



**University at Buffalo**  
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# America's Global Expansion to China and Spain

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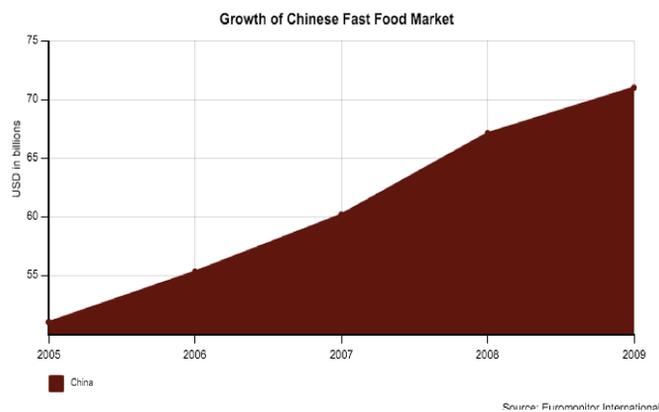
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## Abstract

Corporate greed has not only spread its influence in the United States, but has also affected the globe. Our focus is on how other countries are affected by the globalization of American restaurants and clothing brands. Because of restaurants like McDonald's, about 12 percent of children in China are overweight, and the diabetes rate for adolescents is four times that of those in America. In Spain, there has also been a revolution in the fashion industry, especially with the introduction of brands like Nike and Levi's, which are commonly advertised on Spanish billboards. After researching about these two very different countries, we have found that regardless of the countries' economic ranking in the world, places are still manipulated by the American way of living. We pose the question, "How has the expansion of American corporate culture impacted these two countries?"

## KFC and McDonalds Travelling Abroad

- Chinese traditional meals are a small portion composed of rice and either fish, meat or vegetables
- Snacking throughout the day on seeds, dried fruits and nuts
- Traditional lunches started becoming replaced for McDonalds meals
- Their nutrients were not fulfilled and before they knew it, Western fast food companies started a powerful reign in China.



## KFC and McDonalds Fight for China's Taste Buds

- KFC was the first fast food outlet in the People's Republic of China (PRC) that opened on the corner of Tiananmen Square in 1987
- 1992 archrivals, McDonalds opened their first outlet in the PRC
- 1997-2007 the number of KFC outlets increased from 216-2000
- McDonalds addressed many different approaches to increase the selling of their product: advertising to families and children, McCafe, kiddie gyms, modernizing the outlet, strategically located stores and drive thrus
- Once the issue of obesity gained publicity, KFC decided to change its motive and sell themselves as the "New Fast Food" by providing healthier food options and promoting exercise
- KFC then started to develop couponing, aim advertising towards school children by placing their outlets near schools
- For the first time in 2009, KFC's same-store sales dropped 4%
- With increased competition from McDonalds, Burger King and now SUBWAY, KFC was no longer the only place to get fast food
- In 2009 9/13 top fast food brands in China were American

## In both countries...

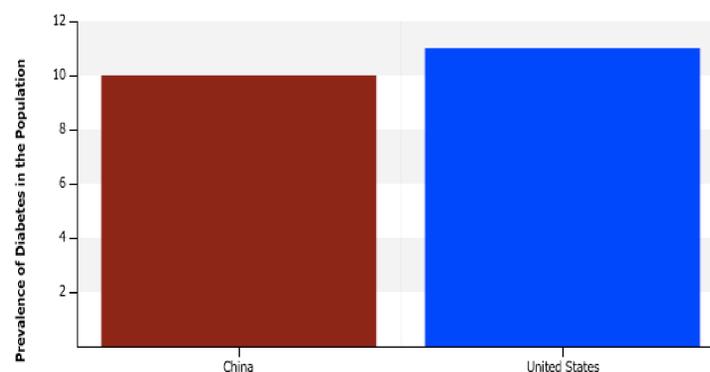
...the people agree that America has influenced their way of living, at least to some extent.



## Obesity Becomes an Issue in the PRC

- The small snacks have turned into meals
- The introduction of fast food outlets has led to less cooking and more eating out
- Fast food is cheaper
- As the Chinese move from rural to urban and go from poor to middle class, the more their weight increases
- - In 1982 7% of Urban China was overweight
- - By 1992 15% were obese
- - In urban china 10% are diabetic and 15% are pre-diabetics
- - Little fat emperors, and the One-Child Policy; children are pampered

Diabetes Rates in China and the United States (2010)



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**"All the world dresses like the U.S., with blue jeans, a T-shirt, and sport shoes."**

While Spaniards do agree that their fashion sense is "more elegant" than that of Americans, they do agree that the line that distinguishes these countries' styles is muddled. According to a research project conducted by University of Tennessee, Knoxville student John Dee Dockery, 29% of the people he surveyed have "negative views" of America, with 82% said that the U.S. has influenced their culture in some way. A large part of Spanish culture has always been fashion, but due to the globalization and expansion of American corporations, not one culture looks completely unique.

## American Popular Culture's Influence on Spanish Fashion

- ← American stars and celebrities, although not viewed as the most excellent role models by Spaniards, are well regarded for their fashion sense.
- ← ~53% of those surveyed said that they wear American brands, especially Nike and Levi's, whose advertisements can be seen throughout city streets in Spain.
- ← Spaniards see Americans positively as "liberal" and "independent," which is reflected in some American clothing brands.
- ← American sports have had a major impact on what the Spanish youth wear day to day.
- ← 51% of those surveyed by Dockery said that Spanish youth dress more "comfortably and relaxed" in American sports clothes.
  - ↳ Some said that this has a negative influence on Spanish youth, as they see American culture in a better light than their own.
- ← Basketball, a newly found popular sport in Spain, has been a driving force of Nike sales in Spain.

