BUYER BEHAVIOUR IN INTERNATIONAL MARKETS (IBUS 5714)
Mondays 6:05 pm-8:55 pm @ DT 701

Instructor: José I. Rojas-Méndez, Ph.D.
Office: DT 925
Phone: 613-520-2600 x 8014
Email: jose.rojas@carleton.ca
Office Hours: Monday 12:00 pm – 1:00 pm or by appointment.

Course Description:

Globalization and the divergent, crossvergent and convergent paradigms are used to explain and analyze the behaviour of buyers across different markets and cultures. Socio-cultural, psychological, organizational and other factors that guide purchase decision-making behavior in consumer and B2B markets are examined.
Prerequisite(s): BUSI 5701.

Introduction
Markets are people and people are not the same everywhere. Therefore the focus of this course is on consumption and consumer behaviour; it is about people – what they buy, why they buy, where they buy, how much they buy, how they buy, etc.

Consumers today do not just "buy" products – they communicate through them, they use them to express their value systems and to build or underscore their identities – in short, they use them in ways far more complex than ever before. Three main schools of thought have emerged to explain today’s “global” markets – convergence (we are all becoming more alike), divergence (the more technical global barriers fall, the more we focus on expressing our local identities), and eclecticism (some combination of the two, depending on the case).

In many models of consumer behaviour, culture is viewed as an environmental factor, whereas it is in the heads of consumers. That is why this course goes to the roots of cultures’s influence, the mind of the consumers. It integrates culture in all aspects of the human being, in the self, in personality, in attitudes, and in people’s relationships with others.

Learning Objectives:

The main objective of this course is to develop a managerial understanding of international buyer behaviour. The course builds on the basics of consumer behaviour and related fields (e.g., psychology, sociology, ethnography, cultural anthropology), and focuses on consumption in the context of culture, ethnicity, and multi-cultural buyers, on global acculturation and diversity, and on the effects of the emerging “new consumer” on marketing strategy. This course will hopefully be challenging, fun, and
interesting, but it will not be easy since it deals with a brand-new field that is little understood – success depends on “getting involved” throughout, individualized learning, and a very, very open mind willing to strike out at new and untried directions.

**Course Prerequisites:** IBUS 5701.

**Textbook:**

de Mooij, Marieke (2011), *Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising*, 2nd Ed. (Sage)

**Exam date:** February 23, 2015

**Drop Course Policy:**

The deadline for academic withdrawal is the last day of classes (each term).

**Grading Scheme:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Mid-term (Session 4)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>35%</td>
</tr>
<tr>
<td>Contribution to Class Discussion</td>
<td>15%</td>
</tr>
<tr>
<td>Final Group Project Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Final Group Project Presentation</td>
<td>10%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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**Mid-Term**

This test will help consolidate the knowledge that you acquire during the course. The format will be short essay and each test will take no more than 90 minutes.

**Term project:**

The purpose of this project is to gain a better understanding of the role of culture in international buyer behaviour, by writing a short paper that will enable you to: (a) focus on a subject of your choice within the overall field; (b) learn about your chosen topic by drawing information from a number of cognate disciplines, so that you can broaden the perspective offered by the assigned text; and (c) learn about the impact of culture on specific aspects of the consumer behavior domain. The specific requirements are:

- The assignment will be handled on teams of 3 members.
- The title of each team’s paper will be “Culture and Buyer Behaviour: The impact on “XYZ”, where “xyz” will stand for the specific behavioral aspect you chose. Sample focus areas for defining “xyz” may be found in the Appendix A. Topic selections must be pre-cleared with the professor.
- **Content:** Within the chosen topic, the focus will normally be on explaining the type of impact culture exercises on the buyer behavior regarding the specific aspect you chose. Theoretical explanations as well as real examples are welcomed. Please write the paper (essay) following the APA style.
- Each team must submit a paper summarizing its research on the chosen topic. The paper must be submitted both in hard copy and by email. It must be no longer than ten (10) pages (single space) plus appendices and references, and must be based on a bibliography containing a
minimum of two (4) articles from academic journals per team member. Of the total number of articles, up to one-half may be drawn from those in Appendix A; the remainder must be identified by the team members based on a search of the literature.

- Each team must also do a formal presentation in class during a session dedicated to this purpose.
- Please see the “Appendix A” for suggested sources for this assignment. You can also consider alternatives topics listed at the end of the Appendix A.

Final exam date: February 23, 2015

Preparation and participation:

Class participation is the classroom equivalent to professionals’ participation in meetings. It is an important part of success in this course and is a specific assignment, not an option. Effective participation means (a) active, (b) substantive, and (c) continuous contribution. In other words, occasional non-substantive comments or questions will not meet the requirements of this assignment. Performance is assessed by the professor based on each participant’s contribution, which may take the form, among others, of raising or answering questions, offering comments, enriching the class with relevant items of interest from the media or personal experiences, taking part in brief in-class and/or take-home quizzes, cases, or other exercises, and overall effort throughout the term.

Deferred Final Examination:

Students unable to write a final examination because of illness or other circumstances beyond their control must contact the instructor and the MBA office in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document/s to support the reason for the deferral. Deferred exams are not granted for students who have made travel arrangements that conflict with examination schedule.

Course Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Agenda</th>
<th>Pre-class Prep</th>
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<tbody>
<tr>
<td>1</td>
<td>5 Jan 15</td>
<td>Introduction to buyer behaviour in international markets Values and Culture</td>
<td>Read chapters 1 &amp; 2</td>
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<tr>
<td>2</td>
<td>12 Jan 15</td>
<td>Values and Culture Convergence and Divergence</td>
<td>Read chapters 3</td>
</tr>
<tr>
<td>3</td>
<td>19 Jan 15</td>
<td>The consumer: attributes Social Processes</td>
<td>Read chapters 4 &amp; 5</td>
</tr>
<tr>
<td>4</td>
<td>26 Jan 15</td>
<td>Mental Processes Culture, communication, and media behavior</td>
<td>Mid-term Read chapters 6 &amp; 7</td>
</tr>
<tr>
<td>5</td>
<td>2 Feb 15</td>
<td>Consumer behaviour domains</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>6</td>
<td>9 Feb 15</td>
<td>Students’ presentations</td>
<td>Academic papers based on the topic to be presented (see Appendix A)</td>
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</table>
Policy on Mobile Devices

The use of mobile devices **IS NOT PERMITTED in this class.** It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with your instructor prior to class.

Group Work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your instructor may assign one or more group tasks/assignments/projects in this course.

*Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.*

Person with Disabilities

Students with disabilities requiring academic accommodations in this course are encouraged to contact a co-ordinator at the Paul Menton Centre for Students with Disabilities to complete the necessary letters of accommodation. After registering with the PMC, make an appointment to meet and discuss your needs with me at least two weeks prior to the first in-class test or ITV midterm exam. This is necessary in order to ensure sufficient time to make the necessary arrangements. Please refer to [http://www.carleton.ca/PMC/](http://www.carleton.ca/PMC/) for all PMC information.

Religious Observance

Students requesting academic accommodation on the basis of religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory academic event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton’s Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

Pregnancy

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete *a letter of accommodation*. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.
Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/.

Important dates and deadlines

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 5, 2015</td>
<td>University reopens. Winter term classes begin.</td>
</tr>
<tr>
<td>January 16, 2015</td>
<td>Last day for registration for winter term courses.</td>
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<td>Last day to change courses or sections (including auditing) for</td>
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<td></td>
<td>winter term courses.</td>
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<td>January 31, 2015</td>
<td>Last day for withdrawal from winter term and winter portion of</td>
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<td>fall/winter courses with full fee adjustment.</td>
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<td>February 1, 2015</td>
<td>Last day for receipt of applications for admission to the Bachelor</td>
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<td></td>
<td>of Architectural Studies and the Bachelor of Social Work degree</td>
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<td></td>
<td>programs for the fall/winter session.</td>
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<td>February 13, 2015</td>
<td>April examination schedule available online.</td>
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<tr>
<td>February 13-21, 2015</td>
<td>Fall term deferred examinations will be held.</td>
</tr>
<tr>
<td>February 16, 2015</td>
<td>Statutory holiday, University closed.</td>
</tr>
<tr>
<td>February 16-20, 2015</td>
<td>Winter Break, no classes.</td>
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APPENDIX “A”
SAMPLE SOURCES FOR THE TERM PROJECT
(UPDATED DECEMBER 2014)
(The articles below, as well as the course textbook, contain numerous other references to additional relevant sources in their bibliography lists.)

Articles in Peer-reviewed Academic Journals
(All journals cited are available online via the Carleton University library.)
(There is some overlap among the categories below – articles in one may fit others too.)

**Acculturation**


**Consumer Animosity**


**Cultural Distance**


**Culture and Advertising**


**Culture and Comparative Advertising**


**Culture and Emotions**


**Culture and Family Decision Making**


**Culture and the Global Consumer**


**Culture and Impulsive Behavior**


**Culture and Personality**


Van Emmerik, H. et al., 2010. Associations of Culture and Personality With McClelland’s Motives: A

Culture and Time

Hofstede and The Globe Project


**Alternative topics** (your group has to search for the corresponding academic sources):

- Colors, numbers, symbols and superstitions across-cultures.
- Complaining behavior across-cultures
- The effect of life satisfaction and happiness on consumer behavior: cross-cultural comparisons
- The impact of religion and religiosity on international consumer behavior
- Useful theories in explaining international consumer behavior
- Attitude toward sex in different countries: How does it impact consumer behavior?
- Consumer behavior as seen by anthropology, economics, marketing, advertising, sociology, psychology, and international business.