



BOOK REVIEW

Consumer Behavior

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Consumer Behavior, 11e

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Introduction

This book covers the various aspects of consumer behavior and the determinants of such specific behaviors. In this edition, with Prof. Kumar joining the band wagon, the Indian/ South Asian context has been focused upon a lot. All the three authors, pioneers in their respective domains, have tried to give something more to the stakeholders than before. The four-color edition is a cynosure to all eyes and leaves a good impression with the first time users as well as the seasoned ones. As expected, Prof. Kumar brings many Indian cases, examples and stories with him to this book. As the name suggests, it is an adaptation of the book authored by Schiffman & Wisenblit (11e, Pearson USA) for Indian subcontinent. The main objective of this book revolves around the aspect of finding a suitable marketing strategy to tap the potential consumers by studying their behaviors. The determinants, the influencers as well as the technology (most important in the evolving economies) are explored in detail so that the ultimate aim of conversion can be achieved.

Organization & Content of the Book:

There are sixteen chapters in this book which highlight the various facets of Consumer Behavior. The book is divided into five parts. The first part deals with the use of technology and the resultant segmentation, targeting and positioning. This part has two chapters which explore the technology driven consumer behavior. The second part addresses the consumer as an individual and various aspects of the same is discussed in four chapters. Motivation & personality, perception, learning and attitude are considered as the four pillars of the individual dimension of consumer behavior. The importance of communication in shaping consumer behavior is discussed in part III. Three chapters namely, persuading consumers, social & mobile media and reference groups & word-of-mouth have been incorporated to highlight the role of communication in influencing the behavior. Part- IV elaborates the various social and cultural settings in which the consumer decides to proceed with the consumption. Four chapters, namely, the family, the culture, subcultures and cross-cultural dimension (global context) are included to address this aspect. The book tries to summarize all the components with the last part which deals with consumer discussion making. Three chapters are incorporated to address the decision making

process, marketing ethics and finally, consumer research. Each chapter concludes with summary, questions, assignments and key terms which actually help the reader to collate the entire chapter easily. In total, six long cases are given in the book with Indian context. Chapter by chapter updates are provided in the beginning itself which helps in comparison with earlier editions.

To put in a nutshell, the contents are well organized with five parts (equally distributed) consisting of sixteen chapters on almost all the facets of consumer behavior.

Summary

This book is highly recommended because the prospective readers and end-users can relate to modern day behavioral changes and the resultant marketing strategies. It is a good collection of concepts, cases, examples and changing behavioral aspects. The book also comes with a companion website. The resources available online are: Instructor's manual, Test bank, PowerPoints and additional updated reading materials. A long list of endnotes followed by glossary (extensive) provides all the extra inputs needed by the readers.

Readership

The readers must have basic knowledge of the subject of marketing, especially various facets of consumer behavior prior to reading this book *Consumer Behavior*. The primary target audience for the book is students of undergraduate, postgraduate (both masters and doctoral courses), and executive education levels. Other target audiences are academicians who wish to provide a more comprehensive teaching of consumer behavior can possibly take reference of the book. Hence, it can be said that the book is an excellent value addition to all kinds of target audience.

BRIEF PROFILE

Born and raised in Southern Odisha, Ganesh graduated with a B.A. in Economics from Berhampur University, Odisha in 1998. He pursued his M.A. in Economics in 1998-99 and got awarded in 2000-01. He secured third position in the University. In 2000-01, he enrolled for M.B.A. in Berhampur University, Odisha and topped the University with marketing as a core subject. For a brief period, Ganesh worked with ICICI Home Finance Ltd. Then he topped the All India Entrance for Ph.D. program in D.M.S.-S.O.M., Pondicherry Central University, Puducherry and enrolled for Full-Time. In 2012, he was awarded the Ph.D. in Management with commendations. The topic for his Ph.D. was "***Services Marketing Mix – A Comparative Study of the Perceptions of Buyers and Sellers of Life Insurance Products in South Odisha***".

He started his career with Jaipur National University, Jaipur and currently is associated with Institute of Management, JK Lakshmipat University. He has developed a penchant for both services marketing & marketing papers with basic statistics and research methodology). He has presented more than 30 research papers in national and international seminars and conferences out of which 22 papers got published. He has published (and/ or accepted) sixteen papers (eight international journals and eight national) He has also attended workshops and refresher courses dealing with a variety of subjects mainly focused on research methodology, SPSS, data mining, data ware housing etc. Further, he went through various refresher courses (MCDM) as well as FDPs sponsored by the UGC. He would like to see himself in the august company of eminent management gurus in the coming years.