

BOOK REVIEW

Consumer Behavior

Leon G. Schiff Man, J. Wisenbilt, S.R. Kumar

Published by: Pearson Education Inc.

Pages in book: 501

ISBN NO. 978-93-325-5509-9

Edition: Eleventh

Price: Rs. 450.00

Book Reviewer:

Jitesh Singh

Pre Ph.D. Course Work in Commerce, Meerut College Meerut, U.P. India

E-mail Id: jessica.nirmal2007@rediffmail.com

Authors in this book entitled 'CONSUMER BEHAVIOR' has tried to focus on the leaping success towards the vital synthesis of media, entertainment content and marketing. As in past marketers used Medias' "audience profile" in order to decide where to place 'one size fits for all'. But in today's dilemma there is dynamic-ad-server which customizes consumers' internet browsing behavior. This book has been categorized into five sections and divided into 15 chapters which open with a hands - examples which certainly satisfy all the queries and doubts which were-coming before reading in the minds of readers.

In chapter 1 of part one chapter' Technology driven consumer behavior ' in this chapter the authors have tried to make out clear view about evaluation of marketing concept and connect it with internet and technology to improve marketing transaction by adding beneficial value to both marketer and consumer. And also they tried to establish relation between customer values, satisfaction retention and technology revolution in order to understand consumer behavior to make decision for varied products.

Chapter 2 of part one is based on segmentation , targeting and repositioning in respect to consumers , which make us easy to understand the gap between market segmentation , targeting , positioning and select wide and best target area. It gives clear basis for segmentation which includes demographic, product usage, psychographic etc. In this chapter more attention is paid on behavioral targeting and its key roles in today's marketing and also understands the product's differentiation repositioning.

**Corresponding Author*

Chapter 3 of part two is based on 'the consumer as an individual'. In this chapter has highlighted the dynamics of motives, needs, goals which have an impact on consumer behavior, also made this clear by stating the various theories of philosopher and researchers such as Maslow's Hierarchical theory of Needs, Freud's theory of Psychoanalytic theory, Trait theory, and personification of products and brands to peruse consumer behaviour in order to attract more consumer and influences their buying behaviour. Author explained it more clearly by giving concept of self image and its effect on buying references of consumer.

In chapter 4 of part two about consumer perception here authors tried to throw light on element of consumer perception and its importance in decision-making. It also made clear why consumer process only a small amount of information which they receive. Very smartly authors have solved the puzzle that how consumer organise consumption related information and given many genuine reasons with latest trend in market followed by consumers. They also explains how and why consumer "adds" are bias to stimuli and its tendency implications for consumer marketing. They clearly stated the elements of consumer's imagery and determines the quality of product and services according to present trend of consumer behavior. And somehow focus on consumer's perceived risk and ways to handle these aligned risk within it.

In chapter 5 part two about consumer learning in this author explain the old concept of learning through simple definitions such as behavioral learning, classical conditioning, stimulus generalization with examples to make clear the tough concepts such as instrumental conditioning, observational learning and cognitive learning which is a frame work for consumer decisions. He also understand consumer involvement through passive learning and throws light on these various learning elements impact on purchasing decision of consumers and retention of goods and services.

In chapter 6 of part two authors discussed about consumer attitude formation and change in nature. It make somehow clear view about what is attitude , how are they formed and their role in buying behaviour, they also gave terminology 'tri component' in context to attitude model and its implications in brief with lively examples from market. However, they concluded by giving various illustrations that how attitude can proceed behaviour in form of cognitive dissonance and the resolution of conflicting attitudes and made people to understand the reason people assign casualty to events .

In chapter 7 of part three 'communication and consumer behaviour'. Author highlights the elements and persuasive capabilities of communication, as well as barriers of communication by clearly stating its elements. They tried to distinguish between broadcasting and narrowcasting by giving instances of various media and their channels. In context to various marketers authors explained how to frame persuasive message effectively and also stated its prominent pros and cons.

In chapter 8 of part three which is entitled 'from print and broadcast media to social and mobile media. In this authors felt that there was strategic superiority of impression over segment based targeting and also made this concept very clear by giving example of very famous media company 'google' that how its advertising capability affecting so wide range of consumer. Therefore, they stated the dynamics of social media and, its technical and promotional advantage over old medias. Authors represented various instances of mobile media in eyes of both

consumers and marketers. They focused on effectiveness of traditional advertising and social media through advancement of print and broadcasting media.

In chapter 9 of part three give a glance about reference group and word of mouth. This section discussed about credibility of reference group and word of mouth and their effects on consumer behavior. Authors analysed important aspects about the persuasive strength and credibility of spokes person, models, salesman, vendors, media, or endorsers. This section underlines the dynamics and measurement of leadership which have a vital influence on others or even might affect decision of buyers. The authors explained the strategic applications, advantages, and potential perils of 'word of mouth' along with diffusion of innovations in market.

In chapter 10 of part four the family and its social understanding discussed, the families have been observed as a satisfied consumer or socialised agent. In order to make family a positive customer and further transform into a satisfied agent marketers must understand the family life cycle, their decision making , consumption related roles in respect to traditional or non-traditional family. At last, authors clearly stated the impact of social satisfaction on consumer behaviour by measuring social class and segment accordingly.

In chapter 11 of part four the cultural influence on consumer behavior. In this chapter the authors highlighted the cultural role, dynamics, evolution, impact on priority and behavior of consumer. To make it more easy authors focus on various other field such as language , geographical area , symbols, rituals and other expression of cultural field. And showed the impact on consumer behavior on which they are attached with various rituals or artifacts.

In chapter 12 of part four about cross cultural consumer behavior an international perspective here author highlighted the importance of globalisation and capturing consumer attention all around the world , for example various companies offer varied products as per requirement of global consumer author also make clear picture about varied values and different customs of consumers in order to develop effective market technique and understand global marketing opportunities to flourish the product hence more wide area for product.

In chapter 13 of part five which is about consumer decision making and diffusion of innovations. In this chapter authors focused on how gifting behaviour have an impact on dynamics of buying, and on consumer decision making. Here gifts consider purchase for oneself as it resembles the level of consumer. They also focused on innovative offering gain acceptance within market segments and how consumer accepts or neglects new product or services.

In chapter 14 of part five 'marketing ethics and social responsibility', here they about trend nowadays being accepted by company which have been shifted from profit motive to social responsibility hence followed some marketing ethics. Here authors have given some examples discussed relating market exploiting consumer by targeting children and encouraging habits like over eating , false appearance and unwise buying and throw some question in mind of reader which make them aware of nature of consequences of provocative advertising, and how consumer privacy abused and mention some measure to stop such practices.

In chapter 15 of part five in this author concluded the book on consumer research that how to develop research objectives, collection of data through primary and secondary sources. They stated about various research methods which are categorized into qualitative and quantitative.

The authors explained the idea about making combination of both qualitative and quantitative research for analysing data and hence giving research reports based on observations.

The authors have given lots of instances especially from latest trends which are aired on TV., websites, mobile, newspaper and all other present media which makes a reader to easily understand the concept without any ambiguities. The best aspects of this book are good paper quality, lot of examples, charts, tables, the review and discussion of questions accompanied with which are so self explanatory. This book can be said “ultimately superb” book on consumer behavior. Last but not least the fonts, and font color of titles is somehow very eye stressing otherwise book touches the horizon in world.