segments.

Similarities in values might be attributable to comparable ethnic, religious, and/or cultural orientations. For example, Hofstede (1991) found that Great Britain, Canada, and the United States occupied similar positions on four cultural values (i.e., power distance, individualism/collectivism, masculinity/femininity, and uncertainty avoidance), whereas Norway,
Sweden, and Finland clustered together. As these results indicate shared histories and cultures might contribute to similar values across countries. What about countries without shared ethnic, religious, or cultural environments, however? To what degree do they have similar values? In particular, what influence is globalization having on these values? These questions are particularly relevant for marketers making standardization versus customization decisions because they must understand the degree to which consumer segments are unique or comparable. The goal of this study was to explore the influence of globalization on consumers’ values by assessing whether younger consumers across two very different cultures are more similar in their value orientations than older consumers. These questions have received little academic attention, yet they are critical for marketing decisions.

The paper is organized as follows. First, theoretical arguments on the socialization and globalization of values will be presented to illustrate that younger consumers’ values should be more similar than older consumers because the former were socialized in more similar environments than the latter. Second, the data collection techniques in the USA and Bangladesh will be presented. This will be followed by the method of analysis and results. Finally, some managerial implications for the globalization of consumers’ values will be presented.

The socialization of values

Values are conceptualized as abstract beliefs that are central elements of consumers’ cognitive worlds (Munson and McIntyre, 1979; Rokeach, 1973). Formally, a value has been defined as “an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence” (Rokeach, 1973, p. 5).

Rokeach (1973) notes two levels of values, instrumental and terminal. Terminal values are the abstract beliefs that we hold close to our self-schema, or concept of ourselves (Walker and Olsen, 1991) that comprise desired end-states of existence. Instrumental values are beliefs about our modes of behavior that are instrumental in leading to the attainment of these desired end-states of existence. Researchers generally agree that values are formed through socialization (Kahle, 1996; Rokeach, 1973). For example, Rokeach (1973) states that “antecedents of human values can be traced to culture, society, and its institutions” (p. 3). The process through which consumers learn about their own culture’s values is called enculturation.

Enculturation occurs virtually from birth. Individuals consciously and unconsciously absorb and learn what is “acceptable” etiquette, values, and beliefs for their culture and society. Consumers can also learn about cultural values through acculturation. Acculturation is the process of learning about a new culture’s values. This might occur when an ethnic group adopts the language, customs, and beliefs of the majority or two formerly distinct cultures come in contact with one another. Examples of acculturation research include Penaloza (1994) who investigated the acculturation of Mexican immigrants to the “American way”, O’Guinn and Meyer (1984) who studied Mexican Americans’ language preferences in media, and Deshpande, Hoyer, and
Donthu (1986) who explored how Mexican Americans identify themselves ethnically. Moschis’ (1987) model of consumer socialization can be used as framework to explain the process whereby consumers learn behaviors and cognitions deemed appropriate and acceptable by their society and others (i.e., enculturation and acculturation processes). Specifically, socialization agents, such as family, friends, or organizations, transfer their beliefs and knowledge to learners through modeling, reinforcement, and social interaction. For enculturation process the person transferring knowledge to the learner would be someone from the learners’ own society. An example might be a parent transferring knowledge to a child. For acculturation processes the socialization agent would be someone from another culture or someone who has already assimilated to that culture. Their knowledge of this culture would then be transferred to the learner. An example of acculturation would be a school teacher reinforcing acceptable behavior of a child whose parents just immigrated to the United States.

The globalization of values
Due to the recent expansion of global communications, world travel, the internet, and declining trade barriers younger consumers are more likely to have experienced acculturation processes from a globalized community than their older counterparts. That is, in addition to younger consumers learning about their own society’s values, beliefs, and culture, they were also exposed to a globalized culture thorough television, radio, and magazine advertisements, international products, movies, and movie stars, and possibly first hand experiences of traveling and living abroad. Their parents on the other hand, were socialized primarily through enculturation process as the expansion of a global community is a fairly new phenomena.

The implication of these different learning processes is that younger consumers were socialized in more similar environments than their parents. Young adults from Singapore to Siberia listen to similar music, watch similar television program, and buy similar products. Older consumers across the world, on the other hand, were not socialized in such similar environments during their formative years (generally thought of as adolescence and young adulthood) (see Holbrook and Schindler, 1989). As such, we would expect that the acquisition of values is a function of the culture in which one grew up (enculturation processes) and the age of the consumer (more acculturation processes for younger consumers). This relationship between country of origin, age, and the acquisition of values is depicted in Figure 1.

Stating this formally we would expect that younger consumers who grew up watching similar television programs, buying similar CDs, and idolizing similar icons have been socialized in more similar environments than older individuals who did not experience all these similarities in their youth. This globalization in socialization should be reflected in consumers’ values, even though they might have been socialized thousands of miles apart. As such, the value orientations of consumers should depend on both their age and culture.

H1: There will be an interaction between country of origin and age on consumers’ value ratings.
More specifically, we would expect that the outcome of enculturation processes (i.e., value ratings) would be more pronounced with older consumers since they were socialized in different environments. This should result in significant differences between the value ratings of older consumers across cultures. On the other hand, there should be no differences in younger consumers’ values ratings across culture since they were socialized in more similar environments.

H1a: There should be no differences in value ratings for younger consumers across countries.

H1b: There will be significant differences between the value ratings of older consumers across countries.

The following section details the data collection technique and measures used to test this hypothesis.

2. Methodology

Subjects
154 consumers served as voluntary subjects (84 from the USA and 70 from Bangladesh). They ranged in age from 19 to 80. Questionnaires were administered to respondents in three ways. For the USA sample, consumers who had volunteered to be members of a focus group on health care issues were asked to complete the questionnaire while waiting for the focus group to begin. The second method of obtaining subjects was through a convenience sample of undergraduate marketing students. Students were asked to complete the questionnaire during regular class time as part of a study on consumer values. The poolability of the USA sample was assessed through a two-sample Kolmogorov-Smirnov test. This test is sensitive to any differences in median, dispersion, and skewness between the two distributions. The results indicated that the data could be pooled.

The Bangladeshi data were collected in 2000 in Dhaka, Bangladesh. Bangladesh is nestled between India, with Dhaka located in the central portion of Bangladesh. Bangladeshis are primarily Muslim; therefore comparing Bangladeshi values to American values provides a very conservative test of the influence of globalization.

The Bangladesh consumers comprised a convenience sample, in that, they were asked to complete the current study’s questionnaire during a marketing workshop for the Young Entrepreneurs Association. Respondents were classified into two age categories to allow for a comparison of older and younger respondents. The age categories were 19-25 and 30-65 years old. These age ranges were chosen to maximize homogeneity within categories, yet maintain heterogeneity between categories. Additionally, these age ranges were chosen to provide comparable samples in each country. For example, the USA sample included respondents 70 to 80 years old, however the Bangladesh sample did not contain any respondents in this age range. Therefore, these respondents were not included to provide comparable age ranges across samples. 34 respondents did not fall into the 19-25 or 30-65 age ranges. Thus their questionnaires were unusable, resulting in a remaining sample of 120 respondents. 51 consumers were classified as “younger” (26 from the USA versus 25 from Bangladesh) and 69 as “older” (38 from the USA versus 31 from Bangladesh). 47 percent of respondents were female.
Measures
Subjects rated 29 terminal and instrumental values. Subjects rated each item on a nine point Likert scale (1-9). The endpoints were from less important (1) to most important (9). Respondents were asked to indicate how important each item was in their daily life. The values were part of a larger pool of items that were used in another study to assess cohort values and attitudes. The values were borrowed from Kahle (1980) and Rokeach (1973). Items were chosen to reflect the general dimensions of Kahle's scale and to provide multiple items for each dimension. Additional items were added to reflect family and societal obligations, health and fitness, environmental awareness, and equality. The 29 values used in the current study were chosen based on the results of an exploratory factor analysis with another sample (n = 281). In this sample, the 29 items yielded a seven-factor solution (varimax rotation) based on the typical 1.0 eigenvalue cutoff and accounted for 68% of the variance in the variables. The items comprising the seven factors were then used in the current study to conduct a series of separate confirmatory factor analyses for each country to assess factor invariance (see Steenkamp and Baumgartner, 1998). Based on an assessment of item path coefficients, residual terms, and the overall Cronbach alpha for the factors, nine items were deleted to maximize factor invariance across countries. Therefore, 20 items were used in the remainder of the analysis. The final item set and factor properties are shown in Table 1.

3. Results
A 2 X 2 multivariate analysis of variance (MANOVA) was performed using subjects’ mean scores for the seven value dimensions as the dependent variables and subjects’ country of origin (USA vs. Bangladesh) and age (younger vs. older) as the independent variables. Contrary to H1, the multivariate tests indicated that the overall country of origin by age interaction was nonsignificant (Wilks’ Lambda = 1.029, ns). Given the small sample size used in this study, this finding was not surprising. Therefore, another way to assess the influence of age and culture on value ratings was to test H1a and H1b directly. Instead of conducting a 2 x 2 MANOVA, MANOVAs were run separately for each age category to allow a comparison across countries but within age ranges. That is, each value dimension for younger USA consumers was compared to those for younger Bangladesh consumers. Similarly, older USA consumers were compared to older Bangladesh consumers. If the values of younger consumers are more similar than the values of older consumers, then we would expect the multivariate tests to indicate nonsignificant results for younger consumers (i.e., no significant differences between USA and Bangladeshi mean scores), but significant results for the older consumers (i.e., differences in USA and Bangladeshi mean scores). The results are consistent with expectations. Multivariate tests indicated that the overall difference of country of origin effect for younger consumers was non-significant (Wilks’ Lambda = 1.916, ns), supporting H1a, whereas it was significant for older consumers (Wilks’ Lambda = 3.146, p < .01), supporting H1b. Therefore, the values of younger consumers appear to be more similar than those of older consumers. To
determine the extent of similarities, the results for each of the seven value factors were also examined. Three of the seven factors yielded results in the expected direction (i.e., equality, environmental awareness, and wisdom). First, younger consumers’ ratings for equality were more similar, F(1,49) = .051, ns, than the ratings for older consumers, F(1,67) = 3.390, p < .07. Although this result was only marginal for the older consumers, it was included for descriptive purposes. An examination of the mean scores indicated that older Bangladeshi consumers placed more importance on equality (mean = 7.78) than older USA consumers (mean = 7.22) (see Table 2).

The results for environmental awareness were also in the expected direction. There were no significant differences in younger respondents’ ratings, F(1,49) = .777, ns, whereas differences were found between older consumers, F(1,67) = 4.50, p < .05. Examination of the means reveals that older USA respondents placed more importance on environmental awareness (mean = 6.82) than older Bangladeshi consumers (mean = 5.87).

Finally, there were no significant differences in younger consumers’ ratings of wisdom, F(1,47) = 2.61, ns, whereas differences were found between older USA and Bangladeshi consumers, F(1,67) = 5.27, p < .05. Specifically, older Bangladeshi placed more importance on wisdom (mean = 8.42) than older USA consumers (mean = 7.88).

The only result in the opposite direction than expected was for the acceptance dimension. Older consumers were more similar in their ratings, F(1,67) = .08, ns, than younger consumers, F(1,49) = 5.15, p < .05. Younger Bangladeshi consumers placed more importance on being accepted (mean = 7.47) than younger USA consumers (mean = 6.54).

This result seems to suggest an increasing collectivist nature for Bangladeshi youth. That is, Hofstede (1980) noted that cultures vary along an individualistic-collectivist dimension. Individualistic cultures are those in which people pursue personal goals, value freedom, and individual actions. Collectivist societies, on the other hand, stress congruity with group rules and social norms. Because there are no age differences for USA consumers on this value it suggests that consumers’ desires for a sense of belonging and acceptance has remained stable across generations F(1,64) = .017, ns. In Bangladesh, on the other hand, the importance of being accepted seems to have increased in recent years. Specifically, younger Bangladeshi placed more importance on this value than their older counterparts F(1,54) = 3.75, p = .058. Although only marginally significant, this finding illustrates an opposite trend than expected, and raises the question of why younger Bangladeshi appear to be valuing acceptance and possibly other collectivist tendencies more than older Bangladeshi.

Although not hypothesized, another pattern emerged. Younger consumers rated three of the seven value dimensions as less important to them than older consumers. For example, younger consumers placed significantly less importance on equality (mean = 6.65) than older consumers (mean = 7.47), F(1,116) = 11.81, p < .001. Younger consumers also valued environmental awareness (mean = 5.30) and self-respect (mean = 8.09) less than older consumers (mean = 6.40, p < .01; mean=8.54, p < .01, respectively).
4. Discussion
Expansion of world travel, declining trade barriers, advances in communication technology, the internet, and an emergence of global media are all factors contributing to the acceleration of a global village. These trends suggest that consumers socialized in this global market should have experienced more similar environments than consumers who preceded this world environment. As such, younger consumers across cultures should have more comparable values than older consumers. However, little empirical evidence exists to support this effect of globalization on consumers. The purpose of this paper, therefore, was to explore whether younger consumers across two quite different cultures are more similar in their value ratings than older consumers.

The results of the current study provide support for this assumption. Younger consumers, even those socialized in very different cultures, had more similar value ratings than older consumers from these cultures. In particular, younger consumers placed equal importance on equality, environmental awareness, and wisdom, whereas there were significant differences in older consumers’ ratings for these dimensions. Older Bangladeshi placed more importance on equality and wisdom than USA consumers. However, the reverse was true for environmental awareness. Older USA consumers valued environmental awareness more than older Bangladeshi consumers.

The only finding that was in the opposite direction than expected was for the acceptance dimension. Older consumers across cultures showed no difference in the importance they placed on being accepted by others, whereas younger Bangladeshi consumers’ ratings were higher than younger USA consumers. Additionally, younger Bangladeshi consumers appear to value acceptance more than their older countrymen. This finding raises questions as to why younger Bangladesh consumers are growing more dissimilar to older Bangladesh and USA consumers on this dimension; but more importantly, it illustrates the importance of delineating both value similarities and differences between cultures. Only through an understanding of the shared values between cultures can marketing managers create standardized promotional strategies.

Differences between cultures also need to be noted and maintained for effective strategies to emerge. For example, social ad appeals (ones that emphasize group values) might be better suited for younger Bangladesh consumers than younger USA consumers, whereas ads that stress equality, environmental awareness, and wisdom (values that younger consumers across cultures placed equal importance on) might be accepted in both cultures. Although not hypothesized, another pattern emerged. Younger consumers placed significantly less importance on three of the seven value dimensions than older consumers. Specifically, environmental awareness, self-respect, and equality were valued less by younger consumers. Although it is difficult to determine if this is an age effect (i.e., all 19-25 year olds, regardless of when they were 19-25 would have rated these dimensions lower than their older counterparts) or specific to this generation, this pattern raises concerns about the influence of globalization on younger consumers. Globalization might afford more opportunities for obtaining information, communication,
entertainment, and travel; however, it might also mean the dilution of traditional beliefs and values held by younger members of a society. Therefore, globalization might have a negative influence on countries that have strong value orientations and expectations for their constituents. Taken together, these results illustrate the importance of examining the influence of globalization on values. With advances in communication and information technology, globalization is occurring at a startling rate. Younger consumers around the world are being socialized in more similar environments than has ever occurred in the past. These similarities may pave the way for standardized products and promotions if marketers can tap into comparable value orientations across cultures. With some creative effort, campaigns and products could be created to tap into these values, thus minimizing costs in comparison to a completely customized marketing strategy. Assessing the globalization of values can also influence product planning. Changing values can indicate new ideas for product developments or identify new ways to position products (Vinson, Scott, and Lamont, 1977). For example, in the current study, younger consumers placed equal importance on wisdom (being educated and continuing to learn throughout life), therefore, products that stress this value or are positioned around the attainment of wisdom might be equally suited for younger consumers in both countries.

The decreasing importance placed on values by younger consumers is also of interest to marketing managers. Simply assuming that desired values of the past will also be important to tomorrow’s consumers is a fallacy. In the current study, for example, younger consumers were more similar in their ratings on environmental awareness than older consumers, however the former ratings were significantly lower than the latter. Therefore, in this instance, the globalization of values seems to have had an adverse effect on the importance of preserving nature and the environment.

5. Limitations

Certain limitations of this study should be noted. First, the generalizability of the results might be limited to middle-class consumers as they comprised the majority of respondents in both countries. A national probability sample of a more diverse group of consumers from each country would be beneficial for testing the reproducibility of these results. The small sample size used in the current study was also a limiting factor. Although each cell in the 2 x 2 MANOVA met minimum statistical test thresholds, the size might have resulting in a non-significant interaction of age and culture due to a lack of power. Additionally, the samples employed in both counties were convenience samples. Third, two value dimensions (i.e., environmental awareness and wisdom) were comprised of only two items. These factors need to be defined more fully so that additional items can be added for future research to ensure the reliability and validity of these dimensions.

Fourth, no measures of globalization or acculturation were assessed. Although all Bangladeshi consumers had access to the internet through work, it is unknown whether they had satellite television, Western programming and commercials, etc. during their youth. Therefore, a direct assessment of acculturation could not be undertaken, rather
acculturation processes (or a lack thereof) were inferred from consumers’ value ratings. Finally, the equivalence of the self-respect dimension across cultures is marginal. It was included for exploratory purposes. However, the large difference in Cronbach alphas across countries might mean that consumers from each country interpreted the items differently. Despite these limitations, this paper illustrates that younger consumers are becoming more similar in their value ratings than older consumers. Although the exact cause of these similarities is not known, theoretical arguments for the socialization and acculturation of consumers suggest that the trend towards a global market is one contributing factor.

6. Future research
The current study was conducted primarily as an exploratory assessment of the influence of globalization on consumers’ values. An extension of this work would be to reproduce these results with a larger, representative sample from both countries. Additionally, the two countries used in this study provided a very conservative test of the influence of globalization due to their differences in religion, thus studying the influence of globalization in other countries more similar to the United States might provide another comparison point as to what influence globalization is having around the world.

Assessing the degree of acculturation experienced by respondents would also be beneficial. That is, determining to what degree consumers across cultures listen to similar musicians, watch similar television programs and commercials, and visit other countries would allow a direct assessment of acculturation and globalization instead of inferring its influence from respondents’ value ratings.

Another extension of these results would be to determine to what degree advertisements tapping into mutually accepted values would allow for standardized marketing practices. For example, if younger consumers across cultures both valued environmental awareness what would be their attitude toward an ad that portrayed this value? Would younger consumers across culture accept such an ad more than older consumers across cultures? Stated another way, to what extents do these similarities permit standardized marketing practices? With globalization occurring at a startling rate questions such as these are critical for marketing managers.

7. Conclusions
The goal of this study was to test whether the values of younger consumers across cultures are more similar than the values of older consumers. With younger consumers being socialized in more similar environments than their parents, the former should have more similar values than the latter. The results of the current study support this argument. In particular, younger consumers across cultures showed no differences in their ratings of environmental awareness, equality, and wisdom, whereas differences were found between older consumers. These results suggest that marketers might be able to adopt standardized marketing practices with younger consumers, whereas standardization might not have been an option with their parents.
REFERENCES


### Table 1

<table>
<thead>
<tr>
<th>Factor</th>
<th>Coefficient Alpha USA/Bangladesh</th>
<th>Item</th>
<th>Factor Loading USA/Bangladesh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm Relations With Others</td>
<td>.722/.747</td>
<td>To have close and intimate companionship friendships</td>
<td>.803/.732</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintaining a long-term commitment to friends and loved ones</td>
<td>.835/.885</td>
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<tr>
<td></td>
<td></td>
<td>Enjoying a deep emotional and spiritual intimacy</td>
<td>.563/.768</td>
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<tr>
<td></td>
<td></td>
<td>Having close, supportive friends</td>
<td>.794/.623</td>
</tr>
<tr>
<td>Acceptance</td>
<td>.776/.690</td>
<td>Feeling that a group supports me</td>
<td>.818/.764</td>
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<tr>
<td></td>
<td></td>
<td>To be accepted and needed by family, friends, and community</td>
<td>.864/.881</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To be admired and receive recognition from others</td>
<td>.818/.720</td>
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<tr>
<td>Excitement</td>
<td>.750/.742</td>
<td>To experience stimulation and thrills</td>
<td>.875/.833</td>
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<td></td>
<td></td>
<td>Having stimulating experiences</td>
<td>.827/.831</td>
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<td></td>
<td></td>
<td>Indulging in my wants and desires</td>
<td>.745/.750</td>
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<td>Equality</td>
<td>.815/.602</td>
<td>Protecting individual rights</td>
<td>.793/.762</td>
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<td></td>
<td></td>
<td>Desiring equal opportunity for all</td>
<td>.896/.752</td>
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<tr>
<td></td>
<td></td>
<td>Respecting ethnic, religious, and racial differences</td>
<td>.878/.752</td>
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<td>Environmental Awareness</td>
<td>.775/.720</td>
<td>Harmony with nature</td>
<td>.807/.885</td>
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<td>Helping preserve nature</td>
<td>.907/.885</td>
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<td>Wisdom</td>
<td>.606/.601</td>
<td>Being well-educated about things</td>
<td>.848/.847</td>
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<td></td>
<td></td>
<td>Continuing to learn throughout my life</td>
<td>.848/.847</td>
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<td>Self Respect</td>
<td>.826/.327</td>
<td>Being true to myself</td>
<td>.814/.725</td>
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<td></td>
<td></td>
<td>Believing in my own self worth</td>
<td>.816/.718</td>
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<tr>
<td></td>
<td></td>
<td>To be proud of myself and confident in who I am</td>
<td>.818/.765</td>
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Table 2
Means and Standard Deviations for the Seven Value Dimensions

<table>
<thead>
<tr>
<th></th>
<th>Warm Relations With Others</th>
<th>Acceptance</th>
<th>Excitement</th>
<th>Equality</th>
<th>Environmental Awareness</th>
<th>Wisdom</th>
<th>Self-Respect</th>
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<td>Younger Consumers</td>
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</tr>
<tr>
<td>USA</td>
<td>7.85 (1.05)</td>
<td>6.54 (1.58)</td>
<td>7.09 (1.89)</td>
<td>6.60 (1.39)</td>
<td>5.52 (1.63)</td>
<td>8.08 (1.81)</td>
<td>8.01 (1.79)</td>
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<tr>
<td>Bangladesh</td>
<td>7.82 (1.21)</td>
<td>7.47 (1.35)</td>
<td>7.35 (1.27)</td>
<td>6.69 (1.49)</td>
<td>5.08 (1.92)</td>
<td>8.44 (1.80)</td>
<td>8.17 (1.94)</td>
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<tr>
<td>Overall</td>
<td>7.83 (1.08)</td>
<td>7.00 (1.53)</td>
<td>7.22 (1.09)</td>
<td>6.65 (1.42)</td>
<td>5.30 (1.78)</td>
<td>8.26 (1.82)</td>
<td>8.09 (1.96)</td>
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<tr>
<td>Older Consumers</td>
<td>--</td>
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<tr>
<td>USA</td>
<td>7.81 (1.09)</td>
<td>6.60 (2.05)</td>
<td>6.09 (1.19)</td>
<td>7.22 (1.53)</td>
<td>6.82 (1.69)</td>
<td>7.88 (1.06)</td>
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<td>7.56 (1.34)</td>
<td>6.61 (1.86)</td>
<td>6.41 (2.04)</td>
<td>7.78 (1.85)</td>
<td>5.87 (2.37)</td>
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<td>Overall</td>
<td>7.70 (1.21)</td>
<td>6.61 (1.95)</td>
<td>6.23 (1.62)</td>
<td>7.47 (1.29)</td>
<td>6.40 (2.06)</td>
<td>8.17 (1.00)</td>
<td>8.54 (1.66)</td>
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</table>

Figure 1
A Conceptual Model of the Influence of Country of Origin and Age on the Formation of Values