Marketing Theory: Philosophy Of Science Perspectives

edited by
Ronald F. Bush
Louisiana State University
and
Shelby D. Hunt
Texas Tech University

Proceedings Series
250 S. Wacker Drive, Chicago, IL 60606, (312) 648-0536
# TABLE OF CONTENTS

**PREFACE** ............................................ ix  
Outstanding Paper Award and Nominations ................................ xi  

**PART ONE: PHILOSOPHY OF SCIENCE**  
Recent Developments in the Philosophy of Science ........................................ 1  
May Brodbeck  
Are the Logical Empiricist Models of Explanation Dead? ..................................... 7  
Shelby D. Hunt  
Current Issues in the Philosophy of Science: Implications for Marketing Theory -- A Panel Discussion ......................................................... 11  
J. Paul Peter, University of Wisconsin-Madison, Editor  
Paul Anderson, V.P.I.  
May Brodbeck, Center for Advanced Study in the Behavioral Sciences  
Shelby D. Hunt, Texas Tech University  
Richard Lutz, U.C.L.A.  
Jerry Olson, Pennsylvania State University  
Mike Ryan, University of Michigan  
Gerald Zaltman, University of Pittsburgh  
Current Issues in Philosophy of Science: Implication for the Study of Marketing .......... 17  
William J. Sauer, Nancy Nighswonger, and Gerald Zaltman  
Scientific Explanation and Technological Prediction .............................................. 22  
Michael J. Ryan and John O'Shaughnessy  
Toward a Taxonomy of Marketing Terms ............................................................... 26  
Ben M. Enis  
On the Interpretation of Nomic Necessity: a Requirement for a Science of Marketing .... 30  
Alan J. Bush, William C. Moncrief, and Clifford D. Scott  
In Pursuit of Marketing Knowledge: An Exploration into Philosophies of Inquiry ........ 34  
Michael P. Mokwa and Kenneth R. Evans  
The Marketing Profession: Analytic, Synthetic and Practical .................................... 39  
Marjorie J. Caballero and Tom L. Ingram  

**PART TWO: GENERAL THEORY**  
Marketing Theory: A Status Report ................................................................. 43  
Lawrence B. Chonko and Patrick M. Dunne  
Theory and History in Marketing ................................................................. 47  
Jerry Kirkpatrick  
History of Marketing Thought: An Update ......................................................... 52  
Jagdish N. Sheth and David M. Gardner  
An Extension of General Living Systems Theory as a Paradigm for Analyzing Marketing Behavior ................................................................. 59  
R. Eric Reidenbach and Terence A. Oliva  
A Proposed Path Toward Marketing Theory: An Illustration of Multidisciplinary Synthesis by Means of the Value Relation ......................................................... 63  
Kent L. Granzin  
The Xenolithic Structure of Marketing Thought: Its Application to Personnel Management ......................................................... 67  
G. Dean Kortge  
Evolutionary and Ecological Processes in Marketing: The Product Life Cycle ................ 71  
Marion Blute  
Metaphors as Methodology ................................................................. 75  
William G. Zikmund  
Is a "Scientist" versus "Technologist" Research Orientation Conducive to Marketing Theory Development? ......................................................... 78  
A. Parasuraman  
A Classificational Schematum of Advertising Content: Toward General Advertising Theory ......................................................... 80  
Terence A. Shimp  
The Fundamental Theorem of Market Share Determination .................................... 84  
Ernest F. Cooke  
The Competitive-Exclusion Principle ............................................................... 89  
W. C. Buss  
Reinforcement Timing Theory: On the Relation Between Time, Approach-Avoidance Conflict and Decision Making ......................................................... 93  
John C. Mowen  
Terms v. Concepts: Market Segmentation, Brand Positioning and Other Aspects of the Academic-Practitioner Gap ......................................................... 97  
Geraldine Fennell  
Cass: Contingency Approach to Selling as a System ................................................ 103  
Maurice G. Clabaugh, Jr., John M. Hawes, and Joanna Wallace  
On the Measurement of Sales Performance ....................................................... 107  
Lawrence B. Chonko  
Organizational Climate in Sales Force Organizations: A Critical Review and Future Directions ......................................................... 112  
Pradeep K. Tyagi  

**PART THREE: CHANNELS OF DISTRIBUTION**  
The Meaning and Determinants of Cooperation Within an Interorganizational Marketing Network ......................................................... 116  
Terry L. Childers and Robert W. Ruekert  
Distribution of Power as a Determinate in Predicting Coalition Formations Within Channels of Distribution ......................................................... 120  
Kenneth A. Hunt and John T. Mentzer  
Managing Distribution Systems in a Decentralized Communist Economy .................. 124  
Richard H. Holton and Louis P. Bucklin
Behavioral and Economic Approaches to Channel Coordination ........................................... 128
  Michael Etgar and Dov Izraeli

Distribution Channels in Service Industries ............................................................................. 132
  Eric Langeard

The Development of Retailing Information Systems Based on Shopping Behavior Theory .......... 138
  Jack A. Lesser and James M. Stearns

Person Perception in the Manufacturer-Distributor Interaction Sequence .............................. 143
  Michael F. Smith

Franchise Agreements: The Initial Source of Conflict in Franchise Systems ............................ 147
  Michael G. Harvey and John A. Stieber

PART FOUR: CONSUMER AND INDUSTRIAL BUYER BEHAVIOR

A Learned Helplessness Model of Consumer Behavior ........................................................... 151
  William H. Motes

Low Involvement Decision Processes: The Importance of Choice Tactics .............................. 155
  Rohit Deshpande, Wayne D. Hoyer, and Scott Jeffries

Towards a Theory of Consumer Responses to Regulation ......................................................... 159
  Alladi Venkatesh and Philip C. Burger

Development and Application of a Model of Social Influence Theory to the Study of the Effects of Source Credibility and Attractiveness .......................................................... 163
  Teresa A. Swartz

Consumer Decisions for High Involvement Products: An Extension and Elaboration of the Ray Three Orders Model and a Linkage to Information Processing Models ................................ 167
  Lawrence H. Wortzel

Company Reputation as a Determinant of Sales Call Effectiveness: A Cognitive Social Learning Perspective .............................................................. 171
  Thomas W. Leigh

On the Nature of Decision Making for Export Marketing ......................................................... 177
  S. Tamer Cavusgil

Potential 'Control Mechanisms' for Theories of Consumer Behavior ....................................... 181
  Keith Adler

Acquiring, Possessing, and Collecting: Fundamental Processes in Consumer Behavior .......... 185
  Russell Belk

Towards a General Model of Distributive Buying ...................................................................... 191
  Brian F. Harris and Michael K. Mills

Industrial Buyer Behavior: A Hobbesian Explanation ............................................................... 195
  T. A. Festervand and W. J. Lundstrom

Power in Organizational Buyer-Seller Relations: Synthesis and Extensions .......................... 198
  Robert Krapfel

Consumer Behavior A Consumer Perspective ............................................................................. 202
  Roger Dickinson

To Choose Y When X is Preferred to Y ..................................................................................... 206
  Ted Mitchell

The Environmentally Concerned Citizen: Demographic, Social-Psychological, and Energy Related Correlates .............................................................................................................. 211
  Richard M. Durand and Carl E. Ferguson, Jr.

Consumer Satisfaction in Loose Monopolies: The Case of Medical Care .............................. 215
  Alan R. Andreasen

Individuation-Deindividuation Theory: Applications/Propositions for Marketing Science ........ 220
  Michael K. Mills

Behavioral Correlates of the Inflation Problem: An Investigation of the Consumer's Assessment Process .................................................................................................................. 224
  C. Richard Roberts and James W. Cagley

Collective Behavior in Consumer Behavior .............................................................................. 228
  James H. Leigh and Claude R. Martin, Jr.

An Information Processing Perspective on the Product-Market Boundary Definition Question .......................................................... 233
  Lorne Bozinoff and M. S. Sommers

The Acquisition, Meaning, and Use of Price Information by Consumers of Professional Services .......................................................................................................................... 237
  Valarie A. Zeithaml

PART FIVE: MACROMARKETING

A Preanalytic Approach to Modeling Macromarketing Behavior ............................................. 242
  R. Eric Reidenbach and Terence A. Oliva

A Conceptual Systems Framework for Marketing ..................................................................... 246
  Kent L. Granzin

Social Responsibility in Marketing: An Analysis and Synthesis .............................................. 250
  A. Coskun Samli and M. Joseph Sirgy

Toward a Theoretical Framework for Marketing Ethics ............................................................. 255
  Raymond P. Fisk

Planned Social Change: Some Implications of Marketing ......................................................... 260
  Ronald E. Turner and Stephen J. Arnold

Productivity as a Marketing Management Problem .................................................................... 265
  Hirotaka Takeuchi

Competition and Cooperation Among Culture Production Systems .......................................... 269
  Elizabeth C. Hirschman and Michael R. Solomon