



BUYER BEHAVIOUR IN INTERNATIONAL MARKETS (IBUS 5714)

Mondays 6:05 pm-8:55 pm @ DT 701

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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 in “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:

Mid-term (Session 4)	20%
Final Exam	35%
Contribution to Class Discussion	15%
Final Group Project Paper	20%
Final Group Project Presentation	10%
TOTAL	100%

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:

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

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/> 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

January 5, 2015	University reopens. Winter term classes begin.
January 16, 2015	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2015	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2015	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 13, 2015	April examination schedule available online.
February 13-21, 2015	Fall term deferred examinations will be held.
February 16, 2015	Statutory holiday, University closed.
February 16-20, 2015	Winter Break, no classes.

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

- Berry, J.W., 2008. Globalisation and acculturation. *International Journal of Intercultural Relations*, 32(4), pp.328–336.
- Carpenter, J. et al., 2012. Acculturation to the global consumer culture: a generational cohort comparison. *Journal of Strategic Marketing*, 20(5), pp.411–423. Available at:
- Cleveland, M. et al., 2009. Acculturation and consumption: Textures of cultural adaptation. *International Journal of Intercultural Relations*, 33(3), pp.196–212.
- Cleveland, M., Laroche, M. & Hallab, R., 2013. Globalization, culture, religion, and values: Comparing consumption patterns of Lebanese Muslims and Christians. *Journal of Business Research*, 66(8), pp.958–967.
- Demes, K. a. & Geeraert, N., 2013. Measures Matter: Scales for Adaptation, Cultural Distance, and Acculturation Orientation Revisited. *Journal of Cross-Cultural Psychology*, 45(1), pp.91–109.
- Gupta, N., 2012. The impact of globalization on consumer acculturation: A study of urban, educated, middle class Indian consumers. *Asia Pacific Journal of Marketing and Logistics*, 24(1), pp.41–58.
- Jimenez, F.R. et al., 2013. A cross-national and cross-generational study of consumer acculturation to advertising appeals. *International Marketing Review*, 30(5), pp.418–439.
- Lysonski, S. & Durvasula, S., 2013. Nigeria in transition: acculturation to global consumer culture. *Journal of Consumer Marketing*, 30(6), pp.493–508.
- Mathur, A., 2012. Consumer Acculturation in the Age of Globalization: A Study of First-Generation Indian Immigrants in the United States. *Journal of International Consumer Marketing*, 24(5), pp.372–384.
- Quester, P.G. & Chong, I., 2001. Australian Chinese Consumers: Does Acculturation Affect Consumer Decision Making? *Journal of International Consumer Marketing*, 13(3), pp.7–28.
- Rasmi, S. et al., 2014. Tourists' strategies: An acculturation approach. *Tourism Management*, 40, pp.311–320.
- Waldram, J.B., 2009. Is there a future for "Culture" in acculturation research? An anthropologist's perspective. *International Journal of Intercultural Relations*, 33(2), pp.173–176.
- Ward, C. & Kagitcibasi, C., 2010. Introduction to "Acculturation Theory, Research and Application: Working with and for Communities." *International Journal of Intercultural Relations*, 34(2), pp.97–100.

Consumer Animosity

- Huang, Y.-A., Phau, I. & Lin, C., 2010. Consumer animosity, economic hardship, and normative influence: How do they affect consumers' purchase intention? *European Journal of Marketing*, 44(7/8), pp.909–937.

- Ma, J., Wang, S. & Hao, W., 2012. Does cultural similarity matter? Extending the animosity model from a new perspective. *Journal of Consumer Marketing*, 29(5), pp.319–332.
- Maher, A. a., Clark, P. & Maher, A., 2010. International consumer admiration and the persistence of animosity. *Journal of Consumer Marketing*, 27(5), pp.414–424.
- Maher, A. a. & Mady, S., 2010. Animosity, subjective norms, and anticipated emotions during an international crisis. *International Marketing Review*, 27(6), pp.630–651.
- Nes, E.B., Yelkur, R. & Silkoset, R., 2012. Exploring the animosity domain and the role of affect in a cross-national context. *International Business Review*, 21(5), pp.751–765.
- Riefler, P. & Diamantopoulos, A., 2007. Consumer animosity: a literature review and a reconsideration of its measurement. *International Marketing Review*, 24(1), pp.87–119.
- Tian, S. & Pasadeos, Y., 2012. A Revised Model of Animosity: The Impact of Anti-Japanese Sentiment on Consumer Behavior in China. *Journal of Current Issues & Research in Advertising*, 33(2), pp.170–191.

Cultural Distance

- Chirkov, V.I., Lynch, M. & Niwa, S., 2005. Application of the scenario questionnaire of horizontal and vertical individualism and collectivism to the assessment of cultural distance and cultural fit. *International Journal of Intercultural Relations*, 29(4), pp.469–490.
- Crotts, J.C., 2004. The Effect of Cultural Distance on Overseas Travel Behaviors. *Journal of Travel Research*, 43(1), pp.83–88.
- Dupuis, M.-J., Haines III, V.Y. & Saba, T., 2008. Gender, family ties, and international mobility: Cultural distance matters. *The International Journal of Human Resource Management*, 19(2), pp.274–295.
- Kogut, B. & Singh, H., 1988. The effect of national culture on the choice of entry mode. *Journal of International Business Studies*, Fall, pp.411 – 432.
- Ng, S.I., Lee, J.A. & Soutar, G.N., 2007. Tourists' intention to visit a country: The impact of cultural distance. *Tourism Management*, 28(6), pp.1497–1506.
- Reichert, C.F. et al., 2004. Effect of Cultural Distance on Customer Service Satisfaction: A Theoretical Framework and Research Agenda. *Advances in Consumer Research*, 31, pp.202–207.
- Shenkar, O., 2001. Revisited : and Conceptualization Measurement Cultural. *Journal of International Business Studies*, 32(3), pp.519–535.
- Suanet, I. & Vijver, F.J.R.V. de V., 2009. Perceived Cultural Distance and Acculturation among Exchange Students in Russia. *Journal of Community & Applied Social Psychology*, 19, pp.182–197.
- Swift, J.S., 1998. Cultural closeness as a facet of cultural affinity. *International Marketing Review*, 16(3), pp.182–201.

Culture and Advertising

- Bjerke, R. & Polegato, R., 2006. How Well Do Advertising Images of Health and Beauty Travel Across Cultures ? A Self-Concept Perspective. *Psychology & Marketing*, 23(10), pp.865–884.
- Bulmer, S. & Buchanan-Oliver, M., 2006. Advertising across Cultures: Interpretations of Visually Complex Advertising. *Journal of Current Issues & Research in Advertising*, 28(1), pp.57–71.
- Cervellon, M. & Dubé, L., 2000. Standardisation versus cultural adaptation in food advertising: insights from a two-culture market. *International Journal of Advertising*, 19, pp.429–447.
- Fam, K.-S. et al., 2013. Advertising dislikeability in Asia: Is there a relationship with purchase intention and frequency? *Asia Pacific Journal of Marketing and Logistics*, 25(1), pp.144–161.

- Gao, Z., Xu, J. & Kim, J.H., 2013. The effect of racial cues on the reader's response to advertisements: A US-China comparative study. *Asia Pacific Journal of Marketing and Logistics*, 25(3), pp.510–532.
- Gelbrich, K., Gäthke, D. & Westjohn, S. a., 2012. Effectiveness of Absurdity in Advertising Across Cultures. *Journal of Promotion Management*, 18(4), pp.393–413.
- Kaynak, E., Kara, A., Chow, C.S.F., et al., 2013. Pattern of similarities/differences in time orientation and advertising attitudes: A cross-cultural comparison of Georgian and Macau consumers. *Asia Pacific Journal of Marketing and Logistics*, 25(4), pp.631–654.
- Kaynak, E., Kara, A. & Chow, C.S.F., 2013. Time Orientation and Attitudes toward Advertising in a High-Context Culture: An Empirical Study of Macau. *Journal of Asia-Pacific Business*, 14(2), pp.88–106.
- Lass, P. & Hart, S. 2004. National Cultures , Values and Lifestyles Influencing Consumers ' Perception towards Sexual Imagery in Alcohol Advertising : An Exploratory Study in the UK , Germany and Italy. *Journal of Marketing Management*, 20, pp.607–623.
- Nickerson, C., 2003. Remarkable or Modest? The Role Played by Culture in Aduertisiug. *Business Communication Quarterly*, 66(1), pp.61–71.
- Nye, C.W., Roth, M.S. & Shimp, T. A. 2008. Comparative advertising in markets where brands and comparative advertising are novel. *Journal of International Business Studies*, 39(5), pp.851–863.
- Rojas-Méndez, J.I. et al., 2002. A Time Attitude Scale for Cross Cultural. *Journal of Global Marketing*, 15(3/4), pp.117–147.
- Rojas-Méndez, J.I. & Davies, G., 2005. Avoiding Television Advertising: Some Explanations from Time Allocation Theory. *Journal of Advertising Research*, 45(01), p.34.
- Rojas-Méndez, J.I., Davies, G. & Madran, C., 2009. Universal differences in advertising avoidance behavior: A cross-cultural study. *Journal of Business Research*, 62(10), pp.947–954.
- Teng, L. et al., 2014. Effects of culturally verbal and visual congruency/incongruency across cultures in a competitive advertising context. *Journal of Business Research*, 67(3), pp.288–294.
- Zarantonello, L., Jedidi, K. & Schmitt, B.H., 2013. Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets. *International Journal of Research in Marketing*, 30(1), pp.46–56.

Culture and Comparative Advertising

- Barone, M.J. & Jewell, R.D., 2012. How category advertising norms and consumer counter-conformity influence comparative advertising effectiveness. *Journal of Consumer Psychology*, 22(4), pp.496–506.
- Bei, L.-T., Chu, C.-H. & Shen, Y.-C., 2011. Positioning brand extensions in comparative advertising: An assessment of the roles of comparative brand similarity, comparative claims, and consumer product knowledge. *Journal of Marketing Communications*, 17(4), pp.229–244.
- Gao, Z. & Zhang, H., 2011. A comparative study of Chinese and US consumers' attitudes toward advertising regulation. *Asia Pacific Journal of Marketing and Logistics*, 23(1), pp.72–90.
- Manzur, E. et al., 2012. Comparative advertising effectiveness in Latin America: evidence from Chile. *International Marketing Review*, 29(3), pp.277–298.
- Pillai, K.G. & Goldsmith, R.E., 2008. How brand attribute typicality and consumer commitment moderate the influence of comparative advertising. *Journal of Business Research*, 61(9), pp.933–941.
- Soscia, I., Girolamo, S. & Busacca, B., 2009. The Effect of Comparative Advertising on Consumer Perceptions: Similarity or Differentiation? *Journal of Business and Psychology*, 25(1), pp.109–

118.

Yagci, M.I., Biswas, A. & Dutta, S., 2009. Effects of comparative advertising format on consumer responses: The moderating effects of brand image and attribute relevance. *Journal of Business Research*, 62(8), pp.768–774.

Culture and Emotions

Bello, R.S. et al., 2010. Verbal and nonverbal methods for expressing appreciation in friendships and romantic relationships: A cross-cultural comparison. *International Journal of Intercultural Relations*, 34(3), pp.294–302.

Bu, K., Kim, D. & Son, J., 2013. Is the culture–emotion fit always important? *Journal of Business Research*, 66(8), pp.983–988.

Cochrane, L. & Quester, P., 2005. Fear in Advertising: The Influence of Consumers' Product Involvement and Culture. *Journal of International Consumer Marketing*, 17(2/3), pp.7–32.

Kline, S.L., Horton, B. & Zhang, S., 2008. Communicating love: Comparisons between American and East Asian university students. *International Journal of Intercultural Relations*, 32(3), pp.200–214.

Matsumoto, D., 1989. Cultural Influences on the Perception of Emotion. *Journal of Cross-Cultural Psychology*, 20(1), pp.92–105.

Mazaheri, E. et al., 2014. The influence of culture, emotions, intangibility, and atmospheric cues on online behavior. *Journal of Business Research*, 67(3), pp.253–259.

Miyamoto, Y., Uchida, Y. & Ellsworth, P.C., 2010. Culture and mixed emotions: co-occurrence of positive and negative emotions in Japan and the United States. *Emotion*, 10(3), pp.404–415.

Russell, J. A., 1991. Culture and the categorization of emotions. *Psychological bulletin*, 110(3), pp.426–50.

Tronvoll, B., 2011. Negative emotions and their effect on customer complaint behaviour. *Journal of Service Management*, 22(1), pp.111–134.

Wierzbicka, A., 1986. Human Emotions: Universal or Culture-Specific? *American Anthropologist*, 88, pp.584–594.

Culture and Family Decision Making

Ford, J.B., LaTour, M.S. & Henthorne, T.L., 1995. Perception of Marital Roles in Purchase Decision Processes: A Cross-Cultural Study. *Journal of the Academy of Marketing Science*, 23(2), pp.120–131.

Green, R.T. et al., 1983. Societal Development and Family Purchasing Roles: A Cross-National Study. *Journal of Consumer Research*, 9(4), p.436.

Laroche, M. et al., 2007. How culture matters in children's purchase influence: a multi-level investigation. *Journal of the Academy of Marketing Science*, 35(1), pp.113–126.

Mehta, S.C., 2000. An Examination of Marital Roles in the Housemaid Decision: Perspectives from Singaporean Couples. *Journal of International Consumer Marketing*, 12(3), pp.47–67.

O'Guinn, T.C., Faber, R.J. & Imperia, G., 1986. Subcultural influences on family decision making. *Psychology and Marketing*, 3(4), pp.305–317.

Shergill, G.S., Sekhon, H. & Zhao, M., 2013. Parents' perception of teen's influence on family purchase decisions: A study of cultural assimilation. *Asia Pacific Journal of Marketing and Logistics*, 25(1), pp.162–177.

Su, C. & Wang, S., 2010. A cross-cultural study of east Asian adolescents' influence in family purchase decisions. *Journal of Global Business and Technology*, 6(1), pp.52–68.

Webster, C., 1993. Marital roles in decision making: The effect of Hispanic Subcultural identification. *The Journal of Marketing Management*, 2(2), pp.34–41.

Culture and the Global Consumer

- Cleveland, M. & Laroche, M., 2007. Acculturation to the global consumer culture: Scale development and research paradigm. *Journal of Business Research*, 60(3), pp.249–259.
- Cleveland, M., Laroche, M. & Hallab, R., 2013. Globalization, culture, religion, and values: Comparing consumption patterns of Lebanese Muslims and Christians. *Journal of Business Research*, 66(8), pp.958–967.
- Hassan, S.S., Craft, S. & Kortam, W., 2003. Understanding the new bases for global market segmentation. *Journal of Consumer Marketing*, 20(5), pp.446–462.
- Holt, D.B., Quelch, J.A. & Taylor, E.L., 2004. How Global Brands Compete How Global Brands Compete. *Harvard Business Review*, (September), pp.1–8.
- Lysonski, S. & Durvasula, S., 2013. Nigeria in transition: acculturation to global consumer culture. *Journal of Consumer Marketing*, 30(6), pp.493–508.
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- Strizhakova, Y. & Coulter, R. a., 2013. The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity. *International Journal of Research in Marketing*, 30(1), pp.69–82.
- Studies, I.C., 2012. Migrant workers enchanted with consumer society : transnationalism and global consumer culture in Bangladesh Naoto HIGUCHI and Nanako INABA. *Inter-Asia Cultural Studies*, 13(1), pp.22 – 35.
- Zhou, L. & Poon, P.S., 2008. Susceptibility to Global Consumer Culture : A Three-Dimensional Scale. *Psychology & Marketing*, 25(4), pp.336–351.

Culture and Impulsive Behavior

- Failure, T.S. & Baumeister, R.O.Y.F., 2002. Reflections and Reviews Impulsive Purchasing , and Consumer Behavior. *Journal of Consumer Research*, 28(March), pp.670–677.
- Kacen, J.J. & Lee, J.A., 2002. The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology*, 12(2), pp.163–176.
- Lucas, M. & Koff, E., 2014. The role of impulsivity and of self-perceived attractiveness in impulse buying in women. *Personality and Individual Differences*, 56, pp.111–115.
- Luo, X., 2005. How Does Shopping With Others Influence Impulsive Purchasing? *Journal of Consumer Psychology*, 15(4), pp.288–294.
- Rook, D.W. & Fisher, R.J., 1995. Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(December), pp.305–314.
- Tendai, M. & Crispin, C., 2009. In-store shopping environment and impulsive buying. *African Journal of Marketing Management*, 1(4), pp.102–108.
- Tirmizi, M.A., 2009. An Empirical Study of Consumer Impulse Buying Behavior in Local Markets. *European Journal of Scientific Research*, 28(4), pp.522–532.
- Zhang, Y. & Antonio, S., 2008. Culture Matters : The Impract of Power-Distance Belief on Consumers ' Impulsive Buying. *Advances in Consumer Research*, 35, p.643.

Culture and Personality

- Burke, M.J., Watkins, M.B. & Guzman, E., 2009. Performing in a multi-cultural context: The role of personality. *International Journal of Intercultural Relations*, 33(6), pp.475–485.
- Claes, R., Beheydt, C. & Lemmens, B., 2005. Unidimensionality of Abbreviated Proactive Personality Scales across Cultures. *Applied Psychology*, 54(4), pp.476–489.
- Van Emmerik, H. et al., 2010. Associations of Culture and Personality With McClelland's Motives: A

- Cross-Cultural Study of Managers in 24 Countries. *Group & Organization Management*, 35(3), pp.329–367.
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- Narayanan, L., Menon, S. & Levine, E.L., 1995. Personality Structure: A Culture-Specific Examination of the Five-Factor Model. *Journal of Personality Assessment*, 64(1), pp.51–62.
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- Rojas-Méndez, José I, Murphy, S. A. & Papadopoulos, N., 2013. The U.S. brand personality: A Sino perspective. *Journal of Business Research*, 66(8), pp.1028–1034.
- Rojas-Méndez, J.I. & Papadopoulos, N., 2012. Argentine Consumers' Perceptions of the U.S. Brand Personality. *Latin American Business Review*, 13(4), pp.329–345.
- Rojas-Méndez, José I, Papadopoulos, N. & Murphy, S. A., 2013. Measuring and Positioning Nation Brands: A Comparative Brand Personality Approach. *Corporate Reputation Review*, 16(1), pp.48–65.
- Schmitt, B., 2012. The consumer psychology of brands. *Journal of Consumer Psychology*, 22(1), pp.7–17.

Culture and Time

- Hassan, L.M., Shiu, E. & Walsh, G., 2011. A multi-country assessment of the long-term orientation scale. *International Marketing Review*, 28(1), pp.81–101.
- Kaynak, E., Kara, A. & Chow, C.S.F., 2013. Time Orientation and Attitudes toward Advertising in a High-Context Culture: An Empirical Study of Macau. *Journal of Asia-Pacific Business*, 14(2), pp.88–106.
- Legohérel, P. et al., 2009. Culture, Time Orientation, and Exploratory Buying Behavior. *Journal of International Consumer Marketing*, 21(2), pp.93–107.
- Leonard, K.M., 2008. A cross-cultural investigation of temporal orientation in work organizations: A differentiation matching approach. *International Journal of Intercultural Relations*, 32(6), pp.479–492.
- Macduff, I. & Hall, E., 2006. Your Pace or Mine? Culture , Time , and Negotiation. *Negotiation Journal*, (January), pp.31–45.
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Hofstede and The Globe Project

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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.