

The Howard–Sheth Theory of Buyer Behavior

About the Author

Dr. Jagdish N. Sheth is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. He has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois, Columbia University, MIT, and Emory University.

Throughout his career, Professor Sheth has offered hundreds of presentations in at least 20 countries. He has also provided consulting for numerous companies including AT&T, BellSouth, Cox Communications, Delta, Ernst & Young, Ford, GE, Lucent Technologies, Motorola, Nortel, Pillsbury, Sprint, Square D, 3M, Whirlpool, and others. He has also served on the Board of Directors of several public companies including Norstan, Cryo Cell International, and Wipro Limited.

Professor Sheth's accolades include "Outstanding Marketing Educator," an award presented by the Academy of Marketing Science, and the "Outstanding Educator" award twice-presented by Sales and Marketing Executives International. He is also the recipient of all four top awards given by the American Marketing Association: the Richard D. Irwin Distinguished Marketing Educator Award, the Charles Coolidge Parlin Award, the P.D. Converse Award for outstanding contributions to theory in marketing, and the William Wilkie Award for marketing for a better society.

Professor Sheth is a Distinguished Fellow of the Academy of Marketing Science, Fellow of the American Psychological Association (APA), and a recipient of a Distinguished Fellow award from the International Engineering Consortium. He has authored and coauthored several articles and books including *Clients for Life*, *Tectonic Shift*, *Firms of Endearment*, *Chindia Rising*, *The 4As of Marketing*, *Breakout Strategies for Emerging Markets*, and most recently, *The Sustainability Edge*.

Testimonials

As you read *The Howard–Sheth Theory of Buyer Behavior*, you will be walking into a wonderfully challenging arena that will be real to you because you will start to think of how you make your choices and how your family members and acquaintances make their decisions.

- Philip Kotler, S. C. Johnson & Son (Emeritus) Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston, Illinois

Howard and Sheth changed the way researchers thought about buyer behavior, and most of those changes are still present in current "schemas" held by consumer researchers.

-James R. Bettman, Fuqua School of Business, Duke University

The Buyer Behavior Project, under the leadership of John A. Howard and Jagdish N. Sheth, was an ambitious field research study designed to test the foundational concepts and hypotheses of the theory of buyer behavior.

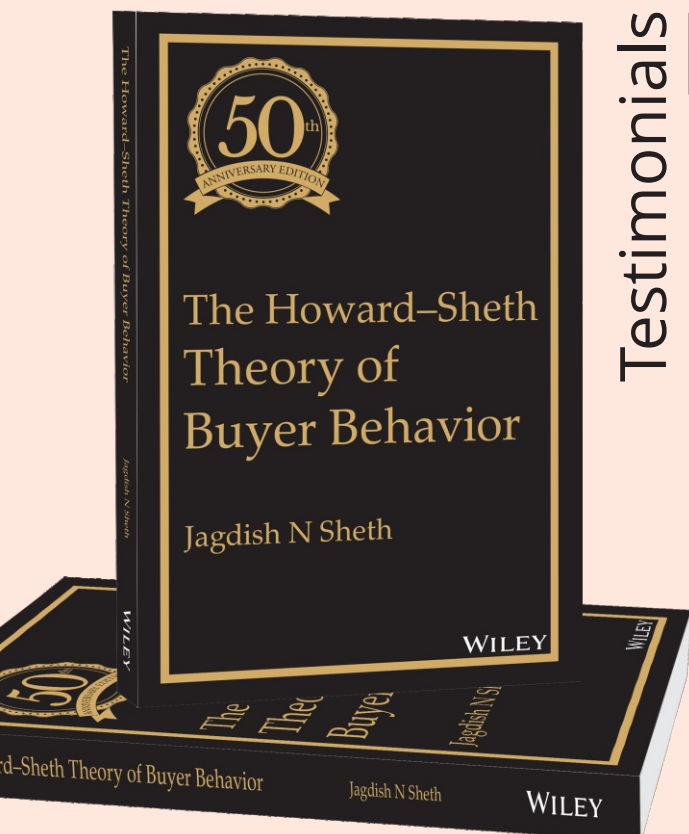
-George S. Day, Geoffrey T. Boisi (Professor Emeritus), The Wharton School

The publication of the Howard–Sheth model was a watershed event in the evolution of consumer behavior as a field.

-Donald Lehman, George E. Warren Professor of Business, Columbia Business School, Columbia University

This book and the profoundly gifted scholars who wrote it have been a source of wisdom and guidance to me in ways that have irresistibly shaped my career and guided my life in and out of academia.

-Morris B. Holbrook, W. T. Dillard (Professor Emeritus), Graduate School of Business, Columbia University



The Howard-Sheth Theory of Buyer Behavior (1969) is recognized as a major catalyst for the rise of consumer behavior as a standalone discipline and independent of market research.

In the last 50 years, consumer behavior has experienced spectacular growth especially with the influence of behavioral sciences. The next 50 years will be even more exciting. Stay tuned. The key drivers are the rise of emerging markets such as China and India as the largest consumer markets in the world for branded products and services. This will be further fueled by the cell phone revolution and rapid growth of online shopping at electronic marketplaces such as Ali Baba, Flipkart, and Amazon.

Social media such as WhatsApp, WeChat, Facebook, and YouTube will have significant impact on how consumers search for information, shop for products and services, pay for them, and provide online feedback about their experiences to other consumers.

The Howard-Sheth Theory of Buyer Behavior aims to provide theoretical foundations for future research. The objective is to not only further basic research but to make available extant knowledge more accessible to scholars and policy-makers in consumer behavior especially in emerging markets.

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