

THE DEVELOPMENT OF THE PHILOSOPHY OF MARKETING SCIENCE

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ABSTRACT

Marketing study to develop so far being thought the greatest careless mistake is to lack the assessment to philosophy of marketing science. The studies the theory to accept to existing marketing totally, but has not thought carefully that prove marketing is studied in the theory content of other disciplines. So that unable to grasp the train of thought of development of the marketing philosophy thought and content existing actually, it is more unable to distinguish quality with essential thought of each school and development potentiality. The research of Marketing of philosophy of science needs to revise the disappearance stated above urgently. The ones that study the theory content in building and constructing marketing with using doing carefully grind and analyses and narrated, in order to offer the research of marketing philosophy of science. The assessment of the ones that enable each studying the science can satisfy syntax, semantics, and the pragmatics one is structural with the storing demand in fact. Entrust to marketing and study more clear research theme and more precise and tinier philosophy meaning. Emphasize humanitarianism value and develop advanced practice technology, use the systemic argument of the macroscopic and causality model.

Keywords: Philosophy of Marketing Science; Marketing.

INTRODUCTION

The diffusion of the global marketing thought, study essential general cognition to marketing in educational circles. Must do and ponder over the future-developing trend studied in marketing again at present, the innovative idea causes the discipline gradual progress in order to guide. Not merely do the locality change, need to recombinants the relevant basic theories structure even more. In changing and recombination the course studied in marketing, build and construct brand-new and ripe and sound marketing to study the system. The research approach is by developing to the theory of studying history and different groups of marketing, make the careful comparative analysis that melts, in order to understand the philosophy thinking of every school and theory view. Analyses the thought of the marketing school. Including learn to have clear goal in research to marketing, define the target who can sell the activity and practice operation by oneself. Constantly on the common understanding of the thought except that theory pioneers opens the thought foundation.

The marketing course that the first level takes seller's view as the core emphatically, regard products and manufacturer as the analytic target; The second level pays attention to the marketing course that take buyer's view as the core, regard consumer as the research object; The third level emphasizes the whole marketing system, the

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market member's view that exactly buys jointly, sells to both sides and participates in concluding the business, analyses relevant questions with the two-way and interdynamic dynamic method of system; The fourth level pays close attention to the social course that value exchanges among the colonies, regard marketing as a part of the social system, probe into all members participating in the economic trade or the social value and exchanging, and understand marketing and interdynamic and influence of the society in terms of macroscopic. Lead the research approach and stem from the 19th century mostly in history, but no matter study history, has already possessed the experience with progressive methodology in these decades in marketing (Burke 1980; Gilbert and Graubard 1972; Hexter 1979; McClelland 1975; McCullagh 1984), Establish history gradually, mean the society and economic history, an important position of historical sociology and philosophy of history particularly. Carry on historical research and help to understand that study the origin and gradual progress course in marketing, according to making use of offering the thinking clues of time, place or incident, can gather together whole, analyses primitive information and explain its justice, and then mediate the main fact, objective environmental factor to limit, grasp marketing and learn to develop the train of thought effectively.

Use historical precise to know marketing learn change, development, value, consumer person who choose parameter intension of the essence that research institute adopt method, understand relevant forming and transformation on sale throughout the system, on sale throughout the system, on sale throughout the course under different time, the place or the atmosphere, let the historical view structure fully worthy of waving function, sell and accumulate and breed out the ripe case practice and enterprise's policy in the theoretical foundation by oneself clearly; And on the basis of affirming the scientific position studied in marketing, follow and include and is on sale throughout the overall marketing range connected each other and influenced among the system and whole society, analyses that studies setting forth one's views of relevant philosophy of science of document in inherent way and marketing of philosophy of science development, marketing is studied by making a self-criticism view for a long time, long sight circle of history.

Follow history and lead and review the development way studied in marketing, state the passing and moving and existing side by side of its model of theory, then carry on competence and analyses, examine basic hypothesis, the concept and theory structure of present philosophy of science and historical doctrine, point out the non- historical phenomenon that marketing learns to be studied at the present stage; In terms of historical methodology, the ones that narrated marketing and studied in order to accord with scientific theory in the course of scientific process are inherent and scientific, the persons who only confine to analyzing marketing, with consumer's function under crossing over space-time the environmental condition, neglect impersonal forces factor with universality, and the historical particularity that these factors interact with human behavior and form, put emphasis on also that combines the structural views of main fact, objective factor by oneself, it is on sale throughout the specialty and causality that the phenomenon contains overalls to analyses, period combines school's opinion of every thought, put forward general theory structure and leadership studying the direction in the future.

Study the exhibition of performing of the thought in marketing

The marketing thought rise in U.S.A. in modern times, it is a collateral branch of using economics originally, it is worthy of selling the thorough fare to study paying close attention to; Thereafter marketing is studied and sloughed off and turned into discipline of managing, it is discussed how to increase the sales volume of enterprises; 1970 time later, it is changed into using the behavior science also that marketing learn, devoted to understanding the systems of buyer and seller which are on sale throughout the goods related to service. Study the focal point deeply concerned such as the focus of the goods in obvious marketing (agricultural product, mineral products, manmade, service) , the system focus (producer, whole seller, retailer, agent) , function focus(purchase, not sell, popularize, transport, store, fixed price) , manage the focus(the analysis, enterprise draw, organize, control) , the social focus (the efficiency, quality of the products, social influence of market) Wait, shift as era evolves, every new focus all has it that is contributed and criticized, and follow the appearance of the new focus each time, the self- idea studied in marketing is also newer and expanding again thereupon.

Study the theory changes course with interactive vs. in marketing. Noninteractive and economic vs. Noneconomic, in order to declare accurate, can divide into Commodity, Functional, Regional, Institutional, Functionalist, Managerial, Buyer Behavior, Activist, the marketing schools of such 12 different thoughts as Macromarketing, Organizational Dynamics, Systems, Social Exchange, etc. Representatives, come to enlighten a marketing scholar as adopting and following different ideological trends to lead, in order to is it on sale throughout philosophy of science contain, make every relevant marketing learn concept nature issue that define to probe into, had always had no way of denying a scholar to the theory thought and research mental and physical efforts contributed of gradual progress course; A scholar also depends on economic vs. Noneconomic and micro vs. Two literary compositions surface of macro evolves the course with the marketing thought of sort research (Sheth, Gardner and Garrett 1988; C. S. Huang 1998) .

Marketing learns to study the historical fact of the marketing practice in the department, study the category to change with subjective consciousness, and the structural style and features of doing dynamics adjustment that the exhibition follows historical changes apparently. The humane specialty of the discipline itself is needing the research way in which history is being led in order to explore such research norms as time, change and context, etc., set up precise and tiny and sharp historical consciousness, under the circumstances that constant melting inside and revising is adjusted rightly, realize the basic meaning of the marketing thought. Study the characteristic of the category, do not confine to quantitative research and experiment controlling, take the place of it with comprehensive, real example and concise dynamic research structure, assess marketing and learn his inherent and getting interdynamic and economic meaning of the theory, form on the merger foundation which is on sale throughout philosophy of science, impel marketing to learn to grow vigorously even more.

It is University of Wisconsin and Harvard University to be on sale throughout philosophy thought birthplace and initial stage and develops the center; the related evidence shows it is influenced deeply by German Historical School of Economics. And form a kind of special opinion on philosophy of science real example. The

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historical school adopts the summing up and studying the direction with statistics of the positivism to economics, it is a model and research tradition to be luxuriant, except that research of using the explanation, description of idealism of the 19th century, dealing with the course etc. is tended to, also integrate it to the objective faith of the fact and concern of solving the problem. From the end of the 17th century to German age of enlightenment that lasted the past one hundred years at the end of the 18th century, Jena, Leipzig university, Halle university and behind Heidelberg and the Berlin university, etc., advocate not for important strategic place of though ting, accumulate and breed the unique historical philosophy thought, guide extensively, cause the theory of historical school to develop. The knowledge develops the fine latitude to interweave into close philosophy of science network, with the guiding and lying between of large quantities of American scholars who crossed the sea and learnt from else's experience to Continental Europe in the 19th century, marketing is it obtain philosophy theory pour into, in majestic health hard university and Harvard University sprout then to study. Scholar in the second revisal at this moment states the teaching material, has already presented philosophy preserving and idea studied in marketing, have replied and accepted smoking the pottery of philosophy thought of German historical school with a lot of marketing scholars, or acknowledge the taking shape and is influenced by historical school deeply of its marketing idea, so but the historical school of the inference really learns to establish and set up the deep theoretical foundation (Jones and Monieson 1990) in development for early marketing .

Since middle period of the 20th century, on sale throughout but the development of the thought and relevant theories is becoming narrower, a lot of scholars write articles and criticize this phenomenon (Arndt 1985; Bartels 1983; Deshpande 1983; Wind and Robertson 1983; Webster 1981) . Studied the logic positivism or empiricism of the thought in leading marketing in the past, restrain marketing scholar and practice circle personage from studying the whole understanding of the structure to marketing, lack it to the sharp consciousness of time, changing, atmosphere around, cause and form the non- historical thought and theoretical foundation, lose its ability to explain marketing thing elephant. Market, activity, thought, etc. are the historical phenomenon, line of reasoning leading and following relativism or building doctrine of constructing only in accordance with history, can create marketing philosophy of science that have inspiring nature and practicability even more (Anderson 1983; Peter and Olson 1983).

The course of reviewing marketing and learning the model and transferring, accord with advocacy Kong En and explain the criterion with progressive science with the model theory. Kong En thinks all normal sciences are planted because of some models, according to model category and method set up, in order to explain and predict the thing is alike, anomaly that unable circle talk appear by model until several, cause the model crisis and scientific revolution takes place, the new theory replaces the old theory and becomes the model promptly, the way that had not already circulated so, the science that calls progresses. If construct the surface two-dimensionally according to the economic view / non- economic view and total market behavior / the specific behavior, whether can is it is it on sale throughout thought between gradual progress and model of school is it turn over Cheng become four generations to move to have 12 more above-mentioned to sum up. From the model of microeconomic of classical marketing of 1900 times (include such schools as the goods, function, area, system, etc.), It move not transferring revision microeconomic

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model of marketing to (including function theorist, manage two school of), And then it become adjourn to 1960 times behavior science model, the behaviors of marketing (including buyer behavior, action theorist, organize three trends school of), Finally deferred to meet to 1970 times resource of marketing rely model each other (whether including system, macroscopically marketing, society exchange three schools) . In order to probe into the theoretical foundation accumulated that the model of different marketing contains, and transfer the problems caused and offer the countermeasure of solving to the model, since the historical view combines the marketing evolution course to study thought (C. S. Such 1998 as Huang, etc.; Sheth, Gardner and Garrett 1988).

Marketing learns the system to build and construct

It is analyzed that the thought of the marketing school includes and learns to have clear goal in research to marketing mainly, and defining can sell the target benefiting in the activity and practice operation by oneself; Inference on sale throughout activity to be enough to go on and on sale throughout goal must cause and way that realize; Every school is still continuing a scholar to develop and gain such three as theory structure, etc. to want one constantly on the common understanding of the thought except that theory pioneers opens the thought foundation, by developing to the theory of studying history and different groups of marketing, make the careful comparative analysis that melts, in order to understand the philosophy thinking of every school and theory view accurately.

History lead research approach safe half stem from the 19th century, but no matter study history, possess the experience with progressive methodology in decades in marketing (Burke 1980; Gilbert and Graubard 1972; Hexter 1979; McClelland 1975; McCullagh 1984), And according to establishing history gradually (Mean the society and economic history particularly), the important positions of historical sociology and philosophy of history. Carry on historical research and help to understand that study and originate from and pass Shang's course in marketing, according to making use of offering the thinking clues of time, place or incident, can gather together whole, analyse primitive information and explain its justice, and then mediate the main fact, objective environmental factor to limit, grasp marketing and learn to develop the train of thought effectively.

Follow history and lead and review the development way studied in marketing, state the passing and moving and existing side by side of its model of theory, then carry on competence and analyses, examine basic hypothesis, the concept and theory structure of present philosophy of science and historical doctrine, point out the non- historical phenomenon that marketing learns to be studied at the present stage; In terms of historical methodology, the ones that narrated marketing and studied in order to accord with scientific theory in the course of scientific process are inherent and scientific, the persons who only confine to analyzing marketing, with consumer's function under crossing over space-time the environmental condition, neglect impersonal forces factor with universality, and the historical particularity that these factors interact with human behavior and form, put emphasis on also that combines the structural views of main fact, objective factor by oneself, it is on sale throughout the specialty and causality that the phenomenon contains overalls to analyses, period combines school's opinion of every thought, put forward general theory structure and leadership studying the direction in the future

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Ronald A. Fullerton puts forward and channels the opinion studied into history to on sale throughout the concept of modern western marketing in the research field of the historian. Make use of the prosperity of the capitalism to develop in western Europe and North America, build the inside of constructing modern marketing and external environmental foundation, capitalist and subsequent Britain's capitalism of going through early 1500 to 1700 years changes one to 1800 highly capitalist and modern money after 1930 times until 1929 This doctrine develop so far at every stages, but know modern western marketing is that but a historical phenomenon does not have universality, think that only represents a part of modern western marketing, maintain that the originality contribution that U.S.A. studies to marketing is denied, and should focus on Britain of period of industrial revolution, marketing is the same as concept of the commerce at this moment.

Among at waves of industrial revolution agitation, production of name house is pioneer of marketing not modern too; Usually think 1950 marketing scholar and practice circle personage of U.S.A. after times, use the market district improved to separate and melt, products difference, price competition, style unique to take, market permeate with development, advertising campaign, to specific goal demand of market, etc. idea and tactics, excite out it to the generous demand for the revolutionary low price products. Promote demand-enhancing marketing to be begun to popularize to other countries by Britain, it has marketing policy that hits out nature voluntarily that Germany and manufacturer of enterprise of U.S.A. adopt, make demand creation become one of the basic important tasks of commerce. On sale throughout in accordance with U.S.A. Fullerton maintain development only modern western a part of marketing, research category to on sale throughout history should confine in the 20th century American to. In addition, on sale throughout idea point out their must exist on modern west economy on sale throughout fasting of market also, its voluntary exchange relationships is timeless that the concept of marketing with including nature meaning does not receive time; The marketing deduction change to study theory and practice is the phenomenon that history evolves to the changes of finishing from the development, change. Exchange and concern the characteristic that studies and surmounts in historical space-time representing marketing voluntarily, it has its historical factors that modern western marketing is considered as, and launch the so-called dualism from this.

This dualism can be regarded as the marketing concept development form of Philip Kotler, etc., with 1970 times Richard P particularly. Based on various kinds of argument of Bagozzi, it is the dispute exchanged to marketing to cause the academia. The key idea department of marketing is Bagozzi exchange theory of the name in order to meet the consumer demand and seek economic exchanges and social exchanges, it is and not personalities of history to have abstract meaning, in on sale throughout the research of the history mewling, the capitalist society that the research object should be detached, expanding and era and regional meaning, accepted by masses' market with GuangZhou. And social exchange of economy another for meet consumer's demands, equally important no matter for high development or primitive society, it is constant like the human life shape that the medium of exchange is like, marketing must be with exchanging the activity closely bound uply, and the origin of marketing must also track back in remote history.

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Hollander, Richard Germain, R. Tedlow research in the new marketing history, divide the marketing development of U.S.A. into the market fragmentation, unification, segmentation three stages, should put forward but the argumentation of the idea that can't propose summing-up easily by discussing according to the concrete historical data. Fullerton is besides criticizing the standard annals as marketing, also thought to produce the era of leading under the evidence of an economic history document of industrial revolution, have it when being supported actually too, but still there is historical fact phenomenon antagonistic to fact and of ignoring prosperous circulation, overproduction is the normality in the market with keen competition, the emergence with repeatedly impractical consumption demand. In modern economic development, it is very important but easy to be neglected to stimulate the demand for consciousness, most man's and producer of different kind of attitudes, too diligent to consider listing in to the diversification made of marketing, besides production firm, relevant retail divisions, fact of growing up fast that is worthy of selling such new developing markets as thorough fare, advertisement acting as agent, service trade, etc. also ignore its development.

But the opinion of avoiding continuity model that Hollander history studies when only Fullerton is criticized. Suppose in production leading erasing to is it lead but era lead era to marketing to sell, under such a traditional structure is catastrophic model that history is studied, suddenly appeared, it is it the guiding and support of the pioneer, propose even more modern marketing can not be groundless in one night completely to develop mainly. Meanwhile, obtain Hollander their in on sale throughout history positive and negative two continuity research results of way of meaning quote among the lists of references of the thesis. Fullerton thinks this way, the same as the marketing of modern and the same shape, can trace back and by quite remote the past. Having added and held the outstanding meaning for the past marketing way like this, because all low appraisals passes in the real change emerging in the course on sale throughout development. It was far different with modern marketing in the past and the difference was very huge; Continuity way difference this fuzzy to take but between way and his excessive appraisal of breaking off etc., in order to avoid producing basely, so put forward complex flux model, on sale throughout development extensive and dramatic change, change of the sex gradually, include continuity, compounding mobile procedure. This way permits different thinking of dramaticism changing and breaking off way. But even changed by the dramaticism, will still emphasize based on various kinds of phenomena in the past will be done, so innovation that produce develop on marketing, concept foundation and result practiced.

In study U.S.A. marketing form and develop subject of way, U.S.A. on sale throughout starting point about 1880 time of history, just when concentration period rapidly, capital of keen competition, make productivity increase and narrow to take with the contradiction deepening domestic market constantly caused to monopolize, and the concern of producing the monopoly capital faces and concentrates on the relevant problems of the market. U.S.A. capitalism at that time, because cut apart the special incident of backwardness with the goods, export of capital market in the colony, make the marketing of domestic market specializing in creating the demand grow vigorously. For because of monopolize in conformity with U.S.A. stage of capitalism develop, on sale throughout the transformation thereupon of focal point, it is an opportunity but make use of economy to be great and panic in prosperity period

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when 1920 times are eternal, launch the marketing of the high pressure type, in order to emphasize the doctrine and public relations of Consumer Central. So far, merchandising begins to be brought into marketing too. Marketing except such original production processes as the brand, packing, etc. of the limitation comes for a long time, permeate it in process of production gradually, all production operation plans that marketing has controlled enterprises eventually. Under the investment, industry of technological innovation after World War II, from transfer with demand while predicting the market long and steady with fixed investment huge necessity of equipment, because the impact of the competition for the technological innovation, cause products and equipment from old and decayed danger that take change trains in order to is it produce in a large amount product contradiction of technological innovation that sell off inside a gradual one clear too during a short time to demand rapidly. Manage marketing and establish the supreme operator's stratum to deal with various kinds of operators of marketing activity marketing in unison, marketing becomes such three characteristics as enterprise's operator's basic idea and maintaining the administered price of stable organization, etc., get in touch more closely by monopolizing structure of the capitalism and state power, make various kinds of marketing conditions steady gradually, the ones that change the operator in pairs are close to (the managerialist) Control. On sale throughout the history and criticize the history lacked about the marketing research institute of U.S.A. constantly while studying newly, accept the theory of exchanging, among them is based on historical relativism and propose various kinds of argumentation even more, so, the subject for research of making a self-criticism in the marketing history again is to need facing badly.

But, Japan on sale throughout research object of history limit tight and severe than U.S.A., among acting as one that is in Japan Society for the Study of Marketing, mention marketing at the beginning in order to with commerce that exist, such obviously different ways of various kinds of concepts emerging in our constantly lasting economic life as the trade, circulation, or selling, etc., or said with these unable intact new shapes that prove of term, began from the end of the 19th century to initial stage of the 20th century, begin to appear in U.S.A. of capitalist economic high development, it states and expresses the research characteristic on sale throughout the history directly. In other words, market and commerce, trade, circulation, sell different, it is a kind of specific historical shape; The marketing under this meaning, appeared to U.S.A. at the beginning of the 20th century at the end of the 19th century at first, but this has no way of denying marketing and studying the development outside U.S.A.. On sale throughout the marketing in the manufacturing industry of research focus of the history before World War II, discipline that and touch upon the commercial history and study with the science of commerce, ration, etc. is as the prerequisite, changed greatly in selling the thinking way with marketing after the World War. Idea of person who sell to sell out thing that finish only, on sale throughout era must need fully understanding what considering wanting, should buy there, how much is bought, and make the products which accord with the demand. The proper business circles fall over each other to cause the agitation channeled into marketing, while marketing is considered to be the main part of U.S.A.'s fine management style and attracted attention, in at discuss with specific enterprise discussing stating from social economy that mix U.S.A. of period this, study period in advantage marketing leading to managerialist's theory system gradually.

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Find in building the research of constructing in theory, it is one of the effective methods to regard case study as the subject (Leonard-Barton 1990; Tsoukas 1989), Analyse with the single case or the single parent one is investigated and analyzed on the spot, can have preliminary basic concepts to the respondent's theory structure. This kind of idea combines and only analyses in a single case, also there are the same situations in classical theory. Such analysis not only deepens, and can be increasing the analysis on this case to assess at the end constantly in hindsight. Studying the comparatively rare field specially, the concept explored, exploring to those after comparing is an indispensable method in fact. Enterprise case study relying mainly on the fact that one refers to historical materials, its purpose lies in understanding general knowledge through case study, adopt person who participate in study law or comprehensive research explanation of method is it use case study too of studying to learn. But is it obtain general knowledge opinion these to give up totally, point this support scientist, case of research approach view different to some extent, this position is only stopped understanding those phenomena found from case study. No matter have it to understanding in social science the attitude with which kind of type the subject promises to want appears, or have persons who help, it is unable to lead out the solution with directionality to make great efforts to look for the conclusion rule even more.

Case study is not limited to explaining the understanding of phenomenon or the exploration to predicting, in order to look for among them regularly, also include the application of induction, an specific speech to be observed, it is not an easy thing to do a logical narration with market masses' speech again, meet this at not making by case study just before important subject. Also propose showing, may obtain creative in sighting the result (Eisenhardt 1989) to construct in the building of the theory in a lot of theses. Especially while studying the field in marketing, because knowledge of theory very little it includes to be highly complicated phenomenoning, so it is comparatively effective and having feasibility (Bonoma 1985) to think to carry on quality research with case study.

The case study of vague generalization is guiding by summing up, lead to the fact, but the model fully proved and stating, seriously, have contradiction of summing up the theory. So, even increase the quantity of the materials sampling, only increase the accuracy in the accurate theory. Is Yin according to finding while taking the experiment case study of the theory make-up examination, will improve with increase that the sample counts in rate of vague generalization? If we define out the rate of accuracy it is that will improve because of increase that the sample counts, can maintain it is feasible in order to the rate of improving external rationality and vague generalization with the theory of taking make-up examination. In addition, also scholars think that should adopt the theory of taking make-up examination to improve inside rationality, Glaser and Strauss think in is it study methodology theory nature sample got out of to determine the nature, its purpose lies in comparing, finding and exploring the result (Glaser and Strauss 1967) of its attribute through most cases . On a basis of the same form that the opinion that Yin does to the vague generalization takes the theory make-up examination, statistics must the ones that think in case study, want to reach this standard, must implement the field investigation of the big sample, this is a way to lack efficiency. In addition, must also regard counting the vague generalization form as the foundation, its external rationality is unable to be tenable in the rule of the such little phenomenon of management, so some scholars think that

should do the vague generalization demand like this. Instead of implementing the vague generalization in case study, it would be better it expect to be able it is at the practical application one for logical interpretation, before and after obtain there aren't some rule among unanimous case study logic. Apply most case analysis mechanically in Yin take the vague generalization theory in the theory make-up examination, it will be produced the fundamental difference and exist to the sample of the theory to and then produce the theory and apply mechanically, Yin maintains that must be examined (Yin 1984) through similar to the way to take make-up examination by the theory found, Also try to propose the affiliated research approach according to the positivism.

In addition, Eisenhardt advocates examining the case and can strengthen its outside repeatedly, this one advocates being similar to the tradition “ The hypothesis examining type is studied “ Rationalized course (Eisenhardt 1989) of China. On the other hand, the purposes of a lot of cases are not to obtain external rationality, is it is it on position of theory of producing, sample theory to analyses important subject when for most case to put to want. While adopting and counting the basic sample of vague generalization, the will that the analysis that will be carried on the theory needs the party completely, if only there is not the taking out of will, namely the unable purpose to guarantee its external rationality is appropriate. In inside case that rationality add to of improving, is it must is it should it samples to be for obtain comparative sample that marriage partner make only to pay special attention to answer. The theory sample is considered to be extremely important and could succeed in through one of the keys of carrying on case study of most casesing, this law is considered to be at the stage for development of theory. Glaser and Strauss maintain in order to find the theory, but each clear category gradually as to launching slowly, it is related as the basic standard (Glaser and Strauss 1967) while comparing target's group to adopt and compare the theory that the target has. Namely, add another new category on the category taken out in a single case is analyzed, attempt to let each category can be chosen relevantly and having case benefited.

The qualitative subject for research that Miles advocates taking specific case study as the core, its analytical method has not been shaped (Miles 1979) yet. Thereafter the research of Glaser, Strauss and Yin, etc. also accumulates a lot of relevant research approaches gradually, and then find accumulation to study materials is indispensable. In recent years, a lot of scholars maintain that determining the nature should be amalgamated and used with the quantitative research approach, in order to practice methodological triangulation. Is it is it study according to whom unknown social phenomenon make basically to study to determine the nature, it is playing an indispensable role in culture and phenomenon background are understood. Relatively herein, quantitative research is it is it determine the nature each Yuans of understanding of system that appear in sighting and record and narrate to help to lie in. In addition, Sieber is it use person who participate in observe with interview face-to-face among research their to try, (Sieber 1973) in order to carry on qualitative field investigate and quantitative investigation method, And enumerate out the ration and investigate the investigation projects set up are collected in the design and materials, analyses from the survey materials the statistics obtained find, the opinion of using the method of determining the nature to obtain is looked over via the contrast again, it is contrasting and explanation of obtaining rationality.

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In order to improve inside and external rationality at the same time, Bonoma thinks that should adopt the comprehensive method (Bonoma 1985). And if want to expound completely all phenomena of the society change and change, need to use summing up and observing the law, hypothesis deductive method and meaning and explain such many kinds of methods as the law, etc. at the same time. Although the scholar touches upon such a method, fail to fully explain how to go on (Jick 1979) in fact. Here, the comprehensive methods maintained assume according to finding the pluralistic methodology in logic, channel into the quantitative research approach in explaining the research of the doctrine, it is with the quantitative research approach various types of methods means, it should be after to understand every meaning in the realistic society. But according to the opinions of Eisenhardt and Bonoma, validity of the method that it was to determine the nature that it produced emphasizing in theory but think, but consider that joins the qualitative research approach in the discovery logic that should be studied in the positivism. Even a plural method, different prerequisites of the position or philosophy of science logic theory that will be put too are different to some extent, the interreaction among philosophy of science must adopt the plural method in order to maintain the rationality of its theory.

Meaning of marketing philosophy of science

This research probes into marketing and studies different school's thought intension since spontaneous Ren, follow the research trend of distinguishing interdynamic and economic degree level, scan genesising, value, behavior activity and evolution of every school, in order to distinguish the argumentation difference among different groups, since the merger angle of the macroscopic understands marketing philosophy of science foundation to study theory. In accordance with getting interdynamic to it is it declare accurate research lead to do nothing, can prove marketing is it preserve to other status and marketing goal of discipline to study to have. The early marketing school's department adopts the non- getting interdynamic view, is thought to be on sale throughout the behavior that producers in the course can influence the buyer, discuss producer behavior and is it influence to derive emphatically, argument this influence 1960 with 1970 time marketing development to learn theory. Only 1970 times later, the marketing scholar will study center and shift to consumers, regard consumer as the comparatively important party having initiative in the marketing activity, related degree and result among research producer, thorough fare member, consumer, study intension by understanding marketing according to interdynamic spirit; The thought view department of all school is based on interdynamic course at that time, affirmed the both parties' balanced restriction strength in the market, prove further the participant of the marketing activity can all give play to the essence function, represent his function and value on sale throughout the coursing. The obviously getting interdynamic view impels the marketing scholar to think and is on sale throughout the interaction that the activity each makes one and comprehensive result seriously, and discuss mutual exchange in detail or hang on the relation each other. On the contrary, regard non- interdynamic view as the theory of the base, focus on and is on sale throughout some square influence on the other party in the activity, only do marketing idea or one-way sale, purchase behavior in order to study the category.

History studied in marketing only and made and connected a part of the course of the world in future since it became independent discipline, representative on sale

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throughout educational circles every shape color deposit phenomenon in fact, but future that marketing study developing trend unable to verify. Since study and lead the angle to look at it in causality and history, marketing scholar desires most ardently and makes use of progressive marketing thought and the model of theory, promote and is on sale throughout philosophy of science to develop forward, but often there is a feeling thing of estranged current situation, all another non- historical research develops the phenomenon in order to pin down to strength, so the scholar is permanent and unable to get rid of such natural endowment as history, geography, culture and resource, etc. to limit, must follow this orbit and develop " what is " and " what ought to be " studied in marketing to study continuing the balance forever. Can be according to realizing the limit humanly so, simplify the changeable marketing thing likely as the regular structure way, avoid the deviation direction of teleology. This research grasps the mode of thinking of the rational attitude, explore the relation of marketing philosophy of science and humane situation of history, should understand getting related meaning and value, give marketing gain knowledge the new appearance of system and make new annotation explanatory note.

While using the view of studying of the marketing history, carry on rectilinear market combine and control phenomenon on sale throughout the activity not to criticize with manufacturing industry often in the past, but this kind of marketing develops and objectifies various kinds of activities, analyses ideal experience, continue to use the scientific result, select a certain rule, by soing as to ensure the market controls the work can be promoted accurately, the associations and creating the taking place try of these systems and technology, build and form marketing management and enterprise's management theory, derive it for the core of marketing philosophy of science.

The manufacturing industry knows the activity to promote and is on sale throughout history the samely as forming process of the marketing management theory with the market, it study not on sale through outing the history one the Navects and it make talk about history of marketing for declaration after the Proter one, last background not historical of works it like and crop the independent, namely there is no meaning of studying. So from is it have direct U.S.A. social historical background of relation is it is it it proves to be U.S.A. forming process, marketing management of theory with explanation to make to come to form with theory, is it is it is it prove for theory course that itself launch oneself, is it is it on sale throughout theory develop to prove to come in general state, U.S.A. of economy to go on to come to make. Think most important historical factor as follows, especially among planting view Since I objectify the important opportunities needed to become various kinds of marketing activities -- Enormous consumption keen competition and many horn of manufacturing industry, property of manufacturing company is it take action to take. Production process and movements and its theories of scientific management over the management and administration that the scientific process gives a clue,etc. to marketing management. Cause by manufacturing industry marketing, by restrain coarse marketing from is it is it on sale throughout consumer sport, maturing of task with monopolize public opinion instead to impel to come. With the contact with marketing, do not confine to the simple frame of moving of fine arts, offer design sports of according with industry's social reality of producing in a large amount, selling, consuming etc. The rectilinear market pursued by manufacturing industry masters various kinds of questions of thorough fare that the activity derives, with can be regarded as the independence expansion of retail business of independent expansion of myth of

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manufacturing industry or independent sports of the retail business, and such legal environment, etc. as the relevant thorough fares where these various kinds of key elements bring, etc.

Thought to be on sale throughout the subject in the manufacture industry more important than any other things so, even criticized by the scholar on commerce localization, regard marketing as enterprises in order to be confronted with each other a few producers of occupation rate competition the market activity, or marketing is an activity carried on toward market of manufacturing company, but not commerce. On the contrary, this is a personality result antagonistic to commerce. Take above-mentioned norms as the background in the marketing history carried on and study, there is difference of showing with the research focus of U.S.A.

It represents a scholar that the management history of marketing of U.S.A. masses study, there are Chandler, Porter and Livesay, etc.. In Chandler a lot of works of the name in its, analyses to forming, development of masses' marketing, will produce the course in a large amount and circulate, the interconnected system formats modern industrial corporation in single enterprises. 1880 years later, the small-scale entrepreneur relies mainly on creating the nationwide, international connection of our company and extensive purchase organization, enormous enterprise that take the interconnected system contact the upper reaches or downstream industry gradually because of amalgamating after the one year, by the year 1917, this was the strongest system of U.S.A.'s economy. In addition, the new order that Porter and Livesay put forward, most producers open some of frank camp's marketing, the manmade is by producer's circulation and mercerization by oneself, depend on the independent distributor's old order, is food, medical product, metal, dress material, the marketing revolution that such some industries as the gem, etc. survive, produce to the First World War in 1890 times. Research the, though to is it combine production and person who monopolize of marketing whom inclination a spell appear ponder over easily to want, but in U.S.A. at the end of the 19th century, marketing had already become the active market activity of manufacturing company.

Study the view, distinguish with what has been realized with traditional key element in Japan's own marketing history, the quintessence of extracting happening from U.S.A.'s marketing, it researches and proposes the own marketing history and studies the view to marketing history of world in the future: First, the vertical market carried on by the manufacturing industry oneself masters the activity, the introduction already in Japan and marketing is generalized rapidly in unison, but with the own historical foundation, and demonstrate the characteristic different from U.S.A.'s marketing. For example the so-called circulation is systematized, with the vertical marketing system of U.S.A., it seems to be a vertical system that combined of manufacturing industry, but its content and personality are widely different. So, though it is a market activity of grasping the manufacturing industry, reflect the historical plot on the marketing of various countries among them, the homogeneity and heterogeneity exist. The historical worlds of the relevant activities of vertical market of this kind of manufacturing industry relatively study, as to the thing that world on sale throughout the history in the future and study promotes, will become one of the important subjects.

Second, study the view to look in own marketing history, the forming of the commercial undertaking is comparatively fragile, it is the country of an important task

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to grasp the activity of vertical market of manufacturing industry, it is formed firm sale layer by intermediate trader and whole seller, country that occupies important position with the factor outside the activity of market of manufacturing industry, demonstrate the importance that historical world relatively studies. Making use of the going on of this kind of research, the marketing that the vertical market of manufacturing industry masters the activity will be made to make a reservation clear, this kind of historical international comparisons is studied, can be regarded as the integral composition key element of research institute of international comparisons of circulating. And will make a self-criticism to the marketing and relevant localization of the commercial history of the commerce once again. The research that will carry out this kind of subject will call and on sale throughout the history, or commercial history, is only simple term question, but the circulation strength of reaching the retail business in the manufacturing industry is carried out, and destroy prices and make a salesman to form an alliance under the existing state of the question, unable to is it retail marketing have but carry on discussion, goods of circulation style to exclude from. If contrast the modernized development of marketing, can is it retail marketing obtain new history make a reservation, put forward from is it is it is it discuss commercial history and on sale throughout subject, history of relation to come to order to closing modern to demand.

Non profit marketing is developed by the inclination commercialized of articles and services, when the market economy orientation is not changed by the market economy, such a great deal of meanings of history as the social shape that drive of developing, a large amount of consumption culture of commercializing and commercialization and consumption consciousness resume, etc., close examination that must be more another. On sale throughout with Japan history is it is it think to come for view on the foundation to study, need to exclude this subject, but study by expanding the new marketing history on sale throughout the research object of the history, it is the historical subject for research that this kind of modern state briefs on for being corresponding sensitively. Literal translation marketing to regard importing U.S.A.'s marketing in criticism as foundation and Japan that set out on sale throughout history study, with on sale throughout particularity U.S.A. commented especially to put forward, U.S.A. of marketing history study, can say that there are the same starting points. The researcher thinks with the meaning that studies of marketing history seen of the own view, can cross over estrangement during that time, positive appropriate to care world on sale throughout history study, constant accumulation international discussion topic, and key value because of on sale throughout to build and constructing new international example that history study.

CONCLUSION

The society exchanges the school and is based on concept of economics, combine such relevant disciplines theories as psychology, sociology, anthropology, and social psychology, form the school of the marketing idea regarding exchanging as the core. Pay attention to the value with the colonies of the colony to exchange and study. The scholar think that studies essence and seeks to explain the behavior science (Hunt 1983) which exchanges the relation promptly in marketing, Assessment range of exchange value should limit then is it can promote individual efficiency of persons who exchange to deny only. Expectation level, exchanging experience with reaching the substituting way to exchange of the persons who should include exchanging,

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Combine the marketing theory and exchange theories, in order to expand the idea of the trade, the brand-new appearance appears (C. S. Such 1998 as Huang, etc.). So, by the thought of every school and analysis that described, Study the discussion that the direction exchanged school's content for the society in the future, develop into general theory and merger theory studied in marketing.

The theory of studying using value of marketing is abundant in content, have characteristic of vague generalization, Easy to communicate and implement on the marketing practice, it is a key field of marketing discipline in the future too to become on sale throughout the important factor with vigorous theory. Important subject for example: How to define the category exchanged? Should it be bilateral or multilateral to exchange the subject involved? What is to exchange the literary composition surface analyses? As to how should the unrational exchange be explained? Have value of studying. By the development course of the marketing thought, find marketing is expanded from the initial entity products to serving value. Marketing has already been expanded and become economic resources to exchange by marketing, and extend to letting the value between two colonies exchange continuously. So, are observed by the historical gradual progress background of the marketing thought and future development trend. The key idea of the marketing thought and range of application will be expanded constantly. The definition of marketing should expand and interpret as both sides or multilateral value that the society exchanges the main body creating, could accord with and on sale throughout the reality of the theory in the business circles and use the state, Demonstrate that studies the role and function acted in the nowadays economic and social environment in marketing.

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