



## 2021-2022 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.  
 Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12<sup>th</sup> ed.). Pearson.  
 The lecture materials will be based on the textbooks above. The textbooks are recommended, but not required. No pre-knowledge or materials are needed.

Credits	3	Contact Hours	45
Week 1	12/29(Wed)	<b>[Real-time session]</b> Course introduction CH1. What is consumer behavior and why should I care?	
	12/30 (Thu)	CH2. Value and consumer behavior framework	
	12/31 (Fri)	CH3. Consumer learning starts here: Perception	
	1/1 (Sat)	Philosophy of science and types of consumer research	
Week 2	1/3 (Mon)	<b>[Real-time session]</b> CH4. Comprehension, memory, and cognitive learning	

		Discuss Assignment 1 (interview research article analysis).
	1/4 (Tue)	<b>Quiz</b> on philosophy of science and types of consumer research CH5. Motivation and emotion
	1/5 (Wed)	CH6. Personality, lifestyle, and the self-concept Assignment 1 (interview research article analysis) due
	1/6 (Thu)	<b>[Real-time session]</b> CH7. Attitude and attitude change Discuss the mid-term exam
	1/7 (Fri)	<b>Mid-term exam</b>
	1/8 (Sat)	CH8. Group and interpersonal influence Quantitative research: Survey
Week 3	1/10 (Mon)	<b>[Real-time session]</b> Discuss Assignment 2 (survey research article analysis) CH9 &10. Income and social class; Microculture and culture
	1/11 (Tue)	<b>Quiz</b> on quantitative research: survey CH11. Consumers in situations CH12. Decision making I: Need recognition and search
	1/12 (Wed)	CH13. Decision making II: Alternative evaluation and choice CH14. Consumption to satisfaction Assignment 2 (survey research article analysis) due
	1/13 (Thu)	<b>[Real-time session]</b> CH15. Beyond consumer relationship CH16. Consumer and marketing misbehavior Discuss the final exam
	1/14 (Fri)	<b>Final exam</b>

Evaluation(%)	Midterm	Final	Attendance	Assignments	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.