

Super Marketwala - Secret to winning consumer India

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BOOK REVIEW

DamodarMall

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Damodar Mall comes with his first creative written venture with a name Super Marketwala Secret to winning consumer India. Being CEO of Reliance Retail having a keen eye for consumer is an obvious thing but putting in words is really appreciable. This passion of the writer in company with array of experiences is truly significant. This book is a complete demonstration of the motive with which he comes to the office daily i.e. atleast to get one fresh consumer insight from his environment every day. This cake has an icing of forward by one of the true super marketwala of India, the business magnet Mr. Mukesh Ambani, Chairman, MD and largest shareholder of Reliance Industries Ltd. and topping of cheery is the “preface” by the man who understand India and Indian really well, Mr. Kishore Biyani, founder and CEO of future group, which somewhere uplifts our expectation before opening it.

The book is compiled with around 32 beads well differentiated in different colours of 6 chapters. Chapter titles themselves somewhere attract you with totally indianized way. The chapters are small and it's easy to stay connected. Starting of chapter make you feel like you are reading a fictional story but eventually live examples enriched good researched data enlighten you with the seriousness and applicability of the content. With first few pages only the book gives you the view of the author's keen observation and understanding of Indian 'bazar'. With very comfortable invention of new and locally used terms and examples the author takes you on a drive to the heart of Indian customer. Terms like shopatainment, WIP, DIFM (Do it for me) and many more bring a sweet smile on the readers face. They give you a feel of like being at home before you start only. Got to know elbow push factor, social proof phenomenon and many other psyche related to customer. Book discusses many traditional Indian phenomena like using leftover food and the way they further influence consumer choice and buying behaviour. At many places book also bring topics like waste and modernity are synonyms and warns our societies changing habits. Book beautiftdly appreciates and criticises the factor affecting consumer habits. Most of the time while reading the book you will find the person discussed is you just the name changed or the one living next to you.

The book explains men and women shopping regimes simultaneously. Manyatimes author used the comparison of east and west very well. It shows our changing habits with the change of culture and demography. Book skilftdly explained risks of the market. Super Marketwala is not only is a consumer guide but is an advice and direction provider to marketers also. It gives us complete 3D view of the environment which affects the buying behaviour of customer in context to both local retail and super mart. Author also correlated the impact of tradition and festivals on our consumer. Mostly giving explanation of the every aspect of pattern, book also discussed many marketing terms, like free competition, monopoly etc in interesting manner. Author not only discussed the issue of the market but also provided probable solution to the problems. Book interestingly provides the insiders view with D-mart sutra and also critically discuss the policies like MRP.

Now like an interviewee this book's weaknesses are inculcated in its strengths only. Like the localise effect of the book at many places gives you the feel of repetition and more than often you feel you are not reading anything new. The book mainly focuses on the FMCG market. Habits and thinking of consumer of the same market are taken into consideration, I understand it's obvious from the credentials of the author. But it would have given many new dimensions if other sections would have also been taken care of.

This book will change your shopping experience and habits too. You will start poking your eyes in other people's trolleys or bags and instantly the mind starts analysing and interpreting. Altogether the experience of reading with Damodar Mall is an obvious and fruitful affair because of his experience and profile. Overall the book is a complete recipe of desi masala with proportionate ingredients for readers interested in Indian consumerism. A must read for the people teaching marketing, consumer behaviour etc. It's a book for classes and the masses both. "It simply says that simplicity is the best policy."

