
Martin Eisend • Alfred Kuss

Research Methodology in Marketing

Theory Development, Empirical
Approaches and Philosophy of Science
Considerations



Springer

Contents

1	Introduction	1
1.1	Characterization and Demarcation of Science	1
1.1.1	Essential Characteristics of Science	1
1.1.2	Science and Pseudo-science	6
1.2	Epistemology of Modern Science	9
1.3	Contents and Structure of the Book	16
References		17
2	The Nature and Relevance of Theories	19
2.1	Basic Ideas	19
2.2	Theory and Reality	29
2.3	Lawlike Generalizations and Explanations	33
2.3.1	Lawlike Generalizations	33
2.3.2	Scientific Explanations	37
2.4	Explanations, Predictions and Strategy Development	46
2.5	Scientific Inferences: Induction, Deduction, and Abduction	50
References		55
3	The Philosophy of Science Viewpoint: Scientific Realism	59
3.1	Characterization of Scientific Realism	59
3.2	Criticism of Scientific Realism	72
References		79
4	Theory Building	83
4.1	Conceptualization and Definitions	83
4.2	Basic Questions of Theory Building	86
4.3	Approaches to Theory Building	89
4.3.1	Ideas or Data as a Starting Point?	89
4.3.2	A Model of the Development of Theories as a Creative Act	92
4.3.3	Using Grounded Theory for Theory Building	95
4.3.4	Empirical Generalizations and Theory Building	101
References		104

5	Approaches for Theory Testing	107
5.1	Quality Criteria for Theories	107
5.2	Empirical Research to Test Theories	109
5.3	Inductive-Realist Model of Theory Testing	117
	References	121
6	Obtaining Data for Theory Testing: Operationalization, Measurement, and Data Collection	123
6.1	Operationalization	123
6.2	Nature and Function of Measurements	126
6.3	Quality Criteria for Measurements	129
6.3.1	Nature and Relevance of Validity and Reliability	129
6.3.2	Testing the Reliability of Measurement Instruments	132
6.3.3	Testing the Validity of Measurement Instruments	135
6.3.4	Generalizability of Measurements	140
6.4	Data Collection and Sampling	146
	References	149
7	Hypotheses and Models for Theory Testing	151
7.1	Hypothesis Testing and Significance Tests	151
7.2	Statistical Versus Substantial Significance	154
7.3	Power of Statistical Tests	158
7.4	A Priori Hypotheses Versus Post Hoc “Hypotheses”	160
7.5	Modeling with Regression Analysis	163
7.6	Structural Equation Models	167
	References	171
8	Testing Causal Relationships	173
8.1	Essence and Relevance of Causality	173
8.2	Types of Causal Relationships	180
8.3	Experimental Studies	182
8.3.1	Nature and Design of Experiments	182
8.3.2	Internal and External Validity of Experiments	185
8.3.3	Quasi-experiments	189
8.4	Complex Causality	190
	References	191
9	Generalizability of Research Results	195
9.1	Empirical Research and Generalizability	195
9.2	Replication Studies	196
9.3	Meta-Analysis	199
9.4	Generalizability and Theory Development	203
	References	209

10 Research Ethics and Research Practice	211
10.1 Basic Problems in Research Ethics	211
10.2 Ethical Issues in the Research Process	218
10.2.1 Research Topics and Research Questions	218
10.2.2 Study Design	221
10.2.3 Data Collection	222
10.2.4 Data Preparation and Data Analysis	225
10.2.5 Interpretation and Presentation of Results	228
10.2.6 Publications	229
References	232
Index	235