

# **A Pavilion for the Pioneers of Consumer Behavior:**

## **A Petition Presented to St. Peter**

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# **A Pavilion for the Pioneers of Consumer Behavior: A Petition Presented to St. Peter**

## **Abstract**

**Consumer Behavior as a discipline is relatively young. Most scholars trace its beginnings to the 1960s. Despite its short history, there has been an explosion in its adoption in the marketing curriculum. Many marketing departments have made consumer behavior a required course. One reason has been that marketing strategy begins with the knowledge of consumer behavior. Over the years, many individuals have contributed to the growth of this field, but a few stand out as the pioneers of the discipline of consumer behavior. For obvious reasons, our students in marketing should know about the pioneers whose concepts, theories, books, and articles have nurtured this field to a dynamic science of the consumer. In this paper, brief accounts of the contributions of the consumer behavior trailblazers are presented and a fundamental question is raised whether these pioneers deserve a special pavilion to be reserved by St. Peter, the gatekeeper of Heaven and Hell. Should these pioneers be saluted for their building-block contributions in creating a vibrant area of study, research, and pedagogy or should they be subjected, just like all other ordinary mortals, to the jaws of oblivion?**

**Dedicated to  
Professor Harold H. Kassarjian  
A ceaselessly dedicated scholar,  
An outstanding educator, a tireless mentor, and  
A true “Pioneer of Consumer Behavior!”**

# **A Pavilion for the Pioneers of Consumer Behavior:**

## **A Petition Presented to St. Peter**

### **INTRODUCTION**

**One day at the crack of dawn, St. Peter heard impatient knocks on the Gate of Heaven.**

**“Who’s there?” Asked St. Peter somewhat irritated.**

**“It is me, a messenger, Your Holiness,” a voice answered on the outside of the gate.**

**“What do you want so early in the morning?” Asked St. Peter with obvious resignation.**

**“We want you to reserve a large area for a special group of educators with a spa, sauna bath, swimming pool, tennis court, screening room, basketball court, and a large pavilion well stocked with anti-acid and anti-gas pills for those CB types.”**

**“Fade out, stranger, before I turn you into a stone!” Yelled St. Peter. “We do not go by reservation. You are not at Hilton’s. When the time comes, we will take care of each one of you as you come to the Gates of Heaven and Hell according to our equal opportunity policies.”**

**“But these are our special teachers and mentors of the Consumer Behavior (CB) bunch, and we need to pay tribute to them,” the voice insisted.**

**“Who are these people, anyway?” Asked St. Peter.**

**“Professors Harold Kassarian, Joel Cohen, James Engel, David Kollat, Roger Blackwell, John Howard, ... Sheth, I forgot his first name.”**

**“Watch your language!” Commanded St. Peter.**

**“I mean Jagdish Sheth and not what you think you might have heard,” explained the voice.**

**“Oh, I see. Tell me, why are these people so special that I should grant them a private pavilion?”**

### **Professor Kassarian’s Contributions to CB**

**“You see, Dr. Harold Kassarian, a University of California at Los Angeles (UCLA) Professor Emeritus (now Adjunct Professor at California State University, Northridge), was one of the first scholars who brought consumer behavior to the forefront of marketing educators’ and students’ attention by publishing with Thomas Robertson his readings book titled *Perspectives in Consumer Behavior* in 1968” (Kassarian and Robertson 1968). This book was widely and enthusiastically received by students, educators, and researchers.”**

**“Take, for example, the Encyclopedia Britannica’s motto: ‘let knowledge grow from more to more and thus be human life enriched.’ One cannot question the nobility of this sentiment, only its clarity. What is knowledge? As concern the sciences, we think we know at least part of the answer. Knowledge can be found in a normative statement (e.g., the earth is round) or in a hypothesis, a tentative answer to a question, (e.g., Do dogs really eat homework?) from which through research we would distil answers, insights which are a**

kind of tested knowledge. Dr. Kassarian's various early works on consumer behavior served mainly to doctoral students a rich source of hypotheses for their dissertation studies. And I am one of the beneficiary of his pioneering works."

"His former students," the voice continued with his shower of complements as he noticed that St. Peter was carefully listening, "...cannot forget his dynamic lecturing interspersed with wit and humor, provocative style of teaching conducive to critical thinking, and to crown all, his readiness to help students and colleagues alike in the area of consumer behavior," the voice praised Kassarian with awe and due respect.

"Dr. Kassarian's contributions to and involvement in bringing consumer behavior to fruition as a discipline is monumental," the voice went into a euphoria over Kassarian's accomplishments in the area of consumer behavior."

"Table 1 highlights some of his pioneering work in creating the field of consumer behavior and in promoting research. Please note that this is only his exemplary early pioneering works rather than exhaustive of his invaluable contributions to the science of CB," the voice cautioned St. Peter politely.

"To establish Kassarian's place among the pioneers of consumer behavior," the voice continued, "with several of his colleagues, he helped found the Association for Consumer Research in 1970. Later, he was one of those instrumental in launching the Journal of Consumer Research in 1974. Several of his articles are read by all doctoral students till today and have become classics. Having discovered a real talent and pleasure in editing, Kassarian has provided an exemplary service to journals and book

**publishing including the Journal of Consumer Research.”**

**TABLE 1**

**PROFESSOR HAROLD KASSARJIAN’S CONTRIBUTIONS TO  
THE EMERGENCE AND DEVELOPMENT OF CONSUMER BEHAVIOR**

- **He was one of the very first scholars to bring consumer behavior to the attention of marketing educators and students by breaking into the literature in early 1960s**
- **His co-edited book titled *Perspectives in Consumer Behavior* was widely adopted for decades as a readings book on the new topic of consumer behavior (Kassarjian and Robertson 1968)**
- **His articles on the theory of personality and inner-other direction were universally read by graduate and undergraduate students (Kassarjian 1971)**
- **He was one of the professors who founded the Association for Consumer Research (ACR) in 1970**
- **He helped spearhead the launching of the Journal of Consumer Research in 1974**
- **He served as the president of the Association for Consumer Research in 1977**
- **He was listed as one of the “Best Researchers in Marketing” over the past twenty years (Marketing Educator 1997)**
- **He has to his credit twenty-two books, monographs, and chapters in books, twenty-five articles, seventy-seven proceedings papers and other works**
- **He has served on more than one hundred doctoral dissertations and master’s theses**
- **He has been a mentor to students and colleagues ceaselessly for over three decades**

**“Unlike most of his other colleagues, he is a psychologist by training; therefore, he has a real cognizance and a grasp of the workings of the cognitive structure of the consumer. Along with some of his colleagues, they essentially filled a deep gap in the art and science of marketing; he has been fired with enthusiasm about consumer behavior; he has inspired and motivated thousands of students to study consumer behavior; his special traits were his very strong sense of humor and his pleasure in acting as a mentor for hundreds of graduate students and colleagues around the world,” the voice continued his**

comments. At one time hardly any piece of scholarly literature is published in consumer behavior without citing Kassarian's works one way or another. He is a legend in his own right; he definitely deserves to be honored. In a word, his is a venerable name among the pioneers of consumer behavior!"

"What else makes him a pioneer?" Demanded St. Peter with some degree of overt annoyance.

"A pioneer is someone who has arrows in his butt, excuse the expression, Your Holiness, and Dr. Kassarian has many prominent traces of them."

"OK, OK!" exclaimed St. Peter with obvious exasperation. "What about the rest of the group? Are they as meritorious as you have claimed about this guy called Kassarian?"

"No one has written about these pioneers in detail, there are only individual sketchy accounts either in 'remembrance' or in eulogy forms," the voice clarified. "The only person who knows them well and who is qualified to speak authoritatively about the contributions of the rest of the members of the pioneers is Dr. DemiJohn. He has He has studied their works extensively and has used their textbooks in the classroom. Also, at one time, he conceived and proposed a physio-psychological model of consumer behavior. With his model, he wanted to break new ground in the field of consumer behavior. He, therefore, studied the works of these CB pioneers thoroughly. Why don't you use your cell phone, Your Holiness, to contact him for some information about the early CB scholars."

"I do not have time to do that!" Snapped back St. Peter, "I already hear many

**knocks at the Gates of Heaven and Hell. We are going through a very busy period,” explains St. Peter. “When the earth’s economy becomes sluggish, or when there is a war, people are sent to the Gates in droves,” St. Peter stretched his arms wide open to accentuate the magnitude of the problem.**

### **A Diplomatic Mission With a Petition**

**“If you don’t do it now, history will forget about these pioneers and without a gathering place such as a pavilion the CB bunch will be disbursed all over your domain like marigolds in a field of weeds,” the voice warned St. Peter.**

**“Weeds? We only have weeds in the ‘other’ place where even the hot flames cannot kill them,” St. Peter said with a trace of disdain in his voice. “Heaven is the place for wine and roses, and eternal bliss for those who earned them while on earth.”**

**“That is exactly the place they deserve. The CB bunch has enriched the earth down there with their ideas and perseverance to build a discipline to be of great service to students,” the voice pontificated pleadingly. “Together they defined the future of marketing by putting the horse (i.e., the consumer) in front of the cart (i.e., the company). At their private conferences, all they talked about was models of consumer behavior.”**

**“Models? You mean about sex, drugs, and violence?” St. Peter asked by beating his brows with obvious concern.**

**“No, Your Holiness, about models of consumer behavior,” the voice explained. “We have listened to their lectures and read their books, monographs, and articles which have enlightened our minds. Some of us owe a special debt of gratitude to the founders of CB, who not only gave its birth, but also shaped its growth. The collective contributions of these**

**scholars have revolutionized the marketing strategy formulation predicated on consumer behavior knowledge. By contextualizing CB into marketing management, as an essential input for the first step in strategic planning, the quest to study the consumer took on like a wild fire at virtually every company facing fierce competition.”**

**“Who are you, by the way? Why are you going to bat for these people?” St. Peter asked.**

**“ I am a graduate student and I have personally benefited a lot from the lectures and the written works of these outstanding professors. But it is not my privilege alone; this is the petition of thousands and thousands of students who were once touched by these people. Being an ABD student now, I am still interacting with some of these professors,” the messenger explained.**

**“ABD? You mean A Brother of the Devil? St. Peter tried to guess with a twinkle in his eyes.**

**“No, Your Holiness, ABD means All But Dissertation,” the voice cautiously made the correction.**

**“I knew that!” St. Peter exclaimed defensively to hide his ignorance of the abbreviation.**

**“Since the CB bunch may have served humanity, I will consider giving Dr. DemiJohn a call, and perhaps invite him to come up here so I can learn more about these CB guys,” St. Peter calmly stated, “and then I will decide whether the group deserves a special pavilion, --and finally decide whether it will be in Heaven ...or in Hell.”**

**“Thank you, St. Peter, I knew your heart was not like the heart of an attorney, seldom used,” the voice asserted by exuding reverence toward St. Peter.**

**“Flattery won’t get you anywhere,” St. Peter reminded the stranger. At this point the stranger returned to earth, elated that he had the chance to repay the kindness of all these distinguished professors. For years they had stimulated the imagination and had motivated students to learn more about this dynamic and fascinating subject of consumer behavior.**

### **St. Peter’s Conversation with Dr. DemiJohn**

**Surely enough, Dr. DemiJohn’s telephone rang. “Hello, Hello. Who? St. Peter? Oh, no, my time has not come up yet, has it? I’ve just gotten a clean bill of health from my doctor,” DemiJohn argued. “Is this because I have denied all this time that I am an Armenian by extraction? Is it because I told a joke about a rabbi? Most of my friends are Jewish, I swear ...next to Jesus, the Jews gave us laughter. Is it because I was rude to nonentity Professor Rao Korukonda (who has stuffed a dozen of his award winning papers in his head) at the 2003 Academy of Business and Administrative Sciences Conference in Vancouver, Canada? Please, I still want to attend the annual conferences of ABAS ... ..I really enjoy them...I really, really feel good ...and want to stay on earth a bit longer,” plagued by uncontrollable fear, DemiJohn pleaded, or rather begged, earnestly –shaking like a leaf.**

**“Relax, I am not calling you to take you away. We’ll do this through teleconferencing. I just want to know why you think the consumer behavior scholar bunch,**

dead or living, deserve a pavilion in Heaven,” St. Peter said assuringly.

At this point, St. Peter warned DemiJohn to be brief in describing the CB bunch’s contributions. “I haven’t got all day to listen to you. I have other duties to carry out. I need to decide where to place this guy called Philip Kotler in the scheme of heavenly and ‘unheavenly’ things.”

“Oh, no, no, not Philip Kotler! Don’t remove him from earth yet. He is my favorite marketing writer, I have used all of his textbooks for my students...” on and on, DemiJohn rambled and rapped.

“Stop making a fuss. If not, I’ll call you up here, too!” Declared St. Peter.

“If I am brief, will you promise to keep Philip Kotler on earth longer? You see without Kotler, his widely adopted textbook will fall apart; as a result, I won’t be able to use it for my students, ” DemiJohn explained.

“I’ll see what I can do. Go ahead, tell me about the CB bunch. But, don’t be a freight train of wordage – with no terminal facilities. I warn you to be brief or else you’d be silenced forever,” St. Peter warned sternly with a measurable threat in his voice.

“O.K., I’ll be brief, but some of the Prima Madonna CB celebrities would never forgive me if I do not extravagantly and exhaustively credit them for their vast accomplishments,” DemiJohn whined and moaned.

“You do not need to fear their retaliations. I grant you immunity from being prosecuted or persecuted by them; now go on speak up freely, but as briefly as possible,” St. Peter assured DemiJohn

“I knew that you would consider my request,” DemiJohn chirped. “You see, I am such an optimist that my friends tell me that if I were on the Titanic, I would have said ‘we

stopped for some ice’,” DemiJohn quipped with some sarcasm.

“We shall see if your optimism will work at the Gates of Heaven and Hell,” St. Peter said with a sneer dancing in his eyes as though directed at DemiJohn’s pretensions.

## THE PIONEERS OF CONSUMER BEHAVIOR

“Joel Cohen is the first one who comes to my mind. I will tell you about the early CB professors and list their names not in any order of importance or for any other criterion except for mentioning some of their lasting contributions to the founding and development of consumer behavior theory and research,” explained DemiJohn.

### Joel B. Cohen

“I am familiar with Professor Cohen’s work. Most of the other scholars who came later on the scene were still suckling when the foundation for the field of consumer behavior was being laid. Cohen was part of the connecting tissue which held the field together. If I were to encapsulate his contributions in a few broad strokes of the brush, albeit a daunting task, I would count the following ‘arrows’ in his case as highlighted in Table 2.”

“Cohen’s contributions are twofold: he provided a pioneering literature on CB and he never lost his devotion to CB. This is reflected through his long stream of research in CB. In other words, he never forgot his early intellectual roots.

“His edited book, entitled *Behavioral Science Foundations of Consumer Behavior*

(Cohen 1972), for example has spurred a lot of innovative thinking in CB by those who

## TABLE 2

### THE MAJOR CONTRIBUTIONS OF PROFESSOR JOEL COHEN TO THE FIELD OF CONSUMER BEHAVIOR

- His book *the Behavioral Science Foundations of Consumer Behavior* was the pioneering work in CB (Cohen 1968)
- His article titled “The Role of Personality in Consumer Decisions” spawned innovative thinking and research in CB (Cohen 1968)
- He was one of the professors who founded the Association for Consumer Research (ACR) in 1970
- He spearheaded the launching of the Journal of Consumer Research in 1974
- He served as Director, Center for Consumer Research at the University of Florida, 1975
- He served as President of the Association for Consumer Research in 1972
- He has many books, monographs, book chapters, and papers in consumer psychology, attitude formation and change, and choice behavior.
- He has been a prolific writer and a researcher in consumer behavior
- His seminal works have been published in the most prestigious journals of marketing
- He has done important work in public policy
- He has also been editing Journal of Public Policy and Management

came and joined the young, growing discipline. Graduate and undergraduate students alike, have used his classic article titled “An Interpersonal Orientation to the Study of Consumer Behavior (Cohen 1967) for years across many campuses. Despite his knowledge and experience in CB, Cohen kept his feet firmly on the important things on earth. Unlike some of his other colleagues who went through life with their horns stuck, Cohen has continued humbly to plow, plant, and grow in the area of CB. Cohen has been a prolific writer and researcher in CB and later in public policy theory and practice.

“Among the CB pioneers, he stands tall. By and large, his students, including his

colleagues, had nothing but superlatives to express their admiration and satisfaction with his style of teaching, research, and mentoring.”

“If Cohen had his life to live over, he would still fall in love with CB and public policy, and may be with himself, too, for he has been the epitome of scholarship, courtesy, and collegiality. The word consummate educator best describe Cohen’s devotion to his science and students. Given his invaluable contributions, he has earned a place in ‘The Hall of Fame’ of consumer behavior pioneers and he should be enshrined for his devotion to his CB science and public policy work.

As DemiJohn was praising Cohen, St. Peter interjected by saying, “If I want an encyclopedic account of his accomplishments, I would run Google on him or directly access The Library of Congress. Mortals claim that history is an account of something that never happened, written by someone who wasn’t there. What makes your historical account to be accurate?” St. Peter challenged DemiJohn.

“I was there when things happened, especially at the banquets which served great rubber chicken and cold meshed potatoes; therefore, my report is based on what I think I saw or read,” DemiJohn admitted of his extensive involvement with the early meetings of the CB group.

“You have mentioned banquets once to many times. Some of your colleagues may now have a point for wondering if you really had any substantive contributions, other than joining them at the festivities,” St. Peter informed DemiJohn.

“This maybe the outcome of rumors. Some of my colleagues have always resented my popularity,” DemiJohn dismissed the allegation by throwing up his hands in the air.

## **James F. Engle, David T. Kollat, and Roger D. Blackwell**

**“I have seen Engle at conferences; he is a nice humble scholar. He really believes that if he’d never been born, God would have had a lot of explaining to do. Having said that, now I should brace for retaliation,” DemiJohn confided in St. Peter.**

**“James Engel has closely collaborated with his associates David Kollat and Roger Blackwell. The heart of their achievements lied in their writing the first textbook and sustaining it as one of the best for over 35 years. Table 3 showcases some examples of the trio’s achievements in advancing the frontiers of consumer behavior.**

**“Although Engel collaborated with David Kollat, and Roger Blackwell on the first textbook on consumer behavior, the decision-oriented model had been designed initially by Engel and one of his graduate students. However, this is not to deny the fact that Engel’s both co-authors have made tremendous contributions to the success of their book, containing their refined model, which is now in its 10<sup>th</sup> edition.**

### **TABLE 3**

#### **THE MAJOR CONTRIBUTIONS OF PROFESSORS ENGEL, KOLLAT, AND BLACKWELL TO THE PEDAGOGY OF CONSUMER BEHAVIOR**

- **Engel is one of the founding fathers of the Association for Consumer Research (ACR) in 1970**
- **Engel helped launch the Journal of Consumer Research in 1974**
- **Engel, Kollat, and Blackwell authored the first text in consumer behavior (Engel et al. 1968)**
- **Engel collaborated with Kollat and Blackwell on a model of consumer behavior known as EBK Model (Engel et al. 1973)**
- **Engel-Kollat-Blackwell model was extensively used by marketing management in decision making**
- **Engel and Blackwell have motivated thousands and thousands of graduate and undergraduate students to study consumer behavior**
- **Engel has co-authored more than 30 books, monographs, and nearly 100 articles**

**“Engel was the first scholar to introduce cognitive dissonance to marketing. Of the contemporary models, the EKB model is probably the best known because it is easy to follow and it forms the basis for a widely adopted textbook on consumer behavior. Furthermore, the primary strength of the model focuses on the decision making and conscious behavior, these are characteristics which are conducive to analysis and experimentation.”**

**“Roger Blackwell is also a great educator. His contributions to the growth of CB as a discipline often matches his highly articulate and extremely active colleague James Engel. Dr. Blackwell should be credited equally for his co-writing and the improvement of the EKB textbook and its popular EKB model of consumer behavior. Blackwell is a great scholar in his own right, but only under duress he’d admit it.**

**“Dr. David Kollat was gifted with many talents. While he was a valuable contributor to the writing and periodic revisions of the EKB textbook (Engel et al. 1968), he is also a successful businessman...” DemiJohn began to say, but he was interrupted again by St. Peter.**

**“I will look up at the Library of Alexandria for Engel’s and his associates’ accomplishments other than in the area of consumer behavior,” St. Peter interjected to cut off DemiJohn from his verbosity.**

**“I thought that library was destroyed centuries ago,” DemiJohn reminded St. Peter tactfully.**

**“In God’s grand scheme of things, nothing is destroyed, everything is recycled, such as your colleagues’ contributions, if any, will also be preserved” St. Peter expressed his**

**Superior's position to DemiJohn.**

**“When all is said and done, if we were to put all the progenitors of CB in one room including John Howard and asked them as to who was ‘The father of CB,’ all would name themselves, except me. Of course, each one would nominate himself somewhat coyly,” DemiJohn informed St. Peter. “I am just kidding you, Your Reverence,” DemiJohn added.**

**“Is that so? Truth can also be told through jest. We shall see about that when the time comes,” St. Peter sounded perfunctory, perhaps to dismiss the subject which he thought not to be relevant to his decision making.**

### **John A. Howard**

**“Some people take ego trips, but they don't have any baggage. This is not true with Professor John Howard. He drew his nourishment from his classic book, which contained his psychological model of CB (1963). Central to his concept of the consumer is the realization that psychological variables are the paramount force in propelling consumer behavior (Howard and Sheth 1969), hence a psychological model was born. In his attempts at formulating and reformulating an ideal CB model, Howard has left a rich legacy of literature in the field of consumer behavior.”**

**“The basic structure of Howard's initial model was predicated on Plato's Information>Cognitions>Affect>Behavior>Satisfaction (ICABS) hypothetical constructs and overt behavior. Throughout Howard's publications, the same schema was developed, refined, and elaborated in a series of five books including *The Theory of Buyer Behavior* with Jagdish Sheth in 1969. Most of the subsequent conceptualizations of consumer behavior by other scholars (e.g., Nicosia; Andreasen; Engel, Kollat, and Blackwell, etc.) all founded their models on Howard's initially adopted ICABS paradigm.”**

**“The Howard-Sheth model (1969) is one of the most carefully constructed contemporary models of consumer behavior. It was developed under a commission from the Ford Foundation in 1960 and throughout its development it has undergone through many restructuring and recasting to reflect evidence gleaned from research. Basically, the Howard-Sheth model is a conceptualization to explain rational brand choice behavior under the circumstances of limited individual capacities and incomplete information. The model deals with overt behavior and cognitive behavior which cannot be directly observed. Of all the models of consumer behavior, the Howard-Sheth model has been subjected the most to empirical testing and rethinking up to date.”**

**“Holbrook (2001), in his eloquent remembrance piece that appeared in the Journal of Consumer Research, concluded that John Howard qualified to be the ‘Father of Consumer Behavior’ because of his earliest model-building approach.”**

**“Table 4 seems to contain some compelling evidence required to substantiate Holbrook’s sweeping generalization about where Howard should stand in the annals of CB history.”**

#### **TABLE 4**

##### **SEMINAL CONTRIBUTIONS OF DR. JOHN HOWARD TO THE GROWTH AND DEVELOPMENT OF CONSUMER BEHAVIOR**

- He added a chapter on buyer behavior to the second edition of his Marketing Management book (Howard 1963) which made history in the consumer behavior area**
- He wrote in this chapter the very first formal integrated model of buyer behavior**
- He wrote five books on buyer behavior between 1963 and 1989**
- He co-authored the classic book titled Theory of Buyer Behavior which contained the Howard-Sheth model of consumer behavior (Howard and Sheth 1969)**
- His ICABS model served as the blueprint for the conceptualizations of other scholars**
- His Howard-Sheth model was the most empirically tested model**
- He taught Consumer Behavior for many years with great zeal and enthusiasm**
- He was a great scholar, teacher, and a mentor to thousands of students and colleagues**
- His was also a prominent name in the founding and development of consumer behavior**

## **Jagdish N. Sheth**

**“Howard’s accomplishments in consumer behavior has been bolstered by one of his former bright students, Jagdish Sheth who, like Alexander the Great, must have claimed that John had left nothing for him to conquer. This is not true, as we shall see, Jag has become the pride and envy of the CB bunch on account of his own accomplishments by taking CB to a whole new level of application,” DemiJohn talked about the CB pioneers without any signs of being tired.**

**“Jag Sheth is a nice guy,” DemiJohn continued. “He doesn’t want anyone to make a fuss over him--just to treat him as they would any other great man. Although in the early years of his career he collaborated with John Howard, Sheth has his own claim to fame. He branched out into industrial buying behavior(Sheth 1974; Sheth et al. 1977) and formulated his own models. Later, he formulated a new model of family decision making (Sheth 1971, 1974). In this model, Sheth explicitly recognized that each member of the family would bring his or her own buying psychological variables (i.e., motives, evaluative beliefs, predisposition, etc.) to the decision process. In extending the Howard-Sheth model to industrial buying and to family decision making, he deepened the concept of the individual consumer behavior construct. In many ways, he enriched the field for research and consulting purposes.”**

**“Jag read avidly about the consumer, he wrote ceaselessly about the consumer, and he simply breathed consumer behavior every second of his days when he was at Columbia University during his five years’ of stay. In this way, he made a fortune consulting about the consumer, too. Jag is a gentle, modest scholar. He’d go broke if he had to pay taxes on what he thinks he’s worth, though,” DemiJohn took a snipe at the student turned scholar.**

**“Jag has been a prolific writer of every subject under the marketing sun –and even under some other planets’ sun! In fact, Jag is the only CB pioneer who has a mile long record of publications plus the whole 9 yards. He has developed prodigious abilities to produce voluminous publications to the degree that some say he had his own private printing press in the basement of his mansions. Every CB pioneer made millions from consulting except Jag. He topped billion dollars from his worldwide consulting activities. I hope IRS will take my statement seriously, so I could collect some tippers’ reward money to visit Hawaii,” DemiJohn added quickly, but obviously jokingly.**

**“If I were allowed only four words to describe Jag, I would say that he is truly “Mr. CB par excellence.” Here are some of his salient contributions to the field of CB as captured in Table 5:**

**TABLE 5**

**PROFESSOR JAGDISH SHETH’S CONTRIBUTIONS TO THE DEEPENING  
THE CONCEPT OF CONSUMER BEHAVIOR**

- **He co-authored a classic book on the theory of consumer behavior, which contained the seminal Howard-Sheth model (Howard and Sheth 1969)**
- **He collaborated on the Howard-Sheth model of consumer behavior, which introduced a turning point in theory and research (Howard and Sheth 1969)**
- **He built a model of family decision making (Sheth 1974) which extended the individual CB construct to a multiplicity of decision makers**
- **He built an industrial buying behavior model (Sheth 1974) which extended CB to industrial buying situation wherein the duality of goals exist for decision making**
- **He taught consumer behavior for many years and supervised hundreds of Ph.D. dissertations**
- **He researched and wrote extensively on the topic of consumer behavior**
- **His scholarly publications in CB over towers any of his contemporary colleagues**
- **He has been a distinguished speaker on consumer behavior around the world**
- **His words, work, research has touched innumerable students and colleagues around the globe**

**“Then there was Robert, Robert Ferber...” DemiJohn began to say, but he was abruptly stopped by St. Peter.**

**“My list of CB trailblazers should include Robert Ferber, George Katona,**

**“Then there was Robert, Robert Ferber...” DemiJohn began to say, but he was abruptly stopped by St. Peter.**

**“My list of CB trailblazers should include Robert Ferber, George Katona, Francisco Nicosia, Allen Andreasen, Morris Holbrook, William Wilkie, and ...” Demirdjian began to argue, but he was suddenly and harshly interrupted by St. Peter.**

**“Stop! I believe you have already covered an important sample of the original CB movers and shakers who have contributed to the building of a new field. I know that there are others you think are important to be included in your profiling of their contributions, but we have run out of time. God has created everything in abundance, except time, perhaps for recycling and rejuvenation purposes. I promise to read about them tonight after I lock up the gates and turn on the security systems.” St. Peter said.**

**“But, Your Reverence, these are all true pioneers of consumer behavior; they truly blazed a trail in an uncharted territory in education which was nonexistent until their time. Some of those who came after, were prospectors, for gold digging was permissible in the field,” DemiJohn fondly reminisced about a number of so-called scholars who achieved recognition through social connections rather than by the sweat of their brow.**

## **ST. PETER'S DECISION FOR A SPECIAL PAVILION**

**At the end of his brief presentation of the outstanding accomplishments of the CB pioneers, DemiJohn asked St. Peter, "Do they now get a private pavilion in Heaven?"**

**"No, they don't," St. Peter shook his head somewhat pensively and a bit ruefully.**

**"But, Your Reverence, all of these men are deserving and worked hard to build a discipline. They are the Lewis and Clarks of consumer behavior. You can't surely overlook their..." DemiJohn started to plead, but he was tersely ordered to be silent.**

**DemiJohn began to despair as he envisioned the CB pioneers scattered all over without a central place to hang out, to regroup, to recharge, or to rejoice. He felt as though he was in a postmortem depression. "It was a noble idea to reunite the pioneers. Oh, well, the road to hell is full of good intentions," DemiJohn said by shaking his shoulders sadly. After life without conferences, social exchanges, and banquets would be plain boring. DemiJohn fought back tears swelling in his eyes. Going against St. Peter was not a wise strategy, though. A saint of his stature had power over the Gates of Heaven as to who would get in and who would not.**

**"Hold it. I said no for a pavilion," began St. Peter after a moment of silence which was an eternity for DemiJohn, "but instead we will give them something else, perhaps a sequestered enclave professionally appointed with all the amenities wanted by the creatures**

of comfort, recreation, convention facilities equipped with the latest technology, and various kinds of entertainment.”

DemiJohn could hardly believe his ears. St. Peters’ words turned him wild with joy. Almost audibly, DemiJohn said to himself: “A multiplex patio structure should definitely make the old geezers happy!”

“More specifically,” St. Peter continued rather haughtily, “there will be three anchoring pavilion-like covered patios: one for reading and studying, a second one for games and recreation, and a third one for listening to music and the like. The CB Pioneers will not have to go again through the grueling publish or perish or any other performance anxiety. And, yes, the “palace-like” Ivory Tower, in a secluded place, will have drinking fountains providing water containing anti-acid and anti-gas for the comfort of the CB bunch,” St. Peter broke his face with a smile as he finished his last sentence.

“Thank you, Your Reverence, thank you, Your Holiness! It is gratifying to know that the CB Pioneers will become reunited after all those years. We shall all remember your kindness,”

DemiJohn bowed his head as he took a couple of steps backward in reverence and gratitude.

“You’ve got it,” said St. Peter somewhat officiously. “Now leave the Gates or else I will change my mind –I just realized that your mouth never stops. I have important work to do because of the protracted ‘Iraqi Freedom War’.”

Being elated with abandon, Dr. DemiJohn decided to spread the good news to some

of the CB surviving guys about the place they had earned for eternity, and no more diaspora for the pioneers of consumer behavior.

Quite unexpectedly, St. Peter popped the question to an overjoyed DemiJohn, “If I were to grant you a wish, what will it be?”

DemiJohn thought for a while and then said: “ I want you to build me a bridge from my house in Los Angeles to Hawaii.”

St. Peter explained that it would be almost impossible to get all of the engineers to agree on the grandiose plan for such a monumental project, but he said: “I will grant you another wish, instead.”

“All my life I have always worked hard, but you see, I have never received the recognition I deserve ...can you, will you ordain me ‘The Father of Consumer Behavior,’” DemiJohn requested somewhat coyly.

“How many lanes did you say you wanted on that bridge?” St. Peter asked DemiJohn with a clear tone of resignation in his voice.

### **St. Peter’s Letter to Dr. DemiJohn**

About a week later, Dr. DemiJohn received a letter sent through Fed Ex from St. Peter, which shook his present and future life with a force greater than 8.9 magnitudes on the Richter scale. It read:

**Dear Dr. DemiJohn:**

As you may well know, I have to report to a Higher Authority. I consulted my Superior for ordaining you as ‘The Father of Consumer Behavior,’ the edict is that your colleagues will have to decide on it –that sometimes takes years or even centuries.

**Having a clear picture of their personalities from your descriptions and from my own independent research, if I had given you that title it would have ushered in a war of egos of the titans. It would have given rise to an academic political brouhaha. Factions would have formed within the CB bunch; intrigue, bickering, backstabbing, rumormongering, and collusion would have become the order of the day; hence, we simply would have created an utter chaos in Heaven!**

**“I have also investigated your background. The ABD student was right, the weight of the evidence indicated that you have devoted a lion’s share of your efforts, talents, and energies to nurture the field of CB, too. You do have a distinguished record and meticulous credentials. Moreover, you have also represented the CB guy’s quirks quite objectively, and have fought quite persuasively on their behalf for their worthy cause.**

**“In view of all your services, I will ordain you as ‘The Grand Marshall’ of the CB Multiplex Pavilions in Heaven when your time comes to come up here. Meanwhile, be good to yourself and to the other members of the group.” Sincerely, signed St. Peter.**

**As DemiJohn finished reading the unexpected letter from St. Peter, he heard a thunderous applause in his head, and then he mumbled to himself: “If only my colleagues could hear the appointment now. Wait till my department head gets a wind of this,” jumping in the air and clicking his heels together out of sheer joy, DemiJohn strutted by emulating a cowboy’s gait into his study to scan the letter from St. Peter and to “spam” it – yes, to “spam” it to all his friends and acquaintances all over the world. As DemiJohn was waiting for his computer to boot, he said to himself: “What the academic world needs is more geniuses with humility. Pity, there are so few of us left!”**

## **A Disclaimer**

**All of the Pioneers in this Paper are Fictitious,  
Any resemblance to either dead or living characters  
Is purely accidental.**



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### **Table 3**

#### **The Consumer Behavior Pioneers Remembered For a Single Salient Contribution**

- 1. Kassarian: The readings book entitled *Perspectives in Consumer Behavior*(1968)**
- 2. Cohen: The book entitled *Behavioral Science Foundations of Consumer Behavior*(1968)**
- 3. Engel, Kollat, and Blackwell: Textbook entitled *Consumer Behavior* (1968)**
- 4. Howard: The book: *Theory of Buyer Behavior*(1969)**
- 5. Sheth: *Family Decision Making Model*(1974)**