

The Reflection of Globalization in American Drama

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Abstract:

This research paper uses a *Starbucks* movie to show how globalization has affected society. According to this study, the contemporary American drama *Starbucks*, penned by Ken Scott and Martin Petit, has lessons to teach us about globalization of products and finances. This paper will examine the dynamics of free capital markets, as well as the policies that strive to better society. Identifying and addressing the difficulties is essential to recommend how governance and marketing interact. As a result of this interaction, it is expected that globalized goods would be more affordable and safer for the general public. Foreign currency rules, consumer settings and product rivalry in various markets may be used to attain the desired results. In order to deal with potential global financial shocks, this concentration should be beneficial. Studies show that by serving an established brand's coffee, Starbucks has established itself as both an upmarket global chain and a cultural icon for the active American middle class. Consequently, it presents contemporary man as having an optimistic view of the future, unhindered by age or gender constraints. Aspirations of the next generation and present

market and financial trends based on expanding markets and worldwide consumption are expected to continue in the future.

Keywords: (Globalization, Americanization, reflection and Starbucks).

تجلي العولمة في الدراما الأمريكية

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كلية اللغات / جامعة بغداد

المُلخص:

وظفت هذه الورقة البحثية فلم "ستاربكس" لبيان كيفية تأثير العولمة على المجتمع. وفقاً لهذه الدراسة، فإن الدراما الأمريكية المعاصرة "ستاربكس"، التي كتبها كل من كين سكوت ومارتن بيتي، تُقدم دروساً لتعليمنا عن عولمة المنتجات والتمويل. تُبحث هذه الورقة ديناميكيات أسواق رأس المال الحرة، فضلاً عن السياسات التي تسعى إلى مجتمع أفضل. يعد تحديد الصعوبات ومعالجتها أمراً ضرورياً للتوصية بكيفية تفاعل الحوكمة والتسويق. ونتيجة لهذا التفاعل، من المتوقع أن تكون كُلف السلع المُعولمة في مُتناول اليد وأكثر أماناً لعامة الناس. يمكن استخدام قواعد العملات الأجنبية وخلفيات بيئة المستهلك والتنافس بين المنتجات في الأسواق المختلفة لتحقيق النتائج المرجوة. من أجل التعامل مع الصدمات المالية العالمية المُحتملة، يجب أن يكون هذا التركيز مفيداً. تشير الدراسات إلى أنه من خلال تقديم قهوة لعلامة تجارية معروفة، أثبتت ستاربكس نفسها كسلسلة عالمية راقية وأيقونة ثقافية للطبقة الوسطى الأمريكية النشطة. بناءً على ذلك، تُعرض الدراسة الإنسان المعاصر على أنه يتمتع بنظرة متفائلة للمستقبل دون عوائق بسبب قيود العمر أو الجنس. من المتوقع أن تستمر تطلعات الجيل القادم واتجاهات السوق الحالية والمالية القائمة على توسيع الأسواق والاستهلاك العالمي في المستقبل.

الكلمات المفتاحية: (العولمة ، الأمركة ، التأمل ، ستاربكس).

Introduction:

The spread of different cultures around the world is part of the process of globalization. It fosters cross-pollination of goods and people in a variety of settings. Hultz was the driving force behind Starbucks' expansion into a worldwide corporation. He expanded the company's reach by opening a slew of retail locations. It was able to construct a multi-cultural conduit since the corporation has over 9000 retail locations throughout the globe. Because of this, it highlights the impact of globalization on society. Cultural imperialism is Jeremy Trunstall's term for the worldwide impact of this new coffee empire. Starbucks has been ingrained in every society it has penetrated, to the point that it is seen as a new way of life by many (Wen-Jung, 2020). Although the product was originally designed for the American market, its features allowed it to be easily adapted to a worldwide market.

Because they may quickly enter new markets, consumables are more accessible to globalization than other items (Ahmad & Naz, 2018). Consumers are more inclined to purchase products that are connected with an ideal lifestyle they like. The appeal of other cultures may also be included into their cultural surroundings in order to increase the attraction. People, products, ideas, and even lifestyles are all moving throughout the globe as a result of globalization. Bridge the gap across geographical and demographic divides is its major goal (Areiza-Padilla & Puertas, 2021). There are several ways in which this study seeks to look at the manifestations of globalization, its influence on society and how it models people's expectations of their lives and their future based on the changes in financial market dynamics and the predicted generational shift.

This study's goal is to support the premise that media and culture are intertwined in the globalization process. Starbucks' role in globalizing the

coffee business has been fundamental to the conversation. The development of media and communication as a tool for production and marketing is driving globalization in today's globe. To have the desired effect on globalization, media and culture must bring various surroundings into contact with one another. To influence human perception, both aim at particular audiences and broader groups of the general public, and move their ideas toward the ideal viewpoint or narrative.

Literature Review

As a result of globalization, a new kind of psychological orientation has emerged, one that encompasses people from many different cultural backgrounds. It provides a broader perspective on life than a more narrow one. One of the outcomes of globalization is the development of new forms of collaboration, according to Wattimena (2017). Learning, politics, and health care are some of the key focuses of this personality type. In addition, ideals like justice and equality are instilled as a result of the encounter, and they become the glasses through which people perceive the present and the future. As a result, a person's decision-making process is influenced by a clear understanding of the situation.

On the other hand, according to Ritzer (2011), it is necessary for globalization to have an established direction. Societies with a collectivist mindset are more concerned with how their acts are seen by other members of their community (Batat, 2019). International cooperation policies, such as cultural value orientation, have a critical role in determining how people make judgments about these items in the context of globalization (Chang et al., 2019). Thus, there is

an innate preference for certain courses, which creates a collective vision across society rather than different

Globalization delivers a social identification marker to the customer via the purchasing of internationally branded commodities. Product branding gives the worldwide product an edge over its competitors, according to Wen-Jung (2020). Product adaptability and predictable consumption patterns are achieved via branding in the international market. Because of its features and perceived sophistication, Starbucks' worldwide coffee brands have encouraged consumers to buy their products (Wen-Jung, 2020). It's also worth noting that Yazici (2016) adds the generational element of brand attractiveness, which may be used to forecast the future of this and other global companies. The branding also helps buyers remember and identify with the product, improving its utility value and useability. In the example of Taiwan Starbucks coffee, Hsu et al. (2017) and Wu (2017) explore how the company's image was shaped by its branding. The product becomes a separate status signal by maintaining these images in several nations (Humphreys & Latour, 2013; Oetomo & Budiyo, 2017).

When it comes to purchasing goods and services, they're largely uniform. They have nonetheless customized their meal for each country's tastes and ingredients. The process of localization is incorporated in globalization to guarantee that the brand is not destroyed by local preferences and cultures (Hsu et al., 2017). As a result, globalization becomes a tool for integrating disparate civilizations into a single, time-synchronized arena where everyone has a say in how events play out.

As a rule of thumb, people are drawn to the upper echelons of society. It's in our instinct to seek for the best of the best. When it comes to luxury products, globalization capitalized on this fact by pushing spending habits

that appealed to both local and non-local cultures alike (Grinshpun, 2013). Consumption of a consumer product is usually thought to be linked to human desire and the actual consumption of that commodity. In reality, the rise of urban consumption coincided with the rise of the industrial economy. It also created a class of customers who could identify themselves by the products they bought. A product's success in a certain culture depends on its ability to satisfy everyone in it (Praveen et al., 2018). If we overindulge, we run the danger of over-consumption, which in turn leads to a greater desire for extravagant lifestyles. In collectivist communities, the adopted culture has a strong effect. As a type of social performance for the sake of honor and renown, customers acquire an insatiable need for luxury goods, which drives them to overindulge (Padilla et al., 2021). According to Yazici (2016), the purchase of luxury items is a way for consumers to enhance their public image and be seen by society as successful in the eyes of the culture. Cultural values have been shown to have a direct impact on the globalization of goods. The symbolism that is established serves as a point of reference for the culture, influencing the way people think and act. Individuals and society may use globalized items as an economic and capital indicator. Consumers are grouped into one of two categories based on these two factors.

The emergence of globalization also necessitates the incorporation of supporting elements. In the aftermath of Starbucks coffee difficulties, Schultz was striving to grow the sector until Praveen et al. (2018) highlighted the significance of these cushions. Keeping the brand's quality high and integrating media into the company's marketing strategy greatly shifted the chances in favor of success. The brand was also saved by Starbucks' ability to keep identical designs to its architect in other regions (Praveen et al., 2018). Since Starbucks' mistakes may be exploited by competitors, incentives were

an absolute prerequisite. The corporation might have simply pulled advantage of China's fertile economic and cultural opportunities at the cost of its own marketplace.

Furthermore, the brand's quality and originality had to be balanced with the desire to grow. To meet customer demand, mobile retail networks were established (Praveen et al., 2018). The development of multiple outlet shops, as well as the growth into newer local and global markets, were other accelerators. Employee motivation was also a major component of the company's human capital strategy (Praveen et al., 2018). Globalization is driven by reasons such as technical, financial, political, economic and social. (Ahmad & Naz, 2018). Emerging market patterns in diverse cultures that demonstrate the interplay between financial variables and new settings are a major focus of this article (Ahmad & Naz, 2018). A study by Wattimena (2017) indicated that globalization is also reliant on the emergence of global communities and their mutual dependency. Because of the improvements in technology and infrastructure that have enabled this interconnectedness, globalization is expected to continue to grow in the foreseeable.

Because of the emerging social structure created by globalization, social stratification has become worse. By doing so, it encourages the development of a capitalist society in which individuals are segregated according to their social class. As a result, their consumption is more symbolic than personal demands. As a result, students have a better understanding of their place in the community and what they stand for (Zakkour, 2017). According to the argument made above, this form of consumption may be considered value-driven. Starbucks coffee, for example, is purchased and consumed not because of a genuine necessity but rather because of the perceived value and the consumer's place in society (Alkilani

et al., 2013). As a signifier of inclusion or exclusion, it raises the possibility of brand and product manipulation. As a result, a distinct consumer culture emerges as a result of the global brand. In China, the concept of the upper class aspiration is essential because of the country's ongoing desire to rise up the ranks. "globalization theory has developed as part of the search for conceptual tools to comprehend and explain this new stage of world history, movement of commodities, ideas, capital, and people through space and across borders threatens to change most of the rules by which international games were once played" (Chung et al., 2017). Marketing homogenized items over the globe is vital to connecting diverse regions of the planet. They play an active role in today's globalized world (Phau & Prendergast, 2016). It's also their job to create globally recognized brands of consumer goods, which they subsequently promote across the world.

Problem Statement

People's perceptions of life in the context of globalization are the basis for this paper's concept. To achieve a shared aim or product, certain transactions may place across various communities. Focus of this study is to explain how many elements impact globalization progress. To keep up with the multiple shifts brought about by the shifting global market, companies must improve communication inside their organizations.

Hypotheses

Consumers from throughout the world will associate Starbucks with the United States and the country's leading role in globalization. As a sign of globalization, Starbucks coffee is also a symbol of Americanization, which inspires other countries to follow suit.

Methodology and Critical Approach

This paper's methodology is based solely on a review of multiple sources, including the Starbucks video. There are various sources analyzed in this research. The effects of globalization on society and the people will be examined using ideas from globalization in this study. Globalization will be shown via the media's influence on Starbucks coffee consumption.

Based on the information presented by the sources and the movie, the critique employed in the paper is a formalist criticism. Reflections on social and cultural shifts may be formed by looking at food items from a global perspective. Looking at the media and the audience in terms of message transmission is the way to do it. An intricate feat, demonstrating globalization insights via plays and dramas necessitates taking into account the ideological variables and attitudes that are meant to be developed in among the audience. It suggests that the audience's feedback is critical in shaping this kind of study. The concept of globalization serves as the foundation for this essay. Using Starbucks coffee as a formal instrument, we may examine how such formal components can overcome cultural barriers and effect individuals. The growth of the product and firm is influenced by the interactions between the environment and the product itself.

Analysis of the Play

This is a non-fiction film about the 1971 Seattle-based American coffee business, Starbucks. In addition to its primary commodity, high-quality premium coffee, the firm also trades in tea, other drinks, and culinary goods. There are sufficient demand factors for Starbucks to dominate the

market. New competitors may enter the market since the company's competitive framework is liberal.

Starbucks is a distinct coffee lifestyle that has emerged as a result of a customized brewing procedure that results in a distinctive taste. It was conceivable to charge a high premium for the item with this level of differentiation. This peculiarity has helped Starbucks expand from a coffee chain shops to a worldwide enterprise and brand. As early as these coffee chains, Starbucks brought individuals from diverse cultures together to discuss their views and philosophies (White, 2020). Non-branded coffeehouses that offered coffee as a consumable product before its origin established a distinct cultural connotation. It was a metaphor for Americanization and the attitude of the United States as a worldwide leader. For the United States, it was a distinctive symbol of hard work and accomplishment. Consequently, the desire to extend beyond the state and national boundaries was sparked. Because of these distinct practices, the taking of coffee became a symbol of them whether it was done quietly or publicly.

In the documentary, Starbucks is shown as a symbol of globalization via the preservation of its trademarks. The band feels safe when they see the Starbucks emblem. Essentially, this is how the company gets its name out there in the marketplace. Inspiring some kind of narrative that motivates customers to identify with it (Ahmad & Naz, 2018). As an item in daily life, Starbucks conveys certain values into the lifestyle of its customers via its brand identity, which shows the kind of value it embodies. It's easier to market it to people from different cultures because of this (Craig et al., 2017). When the target demographic is broadened via the use of art and drama, the influence of Starbucks' cafe culture is amplified even more dramatically. In

order to guarantee that the signals being delivered are not lost, it is critical to examine the pictures and how they are represented.

Starbucks uncensored is a documentary or analytical study on the company's journey to worldwide prominence. It serves as a symbol of “food” business globalization. The film depicts both the positive and negative aspects of the business, including the circumstances that contributed to its growth. Over the years, the business has expanded to over 22,000 locations in 67 countries (Praveen et al., 2018). In the article, it is crucial that the global domain be widened by this expansion. In order to bring people from all over the world together, Starbucks employs coffee as a magical potion. Thus, the interplay between ideology and culture is brought into play. According to its designers, Starbucks symbolizes the people's encoded worldview and philosophy.

The documentary focuses on the role of bureaucracy in the globalization process. Starbucks was born out of a desire to establish a culture of coffee drinking in coffee shops. For the first time since its inception, the industry has been reinvigorated by the birth of Starbucks. Starbucks is the result of a blend of culinary heritage and real-world experience. It's a very symbolic type of globalization. In terms of the local and global environment, this tendency has resulted in behaviors and thinking conceptions that are homogenizing. The emotions they arouse in society are shown by globalized food businesses. As a consequence, it produces a complex dynamic that may be exported to other civilizations since they focus on human values.

Starbucks symbolizes the cultural values that are necessary for globalization to succeed. In addition, there was a pressing need to break down the barriers that existed in people's daily lives. In order to achieve

globalization, food and other commodities have to be widely distributed. A culinary mosaic based on the circulation of coffee products across borders was symbolized by Starbucks. The goods have both a public and a corporate life span. Starbucks placed a high value on supporting the numerous small-scale coffee producers across the world. It was accomplished via the establishment of coffee cooperatives, which served as a metaphor for tiny communities united by a single objective and a mutual belief of technical issues (Alhaddad, 2015). Because of this, new techniques may be tested more easily.

Starbucks was able to thrive despite the rivalry because of its product's niche market specialty. In addition, Starbucks faced competition from other companies selling comparable items as it expanded its worldwide reach. To begin with, it's difficult to standardize client wants and expectations across cultural divides. As a result, there was a disparity between knowledge and need for growth. A lot of effort was needed to put the information gleaned from market research into perspective.

Consumer opinions of Starbucks reveal a new notion of lifestyle connected with the stylish and high-quality existence of the present day. Customers are enticed to purchase a product if they see it as an attractive option (Wu, 2017). Humans need a decent life and comfort, thus it is simpler to cross cultural boundaries with this technique. This way of life encourages globalization by elevating people's status and enhancing their sense of well-being. It is the driving force for the product's quick rise in countries like China, where the product had never existed before. To increase the product's worth and make it more attractive, it is made desirable. It was feasible to make both the product and the consumption of the product more enjoyable because of this approach. Customers associate with Starbucks because they

want to be a part of the worldwide community (The Straits Times, 2018). Starbucks coffee, as always, is the major draw because of the upscale atmosphere and the sense of social prestige it provides. There is a strong sense of joy and fulfillment among overseas customers as well. They are given the opportunity to learn about a different way of life than the one they are used to.

Results

The results of this analysis are critical in establishing how product marketplaces might help to boost globalization. In the case of Starbucks, there is a lot of social interaction, which shows that the ideals being frontiered have been adopted. According to the findings, there is a growing acceptance and adoption of foreign ideals. It gives the residents a feeling of self-importance and dignity. The majority of civilizations are willing to accept new cultural practices as long as they are worthwhile.

Furthermore, the documentary shows a willingness to accept new methods that stimulate the discovery of new experiences. It is made possible by the ease with which civilizations from different eras may interact. The younger generation is portrayed as being more open-minded and less concerned with establishing one's place in society by affiliation with a particular group or culture. The utopian nature of American society is sometimes exaggerated. Starbucks coffee is thus a sign of the adoption of American beliefs and customs.

Recommendation

The product's worldwide market segment must be taken into account while evaluating globalization. So, more time and resources may be allocated to the development of new markets. In order to get a foothold in a community

or culture, one must make oneself more desirable to the members of that group.

The brand or product should be positioned as a tool of aspiration for individuals in that society in order to facilitate globalization via it. Drama offers a stage for individuals to make comparisons between their own lives and those being depicted.

In order to deal with a drastic market change of a single product, it is necessary to widen the scope of items. To allow for the spreading of risks, this growth is necessary. As an alternative, greater penetrations into previously unreachable areas of communities may be encouraged to attain the same outcome. Modern technology must be included into globalization as well. The adoption of this technology will improve efficiency and attract more individuals to participate.

Conclusion

Starbucks uncensored raises the bar for the coffee industry as a whole, but it also produces a new kind of globalization and Americanization in the process. As a result, it draws individuals from all over the world, including those from other countries. Only one film was examined in this work, which may restrict our understanding of globalized food goods. In spite of this, the paper's central thesis, that of social and cultural interaction in globalization, is well-expressed. Starbucks' development and success mirror those of American society as a whole, since the principles it espouses are being adopted by people all over the world. Examining the ways in which the introduction of the industry in their local environment influenced diverse communities helps assess the globalization from a cross-cultural viewpoint.

In addition, the ideas of globalization may be seen in the cultural symbolism of Starbucks coffee. It is possible to forecast the present and future trends and fresh viewpoints that will shape our lives. As a result, a greater emphasis should be placed on literature reviews that examine globalization from a variety of angles.

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