Introduction

The momentum of globalization has reached such a level that marketers can no longer limit their focus on domestic market only. Among many instances, recent alliance between IBM, an iconic American brand, and Lenovo of China exemplifies how globalization is exerting profound influences on business practices of the US companies. Such shifts in business practices require a new way of looking at marketing and branding because no longer are the consumers limited within the geographic border of the US. In the US, sales growth has turned into a zero-sum game as the competition has gotten intense for an almost stagnant market. Consumer goods giants, like P&G and Unilever, have adopted market development strategies by targeting the world’s poorest shoppers to drive sales growth.

Therefore, companies must understand local context, and design and market products and services to match local consumers’ needs and wants. That way, a company can match its distinctive capabilities with the existing market opportunities. These days, operating businesses in foreign countries is more that just having offices and production facilities scattered throughout the globe. Successful international marketing relies on understanding and responding to consumer behavior and preferences in foreign markets. To this end, this group project will study behavior of foreign consumers. Specifically, it will address buyer behavior in the Asia Pacific Region. This is an important topic within the business community of the Bay Area because of several reasons. More than 30% of the Bay Area’s private sector revenue is generated through international trade with the Asia Pacific Region. Also, the Asia Pacific Region has grown as a powerful competitor to the U.S.

Countries included (you will be assigned two countries at random):

- Australia
- Bangladesh
- China
- Hong Kong
- India
- Indonesia
- Iraq
- Japan
- Malaysia
- Mongolia
- Myanmar
- New Zealand
- Pakistan
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- United Arab Emirates
- Vietnam

Specific Tasks:

This project will address marketing topics related to buying behavior in the Asia Pacific market, and the cultural differences associated with such consumer behavior. On May 09, 2006 at the start of lecture, each group must complete and submit a 1.5-spaced, 12-point Times Roman font paper. Below you will find the format and components of the final paper. However, you are free to discuss your ideas with the instructor and modify this format with his approval.

Group Project Proposal [10 points]: Each group must email the complete title and description of their project topic by the start of lecture on March 14, 2006. Your score will depend on how well your proposal identifies the problem and subsequently addresses the issues you highlight in your problem identification section as well as clarity and appropriateness of the questions and the professionalism of the entire proposal. The format of the proposal should be as follows:

- Introduction: Not to exceed ½ page.
- Environmental Context/Background of the Problem (Use at least five secondary data sources.): Not to exceed ½ page.
- Problem/Opportunity Identification and Formulation: Not to exceed 1 page. Select three potentially marketable products in the country you have been assigned. Do some exploratory search and include relevant information to reinforce your proposal/idea.
- Detailed product/business concepts (see course Homepage for more on product concept) – this concept will be on your selected product/business. Not to exceed ¾ page.
- A list of at least five or more secondary data sources: Not to exceed ½ page. Sources you have used and/or will be using to support/explain your plan/idea.
- Breakdown of the responsibilities among group members (who will be in charge of what).
**Group Project Final Paper, Bundle 1 [45 points]**: Paper, excluding references and appendices (spiral bound)

- Cover page (Course #, your group #, names of team members, names of the countries studied, and a complete title of your project) [3 points].
- Executive Summary [5 points, 1 page].
- Table of contents [2 points].
- Introduction [5 points, no to exceed 1-2 pages].
  - Develop a clear strategic rationale for global market penetration (outline key strategic advantages the firm hopes to gain from the international market participation).
  - Structure of the international market (industry trends, competitive structure.)
- Country profiles [5 points, 2-4 pages]:
  - Population, age/gender distribution, literacy rate.
  - Gross domestic product (GDP), GDP per capita.
  - Any significant economic/social change(s) in the past 10-20 years?
- Identify two potentially marketable products/services [8 points, 1-2 pages]:
  - Products/services that are suitable for consumers in these countries.
  - Explain the appropriateness of marketing these products/services.
- Choose one product/service and do the following [17 points, 4-5 pages]:
  - Target market profile (size, growth rate, trends, demographic profile, psychographic profile).
  - Differences (Psychological/Sociological/Historical) in consumer behavior between the selected country and the United States.
  - Positioning strategy that matches needs/behavior of this target group. (How do you want the consumers to view your product/service? Tie this with their needs that your product is expected to satisfy)
  - Write a positioning statement.
  - Develop successful marketing strategies dealing with differences in consumer behavior between these two countries/cultures. That is, briefly discuss four P’s (Product attributes, pricing, promotion, and channel strategies). This will be a framework of best practices in adaptation/standardization decisions of the different elements of the marketing mix.

**Group Project Final Paper, Bundle 2 [15 points]**: References In a packet; not bound; simply stacked and well-organized.

- Cover page (Course #, your group #, names of team members, names of the countries studied, and a complete title)
- References [5 points]: See below for examples.
- Appendices [10 points]: Hard copies of all your sources (journal articles, book chapters, Internet articles etc.) that you have referred to in your report

**Group Presentation [20 points]**: Groups will make presentations in the order outlined in the course outline. Also, see below for presentation order.

- Presentation time: 12-15 minutes per group.
- Presentation tools:
  - Microsoft PowerPoint slides. (In case you decide to use overhead projector let me know at least a week prior to your presentation so I can arrange it for you.)
  - Number of slides: Maximum 15 slides, preferably 15 slides (to be within time limit).
- All group members must participate in your group’s presentation. Check your presentation order. I strongly recommend that each group have a practice prior to the actual presentation. The rule for presentation length
Topic: Understanding Consumer Behavior in the Asia Pacific Market and Developing Appropriate Marketing Strategies

will be also applied to your grade. Group presentation score will vary depending on individual performance in the presentation and peer evaluation.

- Additionally, if there is a consensus within a group that a particular member did not contribute his/her share, then his/her project score will also be adjusted accordingly.
- Re-grading requests will be accepted in writing within 1 week of return of the grade. If requested to re-grade, I reserve the right to revise grades in either direction.

Peer Evaluation [20 points]: After all group presentations are complete, each team member will be responsible for evaluating the performance of other group members. These evaluations are not shared among any group members and will be held confidential. This is your opportunity to evaluate the contributions made by your team members.

Presentation Order

<table>
<thead>
<tr>
<th>Date</th>
<th>Presenting Groups (randomly assigned)</th>
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<tr>
<td>May 11, 2006</td>
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<td>May 18, 2006</td>
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Workshop on Data Sources

On February 23, the class meets in Library 426A for a special workshop on secondary data search. Ms. Gina Castro of SFSU library will discuss and demonstrate various methods of searching secondary data.

Potential Sources of Data/Information

Here are some potential sources of data/information for your research. This list is simply a guideline for you. Your search may include, but should not be limited to, these sources:

<table>
<thead>
<tr>
<th>Academic Journals</th>
<th>News Papers/Magazines</th>
<th>Region Specific Sources (try any portals like Google or Lexis/Nexis)</th>
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<td>1. Harvard Business Review</td>
<td>1. SFSU library</td>
<td>1. Website of local University/Marketing Department</td>
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<td>9. Psychology and Marketing</td>
<td>5. Fortune</td>
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<td>11. International Journal of Advertising</td>
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Once again, you need to turn in the following items:

1. **May 09, 2006**: Two hard copies of your report (spiral bound).
2. **May 09, 2006**: One folder (not bound) containing **hard copies** of all secondary data/information sources (paper/articles) you have referred to in your paper, **with a cover page and detailed reference list preceding the papers/articles**.
3. **May 09-16, 2006 (check your presentation date)**:
   a. Electronic copy of your paper (report must include a detailed bibliography/references).
   b. Electronic copy of your presentation.
   c. One hard copy of your presentation (in handout format – three slides per page).

**Citing References**

You must not only attach hard copies of your references but also provide a detailed reference list at the end of your paper. Follow the examples ([http://www.liu.edu/cwis/cwp/library/workshop/citmla.htm](http://www.liu.edu/cwis/cwp/library/workshop/citmla.htm)) given below to cite your sources:

**Book**


**Journal Article**


**Newspaper or Magazine Article**


**Newspaper or Magazine Article on the Internet**


**Website**


**Book Article or Chapter**


**Encyclopedia Article (well known reference books)**


**Encyclopedia Article (less familiar reference books)**
Topic: Understanding Consumer Behavior in the Asia Pacific Market and Developing Appropriate Marketing Strategies


Gale Reference Book (and other books featuring reprinted articles)


The Educational Resources Information Center (ERIC) Document


Literature Resource Center


Group Information at A Glance (Save this for your record)

Group # ________

Members:

<table>
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<tr>
<th>Last Name</th>
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- Who is the group leader? __________________________
- Countries Selected for Group Project: ________________ and ____________________

Questions? Feel free to discuss with me.