

San Diego State University  
Imperial Valley Campus

MKTG 769  
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Seminar in Global Marketing  
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**STUDY GUIDE FOR  
THE CULTURALLY CUSTOMIZED WEB SITE:  
CUSTOMIZING WEB SITES FOR  
THE GLOBAL MARKET PLACE**

Chapter 1—"Culture: The New Imperative in Web Design"

1. How do the authors liken the design of a web site to branding it?
2. What are some trends in e-commerce that will make cultural customization more important on the web?
3. How do standardization and customization differ?
4. What are characteristics of the following types of web sites?
  - a. Semi-localized
  - b. Localized
  - c. Highly localized
  - d. Culturally customized

Chapter 2—"The Rationale for Cultural Customization"

1. What does the study by Luna, Peracchio, and de Juan (2002) find? What is the likely rationale for this finding?
2. What are some arguments for standardization raised, and how do the authors respond?
3. What is the "Carpented World" hypothesis?
4. What is the Sapir-Whorf Hypothesis, and what are its implications for international web design?

Chapter 3—"A Cultural Values Framework for Web Design"

1. To what extent can cultures be equated with countries? Please be prepared to discuss.

#### Chapter 4—“Cultural Customization: Individualism-Collectivism”

1. What are some features recommended for cultures which feature high levels of collectivism?
2. What are some features recommended for more individualistic cultures?

#### Chapter 5—“Cultural Customization: Uncertainty Avoidance”

1. What are some features recommended for cultures high on uncertainty avoidance?

#### Chapter 6—“Cultural Customization: Power Distance”

1. What are some features recommended for cultures high in power distance?

#### Chapter 7—“Cultural Customization: Masculinity-Femininity”

1. What are some features recommended for more masculine and more feminine countries, respectively?

#### Chapter 8—“Cultural Customization: High-Low Context”

1. What are recommended characteristics and features for high context cultures?
2. What are recommended characteristics and features for low context cultures?

#### Chapter 9—“Cultural Customization: The Future is Here”

1. What do the authors suggest will be the effect of a site’s level on customization on defined and undefined segments, respectively?
2. What do the authors mean when referring to “born global,” and what do they suggest as strategy here?