



BUYER BEHAVIOUR IN INTERNATIONAL MARKETS (IBUS 5714A)

Winter 2018

Thursday 2:35 pm- 5:25 pm @ DT 701

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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 culture’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)

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.

Final exam date: March 1, 2018.

Final Group Project:

The main objective of this project is to demonstrate the link among cultural values and products/services consumption. These are the guidelines:

1. The assignment will be handled on a team basis (team size = 3-4). Each group must decide which type of products and services consider for the project.
2. Projects will normally be based on secondary information culled from online or hard-copy resources such as databases, country profiles, magazine or academic articles, and books (for example, EIU reports, Nielsen reports, etc).
3. Cultural values do not only refers to Hofstede's 6-dimension model, but you can also use the 9-dimension of the GLOBE project, Schwartz 7-dimensions, or any other for which you find the corresponding scores.

4. Please keep in mind that income is probably an intervening variable that in many cases may explain why people consume certain types of products. Therefore, if you are analyzing countries with significant differences in income, then it might be possible that you will not find significant relationships between consumption and cultural values.
5. You can use correlations and regressions to explain how cultural values are linked with products/services consumption.
6. In order to find relationships you must have data that shows consumption at a very specific type of product. For instance, if you are analyzing liquor consumption probably no relationship will be found because you are mixing too many different types of liquors together. In such a case it would be much better to look for specific types of liquor (i.e. Whisky, vodka, brandy, tequila, etc).
7. Probably you will find much more rewarding to work with set of countries that have similar income levels, so any difference in consumption may be attributed to cultural values.
8. If you decide to run multiple regressions, where consumption is the dependent variable and cultural values are independent variables, then do not forget to include income also as an independent variable just in case it captures some of the variance on the dependent variable.
9. Both correlations and regressions to be considered significant must have a p-value lower than 0.05.
10. Be aware of potential spurious relationships. These are statistically significant relationships but you cannot make sense of the relationship based on theoretical grounds.
11. If you have had difficulties in finding significant relationships, please try to replicate the relationships reported in the textbook but with more recent data.
12. Once you have found a relationship that your group can explain theoretically, then it would be nice to support that with a TV commercial or a printed ad as an example. This should include an in-depth analysis of the chosen product category with two broad themes in mind: “what makes these buyers unique, different from, or similar to, others” and “what must a manager know as a precondition for marketing successfully that product category in international markets”.
13. Each team must submit a written report.. Your report for this project should not have more than 20 pages (double space) excluding appendices and list references.
14. For every table, graph, figure, etc., that your group elaborate for this project must have the proper reference and the year of the data.
15. The time allocated for each group presentation will be 30 minutes.

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	11 Jan 18	Introduction to buyer behaviour in international markets Values and Culture	Read chapters 1 & 2
2*	12 Jan 18	Values and Culture Convergence and Divergence	Read chapters 3
3	25 Jan 18	The consumer: attributes Social Processes	Read chapters 4 & 5
4	1 Feb 18	Mental Processes Culture, communication, and media behaviour	Mid-term Read chapters 6 & 7
5	8 Feb 18	Consumer behaviour domains	Chapter 8
6	15 Feb 18	Students' presentations	

* This session will take place on Friday January 12th, from 6:05 pm till 8:55 pm.

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

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, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor 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.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations, Accommodations, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and

impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation 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 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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to an Equity Services Advisor in the Equity Services Department for assistance.

For 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; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, 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: <https://carleton.ca/registrar/academic-integrity/>.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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Important Dates and Deadlines – Winter 2018 Graduate, Undergraduate and Special Students

January 2

University reopens at 8:30 a.m.

January 8

Winter term classes begin.

January 12

OSAP deferral deadline. [Late payment charges and late registration charges](#) applied to the student account on or after this date for eligible OSAP students.

January 19

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Winter 2018 and must register for the Winter 2018 term.

January 19-21, 26-28

Fall-term deferred examinations will be held.

January 31

Last day for a [fee adjustment](#) when withdrawing from Winter term courses or the Winter portion of two-term courses (financial withdrawal). Withdrawals after this date will create no financial change to Winter term fees and will result in a grade(s) of WDN appearing on your official transcript.

February 16

April examination schedule available online.

February 19

Statutory holiday, University closed.

February 19-23

Winter Break. Classes are suspended.

March 1

Last day for receipt of applications from potential spring (June) graduates.

Last day for receipt of applications for admission to an undergraduate program for the summer term.

March 9

Last day to request formal exam accommodations for April examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

Date TBA

[Last day to pay any remaining balance on your Student Account](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay Summer 2018 course selection.

March 27

Last day for summative or final examinations in winter term or fall/winter courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

March 30

Statutory holiday, University closed.

April 7

Last day to pay any remaining balance on your Student Account to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

April 11

Winter term ends.

Last day of fall/winter and winter-term classes.

Classes follow a Friday schedule

Last day for academic withdrawal from fall/winter and winter term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 12-13

No classes or examinations take place.

April 14-26

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

April 26

All take home examinations are due on this day.

May 11

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Spring 2018 and must register for the Summer 2018 term.

May 18-29

Fall/winter and winter term deferred final examinations will be held.