



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Centre for Studies on Consumer Behaviour
Influenced By Social Classes



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Introduction about Atomic Research Centre:

This Centre is meant to conduct research in the field of Social class Influence on Consumer Behavior.

In marketing curriculum under Management studies, Consumer Behavior is an important topic. Without studying the consumer behavior related to the product, the marketing may lead to failure. Consumer behavior can be termed as the study of individuals, groups and organizations from the stage of mental and emotional behavior of purchase idea generation, purchase activity and till disposal of purchased goods or services. The most influential early theory of class was that of Marx and Engels. From the typical three categories of people in the society namely upper, middle and lower, ranking is done to assign their social class. Social classification is done in more categories also as per the requirement. There were many factors contributing to the social class such as one's occupation, wealth, income, status, education and prestige. Hence social class cannot be assigned by a single factor, but is measured as weighted average of aforesaid factors. Further, Social class is a dynamic function than static. Thus it is evident that social Class is a complex factor which has significant influence on Consumer Behavior. Therefore scope for in-depth research on this subject is abundant.

Objective of Atomic Research Centre (ARC):

The objective of this ARC is to conduct research in the field of Social Class influence on Consumer Behavior, where the social classes such as upper class, middle class and lower class are decided by one's occupation, wealth, income, status, education and prestige.

Research Plan /Proposal / Description:

The topic “Consumer Behavior” under Marketing Management curriculum in Management studies is very vast. There are many factors which decide the Consumer behavior. However, “Social Class”, is a complex criteria which decides the Consumer Behavior. Social class can be stated as the division of members of a society into a hierarchy of distinct status classes, so that members of each class have either upper or lower status than other classes. The Consumer Behavior analysis is done duly considering complex Social Class criteria namely “Status consumption”, “Socioeconomic related consumption”, “Class based consumption pattern”, “Single/complex variable indexes based distribution”, “Index of Status Characteristics (ISC)”, “Socio Economic status Score (SES), “Class upward mobility”, “Geo-demographic clusters”, Potential Rating Index by ZIP Market (PRIZM), Social Class profiles – upper - upper class(country club), lower upper class(new wealth), upper middle class (achieving professionals), lower middle class(faithful followers), upper lower class(security minded majority) and lower - lower class(rock bottom)

Thus we see that, Social Class criteria are very vast, which will influence the Consumer Behavior in a complex manner. Hence there is huge scope for research in studying different aspects of Social class Influence on Consumer Behavior, which is essential factor in marketing management.

Expected outcome:

It is to be ensured that marketing expenses do not go waste and are productive. For this purpose, there is a need to determine the right product for right customer. It is seen that, Consumer behavior from the stage of mental and emotional behavior of purchase idea generation, purchase activity and till disposal of purchased goods or services, depend up on the social classes of consuming entity. Hence from the proposed researches it is expected that, we can derive different findings of the study based on influence of different social class factors on Consumer Behavior. This sort of findings will be very useful in the field of marketing management to pin point specific social class factors for specific product. With in-depth study, this centre also give scope for developing new Indexes and models in the field of Social Class influence on Consumer Behavior.

Projects to be submitted for funding:

Yes, a model of Class based Consumption pattern

Team Members List

1. Dr.(Lt Cdr) PK Suresh Kumar
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Working Papers:

- a) Kumar PKS (2019) A study on conceptual model of class based consumption pattern.
- b) Kumar PKS (2019) A study on Indexes of Social class influencing consumer behavior
- c) Kumar PKS (2019) A study Social class pattern influencing consumer behavior
- d) Kumar PKS (2020) A study on Kuppuswamy's Social class Analysis

Published Paper in Journals / Conference proceedings:

Kumar PKS (12 and 13 Dec 2014), Matching business opportunities with Consumer Behavior and environmental factors for sustainability and development during global crisis, Global Business Crisis: Management Strategies for Sustainability and Development, 3rd International Conference, RV Institute of Management, Bangalore

Kumar PKS and Mishra KC (13 and 14 Feb 2015) , Influence of Sustaining Rural Development on Rural Consumer Behavior, *Issues and Challenges for Sustained Rural Development*, National Conference - Alva's Institute of Engineering Technology , Mangalore

Kumar PKS and Mishra P (July – Sep 2015) , A study on Awareness of Rural Development Training among Potential beneficiaries in Kannur and Kasaragod districts of Kerala , Journal of Advances in Business Management , Vol 1 , Issue 3 , Pp 314-322 , ISSN -2395-7441 (online), ISSN-2395 -7328 (print)

Kumar PKS (16 and 17 Dec 2016) , A study on Measuring Training Effectiveness , *Recent Innovations in Management , Engineering and Humanities* , International Conference - Sunrise University , Alwar

Kumar PKS (16 and 17 Dec 2017) , Swachh Bharat Abhiyan : A study in Rural areas on its awareness , Enforcement and Implementation, *Dream realization of Swachh Bharat Abhiyan through Innovation and Smart technologies for Waste Management and Pollution control*, International Conference - Sunrise University , Alwar

Kumar PKS and Singhal R (Mar 2018) , A study on Positive Aspects of Rural Development Training in Kannur and Kasaragod districts of Kerala , Journal of Marketing and Finance Management , Vol 6 , Issue 3 , Pp 39-54 , ISSN-2348 -3954 (online) , ISSN -2349-2546(print)

Kumar PKS (16 and 17 Aug 2019), Training Evaluation Model: Better alternative to Smile Sheets in Measuring Training Effectiveness, *Emerging Trends in Management, Information technology and Education*, International Conference - Srinivas University, Mangalore