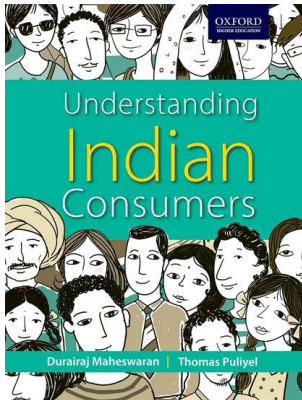


BOOK REVIEW



Understanding Indian Consumers (2017)

Durairaj Maheswaran, Thomas Puliyeel (Eds.)

Book Reviewed by:

Jayakrishnan S.,
Assistant Professor - Marketing,
Shri Dharmasthala Manjunatheshwara
Institute for Management Development (SDMIMD), Mysore
Email id: Jayakrishnan@sdmimd.ac.in
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Indian consumers are diverse in nature due to their varied social, cultural and regional backgrounds. “Understanding Indian consumers” is a compilation of twenty papers authored by industry practitioners and academicians which can give readers insights about consumer mindset in Indian social and cultural context. The contributors have made an effort to provide practical insights along with theoretical frameworks.

Post liberalization, the young generation in India accepted the change and inculcated a value system which has traditional and modern elements. The first chapter focuses on Indian youth and their changing value systems. The Indian youth is emerging as the potential segment for the marketers. This chapter provides insights about the value system, attitude and life styles of Indian youth which are essential for crafting a marketing strategy and communication to reach them. The article discusses in depth about youth’s perspectives about money, relationships, achievement, consumption and gender roles in changing social and cultural environment. The second chapter traces the journey of the Indian women over the years. The contents of the chapter describe the changing social role of Indian women and her portrayal in various media. It focuses changing attitudes, ambitions and product use of Indian

women over the years, throws light on the evolutionary journey of Indian women from a homemaker to a bread winner and an empowered individual.

Indian villages have huge untapped consumer potential. The third chapter explores the potential of Indian rural consumers and their needs. The rural interventions by companies like ITC, Tata and Airtel to enhance the connect and trust with the rural communities is highlighted. The important insight for marketers is to encash the changing rural consumers mindset and their requirements. The fourth chapter throws light on concept of Nation equity refereeing to India. The chapter outlines the Nations equity, its impact on Indian products and how Indian should utilize its equity for growth. The discussions about performance and emotional equity (components of nation equity) of India confirms how India should utilize its unique strengths and capabilities to create an appealing image among global consumers.

Innovation is key to the development of any nation. The fifth chapter discusses about developing a culture of innovation in Indian context. It traces some of the breakthrough innovations in Indian context. Nielsen’s break through innovation report (2014) is cited to

identify the best route to develop a strong innovation culture in organizations.

Consumer's mindset is key factor that determines acceptance or rejection for any product or service. The important aspect highlighted in the sixth chapter is about how consumer's perception about change can influence the processing of advertizing message and effectiveness of marketing strategy. Culture forms the integral aspect of consumer behavior. The seventh chapter explores the cultural orientation and implications of cultural framework for marketing in India. The article focused on the self-construal, analytic and holistic thinking referring to Indian consumers. The eighth chapter provide insights about persuasion appeals, modes of persuasion appeals and discusses about persuasive appeals framework. The framework addresses the dichotomy of the Indian consumer, integrating cognitive and affective components.

Consumer decisions are often driven by their memories from the past. The ninth chapter deliberates about consumer memory, inaccuracies in consumer memory and consequences of memory reconstruction errors on subsequent decisions. The obsession with beauty is one of the important drivers of purchase for cosmetic products. The tenth chapter examines the appeal of beauty and physical attractiveness in Indian context. The article also explores the significance of beauty products in Indian markets from a consumers and industry perspective.

Obesity is a global life style disorder. The eleventh chapter outlines the social and cultural drivers for obesity in India and provide a comparison with obesity issues in USA. India is emerging as the fastest growing luxury market in Asia. The twelfth chapter traces India's historical roots in luxury consumption followed by the present state of luxury consumption and provides insights of Indian luxury market.

Status inconsistency is one of the factors that drive consumption. The thirteenth chapter discusses about

the how consumers compensate their feeling of status gap by consuming high value, dominant products, its implications for researchers and practitioners. New product development is one of the biggest challenge for any marketer. The fourteenth chapter provide insights about product testing, communication and tracking the performance of new product launches. Price is one of the key determinants of consumption. The fifteenth chapter introduces the pricing research, methods adopted and guidelines for conducting research in an effective manner. The article also discusses the concept of price, cross-price and income elasticity.

Communication plays a vital role in persuading consumers. One of the important aspects focussed in the sixteenth chapter is how advertizing in India has changed over the years from a patriarchal outlook to personal fulfilment and gender equality. It confirms the importance of joy and entertainment facet of advertizing to break the clutter. The next chapter(seventeen) traces the history of advertizing industry in India and challenges faced by the industry in recent times.

Digital media has disrupted every industry. The eighteenth chapter outlines the impact of internet, digital and social media from an Indian perspective. It provides an outlook of how digitalization has influences the Indian consumers and business. Social marketing programmes plays a critical role in social welfare. The nineteenth chapter focuses on the effective impact assessment of social marketing programmes from a practitioner's view. This chapter describes about determining the evaluation design, implementation of impact evaluation and expected consequences of impact evaluation. Technology has become an integral part of marketing over the years. The last chapter examines how advertizing and promotion is going to change with the adoption of mobile technology, internet and social media. Data contents and use of technology and its importance in communication is highlighted in this chapter.

Our country is going through a dynamic phase which can have a profound influence of consumer's behavior and consumption patterns. This book is a well deliberated and crafted effort to share insights about consumer behavior and consumption from an academicians' and practitioner's perspective. The topics covered are diverse, interesting and gives the

reader an extensive outlook of consumer attitude and perceptions predominantly in Indian context. The sole lacunae for the manuscript is at times it emphasis on certain theoretical aspects and concepts which makes it difficult for a naive reader to comprehend and assimilate the contents.