

## A MODEL WHICH INTEGRATES MARKETING

Neil K. Younkin  
Illinois Benedictine College

### ABSTRACT

This paper reviews Sheth, Gardner, and Garrett's (1988) schools of marketing thought. A model is presented which integrates the different marketing perspectives into a unified whole. A model which integrates the field of marketing permits better comprehension of what marketing is, how it has developed, and indicates research areas needing further theoretical development. It is suggested that the general principle of marketing involves the transaction process and the dynamic framework of institutions and exogenous environment which influences marketing behavior.

A literature review of leading scholars does suggest that the transaction process is where a general theory of marketing either exists or has the most potential to develop. Relativists (Anderson 1983) argue that truth is whatever a group of scholars agree on as truth. From this perspective, the knowledge area where a general theory of marketing can/has developed clearly exists.

From a logical-positivist perspective, this conceptual model should be empirically corroborated by undertaking a sample survey of marketing academicians. Empirical data analysis expects to find that systems exchange or transaction is the central or basic or most general explanation of marketing. The integrative model presented points out how existing schools of thought in marketing are often narrow and limiting. Understanding how streams of research are related can yield insights into research areas which have been neglected and indicates to researchers how their work contributes to the overall marketing profession.