



## INTERNATIONAL CONSUMER BEHAVIOUR

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| <b>Course code</b>             | <i>GRAV010</i>  |
| <b>Course title</b>            | <i>International consumer behaviour</i>   |
| <b>Type of course</b>          | <i>Compulsory</i>   |
| <b>Stage of study</b>          | <i>Graduate</i>   |
| <b>ECTS</b>                    | <i>6; 36 hours of class work, 124 hours of self-study, 2 hours of consultations</i> |
| <b>Coordinating lecturer</b>   | <i>Assoc.prof. Sandra Horvat, e-mail: sanhor@faculty.ism.it</i>                     |
| <b>Study form</b>              | <i>Full time</i>  |
| <b>Course prerequisites</b>    | <i>Undergraduate diploma; Basic consumer behaviour course</i>                       |
| <b>Language of instruction</b> | <i>English</i>  |

### Course description

The course builds on basic consumer behaviour courses and discusses specificities of consumer behaviour in international context. Beside more general overview of the consumer behaviour in different cultures, the course will focus on topics that are critical for understanding consumer behaviour in international context, such are: global consumer segmentation, consumer cosmopolitanism, consumer ethnocentrism etc. It will be discussed how culture influences consumers and what can companies do to achieve better understanding of their customers in international context.

### Course aim

1. Providing students with a comprehensive understanding of how culture, globalization and digitalization are changing consumer behaviour across different markets.
2. Learning about marketing concepts that are relevant in the international environment, analysing best practice examples, and developing skills for creating, delivering and communicating value in various markets.
3. Providing students with insights into current consumer behaviour trends.
4. Teaching students how to adjust marketing activities to different consumer segments in the international context.

### Learning outcomes

| <b>Course learning outcomes (CLO)</b>  | <b>Study methods</b>                                       | <b>Assessment methods</b>              |
|--|--|--|
| CLO1. To get acquainted with consumer behaviour concepts relevant for international business practices.  | Lectures, discussions, course project, independent studies | Course project preparation, final exam |
| CLO2. To gain in-depth understanding of the methodological tools for gaining consumer insight in the international environment   | Lectures, discussions, course project, independent studies | Course project preparation, final exam |
| CLO3. To distinguish between different individual and social factors that influence consumer decision-making process in the international environment.                     | Lectures, discussions, course project, independent studies | Course project preparation, final exam |
| CLO4. To perform consumer behaviour research by applying relevant scholarly measures and analyse the results   | Lectures, discussions, course project, independent studies | Course project preparation, final exam |
| CLO5. To be able to propose relevant recommendations for marketing programs in contemporary business based on the research output  | Lectures, discussions, course project, independent studies | Course project preparation, final exam |
| CLO6. To foster a holistic approach to international consumer behaviour by critically thinking about coherence of individual and social factors within different cultures. | Lectures, discussions, course project, independent studies | Course project preparation, final exam |



## Quality assurance

Interactive teaching methods, case examples, whole class discussions and course project will be employed to enhance the quality of studies. Lectures will consist of lectures, examples, online discussions, group course project, article discussions, group project and individual final class exam.

## Course content

| Day  | Topic  | Activities   |
|--|--|--|
| <b>Day 1</b><br>Monday,<br>16th March, 2020    | <b>Introduction to international consumer behaviour</b><br>Key terms and concepts<br><br><b>Specificities of market research in international consumer behaviour</b><br>International research comparison, Etic and Emic approach, Scales for measuring consumer characteristics and behaviour | Explanation of course projects<br><br>Lithuanian national character example                                      |
| <b>Day 2</b><br>Tuesday,<br>17th March, 2020   | <b>Consumer in their social and cultural setting</b><br>Culture and sub-culture, Social class, Family, Reference groups  | Geert Hofstede on Culture  |
| <b>Day 3</b><br>Wednesday,<br>18th March, 2020 | <b>The consumer as an individual</b><br>Motivation, Perception, Attitudes, Personality, Concept of self  | Case study "Hidden motives: is consumer behaviour shaped by fairy tale archetypes?"                              |
| <b>Day 4</b><br>Thursday,<br>19th March, 2020  | <b>Consumer decision making process</b><br>Levels of consumer decision making, Stages of consumer decision making process, Consumer decision making styles   | Dan Ariely: Are we in control of our decisions?<br><br>The Neuroscience of Decision-Making: Are We Foul or Fair? |
| <b>Day 5</b><br>Friday,<br>20th March, 2020    | <b>Implication of international consumer behaviour on marketing strategy development</b><br>Standardization/adaptation of marketing programs   | Case study "IKEA in Japan: The Market Re-entry Strategies"   |
| <b>Day 6</b><br>Monday,<br>23rd March, 2020    | <b>Global Consumer Culture</b><br>Globalization, Acculturation, Global consumers<br><br><b>Global Consumer segmentation</b>  | Convergence in global markets and consumer behaviour   |
| <b>Day 7</b><br>Tuesday,<br>24th March, 2020   | <b>Consumer cosmopolitanism</b><br><br><b>Consumer ethnocentrism</b>   | Cross-country differences in consumer cosmopolitanism and ethnocentrism: A multilevel analysis with 21 countries |



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| <b>Day 8</b><br>Wednesday,<br>25th March, 2020     | <b>Trends in international consumer behaviour</b> | Megatrends - the art and science of trend tracking |
| <b>Day 9</b><br>Thursday,<br>26th March, 2020      | <b>Wrap-up session and concluding remarks</b>     | Q&A on project assignment                          |
| <b>Final exam</b><br>Wednesday,<br>1st April, 2020 | <b>FINAL EXAM</b>                                 |  |

### Self-study and assessment

| Assignment     | Number of self-study hours | Percentage of the total grade, % |
|----------------|----------------------------|----------------------------------|
| Course project | 50                         | 40                               |
| Final exam     | 74                         | 60                               |
| <b>Total</b>   | <b>124</b>                 | <b>100</b>                       |

### Assignments and evaluation

Assessment for this course will have two components:

**1. Course project: Consumer research for new product introduction to the Lithuanian market (40%)**

Student will work in teams and their task will be to design and carry out research of consumer behaviour with a goal to make a managerial decision on perspective of a new product introduction to the Lithuanian market. Students are required to develop a research instrument (based on validated scaled available in the literature), conduct a primary research and write a report for new product introduction prospects. Detailed course assignment guidelines will be provided during the first lecture day.

**2. Written final exam (60%)**

Final exam consist of scenario-based multiple-choice questions. These are designed to check your comprehension and ability to engage with and use/apply material properly from the readings, class lectures, discussions, and audio-visual materials used during classes.

### Re-take of the exam

In case of a negative final grade, students are allowed a retake. It will cover all course material. The weight of the retake is 60% of the final cumulative grade. Course project cannot be retaken.

### Teaching methods and active participation

The course will utilize a combination of teaching methods including lectures, online discussions, case study analysis, student project and readings.

### Course readings (Note: additional readings will be announced during lectures)

- Alden, D.L., Steenkamp, J.B., Batra, R. (1999) Brand positioning through advertising in Asia, North America and Europe: the role of global consumer culture, *Journal of marketing*, Vol. 63, pp. 75-87

- Cornwell, T.B., Drennan, J. (2004), Cross-Cultural Consumer/Consumption Research: Dealing with Issues Emerging from Globalization and Fragmentation, *Journal of Macromarketing*, Vol. 24, No. 2, pp. 108-121
- de Mooij, Marieke (2011), *Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising*, 2<sup>nd</sup> ed., Sage
- de Mooij, M., Hofstede, G. (2011), Cross-Cultural Consumer Behavior: A Review of Research Findings, *Journal of International Consumer Marketing*, 23, pp. 181-192
- McCrae, R.R. et al. (2013), The inaccuracy of of nationa character stereotypes, *Journal of Research in Personality*, 47, pp. 931-942
- Luna, D., Forquer Gupta, S. (2001), An integrative framework for cross-cultural consumer behaviour, *International Marketing Review*, Vol. 18, No. 2, pp. 45-69.
- Raju, P.S. (1995), Consumer behaviour in global markets: the A-B-C-D paradigm and its application to eastern Europe and the Third World, *Journal of Consumer Marketing*, Vol. 12, Iss. 5, pp. 37-56
- Riefler, P., Diamantopoulos, A., Siguaw, J. (2012), Cosmopolitan consumer as a target group for segmentation, *Journal of International Business Studies*, 43, pp. 285-305.
- Schiffman, Leon g., Kanuk, Leslie Lazar (2010) *Consumer Behavior*, 10<sup>th</sup> ed., Pearson
- Zeugner-Roth, K.P., Žabkar, V., Diamantopoulos, A. (2015), Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective, *Journal of International Marketing*, Vol. 23, no. 2, pp. 25-54.

Course readings will be provided via the e-learning platform alongside with the modules' handouts (slides). All the material will not be covered in detail during the modules but will provide a basis for online discussions.