

HANKUK UNIVERSITY OF FOREIGN STUDIES (HUFFS) 2015 INTERNATIONAL SUMMER SESSION in KOREAN STUDIES

IS307: Consumer Behavior in Asia: Unique Issues and Marketing Practices (3 credit hours)

Instructor: Tom DeWitt, Ph.D. (Marketing)

Director - Office of Applied Learning Experiences and Associate Professor of Marketing

University of Hawaii at Hilo, Hilo, Hawai'i, USA

Instructor Contact: tsdewitt@hawaii.edu or via Facebook messenger

Course Description

Asia accounts for over 60% of the world's population, with China and India together representing two thirds of Asia's population. International companies can ill afford to ignore a market of such size and importance.

However, despite the importance of Asia as a market, Western interpretations and portrayals of consumer behavior tend to dominate global marketing strategy. This course investigates the ethnic and cultural differences that affect Asian consumers' decision making processes and post purchase behavior.

The course outlines and examines the differences between Asian and Western cultures along cultural dimensions such as philosophy, tradition, and religion; investigating the effect such differences have on communication styles, perceptions of products offered, decision making, and brand loyalty. In addition, these differences are noted and investigated in their application to the development of marketing strategy.

Course Objectives

- Develop an understanding and appreciation for the ethnic and cultural differences that exist across Asia.
- Recognize how ethnic and cultural differences help to shape consumer perception, attitudes, and behavior.
- Understand the role of self-image, religion, family, and group influence on individual consumer behavior in Asia.
- Practice the market research techniques necessary to understand how ethnic and cultural differences help to shape consumer perception, attitudes, and behavior.
- Develop the skills necessary to integrate your understanding of differences in consumer behavior across cultures into the formulation of marketing strategy.
- Enhance project development and communications skills.

Instructional Methods and Roles in the Learning Process

I am a firm believer in the principles of team (TBL - teambasedlearning.org), which means that very little time in class will be dedicated to a formal lecture. With TBL the instructor functions as a facilitator and mentor, not a 'sage on the stage'. I will strive to create an environment in which you will feel motivated to learn, but it is your responsibility to come to class prepared to actively participate in the learning process. Do not expect to just sit and listen. The following Chinese proverb captures the essence and rationale for my teaching philosophy.

I hear and I forget;
I see and I remember;
I do and I understand

- Chinese Proverb

The majority of class time will be focused on group based discussions and activities. Case studies, simulation exercises, current events, field research, and problem solving activities will guide classroom discussion. Therefore, your success in this course is tied directly to your attendance and preparation for each class period. In addition, you are expected to participate in several field trips, including a baseball game, a visit to the largest IKEA store in the world, Namdaemun Market (Korea's largest outdoor market), and Shinsaegae Department Store (Korea's most luxurious department store).

Assignments and Grading

On Time Performance – 10 %

No different from the business world, it's critical that you arrive to class on time, as the rest of the students and I are relying on your attendance and participation. Class will commence immediately at its scheduled time and arriving late will just interrupt what we are doing and disrupt your group members, as it's likely that you'll want to be brought up to speed in regards to what we are working on at the time. You will receive credit for arriving before or at the scheduled class time, not a second or minute later, as class will have already commenced.

Readiness Assessments – 40 %

Course participants must be prepared to discuss and apply the assigned materials to real world marketing problems. Readiness assessments are designed to provide students with the motivation to read and take notes on assigned readings for the course. There will be an open notes, 10 question multiple choice individual readiness assessment given during the first ten minutes of class only on days that readings are assigned. The assessment corresponds to the review questions for the readings assigned for that day. The purpose of the assessment is to ensure that you have prepared for class and to reward you for good study practices. The individual readiness assessment will be collected ten minutes after the scheduled beginning of class, after which the team readiness assessment will begin (a collective team effort to complete the same assessment).

You must complete the individual assessment in order to complete the team readiness assessment. Individual readiness assessments represent 30% of your grade and the team readiness assessment is worth 10%. Having taught this course in ISS over the past several years, I've come to realize that it's critical for students to schedule study time each day, rather than let social activities dominate your how your time is spent outside of class. There is time for both, but you'll need to be disciplined in completing your readings each day, whether it's done in the afternoon or evening. Failure to do so puts you in jeopardy of failing the course.

Individual Consumer Research Project – 50 %

During the course of the summer session, each student will plan and conduct an individual consumer research study and provide implications for marketing practice based upon their results. The project will be completed in benchmarks throughout the five week period, beginning with hypotheses formation and the creation of a research plan and concluding with a presentation to the class, to allow the student to pace their efforts. The intention of the project is to provide a practical application for the principles that students are learning in class while developing critical research and presentation skills.

Tentative Course Schedule

Week 1

Day 1: Course Introduction and Review of Consumer Behavior Principles

- Survey: Who are we, and what do we already know?
- Introduction: What we are trying to accomplish and what are our roles in the process
- Review of readings and assignments

Week 2

Day 2: Values and Culture

- The relationship between values and culture
 - Cross cultural perspectives in consumer behavior theory
 - Dimensions of cultural values
 - Asian culture and values and Asian consumer behavior
- Readings: Schutte and Ciarlante – pg. 3 – 15

Day 3: Religious Traditions and Philosophies

- Religious traditions and philosophies (Confucianism, Buddhism, Islam, Shintoism, Belief and Fate)

Readings: Schutte and Ciarlante – pgs. 17 – 25

Day 4: Self, Others, the Group, and Interpersonal Relationships

- Self-concept, branding and advertising
- Concept of self, others and the collective group
- Self-enhancement and self esteem
- Interpersonal relationships

Readings: Schutte and Ciarlante - pgs. 25 – 37; de Mooj – selected readings handed out in class

Day 5: Research Thursday

Fieldtrip (Thursday Night): Korean Baseball Organization Baseball Game

Week 3

Day 6: The Concepts of Face, Status, and Group Conformity

- Complementarity of relations
- Group conformity
- Roles and corresponding status
- The concept of face
- Status propriety and consumption

Readings: Schutte and Ciarlante – pgs. 37 – 47

Day 7: The Role of Family and Women in Decision Making

- Family dynamics
- Role of the family in decision making
- Growing influence of women

Readings: Schutte and Ciarlante – pgs. 48 – 54

Day 8: Thinking Learning and Communicating

- Problem solving
- Learning and memory
- Perceptions

Readings: Schutte and Ciarlante – pgs. 58 – 71

Day 9: Research Thursday

Friday Field Trip: Ikea Seoul (The World's Largest Ikea Store)

Week 4

Day 10: Attitudes

- Brand loyalty
- Risk aversion
- Diffusion of innovation
- Concern for safety/hygiene
- Attitude towards authority and products

Readings: Schutte and Ciarlante – pgs. 71 – 87

Day 11: Motivation and Needs

- Maslow's hierarchy of needs
- Trio of needs
- The cultural meaning of consumer goods
- Private-use consumption versus public-use consumption
- Faddism

Readings: Schutte and Ciarlante – pgs. 91 – 108

Day 12: Purchase Intentions and Post Purchase Behavior

- Purchase intention and process
- Post purchase behavior

Readings: Schutte and Ciarlante – pgs. 109 – 115

Day 13: Research Thursday

Friday Field Trip: Namdaemun Market and Shinsaegae Department Store

Week 5

Day 14: Individual Research Presentations

Day 15: Individual Research Presentations

Thursday, August 18: ISS Closing Ceremony, Awarding of Certificates of Outstanding Achievement