

COURSE SPECIFICATION DOCUMENT

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| Academic School/Department: | Richmond Business School |
| Programme: | Study Abroad |
| FHEQ Level: | 5 |
| Course Title: | Psychology of Fashion and Luxury Goods |
| Course Code: | MARK FASH 5601 |
| Total Hours: | 120 |
| Timetabled Hours: | 45 |
| Guided Learning Hours: | 0 |
| Independent Learning Hours: | 75 |
| Credits: | 12 UK CATS credits 6 ECTS credits 3 US credits |

Course Description:

Consumer psychology within the context of the consumption of fashion and luxury products and services is complex and is influenced by many factors. A thorough analysis and understanding of these factors allows organizations to plan effective marketing activities suitable to their target markets. This course enables students to understand the importance of consumer behaviour in the process of marketing fashion and luxury goods and services.

Prerequisites:

40 Credits

Students will not be able to take the four-credit version of this course if they had previously taken this three-credit course.

Aims and Objectives:

- To develop specific knowledge and understanding through consumer psychology and behavior theories and a wide range of practical experiences aligned to fashion and luxury goods.
- To nurture independent study skills in research, analytical and evaluative techniques, with an informed critical perspective.
- To encourage an innovative and entrepreneurial outlook
- To react to and initiate commercial and creative opportunities in consumer behavior by applying a range of transferable and professional skills with knowledge and cognitive abilities.

Programme Outcomes

A5I

B5I

C5I, C5II

D5I

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Understand the nature of consumer behaviour and apply concepts and theories to fashion and luxury goods.
- Discuss the importance of consumer behaviour for the effective implementation of the marketing concept.
- Evaluate the models, theories, and concepts commonly used in exploring and understanding consumer psychology in fashion and luxury goods.
- Apply a range of behavioural concepts and theories in order to understand or justify marketing activity.

Cognitive Skills

- Evaluate statements in terms of evidence.
- Define terms adequately and to generalise appropriately.
- Research, synthesise and apply critical analysis to theoretical and contextual information.
- Analyse and process information appropriate for fashion retail.

Practical and / or professional skills

- Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard.
- Create innovative commercial solutions within professional contexts.

Key Skills

- Participate and co-operate within independent, social and team and leadership roles.
- Develop an entrepreneurial spirit; think laterally and consider fresh perspectives to evaluate, explore and identify new possibilities and alternatives in creating commercial opportunities and in problem-solving.

Indicative Content:

- Introduction to Fashion Concepts, Theories and Consumer Behaviour.
- Cultural Influences on Consumer Behaviour.
- Creation and Diffusion of Fashion and Consumer Culture.
- Individual Consumer Dynamics: Motivations and Values.
- Theories of Motivation in fashion. The Motivation Process, Strength and Direction.
- Individual Consumer Dynamics: The Self.
- Perspectives on the Self. Self-Concept. Consumption and Self-Concept. Sex Roles. Body Image.
- Demographic Subcultures: Age, Race, and Ethnicity.
- Consumer Spending and Economic Behaviour.
- Psychographics: Personality, Attitudes, and Lifestyle.
- Consumer Perceptions.
- Individual and Household Decision Making.
- Group Influence and Fashion Opinion Leadership.
- Buying and Disposing: Situational Effects on Consumer Buying
- Ethics, Social Responsibility, and Environmental Issues.
- The Role of Government and Business in Consumer Protection.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

Indicative Text(s):

Alexander, B. (2024) *Customer experience in fashion retailing: merging theory and practice*. London: Routledge.

Barnard, M. (2020) *Fashion theory: a reader*. 2nd edn. London: Routledge.

Derval, D. (2024) *Designing luxury brands: the art and science of creating game-changers*. 2nd edn. Cham: Springer.

Entwistle, J. (2023) *The fashioned body: fashion, dress and modern social theory*. Cambridge: Polity Press.

Kapferer, J. (2015) *Kapferer on luxury: how luxury brands can grow yet remain rare*. London: Kogan Page.

Mair, C. (2024) *The Psychology of Fashion*. 2nd edn. London: Routledge.

Mitterfellner, O. (2023) *Luxury fashion brand management: unifying fashion with sustainability*. London: Routledge.

Solomon, M.R. and Mrad, M. (2022) *Fashion & luxury marketing*. Los Angeles: SAGE.

Welters, L. And Lillethun, A. (2021) *The fashion reader*. 3rd edn. London: Bloomsbury.

Journals

Journal of Consumer Behaviour (1yr delay).

Luxury: History, Culture, Consumption.

Journal of Marketing Theory and Practice.

Fashion theory: The journal of dress, body and culture.

Websites

Fashion Information. Available at: www.fashioninformation.com (Accessed: November 2024)

Fashion Trendsetter. Available at: www.fashiontrendsetter.com (Accessed: November 2024)

Fashion Era. Available at: www.fashion-era.com/ (Accessed: November 2024)

See syllabus for complete reading list.

Change Log for this CSD:

| Major or Minor Change? | Nature of Change | Date Approved & Approval Body | Change Actioned by Academic Registry |
|------------------------|------------------|-------------------------------|--------------------------------------|
| | First Edition | Nov 2024 | |
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