



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

7.5 credits

7.5 högskolepoäng

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**Ladok Code:** 52KM01

**Version:** 4.1

**Established by:** Education Committee 2015-06-02

**Valid from:** Spring 2011

**Education Cycle:** Second cycle

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

**Disciplinary Domain:** Social sciences

**Prerequisites:** Bachelor of Science/Arts degree in textile technology, textile economics, corporate economics, industrial economics, technology, media or design, plus English B in the Swedish Upper Secondary School or equivalent.

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

**Grading Scale:** ECTS-credits

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### **Content**

Consumer behaviour is a point of focus, inspired by interdisciplinary considerations, for research in the field of marketing which has been inspired by formation of theory, mainly in the fields of economics, psychology, sociology and anthropology. This is reflected in the course literature and course structure. The course includes the following elements:

- Growth and relevant central concepts and models in the field of consumer behaviour
- The import and significance of a consumer perspective as regards fashion
- Consumer behaviour and development towards a more sustainable fashion industry
- Consumer behaviour and culture: about subcultures and their central significance for the fashion industry
- Consumer behaviour and new digital technology: social media as culture carriers and marketing channels
- Consumer behaviour and the formulation of marketing in practice (e.g. positioning, segmenting, marketing activities) throughout the entire (fashion) product chain, from manufacturers to distributors, retailers and consumers

### **Learning Outcomes**

Once the course has been completed, students should be able:

- to independently carry out analyses of general consumer behaviour, and of consumer behaviour and fashion from a cultural standpoint in particular
- to independently explain the import and significance of a consumer perspective as regards fashion
- to independently carry out analyses of how knowledge of consumer behaviour is used in the fashion industry (in order to influence and control consumers) and to reflect on and come to conclusions in relation to formation of theory in the field
- to use their knowledge of consumer behaviour as a starting point for improvements in the (fashion) product chain, from manufacturers to distributors, retailers and consumers
- to discuss and reflect on how a knowledge of consumer behaviour may help to develop the fashion industry towards more sustainable operations

### **Forms of Teaching**

The teaching will comprise lectures, seminars and independent work. The students will work in a group, with literature and field studies which will be dealt with and reported in the form of seminars as the course progresses.

The language of instruction is English.

## Forms of Examination

- Written group assignment, 2,5 hp Grading scale: EC
  - Participation in the course, three seminars
- 0,5 hp x 3 Grading scale: EC
- Written examination, individual, 3.5 hp Grading scale: EC

Each exam will be offered five times, including three in the space of one year. With the offer of an examination session is meant scheduled exam or resit an alternative date for written or oral presentations.

Students who receive "not passed" on the course seminars will supplement written, students who receive grade D or E on the writing task group will be allowed to individually complete the group's work to a higher grade. Student rights and responsibilities for the examination is in accordance with guidelines and regulations at the University College.

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

## Literature and Other Teaching Methods

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren & Hogg, Margaret K. (red.) (2013). *Consumer behaviour: a European perspective*. 5. ed. Harlow: Pearson Education

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

Additional material assigned by the course director, such as book chapters, articles, etc. All literature should be the latest edition.

## Student Influence and Evaluation

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses.

For additional materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

## Miscellaneous

This course is primarily a programme course in the Master Programme in Fashion Management with specialisation in Fashion Marketing and Retailing.