

BOOK REVIEW

Cases on Consumer-Centric Marketing Management

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Cases on Consumer-Centric Marketing Management

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INTRODUCTION

With the challenges of the market economy, more and more companies and enterprises face constrained resources, both monetary and manpower, which prevent them from realizing the full potential of their business. In addition, affected by the economic downturn, recession has also changed economic activity. Customers are spending less and making very prudent decisions on which products they must buy and which ones they can do without. Nowadays, more than ever, companies need effective marketing strategies that produce compelling intellectual reasons to convince their targets or consumers to buy their products. As business professionals, to figure out consumers' consumption patterns can be regarded as the key task.

ORGANIZATION OF THE BOOK

Cases on Consumer-Centric Marketing Management is a book crafted from the perspective of consumers, and an interaction with any firm is the only one of a myriad of interactions that influence consumers' purchasing power and consumption experience. In addition, a customer-centric approach can add value to a company by enabling it to differentiate itself from competitors who do not offer the same experience. That is, it is necessary to create a positive consumer experience at the point of sale and during post-sale service. This book provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics, as well as all of the relevant details along with instruction on how to apply consumer-centric marketing strategies.

This book covers a wide range of topics related to cloud computing, consumer behavior, customer relationship management (CRM), customer-focused organizations, internal marketing, marketing analytics, and relationship marketing. First off, the book illustrates consumers' behavior through a Turkish case.

Global research literature is valuable to provide references that help us to understand the mentality of diverse consumers: “1. Individuals may perceive the same costs at different magnitude under different conditions; 2. Individuals may lose their abilities of rational thinking and making a selection under some demoralization; 3. A value found in a mental account can be insufficient to substitute another value having the same amount in another mental account” (p. 12). The rest of the book includes additional and deeper descriptions of some of the most important consumer-centric strategies.

In addition, the authors analyze an interview that focuses on what was wrong with a participant’s approach and guide them to learn an improved way to handle this. They also introduce a case study in the service sector (insurance industry) from India, and point out that success is related to the “customer concept”, which aims to build loyalty and enhance relationships with a customer by addressing individual customer needs. Besides, enterprises have the ability to investigate customer satisfaction; thus the book introduces the integration of technology in U-Globe Organization to assess customer satisfaction through a case study. This provides a stimulus to understand more fully the value consumers derive from their network of interactions within a consumption experience, as well as those that they have with a company. Despite the fact that enterprises are facing more challenges, and customers are asking for more overall, one of the most important things to keep in mind is that enterprises should always trust their customers, and try to meet customer demand.

This book also discusses business internationalization, and points out the difference between big multinational companies and smaller companies. No matter the size of the organization, as long as small companies have great advances in information technology, communication, and transportation, then they still can find their place in the international market, and even become more successful than

larger companies. Moreover, this book includes a negative example from which readers can learn, which focuses on how customers are the main component of a bank, but the Delhi Bank of India (DBI) had a very low customer base and many customers shifted their accounts to other institutions because of dissatisfaction. In order to avoid customer dissatisfaction, the authors suggest that banks should stand on the side of the consumer and develop new financial services to enhance the competitive position of the company, including offering various trust and asset management services for individual and institutional clients, providing efficient financial transactions, fund appropriation, and account management.

In terms of online service, there is an interesting case describing how an enterprise started to use Social Networking Sites to connect with their customers. In recent years, Social Networking Sites have become a popular communication tool for all ages of people, and have changed people’s daily lives. Nowadays, Facebook plays an important role in online communication and helps companies to connect with consumers, and offer service directly via the online platform. Further, in terms of market segmentation, the book introduces the hotel, car, tobacco, and clothing industries’ pricing strategies, positioning, and services to attract customers.

Many interesting cases are included in this book, such as BMW India, Tata GoldPlus, Citi bank, and the tobacco industry in Australia, providing readers with examples of marketing channels and the challenges faced by the marketers. It is our honor to introduce *Cases on Consumer-Centric Marketing Management* as a recommendable book. The extracted snippets illustrate the wide range of real-world cases that inform readers, practitioners, and business professionals seeking to find a comprehensive spectrum of current trends and market needs. In this regard, we will certainly be referencing this book as we, at Ming Chuan University, continue to advance our own and our students’ concepts of consumer-centric marketing management.

Chia-Wen Tsai is an Associate Professor in the Department of Information Management, Ming Chuan University. Dr. Tsai is one of the Editors-in-Chief of International Journal of Online Pedagogy and Course Design, and International Journal of Technology and Human Interaction. He is also the Associate Editor of Cyberpsychology, Behavior, and Social Networking, and International Journal of Information Communication Technologies and Human Development. He is interested in online teaching methods and knowledge management.

Pei-Di Shen now works as the Director of the Teacher Education Center and is a professor of the Graduate School of Education, Ming Chuan University, Taipei, Taiwan. Professor Shen is one of the Editors-in-Chief of the International Journal of Online Pedagogy and Course Design and her primary interest areas are E-learning, Knowledge Management, Virtual Community, and Management Information Systems. Her research focus is distance delivery in higher education.

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