

Prof. Dr. Danes Jaya Negara, SE., M.Si

# RESEARCH

ON MARKETING  
AND CONSUMER BEHAVIOR



Editor:  
Ersis Warmansyah Abbas



**Danes Jaya Negara**

**Research on Marketing  
and Consumer Behavior**

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**RESEARCH**  
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Danes Jaya Negara

# Research on Marketing and Consumer Behavior

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# Pengantar Editor

This book results from nine selected articles researching marketing and consumer behavior by authors published in various reputable international journals. They started from the philosophy of theory and research in marketing and studies in consumer behavior by applying various relevant theories according to research objectives. Specifically, the contents of this book include studies on shopping behavior, buying behavior, voting behavior, people's behavior during a pandemic, brand analysis, entrepreneurial intentions, and behavior.

Most research uses a structural equation modeling approach as an analytical tool. The use of mediating and moderating variables is often found in this book where this quantitative approach is very relevant when researchers want to test or develop theories. This book is suitable for undergraduate, master's, and doctoral students studying marketing, consumer behavior, consumer psychology, and other fields in management and business disciplines. The depth of analysis in each chapter of this book is also suitable for master and doctoral students as a reference for writing theses and dissertations and a reference in the procedure for writing scientific articles in reputable Scopus-indexed journals.

We hope that this collection of outstanding contributions to methodology and application will educate and inspire our readers, whether they are academics or practitioners in marketing and management.

Palangkaraya, February 2023

Ersis Warmansyah Abbas  
Editor



## Pengantar Penulis

The first edition of *Research on Marketing and Consumer Behavior* first appeared in 2022 in order to fulfill the need for an advanced text to be used in capstone courses in marketing. A selection of 9 chapters met this need and proved very successful, with numerous reprints since its first appearance. While many key ideas and core concepts remain unchanged, marketing and consumer behavior discipline has continued to evolve, so we have produced new research in the next edition.

Chapter one describes the Philosophy Foundation of Marketing Theory and Research. This article provides the philosophical foundation of marketing thought at two early development centers. In particular, it evaluates the scientific realism and relativistic/construction views. The author explores the nature of realism and relativism as it is currently being discussed in the philosophy of science. Scientific realism argues that truth is an appropriate goal for marketing theory and research and that science can come to know the real world, though not with certainty.

Chapter 2 is an example of the relationship between the shopping environment; an approach to structural equation modeling. This article presents a field study of the shopping environment's effect on shopping behavior. This study confirmed the proposed model using Mehrabian and Russell's environmental psychology (the three PAD dimensions) to measure emotional state. This study also extends past research by considering impulse buying and subsequent shopping behavior.

Chapter 3 is an example of normative moderators of impulse buying behavior. In this article, the authors show that consumers tend to buy something spontaneously, unreflectively, and immediately can be perceived as a factor that describes buying impulsiveness. This article also shows conceptual and empirical evidence that there is some support for the moderating role of normative evaluations in the relationship between buying impulsiveness and impulsive buying behaviors. Significant occurs when consumers believe that



acting impulse is suitable. Chapters 4, 5, 6, 7, 8, and 9 are examples of the application of consumer behavior research in various settings, assessing knowledge-sharing behavior in Indonesia (Chap. 4). Then, the effect of the service environment on customers' behavior in a leisure setting (Chap. 5). Furthermore state versus action orientation and compliance during the COVID-19 pandemic in Indonesia (Chap. 6). There is a study in which action and state moderate entrepreneurial behavior (Chap. 7), an evident from Indonesian students psychological effect of brand image and brand reputation on sustainable firm performance in Indonesian logistics (Chap. 8), analysis of Voters' Behavior on Mayor Election (Chap. 9). We dedicate this book to our guru, friend, and college. We hope this text will provide the reader with an accessible, authoritative, and broad introduction to the topic.

Palangka Raya, Indonesia

Danes Jaya Negara

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# Chapter 1

## The Philosophy Foundation of Marketing Theory and Research

Danes Jaya Negara

### ABSTRACT

In marketing, there had been a simmering debate about its scientific status during the 1950s and 1960s. However, the Fall 1983 issue of the Journal of Marketing marked the start of this particular episode. This article provides the philosophical foundations of marketing thought at two early development centers. In particular, it evaluates the scientific realism and relativistic/constructionist views. The author explores the nature of realism and relativism as it is currently being discussed in the philosophy of science. Scientific realism argues that truth is an appropriate goal for marketing theory and research and that science can come to know the real world, though not with certainty. They argue that there is no grand theory of science. Relativists have long argued that science has no single method or approach. After addressing a fundamental premise of the entire debate, the author concludes that philosophically oriented marketing theorists need to further demonstrate the value of their work by practicing marketing scientists.

**Keywords:** Philosophy, Marketing Theory, Marketing Research

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*Chapter 1*  
*The Philosophy Foundation of Marketing*  
*The Theory and Research*

## INTRODUCTION

What philosophy of marketing? For over ten years, Shelby Hunt and Paul Anderson have debated the appropriate epistemological and methodological for marketing and consumer research (Kavanagh, 1994). Hunt's (1991) Look has asserted that no single philosophy dominates marketing. The fact that no philosophical "ism" dominates the entire marketing discipline does not imply that there is no choice. Therefore, by necessity, each marketing researcher will have a personal "philosophy" about research. Such personal philosophies may or may not be consistent with some formal philosophical "ism." Furthermore, each marketing academician is a member of the academic marketing community, a subgroup within the university community. As such, these broader communities guide and constrain marketing academicians in their teaching, research, and service activities for good or for ill.

Again, what philosophy dominates marketing? According to Hunt, even beginning to address this suggestion requires recognizing the many different research programs, traditions, or "schools" taught in marketing. Sheth, Gardner, and Garret (1988); Dharmmestha (1999) identify twelve such "schools of thought": commodity, functional, functionalist, regional, institutional, managerial, buyer behavior, activist, macro-marketing, organizational Dynamics, system, and social exchange. Unfortunately, Sheth, Gardner, and Garret do not explore the dominant philosophy issue. One way to approach this question would be to examine individual research programs in marketing and identify their underlying characteristic. In this regard, we should keep in mind that logical positivism and logical empiricism hold that all the "theoretical" term is a theory must be defined in terms of "observable." on the other hand, scientific realism holds that "theoretical" terms may denote a real existence and, therefore, our measures are reflective, i.e., they reflect the presence or absence (or level of) some unobservable, but a genuinely existing, entity.

Anderson (1983) first criticized Shelby Hunt's precious contribution (1976, 1983), which was labeled as positivist. He advocated an alternative, relativist stance, a position supported by several other marketing academics

writing at this time (e.g., Deshpande, 1983; Hirschman, 1986; Peter and Olson, 1983; Zinkhan and Hirschman, 1992). Anderson (1986) accepts the metaphysical notion that there may be a single social and natural reality. However, he rejects the premise that a single knowable reality is waiting to be discovered via the scientific method.

Hunt led an attack on all forms of relativism, including Anderson's critical relativism. He maintains that all forms of relativism are self-refuting and now, moving away from his previous logical empiricist position, advocates scientific realism (1990). In his article (1992), Hunt points out his understanding of marketing, a view strongly influenced by the epistemological beliefs he has consistently expressed until now. As shown above, there are two different perspectives on an appropriate philosophy of science to guide marketing theory and research. Each perspective maintains its arguments, which encourages a continuing debate about the scientific status of marketing.

This paper examines several issues related to the philosophical foundation of marketing, both theory and research. In particular, it evaluates the scientific realism and relativistic/ constructionist views. The first section of this paper starts with a review of the pursuit of truth as an appropriate goal for marketing science. The second section discusses the appropriate epistemological and methodological foundation for marketing. The final section attempts to reconcile the epistemology perspective to support their argument.

### **Marketing Truths and Marketing as a Science**

All theory and research efforts have underlying philosophical foundations, and in recent years the foundation of contemporary social scientists has increasingly been questioned, producing a "crisis literature" (Hunt, 1990). Though the crisis literature challenges many aspects of social science's philosophical foundations, the appropriate role of the concept's "truth" has received much attention. Similar crisis literature has developed within marketing and consumer behavior, and it has questioned the role of "truth."

Consistent with the views of the 16<sup>th</sup> and 17<sup>th</sup> century founders of

modern science, all the major schools of thought in the philosophy of science in the first six decades of this century held the pursuit of truth in high regard, including the classical realism of Moore and Russell, the pragmatism of Peirce, the logical positivism of Schlick and Neurath, the logical empiricism of Hempel and Nagel, and the critical rationalism (falsificationism) of Popper (1959). Though differing vastly in numerous respects, all these philosophical “isms” held that science could develop genuine knowledge, or truth, about the world.

According to Hunt, the traditional image of science was changed dramatically in 1962 by Kuhn’s *Structure of Scientific Revolutions*. Though Kuhn did not use the term “relativism” in his original work, it implied several different versions of relativism, including what type was referred to as ontological (reality) relativism and conceptual framework relativism (Krausz and Meiland 1982; Muncy and Fiske 1987). Hunt argues that his fallibilism and critical realism version offers a middle-ground position between direct realism and relativism. Key contentions associated with this perspective are that some of our perceptions are more accurate or closer to the truth than others and that the job of science is to develop genuine knowledge about the world. Both of those positions imply that there is an immutable truth that scientists can study. Over some reasonable period (say, ten millennia), such may be the case for some natural sciences. For example, as sixteenth-century astronomers struggled to understand the motion of the planets, the planetary orbits themselves were not changing (from decade to decade). Indeed, if they had been, physicists might still be without adequate theories to predict events within our solar system. However, Zinkhan and Hirschheim (1992) argue that it is precisely such a situation that a marketing scientist must face. The objects marketers attempt to understand are constantly in flux (from generation to generation, for example), and any marketing truths that are discovered are not immutable.

The work of many philosophers suggests that any philosophy abandoning the goal of truth ultimately must choose between incoherence and irrelevance (e.g., Lewton-Smith 1981; Walkins 1984). Hunt

cites that the work of Adler (1985) and Harre (1986) can help us understand how so many scholars, in both philosophy and marketing, generate philosophies producing unintelligible discourse.

In addition, from the relativistic perspective, truth is a construction, a concept designed to a particular type of belief held in a particular content. To state that a proposition is true is to state a subjective belief that one holds about a proposition. The idea that truth can be determined universally and independently of human construction and beliefs about uninterpreted reality is impossible (Peter, 1992). In sum, "Truth is a subjective evaluation that cannot be adequately inferred outside the content provided by the theory (Peter and Olson, 1983).

### **Is Marketing a Science?**

Differing perceptions of the scope of marketing were a primary factor in the controversy over this question. Hunt (1991) answers this question with considers the discipline of chemistry - unquestionably a science. For example, using chemistry as an illustration, three observations will enable us to clarify the distinguishing characteristics of sciences. First, science must have a distinct subject matter, a set of phenomena, which serves as a focal point for investigation. The subject matter of chemistry is substances, and chemistry attempts to understand, explain, predict, and control substance-related phenomena. Hunt asserted that the subject matter of marketing is the transaction. Marketing might then be viewed as the science of transactions - their structure, properties, and reactions to other phenomena. Given this perspective, the subject matter of marketing could certainly overlap with that of other disciplines, notably economics, psychology, and sociology. The analysis of transactions is considered in each of these disciplines. However, only in marketing is the transaction the local point. To the extent that the transaction is the primary subject matter of marketing, marketing would seem to fulfill this requirement.

Second, every science presupposes the existence of underlying uniformity or regularities among the phenomena which comprise its subject



matter. The discovery of these underlying uniformity yields empirical regularities, lawlike generalizations, laws, principles, and theories. Hunt offers No grounds to point out these characteristics - one a priori and one empirical. Marketing is a discipline investigating human behavior.

Since numerous uniformity and regularities have been observed in other behavioral science, there is no a priori reason for believing that the subject matter of marketing is devoid of uniformity and regularities. The second ground for believing that uniformity exists is empirical. In the past four decades, the quantity of scholarly research conducted on marketing phenomena probably exceeds the total of all prior research in marketing. Efforts in the consumer behavior dimension of marketing have been particularly prolific. In short, who can deny that there exist uniformity and regularities in the subject matter of marketing? I, for one, cannot.

Hunt (1992b) states that many believe marketing is both an applied and professional discipline. Such a view is not new, nor is It radical. In short, many in the discipline world agree. Hunt disagrees with this viewpoint. The term “applied” is commonly associated with consulting research. This is not the only type of research that marketing academics should be doing, rather than already being a professional discipline. Hunt argues that marketing is at a point where it aspires to be such a discipline.

In his most recent work, Zyman (1999) asserts that the marketing discipline is not an art and is not mysterious. It is about as mysterious as finance, so we must start with strategy. In reality, marketing is more science than art, and any marketer who wants to succeed in the future will have to approach it systematically and logically. Suppose we agree that the ultimate goal of marketing is to maximize profit, to sell as much product as possible, to as many people as possible, as often as possible, and at the highest prices possible. In that case, we must approach it this way. We have to be scientific. To understand the scientific world, we need to overview the role of scientific realism and scientific relativism/constructionists in marketing.

## **Essential Doctrine of Scientific Realism**

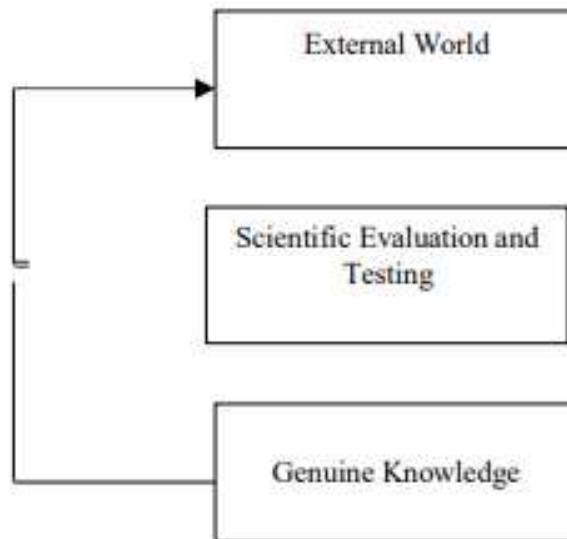
Scientific realism traces its heritage to classical realism at the turn of the century, when philosophers such as Moore (1903) and Russell (1929) debated advocates of Hegelian idealism's central tenet is that the world does not exist independently of its being perceived and whatever is known is relative to the mind that knows it (Hunt, 1991).

Hegelian idealism provides the intellectual foundations for the modern version of relativism (Suppe, 1977). Opposing idealism, Russell and Moore's classical realism held that the world exists independently of its being perceived, arguing that Hegelian idealism (1) confuses the mental act of perceiving with the object of that mental activity, (2) produces unintelligible speech and (3) appears to be sophistry rather than genuine belief.

An essential doctrine of modern-day scientific realism is the classical realist view that the world exists independently of its being perceived. Hunt uses Burrell & Morgan's (1979) references as an example of postulates that the world external to individual cognition is a real world made up of hard, tangible, and relatively unmutable structures. That is, contra Olson's relativism, there is something out there for science to theorize about. To hold that otherwise makes nonsense of science. Hunt cites Stove (1982) to hold that science does not "touch base" with some reality separate from its theories to make the enormous success of science over 400 years inexplicable. However, scientific realism does not embrace "naive" or "direct" realism.

Scientific realism is also critical realism, contending that the job of science is to use its method to improve our perceptual (measurement) processes, separate illusion from reality, and thereby generate the most accurate possible description and understanding of the world. Scientific realism proposal that (1) the world exists independently of its being perceived (classical realism), (2) the job of science is to develop genuine knowledge about the world, even though such knowledge will never be known with certainty (fallibilists realism), and (3) all knowledge claims must be critically evaluated and tested to determinant the extent to which they do, or do not, genuinely represent or correspond to that world (critical realism).

Figure 1 is a graphic representation of the realist view of science. Through their evaluation and testing processes, scientists produce genuine knowledge about the world. Those knowledge claims cannot be known with certainty and are fallible, but according to Hunt's third proportion, the extent to which they do or do not represent or correspond to the world can be determined (Peter, 1992). Indeed such a view of science seems plausible and inviting. Science is viewed as capable of judging knowledge claims and ruling on whether or not they conform to the world. If science could be conducted that way, many relativists would likely be converted to accepting scientific realism.



**Figure 1.** Scientific Realism's View of Reality

Source: Peter, J.P (1992: p. 73)

McMullin (1984) succinctly states the fourth and final tenet: "The basic claim made by scientific realism is that the long-term success of a scientific theory gives reason to believe that something like entities and structure postulated by the theory exists.' Though this fourth tenet may appear rather obvious or innocuous, it runs directly counter to not only the relativism and

irrationalism advocated by Kuhn and Feyerabend but also the logical positivism of Schlick, the logical empiricism of Hempel, and the falsificationism of Popper. Hunt (1992a) called this fourth tenet “inductive realism” and, before examining its implications, must explicate it in more detail.

Hunt states that theories can be successful in many ways. Inductive realism focuses on a theory’s explanatory, predictive, and pragmatic success. Therefore, the long-term phrase success in the tenet identifies a theory that has demonstrated its ability to explain phenomena, predict phenomena, or be useful in solving practical problems over some significant period. By long-term success giving reason the tenet does not imply ‘know with certainty,’ that is, the tenet specifically adopts fallibilism and avoids the philosophers’ fallacy.

By “something like the entities,” the tenet rejects the view of direct realism that the entities posited in theory are (or must be) exactly as posited by the theory. Finally, by “something like the structure,” the tenet claims that the success of a theory in explanation, prediction, and the solving of practical problems (usefulness) gives us reason to believe that the relationship among the entities in the theory.

### **Implication al Scientific Realism**

What does scientific realism imply? To answer this question, through cite Hunt’s (1991) book and his article (1992a) that provides some implications n. Throughout his article, Hunt is concerned with what he calls for reason and realism in marketing. First, some parts of science’s actual workings are incomprehensible and irrational if not viewed from a realist perspective. Many research programs require scientific realism (Leplin, 1986). If a scientist does not believe that viruses exist, such activities as engaging in experiments to determine the size, shape, and structure of “nonexistent viruses” is irrational. Second, realism gives the practicing scientist a prescriptive warrant for engaging in certain kinds of research activities. For example, the belief that viruses exist (ontology realism) and that they have caused smallpox and polio (epistemological realism) gives warrant for the practicing scientist to attempt to discover if there is a virus that may cause another disease.

Third, many attacks on scientific realism seem to be either attack on strawmen caricatures of scientific realism, unintelligibly incoherent, or fundamentally misguided. It is very curious and highly aspect that antirealists rely so heavily on the difficulty of realistically interpreting one scientific theory (i.e., quantum mechanics) and then generalize (in a monumental act of inductive hubris) that the entire universe of scientific theories should, therefore, be treated in non-realistic fashion. Fourth, scientific realism occupies a kind of “middle ground” among varying philosophical systems. At one extreme is the “naive realism,” characteristic of the Newtonian of the 19<sup>th</sup> century, which held that science had at its disposal a method that, when followed rigorously, would inevitably lead to the objective of truth with certainty and that the existing scientific theories had (essentially) achieved this objective. At the other extreme lies, the various versions of relativism/constructivism and their attendants are nihilism and skepticism. Between these two positions lie scientific realism and logical empiricism.

It has been applied to marketing and social science; scientific realism maintains that to the extent that there are theories that have long-run success in explaining phenomena, predicting phenomena, or assisting in the solution of practical problems in society. We are warranted in believing something like the postulated entities, and their relationship structure exists. They genuinely represent or correspond to some reality external to the theorist (Hunt, 1990).

Most research programs in marketing are at least consistent with scientific realism, for example, cognitive theories in consumer behavior, power and conflict theories in channel distribution, and portfolio theories in product management. Behavior modification theory in consumer behavior, a significant exception, is positivistic in orientation because it admonishes the researcher to stay at the “observable” level of actual behaviors.

Because Bagozzi (1980, 1984) has been a prominent advocate of realism, many marketers seem to associate scientific realism only with his advocacy of LISREL. However, though such modeling techniques require realism, scientific realism does not imply any specific mathematical or statistical technique or, more strongly, mathematical/statistical techniques.

In particular, Hunt points out that scientific realism emphasizes the testing of marketing theories as a means for establishing their success. Therefore, theories comprising such diverse concepts such as “attitude,” “intentions,” “market segments,” “purchase behavior,” “channels of distribution,” “information search,” “perceived risk,” and so forth give us warrant for believing (to the extent such theories are successfully) that these entities have a real existence and the theories comprising these entities truly “say something” about the world.

### **Scientific Realism: An Alternative View**

Scientific realism is proposed as a vehicle for marketing to become a science. Hunt discusses scientific realism in such a light and points out that there are wide varieties of realism. Zinkhan and Hirschheim (1992) discuss a different version of realism, a version not described by Hunt and one they feel is more appropriate for describing marketing phenomena. This version of realism is called “the realist view of science” (Manicas and Secord, 1983) or “transcendental realism” (Bhaskar, 1979). In contrast to the standard positivist view, which holds that science aims to study lawful properties consisting of events and their causes, scientific realism views the aim of science to be the production of knowledge about “real structure which endures and operates independently of our knowledge, our experience, and the conditions that allow access to them” (Bhaskar, 1975).

Thus, science aims at discovering lawful processes, but the laws are about the causal powers of structures that exist and operate in the world. Under this conception, laws do not describe the patterns of events; instead, they set limits on the types of action possible. Causes are found like things in their structural properties that create powers or liabilities (Zinkfian, 1987).

Scientific realism in this content is more than an ontological stance in that it adopts a particular epistemology as well. This version of realism agrees with Kuhn that knowledge is a social and historical product and thus accepts the inevitability of the hermeneutic circle. The hermeneutic circle underlies all

of human knowledge. Realism accepts the hermeneutic circle as nonviscous and inevitable (Zinkhan and Hirschheim, 1992). Because there can be no reinterpreted given, the task of science is to invent theories that aim to represent the world. In that way, science generates national criteria determining which theories are to be accepted or rejected. Crucially, those criteria can be national precisely because, in reality, terms, there is a world that exists independently of cognizing experience. The theories that result from the national criteria may be wrong - after all, they are based on the known world rather than the world itself- but not anything goes (Laudan, 19770). Again, they are what the community agrees on and are based on a community standard of what constitutes “valid” or “believable” knowledge claims. The scientific realist view provides an approach to causation that effectively describes (marketing) phenomena that act as enabling or inhibiting agents rather than as primary causes.

### **Relativism: Another Perspective for Marketing**

In this section, I examine one of the philosophy sciences, relativism. “Relativism” is a term of art from philosophy. All-natural forms of relativism have no these: (1) the relativity thesis that something is relative to something else and (2) the non-evaluation thesis that there are no objective standards for evaluating across the various kinds of “something else” (Siege, 1988). Hunt (1994) lists five especially significant forms of relativism:

1. Cultural relativism holds that (a) the elements embodied in culture are relative to the norms of that culture and (b) there are no objective, neutral, or non-arbitrary criteria to evaluate cultural elements across different cultures.
2. Ethical relativism holds that (a) what is ethical can only be evaluated relative to some moral code held by an individual, group, society, or culture, and (b) there are no objective, impartial, or non-arbitrary standards for evaluating different moral codes across individuals, groups, societies, or cultures.
3. Rationality relativism holds that (a) the canons of correct or National reasoning are relative to individual cultures and (b) there are no objective, neutral, or non-arbitrary criteria to evaluate what is called “rational” across different cultures.
4. Conceptual framework-relativism holds that (a) knowledge claims are relative to

conceptual frameworks (theories, paradigms, worldviews, or Weltanschauungen) and (b) knowledge claims cannot be evaluated objectively, impartially, or non-arbitrarily across competing for conceptual frameworks.

5. Constructionism is the same thing as reality relativism, such as

a. What comes to be known as “reality” in science is constructed by individuals relative to their language. Furthermore, is it by group, social class, theory, paradigm, culture, worldview, or Weltanschauungen)?

b. What comes to count as “reality” cannot be evaluated objectively, impartially, or non-arbitrarily, or non-arbitrarily across different languages (or groups, etc.). Closely related to relativism, subjectivism is the thesis that there is something fundamental to the human condition - usually something about human perception and language - that categorically prevents objective knowledge about the world.

Peter (1992) also depicts a relativistic/ constructionist position on the nature of reality. Unlike scientific realism’s interpretation of relativism, the relativistic view has a problem with the possibility of an external world independent of the scientist. However, the difference in the relativistic perspective is that nothing of that world can be made independently of human sensation, perceptions, information processing, feeling, and actions. As shown in Figure 2, the interpretation is encapsulated in the scientist’s worldview and research paradigm, which limits the interpretation to a particular perspective. At this stage, it is a private, mental interpretation of reality.

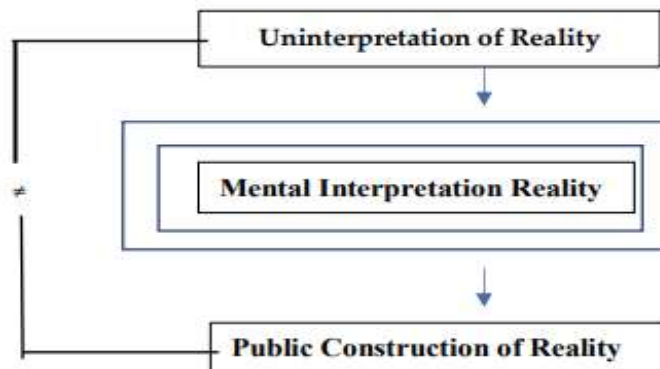


Figure 2. Relativistic/Constructionist View of Reality  
Source: Peter, J.P (1992: p. 74)



According to Peter, an adequate philosophy of science must recognize that human sensations and perceptions are part of science and account for their role in developing scientific knowledge. Hunt's interpretation of scientific realism fails to do so. But Hunt's opinion states why relativism, constructionism and subjectivism are minority views within the philosophy of science; consider how these "ism" would respond to the following questions: "Does the sun revolve around the earth or does the earth revolve around the sun?" Relativism answers: "First, I must know whether you subscribe to the paradigm of Copernicus or Plotemy, for these paradigms - like all paradigms - are incommensurable and, therefore, there is no truth to the matter independent of the paradigm you hold."

Although relativism is a minority view within the philosophy of science, Anderson (1983) proposes that marketing science should adopt a "relativistic stance." He proposes that marketing should seek recognition from society that marketing is science for both altruistic and self-serving reasons. The altruistic reason is that "an important goal of any area of inquiry with scientific pretensions is to ensure that its knowledge base is widely dispersed through the greater society as a whole. The self-serving reason is that "as marketing improves its scientific status in society, the knowledge it generates will be more acceptable within the society and that additional resources will be made available for further development of its knowledge base.

In 1986, Anderson developed his original work and advocated critical relativism to distance him from "nihilistic" relativism and solipsism, a philosophical position that Hunt (1991) was quick to attack. Critical relativists point out that many different cognitive aims have "figured prominently in the history of natural and social science (Anderson, 1986). Critical relativism entails "axiological relativism" (cognitive value relativism) because: "Whether those aims are themselves worthy of pursuit will be judged differently by various research programs. However, no independent arbiter of the merits of axiology can exist as long as the axiology is neither Utopian nor inconsistent with the practices of the program (Anderson, 1988a). Truth (genuine knowledge) and

falsity (nongenuine knowledge) are thus absent from the lexicon of critical relativism. Not only is truth absent in critical relativism, but it is also an inappropriate objective for science and marketing, and consumer behavior would do well to abandon it (Anderson, 1988b). Critical relativism's case against truth stems from two general arguments, the argument from the falsity of realism and the argument from Utopian (see Hunt 1990).

### **Toward a Reconciliation and Implications**

For marketing academicians seeking a reconciliation of philosophical positions in marketing theory, several similarities between scientific realism and relativistic views can be found.

For example, scientific realism rejects logical positivism, logical empiricism, and falsification as acceptable philosophies for marketing. Meanwhile, relativists in marketing have long rejected those philosophies. Scientific realism argues that there is no grand theory of science. They have long argued that there is no single method or approach to science. Both perspectives also view the long-term success of theories as an essential criterion for judging them. However, scientific realism considers long-term success as a measure of truth and contact with reality, whereas the relativistic perspective views it as one type of usefulness.

On the other hand, the main disagreements between the two views relate to the nature of reality, truth, and the value of the concept of incommensurability (see Peter, 1992). Scientific realism suggests that the extent to which knowledge claim genuinely corresponds to the real world can be determined, though not with certainty. The relativistic suggests that science can create applicable theories or interpretations of reality but has no independent method for evaluating the closeness of the theory reality.

Scientific realism argues that truth is an appropriate goal for marketing science, though absolute truth is unattainable. Relativist argues for the attainable goals of various forms of use as determined by the scientific community. Scientific realism rejects the view and accepts it as a useful concept.

Scientific realism is also critical realism, contending that the job of science is to use its method to improve our perceptual (measurement) processes, separate illusion from reality, and thereby generate the most accurate possible description and understanding of the world. Given the difference in basic assumptions about the nature of reality, scientific realism and relativism are unlikely ever to be fully integrated. There is a long debate between Hunt, Anderson, and Peter. Hunt argues that many marketing researchers have already accepted scientific realism. In particular, Hunt points out that scientific realism emphasizes the testing of marketing theories as a means for establishing their success.

Meanwhile, because empirical testing cannot determine the truth as correspondence to reality, the relativistic view argues that marketing scholars should place less emphasis on traditional empirical research. If we are to advance marketing knowledge, we must make our theories and models explicit and carry out integrated research programs to discover underlying causal structures and generative mechanisms. We need theories to explain rather than merely describe (Zinkhan and Hirschheim, 1992).

Perhaps we agree with Peter. He suggests that rather than confusing with debating long-abandoned views of science, marketing scholars are now concerned with more current views and creating a new view of science. The debate overviews of science have been a healthy one for marketing in that it has forced marketing theories to think carefully about what they believe and why they do so. Instead, marketing scholars should invest more time and effort in creating and developing new, valuable theories for the field. Many marketing scholars have conducted efforts to create and develop new thinking.

For example, Sheth and Sisodia (1999) recently offered us a tantalizing mixture of insight and foresight into marketing thought and practice at the dawn of the 21<sup>st</sup> century. By focusing on lawlike generalization in marketing, Sheth and Sisodia exhort marketing; scholars to (re) consider a fundamental building block for marketing theory development and an invaluable referent to marketing practitioners. They conclude the following: (marketing is a

context-driven discipline, (2) the context for marketing is changing radically: due to electronic commerce, market diversity, new economics, and cooperation, and (3) as marketing academics, we need to question and challenge well-accepted lawlike generalization in marketing.

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which cannot be traced back to a shared pool of antecedents. This study examined other factors that influence political participation in the elections that need to be developed in future studies. Other factors that affect political participation in the election include vision, mission, candidate, campaign, work programs, and affiliate political parents. Given the limited number of researchers, it is essential to study more of these factors that are thought to influence political participation in elections.

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# RESEARCH

ON MARKETING AND CONSUMER BEHAVIOR

The first edition of Research on Marketing and Consumer Behavior first appeared in 2022 in order to fulfill the need for an advanced text to be used in capstone courses in marketing. A selection of 9 chapters met this need and proved very successful, with numerous reprints since its first appearance. While many key ideas and core concepts remain unchanged, marketing and consumer behavior discipline has continued to evolve, so we have produced new research in the next edition.

Chapter one describes the Philosophy Foundation of Marketing Theory and Research. This article provides the philosophical foundation of marketing thought at two early development centers. In particular, it evaluates the scientific realism and relativistic/construction views. Chapter 2 is an example of the relationship between the shopping environment; an approach to structural equation modeling. This article presents a field study of the shopping environment's effect on shopping behavior.

Chapter 3 is an example of normative moderators of impulse buying behavior. This article also shows conceptual and empirical evidence that there is some support for the moderating role of normative evaluations in the relationship between buying impulsiveness and impulsive buying behaviors. Chapters 4, 5, 6, 7, 8, and 9 are examples of the application of consumer behavior research in various settings, assessing knowledge-sharing behavior in Indonesia. We dedicate this book to our guru, friend, and college. We hope this text will provide the reader with an accessible, authoritative, and broad introduction to the topic.



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