

Subject Description Form

Subject Code	SFT326FB
Subject Title	Fashion Consumer Behaviour
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: ITC3028R Fashion Consumer Behaviour
Objectives	The subject develops understanding of the behaviour of fashion consumers and provides a foundation for further study of marketing management.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) demonstrate in-depth knowledge of purchase and consumption behaviours of fashion consumers; (b) identify the importance, role, and impact of various factors on consumer buying and consumption behaviour and the marketing implications thereof; (c) understand the theories and concepts related to consumers' behaviour from the perspectives of psychology and sociology; (d) devise techniques and strategies for effective marketing of fashion products, based on a comprehensive understanding of consumer behaviour in various markets, such as the mass fashion market and luxury market; (e) apply their knowledge and understanding of fashion consumer behaviour in analysing problems and case studies, and in professionally communicating and presenting the results and findings.
Subject Synopsis/ Indicative Syllabus	<p>(I) An Introduction to Fashion Consumer Behaviour</p> <ul style="list-style-type: none"> - What is consumer behaviour - Consumers' impact on marketing strategy - Marketing's impact on consumers - Consumer behavior as a field of study - Understanding fashion consumer behaviour <p>(II) Decision Making and Fashion Consumer Behaviour</p> <ul style="list-style-type: none"> - Consumer involvement - The consumer decision-making process and implications of marketing strategies - Types of fashion consumers

	<p>(III) Internal Influences on Fashion Consumer Behaviour</p> <ul style="list-style-type: none"> - <i>Individual factors</i> <ul style="list-style-type: none"> Consumer perception Learning and memory The self Motivation and value Attitudes and persuasion - <i>Psychographic factors</i> <ul style="list-style-type: none"> Personality and attitudes <p>(IV) External Influences on Fashion Consumer Behaviour</p> <ul style="list-style-type: none"> - <i>Subcultural factors</i> <ul style="list-style-type: none"> Income Social class - <i>Cultural factors</i> <ul style="list-style-type: none"> Cultural systems and values Global consumer culture Group influences Family influences Social class and lifestyles - <i>Networked consumer behaviour</i> <ul style="list-style-type: none"> Social media and influencers Digital economy and metaverse The diffusion of innovations <p>(V) Innovative Strategies for Fashion Business</p> <ul style="list-style-type: none"> - <i>Case study & group project</i> <ul style="list-style-type: none"> Insights from fashion consumer behavior Managing fashion business and developing innovative strategies
Teaching/Learning Methodology	<p>Lectures will focus on the introduction and explanation of key concepts and theories on consumer behaviour, with specific reference to the current fashion business. Seminars and tutorials will provide students with the opportunity to deepen their understanding of concepts and theories taught in lectures and to apply them in various segments, like mass market and luxury market. Various activities will include, such as student presentation and discussion of problem sets and case studies. Different tools will be used, like presentation, written report, test and examination, to assess students' performance.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	1. Continuous assessment: Group project	50%	✓	✓	✓	✓	✓
	<i>i. Report</i>	<i>40%</i>	✓	✓	✓	✓	
	<i>ii. Participation</i>	<i>5%</i>					✓
	<i>iii. Presentation</i>	<i>5%</i>					✓
	2. Examination	50%	✓	✓	✓	✓	
	Total	100%					
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>This course uses continuous assessment and examination to evaluate students' performance. Continuous assessment is a group project, which assesses students' ability to understand the behaviour of fashion product consumers. Students are required to submit a written report, participate in conducting the project, and make a presentation.</p> <p>For the report, students are expected to report their investigation of a fashion company in the real market, with particular foci on analyzing various factors driving for consumers' behaviour of the company and devising strategies for effective marketing to the company.</p> <p>Given that students are anticipated to actively involve in conducting the project with their group members, students' participation in conducting the project will be assessed.</p> <p>In terms of presentation, students are expected to demonstrate their ability to professionally communicate and present their results and findings acquired from the project, as well as clearly deliver recommendation for the company in the real market.</p>							

	<p>Students are permitted to use GenAI tools for working out the group project and written report. Students may adopt GenAI tools to assist idea generation while developing the project and editing while polishing their written report. Given that GenAI tools are allowed to use, explicit declaration of the use of GenAI tools and clear elaboration on the level of GenAI usage. Students are also required to provide their original work with no AI content in the appendix of the report.</p> <p>Final examination will be used to assess students' knowledge of key concepts and theories on consumer behaviour, and their ability to apply knowledge learnt to analyse and devise proper strategies to solve problems concerning the behaviour of fashion product consumers.</p>	
Student Study Effort Expected	Class contact:	
	• Lecture	26 Hrs.
	• Tutorial	12 Hrs.
	Other student study effort:	
	• Self-study and group work	34 Hrs.
	• Pre-class and assignment preparation	33 Hrs.
	Total student study effort	105 Hrs.

<p>Reading List and References</p>	<p><u>Books</u></p> <p>Schiffman, L., & Wisenblit, J. (2019) <i>Consumer Behavior, Twelfth Edition, Global Edition</i>, Pearson Education Limited.</p> <p>Solomon, M. (2020) <i>Consumer Behavior: Buying, Having, and Being, Thirteenth Edition, Global Edition</i>, Pearson Education Limited.</p> <p>Solomon, M., & Rabolt, N. (2009), <i>Consumer Behavior: in Fashion</i>. Prentice Hall, Upper Saddle River, New Jersey.</p> <p>Mair, C. (2018), <i>The Psychology of Fashion</i>. Routledge.</p> <p><u>Journals</u></p> <p>Journal of Consumer Behaviour Journal of Consumer Psychology Journal of Consumer Research</p>
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