



## 2020-21 Ewha Online International Winter College

### Course Syllabus

#### [Fashion Psychology & Consumer Behavior]

**Professor:** Hyejeong Kim  
**E-mail:** Hyejeong.kim@ewha.ac.kr  
**Telephone:** 02-3277-3074  
**Dept.:** Fashion Industry

**Description:** Application of concepts and theories from the social sciences to the study of consumer behavior related to apparel marketing/merchandising

**Objective:** Upon completion of this course, the student should be able to:

1. Define and apply concepts and theories from the social sciences to the study of the consumer behavior process for clothing and adornment.
2. Understand the internal dynamics of individuals as consumers, including motivational processes, construction of the self-concept, and the impact of attitudes, values, and lifestyles on consumption practices.
3. Understand how individuals make consumer decisions and the influence that others have on the decisions made.
4. explore how a membership in various sub-cultures influences consumer behavior.
5. Understand research methods in the exploration of fashion as a consumer behavior.

**Prerequisite::** Babbin, B. J., & Harris, E. J. (2018). CB8: Consumer behavior. Boston, MA: Cengage.  
The lecture materials will be based on the textbook above. The textbook is recommended, but not required. No pre-knowledge or materials is needed.

Credits	3	Contact Hours	45
Week 1	1/20(Wed)	[Real-time session] Course introduction What is consumer behavior and why should I care?	
	1/21(Thu)	Value and consumer behavior framework	
	1/22(Fri)	Consumer learning starts here: Perception	
Week 2	1/25(Mon)	[Real-time session] Consumer research techniques Consumer research: Interview	
	1/26(Tue)	Comprehension, memory, and cognitive learning	
	1/27(Wed)	Motivation and emotion	

	1/28(Thu)	Personality, lifestyle, and the self-concept
	1/29(Fri)	[Real-time session] Consumer research: Survey Attitude and attitude change Assignment 1 (interview research article analysis) due
Week 3	2/1(Mon)	<b>Midterm exam</b>
	2/2(Tue)	Group and interpersonal influence
	2/3(Wed)	Consumer culture, microcultures
	2/4(Thu)	Consumers in situations
	2/5(Fri)	Decision making: Need recognition, search, alternative evaluation, and choice Assignment 2 (survey research article analysis) due
Week 4	2/8(Mon)	Consumer satisfaction, marketing misbehavior
	2/9(Tue)	<b>Final exam</b>

Evaluation(%)	Midterm	Final	Attendance	Assignments	Participation (class discussion & quiz)	Etc.
	30%	30%	10%	20%	10%	

※ Any student who misses 1/3 or more of the class hours will automatically fail the course.

※ The course will be graded on a P/F basis.