The University of North Carolina at Greensboro
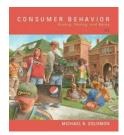**Department of Consumer, Apparel, and Retail Studies**
Bryan School of Business and Economics
RCS 662: Behavior of Soft Lines Consumer (Online Course)
(3 Credits)
Fall 2018

Instructor: Dr. Kittichai Watchravesringkan (I go by Dr. Tu)
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Office Hour: Wednesday, 3.00 – 4.00 pm. and by appointment

Please note: It is important that you check the course website regularly for any new course information.
You are responsible for any information posted on Canvas.

Required Text:

Solomon, Michael (2016). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Upper-Saddle, NJ: Pearson.

Course Description and Objectives:

Behavior of Soft Lines Consumer focuses on a basic understanding of the psychological, sociological, and socio-cultural processes when individuals or groups make consumption decisions. In addition, this course is designed to introduce students to develop an appreciation for, and understanding of strategic implications of consumer behavior concepts and theory through empirical findings.

Course Format:

This course is a web-based course utilizing the software program Canvas. Prior to the first class session, students must make sure that your Canvas software works. This course will be a combination of readings (textbook and academic articles), online class discussions, discussion

leader, and execution of assignments and a final project. You are expected to have read chapter(s) and academic articles assigned in the syllabus each week. <u>More importantly, you will be assigned to serve as a discussion-leader on a selected topic one time for the entire semester. You are allowed to pair with your classmate; however, your grade will be evaluated individually.</u>

Rules of Conduct:

Academic Misconduct: Academic misconduct of any form (e.g., cheating, plagiarism) will not be tolerated in this class and will result in an "F" for this course.

Course Requirements and Assignments:

1.	Examination Midterm (15%) & Final Exam (15%)	30%
2.	Term Project	20%
3.	Assignments	20%
4.	Discussion Leadership	10%
5.	Online Class Participation	20%
	Total:	**100%**

Final Grading Scale:

A = 93 – 100%	A- = 90 – 92%	B+ = 87 – 89%
B = 83 – 86 %	B- = 80 – 82%	C+ = 77 – 79%
C = 73 – 76%	F = < 73%	

Exams:

Exams are not cumulative. They are based upon readings (mainly from the textbook), online class discussion, assignments, and other materials covered in class. All exams will consist of multiple choice and essay. <u>NO MAKE UP EXAMS WILL BE GIVEN</u>.

Term Project:

Please see additional handout.

Assignments:

There will be weekly assignments. All assignments are due before midnight on designated due date (see tentative course schedule). You should be prepared to discuss these assignments via Discussion Board. Thus, make sure to make an extra copy of each assignment for yourself. Note, all assignments must be typed and double spaced with one inch margin across. Late submission will involve loss of points (**a 30% reduction** of the total grade for that assignment for each day late). This is fair to those who submit assignments on time.

Discussion Leadership:

To make class discussion interesting and to draw attention in your specific expertise, a series of online discussions via Discussion Board are scheduled which connect class topics to real-life experiences. You will have the opportunity to lead our online class discussion based on the topic assigned for one class session. You will each assign for one online class discussion, which focuses on selected concepts from the text/assigned readings for that week. For assigned readings (academic articles), you are also responsible to craft a set of discussion questions and lead online class discussion for that week. Thus, you are to present/post the discussion questions (3-4 questions), lead discussions of the selected issues, and connect the issues to real-world examples from industry. More importantly, you have to demonstrate how the concepts and frameworks are applicable in the real world. **If you are a designated discussion leader for that week, make sure to post your discussion questions on the Discussion Board no later than midnight on Thursday. The discussion questions for the week will run from Thursday until the next following Wednesday (until midnight). In addition, please turn in a 1-2 page write-up (typed, double spaced, one inch margin across) for me of your goals, your logic, and what you hope to accomplish in your roundtable.**

Online Class Participation:

Online class participation is extremely important. Remember, this is your class. Thus, you should make it as interesting as possible. Your participation grade will be evaluated on the level and quality of your contribution. Quality discussions include moving the discussion forward, offering a unique, different, and relevant perspectives on the issue, building on comments of others, and demonstrating reflective thinking.

You are required to:
- **post two (2) substantive comment to posted questions in Discussion Board each week** (Note, you need to post your comments to the original questions - your 1st post no later than Sunday but try to post these earlier so that your friends can make some comments and you do not have to post comments to all posted questions) and
- **post two (2) substantive comment(s) to other students' discussion (or comment).**

The Discussion Board for the week runs from Monday (before noon) to the following Sunday (until Midnight).

Online class participation will be measured on a weekly basis as well as overall at the end of the semester.

Incompletes (for entire course):

Grades of incomplete will only be given to those students who have participated fully in the majority of class and who experience an extreme and unusual situation outside of their control that severely interferes with their ability to successfully complete the course. An option to receive an incomplete will be at discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be done and a timetable for completion.

Problems and Suggestions:

I am here to educate and help you. Please feel free to raise any concerns and/or suggestions related to this course that we all benefit. You are strongly encouraged to discuss with me any problems related to this course.

COURSE TOPICS AND TENTATIVE CLASS SCHEDULE

Date	Topics	Activities
Week 1 (Aug 14-19)	Ch. 1 (Buying, Having, and Being) Academic article reading: • Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research, 24*(4), 343-373.	
Week 2 (Aug 20 – 26)	Ch. 2 (Consumer and Social Well-Being) & Ch. 3 (Perception) Academic article readings: • Morrison, M., Gan, Sarah, Dubelaar, C., & Oppewal, H. (2011). In-store music and aroma influences on shopper behavior and satisfaction. *Journal of Business Research, 64*(6), 558-564. • Byun, S-E., & Sternquist, B. (2011). Fast fashion and in-store	Assignment # 1 Due (Sunday Aug. 26th)

hoarding: The drivers, moderators, and consequences. *Clothing and Textiles Research Journal, 29*(3), 187-201.

Week 3 (Aug 27 - Sept. 2)	Ch. 4 (Learning & Memory) & Ch. 5 (Motivation & Affect)	Assignment # 2 Due (Sunday Sept. 2nd)

Academic article readings:
- Till, B. D., Stanley, S. M., & Priluck, R. (2008). Classical conditioning and celebrity endorsers: An examination of belongingness and resistance to extinction. *Psychology & Marketing, 25*(2), 179 – 196.
- Kukar-Kinney, M., Ridgway, N. M., & Monroe, K. B. (2009). The relationship between consumers' tendencies to buy compulsively and their motivations to shop and buy on the Internet. *Journal of Retailing, 85*(3), 298 – 307.

Week 4 (Sept. 3 - 9)	Ch. 6 (The Self: Mind, Gender, and Body)	Assignment # 3 Due (Sunday Sept. 9th)

Academic article readings:
- Peluchette, J.V., Karl, K., & Rust, K. (2006). Dressing to impress: Beliefs and attitudes regarding workplace attire. *Journal of Business and Psychology, 21*(1), 45-63.
- Kim, H.K., & Damhorst, M.L. (2010). The relationship of body-related self-discrepancy to body dissatisfaction, apparel involvement, concerns with fit and size of garments, and purchase intentions in online apparel shopping. *Clothing and Textiles Research Journal, 28*(4), 239-254.

Week 5 (Sept. 10 – 16)	Ch. 7 (Personality, Lifestyles, and Values)	Assignment # 4 Due (Sunday Sept. 16th)

Academic article readings:
- Aaker, J.L. (1997). Dimensions of brand personality. *Journal of Marketing Research, 34*(3), 347-356.
- Wiedmann, K-P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, *26*(7), 625-651.

Week 6 (Sept. 17 – 23)	Ch. 8 (Attitudes and Persuasive Communications)	Assignment # 5 Due (Sunday Sept. 23th)

Academic article readings:
- Oh, H., & Jasper, C. (2006). Processing of apparel advertisements: Application and extension of Elaboration Likelihood Model. *Clothing and Textiles Research Journal, 24*(1), 15-32.
- Chang, H. J., O'Boyle, M., Anderson, R. C., & Suttikun, C. (2016). Ab fMRI study of advertising appeals and their relationship to product attractiveness and buying intentions. *Journal of Consumer Behaviour, 15*(6), 538 – 548.

Week 7
(Sept. 24 – 30)   *1st Exam (Ch. 1 – Ch. 8) – Due Sunday Sept 30th at 11.59 pm.*
Midterm Exam will be posted on Canvas on Saturday Sept 29th from 7
a.m. until Sunday Sept 30th at midnight

Week 8 (Oct. 1 - 7)	Ch. 9 (Decision Making)	Assignment # 6 Due (Sunday Oct. 7th)

Academic article readings:
- Makgosa, R., & Sangodoyin, O. (2017). Retail market segmentation: The use of consumer decision-making styles, overall satisfaction and demographics. *The International Review of Retail, Distribution and Consumer Research, 28*(1), 64 – 91.
- Cervellon, M-C., Carey, L., & Harms, T. (2012). Something old, something used: Determinants of women's purchase of vintage fashion vs. second-hand fashion. *International Journal of Retail and Distribution Management, 40*(12), 956-974.

Week 9 (Oct. 8 - 14)	Ch. 10 (Buying, Using, and Disposing)	Assignment # 7 Due (Sunday Oct. 14th)

Academic article readings:
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G.B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing, 66*(2), 120-141.
- Tifferet, S. & Herstein, R. (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product & Brand Management,* 21(3), 176-182.

| Week 10
(Oct. 15 - 21) | Ch. 11 (Groups and Social Media) | Assignment # 8 Due
(Sunday Oct. 21st) |

Academic article readings:
- Truong, Y., Simmons, G., McColl, R., & Kitchen, P.J. (2008). Status and conspicuous – Are they related? Strategic marketing implications for luxury brands. *Journal of Strategic Marketing, 16*(3), 189-203.
- Smith, S., Fisher, E., & Chen, Y. (2012). How does brand-related user-generated content differ across Youtube, Facebook, and Twitter? *Journal of Interactive Marketing, 26*(2), 102-113.

| Week 11
(Oct. 22 - 28) | Ch. 12 (Income and Social Class) | Assignment # 9 Due
(Sunday Oct. 28th) |

Academic article readings:
- Piacentini, M., & Mailer, G. (2004). Symbolic consumption in teenagers' clothing choices. *Journal of Consumer Behavior, 3*(3), 251-262.
- Seo, S., & Lee, Y. (2008). Shopping values of clothing retailers perceived by consumers of different social classes. *Journal of Retailing and Consumer Services, 15*(6), 491-499.

| Week 12
(Oct. 29 – Nov. 4) | Ch. 13 (Subcultures) | Assignment # 10 Due
(Sunday Nov. 4th) |

Academic article readings:
- Haytko, D.L., & Baker, J. (2004). It's all at the mall: Exploring adolescent girls' experiences. *Journal of Retailing, 80*(1), 67-83.
- Jamal, A., & Shukor, S. A. (2014). Antecedents and outcomes of interpersonal influences and the role of acculturation: The case of young British-Muslim. *Journal of Business Research, 67*(3), 237 – 245.

| Week 13
(Nov. 5 – 11) | Ch. 14 (Culture) | Assignment # 11 Due
(Sunday Nov. 11th) |

Academic article readings:
- Gentina, E., Shrum, L. J., & Lowrey, T. M. (2016). Teen attitudes toward luxury fashion brands from a social identity perspective: A cross-cultural study of French and U.S. teenagers. *Journal of Business Research, 69*(12), 5785 – 5792.

- Jung, J., & Lee, Y-J. (2009). Cross-cultural examination of women's fashion and beauty magazine advertisements in the United States and South Kore, *Clothing and Textiles Research Journal, 27*(4), 274 – 286.

Week 14   *2nd Exam (Ch. 9 – Ch.14) – Due Sunday Nov. 18th at 11.50 pm.*
(Nov. 12 – 18)   *Final Exam will be posted on Canvas on Saturday Nov. 17th from 7 a.m. until Sunday Nov. 18th at midnight*

Week 15   ***No Class: Thanksgiving Week***
(Nov. 19 – 25)

Week 16   **Term Project Due – Sunday Dec. 2nd**
(Nov. 26 – Dec. 2)   **(before midnight)**