A Seminar in Consumer Behavior Research

Amrita School of Business

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Ph.D. requires critical thinking to identify voids in the sphere of knowledge. This course is to provide Ph.D. students with a solid foundation for critical thinking and research on aspects of consumer behavior. Consumer behavior is one of the most diverse fields of marketing theory. Drawing upon concepts from economics, psychology, sociology, social psychology, and anthropology, consumer researchers attempt to understand and explain the buying, using, and disposing of goods and services. The course will help you to build a general schema for understanding multiple options available in the field of consumer research. It is assumed that this course will impart adequate skills to scholars to critically assess research to explore, envision, and design original research studies. The topics covered will include consumer decision making, how information is incorporated into decision-making, factors influencing decision-making, social and cultural influences on consumptions, heuristics and biases, consumer behavior in the contemporary wired social world, and Indian consumer behavior

Course Conduct

Before every class students are expected to read the article carefully and “pre-digest” it. A large part of the grade will be determined by the ability to thoughtfully discuss the readings in class. Discussions should focus on: (1) the main ideas conveyed in the papers, (2) what they imply for various conceptual thoughts, (3) what are the contextual relevance of themes mentioned, (4) how to extend these ideas (e.g., new hypotheses, follow-up studies), and (5) how you could improve the methodology. Scholars should be capable of giving a 2-minute oral brief of each paper to be discussed in the class. The briefing should convey (a) the research question investigated, (b) the methodology used, (c) the main findings, and (d) what these findings mean theoretically. A story telling method is appreciated rather than a formal presentation.

Grading

The grading pattern followed is

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<th>Grade</th>
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<td>Outstanding</td>
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<td>A</td>
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<td>B+</td>
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There will be three components of evaluation

1. **Term Paper (30%)** - You will select a topic related to individual research idea and write a conceptual article. It should correspond to the style observed in a JCR (or JAMS) article. The attempt should be conduct a systematic review of existing literature to propose new hypotheses and theoretical framework.
2. **Participation (30%)** - Ability to ask right questions and to contribute meaningfully to class discussions will be evaluated
3. **End-term Examination (40%)**

**Overview**


**Buying process**


**Customer – Attitudes, Intentions, Motivations Etc**


Heuristics and Biases


**Digital Consumer Behavior**


**Sustainable Consumer Behavior**


**Consumer behavior in Indian context**


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