

## **Fashion Consumer Behaviour** **Konsumentbeteende i modesektorn**

7.5 credits

7.5 högskolepoäng

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**Ladok Code:** 52KM01

**Version:** 12.0

**Established by:** Committee for Education in Business and Working Life 2022-08-22

**Valid from:** Autumn 2022

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Fashion Management (A1F)

**Disciplinary Domain:** Social sciences

**Prerequisites:** At least 45 approved credits from the first year of the educational program.

**Subject Area:** Leadership, Organisation and Management

**Grading Scale:** Seven-degree grading scale (A-F)

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### **Content**

The course deals with classical and contemporary perspectives within the social science field of consumer behavior at an advanced level. These perspectives are discussed throughout the course in relation to fashion and how fashion as a phenomenon has been treated in the social sciences. The contemporary fashion sector and market communication in this field is treated and discussed in relation to consumer behavior. The course contains practical exercises in collecting empirical material for analyzing consumer behavior and reflections on possible applications in fashion business development. The course deals with established theories and methods used today in the field of consumer behavior to describe and analyze following dimensions:

- Consumption patterns on a societal level.
- The individual as a consumer.
- Cultural aspects of consumption.
- Relationships between consumption and production that shape everyday practices.
- Issues of societal development in terms of social and ecological sustainability in relation to the dimensions above.

### **Learning Outcomes**

Upon completion of the course the student will be able to:

#### *Knowledge and understanding*

- 1.1 describe the theoretical and methodological developments in Consumer behaviour as field of knowledge,
- 1.2 account for accepted theoretical explanatory models in this field of knowledge – regarding product preferences and use of products, and
- 1.3 explain scientific arguments for different methods of collecting and analysing empirical material about consumers and their behaviours,

#### *Skills and abilities*

- 2.1 motivate and collect empirical material for analysis in relation to delimited research questions regarding some particular consumer behaviour,
- 2.2 formulate relevant research questions regarding consumers and consumption that illustrate theoretical and methodological knowledge in Consumer behaviour,

#### *Judgment and approach*

- 3.1 evaluate potential business benefits of consumer insights about a company's products,
- 3.2 with support in the course literature – problematize different relationships between the dominant theories of this field of knowledge and possible application of research results within corporate marketing practices, as well as
- 3.3 with support in relevant theories and previous research – problematize possibilities and limitations regarding consumers'

abilities to take market-based responsibility for economic, social and ecological sustainable development, 3.4 demonstrate the ability to identify their personal need of further knowledge and take responsibility for the advancement of their knowledge.

### **Forms of Teaching**

Teaching in the course consists of lectures, seminars, workshops and supervision.

The language of instruction is English.

### **Forms of Examination**

The course is examined through two written assignments (conducted and reported in group) and by means of an individual written exam:

Assignment 1: Oral and written presentation (in group)

Learning goals: 1.1-1.3, 2.1-2.2, 3.1-3.4

Credits (hp): 2,0

Grading scale: pass (G)/ not pass (U)

Assignment 2: Oral and written presentation (in group)

Learning goals: 1.1-1.3, 2.1-2.2, 3.1- 3.4

Credits (hp): 2,0

Grading scale: pass (G)/ not pass (U)

Exam: individual written exam

Learning goals: 1.1-1.2, 3.1-3.4

Credits (hp): 3,5

Grading scale: A-F

For the grade E on full course, passed is required for the individual exam and on all assignments. The final grade will be based on the individual written exam.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

### **Literature and Other Teaching Materials**

#### **Books**

Ekström K. M., Ottosson M. & Parment A. (2017). *Consumer behavior classical and contemporary perspectives*. Lund: Studentlitteratur

Kawamura, Yuniya (2005). *Fashion-ology: an introduction to fashion studies*. Oxford: Berg

Söderlund, M., (2018). *Experiments in marketing*. Lund: Studentlitteratur.

#### **Articles**

Ajzen, I. & Fishbein, M (1977) Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research, *Psychological Bulletin* 84 (5), 888-918

McCracken, G. (1986) Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of consumer research*, 13, pp.71-84

Murray, Jeff B. (2002) The Politics of Consumption: A Re-Inquiry on Thompson and Haytko's (1997) "Speaking of Fashion". *Journal of Consumer Research*, vol 29 (December)

Sirgy, Joseph M. (1982), Self-Concept in Consumer Behavior: A critical Review, *Journal of Consumer Research*, 9(3), 287-300.

Thompson, Craig J. and Haytko, Diana L. (1997) Speaking of Fashion: Consumers' Uses of Fashion Discourses and the Appropriation of Countervailing Cultural Meanings. *Journal of Consumer Research*. Vol 24 (June) pp. 15-42

**Student Influence and Evaluation**

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås, where students' views will be gathered.

The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and underlies the future development of courses and education programs.

The coordinating teacher is responsible for the implementation of the course evaluation as described above.

**Miscellaneous**

The course is a program course in the Master's program in Fashion management and marketing.

The course syllabus in Swedish is the official binding document.