

Module code	FSM716	Level	7
Module title	Global Fashion Consumer Insights		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MA International Fashion Marketing		
Prerequisite modules	N/A		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	Yes. The University will cover all associated entrance fees, but students will be responsible for their own travel costs to and from events and within the greater London area.		
Additional costs	Yes. Museum and gallery trips; studio visits and occasional events. The University will cover all associated fees but students will be responsible for their own travel costs to and from events and within the greater London area.		
Content notes	N/A		

1. Module description

This module examines fashion through the eyes of the global fashion consumer and studies the deeply emotive reasons behind what makes people buy. Fashion is examined as both a commercial system and cultural force that can reflect and shape identity, social belonging, and collective experience. Students will analyse how and why individuals and groups use fashion to express values and navigate social relationships while considering the wider cultural, political and economic implications that influence consumption.

The fashion consumer is positioned as both an individual decision-maker and a participant in collective, value-signifying practices. The module explores how identities, lifestyles, and reference groups influence purchasing behaviour and self-expression, and how brands harness these dynamics. Consumer Culture Theory (CCT) provides a core analytical framework, enabling critical evaluation of the ideological, social, and cultural practices shaping fashion consumption across global contexts. Concepts including conspicuous consumption, commodity fetishism, and globalisation, are applied to understand how meaning is created and circulated.

Cross-cultural consumer behaviour is explored using Cultural Dimensions frameworks, enabling students to analyse how cultural values and social norms shape purchasing decisions across international markets. This supports the development of culturally aligned brand communication strategies for diverse demographics.

Students will undertake applied consumer research, using qualitative and quantitative methods to collect, interpret, and evaluate data, informing segmentation, targeting, and positioning strategies. The module also examines how consumer insight underpins data-driven micro-segmentation, AI-enabled personalisation, digital behaviour and end-to-end consumer journey analysis, building competitive advantage. Together, these perspectives develop a strategic and innovative approach to the future challenges of global fashion marketing.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Decision-making (MLO 4): Formulate informed decisions around international fashion consumer behaviour using critical and reflexive thinking **Digital Data and Tools (MLO 6):** Appraise the use of digital and integrated marketing tools, data bases, reports and multi-source data, across a professional and social context.

Discipline Knowledge (MLO 7): Critique and synthesise theories, concepts, data and factual reports at the forefront of international fashion marketing to demonstrate understanding and problem-solving skills.

Interdisciplinary Perspectives (MLO 9): Integrate different marketing disciplinary perspectives and theoretical approaches when proposing insights into multifaceted, complex scenarios and challenges relevant to global fashion consumer insights.

3. Learning and teaching methods, and reasonable adjustments

The teaching and learning strategy consists of micro-lectures, workshops, and tutorials. Micro-lectures are used to communicate key theories in contemporary consumer culture, with particular emphasis on consumer culture theory (CCT) and its application to global fashion consumption, identity formation, and marketplace dynamics. Workshops involve case analysis that encourages the application of theoretical knowledge within both local and global contexts, alongside an introduction to data collection methods, measurement, and analysis. Research methods will include both qualitative and quantitative approaches, reviewing focus groups, interviews, questionnaires, ethnography, and digital research techniques such as social media sentiment analysis and social listening. Data analysis workshops will enable you to develop analytical and evaluative research skills grounded in global consumer culture perspectives.

In addition, your learning will be extended through asynchronous online activities, as well as primary and secondary research tasks that explore contemporary global fashion consumption practices. Field research, visits and industry guests will further enhance students' understanding of contemporary research and its value to brands. All module materials will be made available via the University's VLE, including journal articles, online videos, contemporary news and media articles, key global industry databases, academic readings, Sage Research Methods resources, and selected books and academic journals. The assignments will encourage you to apply and critically evaluate qualitative and quantitative research methods to investigate global fashion consumption practices to support evidence-based analysis within and beyond the fashion industry.

Learning hours	
Directed learning	48 hours
Workshops/seminars/guest speakers	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Research Project (Individual)

Weight (%): 100%

Word Count or Equivalent: 3,500 words or presentation time of 18 minutes maximum or equivalent +/-10%.

You are to choose a fashion sector or category and undertake original mixed-methods consumer research, supported by relevant secondary data, to explore how shifts in identity, culture, values, and social influence are shaping contemporary consumption. Using key theoretical frameworks, you will critically analyse building an informed understanding of the key behavioural and cultural drivers influencing values and translate your findings into evidence-based strategic marketing recommendations. You will clearly articulate the differing values and behaviours of key target consumer segments and how brands should be responding to better target consumers to retain them.

Mapping of assessment tasks:

Assessment components	MLO4	MLO6	MLO7	MLO9
Research project (Individual)	X	X	X	X

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Arnould, E, Weinberger, M.F, Crockett, D and Thompson, C.J & Weinberger, F (2023) Consumer Culture Theory. 2nd edition. Sage.

Barthes, R (2013) The Language of Fashion.

Bay, S. and Petrizzi, R. (2016) The why of the buy: consumer behavior and fashion marketing. 2nd edn. New York: Bloomsbury.

Belk, R.W., (Ed) (2006) Handbook of qualitative research methods in marketing. Edward Elgar.

Bourdieu, P. (1984) Distinction: A Social Critique of the Judgment of Taste, trans. R. Nice. Cambridge, MA: Harvard University Press.

Choi, T-M (2014) Fashion Branding and Consumer Behaviours: Scientific models. Springer.

Crane, Edwards, Tim (2000) Contradictions of consumption: concepts, practices and politics in consumer society.

Cova, B. et al. (eds.) (2007), Consumer Tribes, London: Butterworth-Heinemann.

Dragt, E. (2017) How to research trends: move beyond trend watching to kick start innovation. Amsterdam: BIS Publishers.

Ekstrom, K (2023) Marketing Fashion: Critical Perspectives on the Power of Fashion in Contemporary Culture. Routledge.

Featherstone, M. (2007) Consumer Culture and Postmodernism (2nd edition).

Graves, P. (2010) Consumerology: the market research myth, the truth about consumers and the psychology of shopping. Nicholas Brealey.

Kawamura, Y. (2018) Fashion-ology, 2nd Edition. London: Bloomsbury Academic.

McGivern, Y. (2022) The practice of market research: from data to insight / Yvonne McGivern. 5th edn. Pearson.

Raymond, M. (2010) The Trend Forecasters Handbook, Laurence King.

Solomon, M.R. et al. (2019) Consumer behaviour: a European perspective. 7th edn. Pearson.

Smelik, A and Rocamora, A. (2025) Thinking Through Fashion: A Guide to Key Theorists. I B Tauris.

Trentmann, F. (2016) Empire of things: How We Became a World of Consumers, from the Fifteenth century to the Twenty-First. Penguin.

Sethna, Z. (2023) Consumer behaviour / Zubin Sethna. 5th edn. SAGE.

Research Journals

Journal of Consumer Behaviour

Journal of International Marketing

Journal of Consumer Marketing

Journal of Retailing and Consumer Services

Clothing and Textiles Research Journal

International Journal of Consumer Studies

European Journal of Marketing

The International Review of Retail, Distribution and Consumer Research

Journal of Global Fashion Marketing

Journal of Marketing Management

Relevant Web/ Database sources

Bloomsbury Fashion Central <https://www.bloomsburyfashioncentral.com/>

Euromonitor <https://www.portal.euromonitor.com/>

Sage Research Methods <https://methods.sagepub.com/>

Statista <https://www.statista.com/homepage>

WGSN <https://www.wgsn.com/en>