

Diener and Lucas (2000) highlight the importance of recognizing that not all cultural variables are determined by national borders, but rather that subcultures within nations result in within-country differences that are left uncovered when the analysis is at the country level. However, for example, in their recent study of consumer socialization agents, including television advertisements, Kamarudding and Mikhlis (2003) point out that there has been little consideration of the role of geographic subcultures in the processes related to consumer socialization. In fact, residence, a variable they included in their study, proved to be important in explaining consumer differences in consumption attitudes, specifically brand-consciousness and fashion-consciousness. Further evidence supporting the inclusion of consideration of such a subculture is provided by Dou et. al. (2006) who identify distinct regional differences in media consumption patterns between two regions in China where they conducted research on Gen X consumers in both regions. The present research takes on this consideration of regional difference by comparing the use of television programming and advertising for the social comparison process by college business students located in four different universities from the U.S. and China (two schools in each country from different regions). The results indicate that, indeed, there are more similarities between schools from similar regions in different countries than there are between schools within the same country with regard to the constructs in question.