FACULTY: Dr. B. Jin (212 Stone, b_jin@uncg.edu)
Office Hours: Wed. 4:00 -5:00 pm or by appointment.

COURSE DESCRIPTION:
Current theories and approaches to research in consumer behavior. Application of consumer behavior models to apparel, apparel-related products, and retailing through individualized research projects.

STUDENT LEARNING OUTCOMES:
Upon completion of this course, the student will be able to:

- Describe trends within consumer behavior research as a whole and specifically as applied to apparel and retailing.
- Define the philosophical foundations of consumer behavior research.
- Evaluate and discuss the use of theoretical and conceptual models within the framework of consumer behavior research.
- Apply knowledge and understanding of the different methodologies used and their appropriate applications within research on consumer behavior.
- Assess the diverse research techniques and topics within contemporary consumer behavior research.

CONTENT OUTLINE:
The course is focused on understanding current research in consumer behavior. Concepts important to the design and implementation of research in consumer behavior form the foundation for material covered throughout the semester. You will be expected to glean from the readings the key components of designing, implementing, and theorizing about contemporary research in consumer behavior, and to then apply and synthesize such knowledge through an in-depth investigation of a conceptual framework that can be used in consumer behavior research and is pertinent to your particular research topic/interest.

BRIEF COURSE OUTLINE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Weekly Topic &amp; Contents</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan 10</td>
<td>Part I: Introduction, Course introduction</td>
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<tr>
<td>2</td>
<td>Jan 17</td>
<td>Consumer Decision Making Model Consumers Today: Macro Environment</td>
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<tr>
<td>3</td>
<td>Jan 24</td>
<td>Market Segmentation and Positioning</td>
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<td>4</td>
<td>Jan 31</td>
<td>Part II: The consumer as an individual Consumer Perception</td>
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<td>5</td>
<td>Feb 7</td>
<td>Individual meetings for term paper</td>
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<tr>
<td>6</td>
<td>Feb 14</td>
<td>Emotion, Hedonic Consumption &amp; Variety Seeking</td>
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<td>7</td>
<td>Feb 21</td>
<td>Motivation, Attitude and Evaluation</td>
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<tr>
<td>8</td>
<td>Feb 28</td>
<td>Luxury Consumption</td>
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<tr>
<td>9</td>
<td>Mar 7</td>
<td>Spring Break, No Class</td>
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<tr>
<td>10</td>
<td>Mar 14</td>
<td>Part III: Consumers in their Social and Cultural Settings Social Class and Consumer Behavior</td>
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<tr>
<td>11</td>
<td>Mar 21</td>
<td>Group Influence and Consumer Behavior</td>
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Class Components

Discussion Leadership (75pts x 2 times = 150 pts)
Each student will be assigned to be a discussion leader for two weeks. This involves research about the topic, thorough understanding of reading article for the given week and leading discussion during class sessions. For this, each student is required to i) present background information and recent industry as well as research trends for the given topic (25pts), ii) summarize assigned articles (25pts), and iii) lead discussion with critical discussion questions (25pts). Prior to class, a discussion leader is expected to submit i) a 2-3 page summary of background research on the topic, along with reference list, in a MS word file (1.5 lines with 1 inch margin) and ii) Article summary with at least 3 discussion questions for each reading article in a PowerPoint (no more than 10 slides for an article).

Discussion Participation (4pts x 10 wks = 40pts)
This class is designed to be a seminar session; accordingly, your active participation in class discussion is imperative. If you actively engage in the discussion, you will earn 4pts each week.

Weekly Discussion Preparation Report (15 pts x 8 wks = 120pts): This class is designed to be a discussion class. It is absolutely crucial that you read the readings prior to coming to class. To help you organize your thoughts, you will be required to turn in a weekly preparation paper at the beginning of each class. In no longer than a 3-page report, you are expected to organize your thoughts, ideas, insights, discussion questions integrating reading articles and clearly demonstrate your thinking paths. This report should clearly show that you have read all the assigned articles and given critical thought over them in preparation for a class. The report should be higher level, and thought-provoking ideas which will turn the class into hot discussion. Examples include: after reading assigned articles, develop new hypotheses, additional variables that can be tested, how a study can be revised to test in the apparel and retailing industries, why some variables in an article may not work in some contexts (apparel and retailing industries, in other countries), etc. You are required to include all of these in a report but these are some good examples you can start with. This paper is not required for the 2 wks you serve as discussion leader. You will notice that you develop critical thinking skills by submitting this report each week.

Term Paper (150 pts): The purpose of this term paper is designed to help you synthesize knowledge you learned from the course into a conceptual framework with hypotheses (minimum 3 is required). This paper will be evaluated based on depth of perspective and insight into the framework as well as integration of relevant concepts covered during the course. APA guidelines must be followed in the preparation of the paper and an abstract (250 words) must be included. Guidelines for the paper requirements are provided during the first week of the semester.

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>12 Mar 28</td>
<td>The Influence of Culture on Consumer Behavior</td>
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<tr>
<td>13 Apr 4</td>
<td>Trends in consumer behaviors: Sharing economy</td>
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<td>14 Apr 11</td>
<td>Term Paper Draft Due (This will be peer-reviewed)</td>
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<td>Term Paper Presentation</td>
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<td>15 Apr 18</td>
<td>Peer Review Due. Individual meetings for term paper</td>
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<tr>
<td>16 Apr 25</td>
<td>Term Paper Due (Apr 29, Sun 5pm)</td>
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Term Paper Format and Evaluation
The proper length of this term paper is 20-25 pages with double space excluding cover page, a table of contents, and a reference list. Use Times New Roman font 12 with 1 inch margin on all sides. Each paper should begin with a cover page (title of the project, name) and a table of contents, a list of tables and figures (each of the former items should have a separate page regardless of its length), and should end with a reference list (APA style)*. Please carefully review and proof read all assignments prior to submission. Papers will be expected to be error-free (spelling, grammar, punctuation, and content). Term paper evaluation rubric will be provided.
* You need to refer at least twenty sources for term paper and these sources need to be listed in the reference list.

Term Paper Presentation (20pts): You are required to make a formal, professional presentation to the class. Oral presentation evaluation rubrics will be given and the specifics of the presentation will be discussed as the due date approaches.

Review of Peers’ Term Paper Draft (10pts x 2 peer papers = 20pts): In order to help you review others’ work with the reviewer’s perspectives, you will have an opportunity to review two of your peer’s initial term paper draft. As with professional journal paper review, you are required to write your constructive feedbacks for your peers’ work in 2-3 pages. Be sure to include strengths and weaknesses of each paper.

FINAL GRADES:

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<th>Score Range</th>
<th>Grade</th>
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<tr>
<td>465-500</td>
<td>A</td>
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<tr>
<td>450-464</td>
<td>A'</td>
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<tr>
<td>435-449</td>
<td>B+</td>
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<tr>
<td>415-434</td>
<td>B</td>
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<tr>
<td>400-414</td>
<td>B'</td>
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<tr>
<td>385-399</td>
<td>C+</td>
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<td>365-384</td>
<td>C</td>
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<td>350-364</td>
<td>C'</td>
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<td>335-349</td>
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<td>315-334</td>
<td>D</td>
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<tr>
<td>300-314</td>
<td>D'</td>
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<td>&lt; 314</td>
<td>F</td>
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LATE POLICY: Projects must be turned in on the assigned due dates. If work is handed in late, 20 percent of the given points will be deducted for each day the assignment is past due.

SPECIAL NEEDS: UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, http://ods.dept.uncg.edu/, ods@uncg.edu.

CARS STATEMENT ON ACADEMIC DISHONESTY: The UNC-Greensboro Academic Integrity Policy states, “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing the assignments, project, quizzes, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subjected to sanctions should you violate the policy in any manner.
Reading List

Week 2. Jan 17: Consumers Today: Macro Environment


Week 3. Jan 24: Market Segmentation and Positioning


Week 4. Jan 31: Consumer Perception


Week 6. Feb 14: Emotion, Hedonic Consumption & Variety Seeking


**Week 7. Feb 21: Motivation, Attitude and Evaluation**


**Week 8. Feb 28: Luxury Consumption**


**Week 10. Mar 14: Social Class and Consumer Behavior**


**Week 11. Mar 21: Group Influence and Consumer Behavior**


**Week 12. Mar 28: The Influence of Culture on Consumer Behavior**


**Week 13. Apr 4: Trends in Consumer Behaviors**


