



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Srinivas Research Centre for Consumer Behavior Studies

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**Mr. Nelson Pereira**

### About the Research Centre

This particular Marketing research platform focuses on the study of consumers and consumption-related issues. Contemporary issues include consumers' experiences and responses to marketing communications, packaging, design and companies' social responsibility efforts, and the impact of the computer-mediated environment.

### Objective

The main objective of this research centre is to facilitate research in the following domains:

- ***Consumers in the digital environment*** – Exploring the dynamics under digital environment and the physical environment and their impact on relationships with consumers.
- ***Marketing communications and Consumers' responses*** - How consumers comprehend advertising texts & messages, and respond to messages implanted in the content.
- ***Consumers' experience of possessions and place*** –Influence of ritual, possession and self-conceptualization on consumers' attachments & loyalty.
- ***Shopping experience*** – Understanding consumers' way to construct the shopping experience motivates of their shopping behavior, and impact of their post purchase dissonance.
- ***Ethics and corporate social responsibility (CSR)*** –Impact & reaction to companies' CSR efforts.

### **Contact details**

Nelson Pereira

Faculty, Department of Commerce and Management, SIMS

Ph: 8095445188

Email: [anelsonpereira@gmail.com](mailto:anelsonpereira@gmail.com)

### **Collaboration:**

Sujaya S

Faculty, Department of Commerce, Kunil College Derlakatte.

Vishnu Poojari

Faculty, Department of Commerce & Management, SVS College, Bantwal.

### **Publications**

#### **Working Paper**

- Study on buying behavior of Royal Enfield customers at Mangalore
- Study on customer satisfaction on patanjali products with special reference to medicinal products.
- Impact of sales promotion methods of woodlands products – a case study at mangalore