

Book Review

Consumer Behaviour

Leon G. Schiffman, Joseph Wisenblit and S. Ramesh Kumar 12th Edition,
Pearson Publication, Year of -2022

Reviewed by

Debadeepti Jagaty

Assistant Professor (Marketing)

Srusti Academy of Management and Technology (Autonomous)

Email Id: debadeeptijagati@srustiacademy.ac.in

The book is meticulously organized, presenting a logical progression through foundational theories, psychological insights, and their practical applications in real-world contexts. It begins with an introduction to consumer behavior and systematically explores key concepts, such as consumer motivation, perception, learning, and attitudes. External influences, including social class, culture, and subculture, are also thoroughly analyzed, offering a holistic understanding of the factors shaping consumer choices. One of the book's standout features is its integration of global examples and case studies, particularly from emerging markets like India. These insights, enriched by S. Ramesh Kumar's expertise, add a layer of cultural relevance that transcends traditional Western-centric models. This global perspective sets the 12th edition apart, ensuring it remains relevant to readers across diverse markets.

Practical Applications and Industry Relevance

A notable strength of *Consumer Behavior* is its focus on bridging the gap between theory and practice. Each chapter is enriched with real-life examples, case studies, and managerial implications that offer actionable insights. The book's inclusion of contemporary topics, such as digital marketing, social media influence, and technological advancements, ensures its relevance in today's rapidly evolving marketplace.

For instance, the authors' discussion on how digital platforms are reshaping consumer decisions is both timely and insightful. Topics like e-commerce, social media, and AI's influence on marketing strategies provide readers with practical tools they can apply in their careers or research. This emphasis on real-world application makes the book invaluable for aspiring marketers and business professionals.

Accessibility and Pedagogical Tools

The writing style of Schiffman, Wisenblit, and Kumar is clear, concise, and engaging, making even complex theories accessible to a wide audience. The book employs a range of pedagogical tools, including chapter summaries, review questions, and thought-provoking exercises that foster active learning and critical thinking.

Visual aids, such as charts, graphs, and infographics, further enhance comprehension by presenting intricate data in an easily digestible format. Additionally, end-of-chapter case studies and questions reinforce key concepts, making the text ideal for classroom discussions and collaborative projects.

Cultural and Ethical Perspectives

This edition uniquely emphasizes cultural nuances and ethical considerations, incorporating case studies from diverse markets and addressing topics like sustainability and

consumer responsibility. This approach not only broadens the reader's understanding but also underscores the importance of ethical marketing practices in today's global economy.

For example, the discussion on how cultural values shape purchasing decisions in India provides a nuanced view of market segmentation and targeting strategies in emerging economies. By emphasizing cultural diversity and ethical responsibility, the book appeals to a global audience and serves as a versatile tool for educators and professionals alike.

Limitations While the 12th edition excels in many areas, it does have some minor limitations. Readers unfamiliar with consumer psychology may find certain theoretical sections dense. Additionally, while the book covers digital marketing comprehensively, it could delve further into newer trends such as influencer marketing and gamification, which are becoming

increasingly influential in shaping consumer behavior.

In conclusion, *Consumer Behavior, 12th Edition* by Schiffman, Wisenblit, and Kumar is a comprehensive and indispensable resource for understanding consumer decision-making. Its blend of theoretical depth, practical applications, and cultural diversity makes it a standout text in the field. Whether you are a student seeking foundational knowledge or a professional looking to refine your marketing strategies, this book provides the insights and tools needed to navigate the ever-changing consumer landscape.

With its global outlook, emphasis on ethical practices, and focus on contemporary trends, this edition serves not only as a textbook but also as a guide to understanding the future of consumer behavior in a rapidly evolving world. Highly recommended for anyone passionate about the intersection of marketing, psychology, and culture.