

Almost all studies on ethics in marketing research have focused on either defining the responsibilities and obligations of researchers to respondents and clients or exploring whether various groups perceive certain marketing research practices to be ethical or unethical. The authors empirically examine four research questions: What are the major ethical problems of marketing researchers? To what extent do our professional codes of conduct address the major ethical problems of marketing researchers? How extensive are the ethical problems of marketing researchers? How effective are the actions of top management in reducing ethical problems of marketing researchers?

Ethical Problems of Marketing Researchers

Marketing activities often pose significant ethical problems in business. In a classic study of business ethics, Baumhart (1961) identified the major ethical problems that business people wanted to eliminate: (1) gifts, gratuities, bribes, and "call girls," (2) price discrimination and unfair pricing, (3) dishonest advertising, (4) miscellaneous unfair competitive practices, (5) cheating customers, unfair credit practices, and renegeing, (6) price collusion by competitors, (7) dishonesty in making or keeping a contract, and (8) unfairness to employees and prejudice in hiring. Note that five of the eight most important ethical problems pertain to marketing activities. Brown and McWade (1977) conducted a follow-up study and found the same set of undesirable practices, though the order of importance changed for several items. Findings such as these led Murphy and Laczniak (1981) to conclude that "the function within business firms must often change with ethics; abuse is marketing" (p. 251), and prompted us to explore empirically the nature of the ethical problems of marketing researchers.

Murphy and Laczniak (1981) comprehensively reviewed ethics research and found that research "related to marketing ethics has been less than innovative and

systematic" (p. 262). They identify several areas where more research is critically needed, including "ranking (in terms of importance) the various areas of ethical abuse in marketing" and "finding out whether the behavior of the chief marketing officer is the crucial variable in setting the usual tone of the marketing organization" (p. 262). The purpose of our research project was to examine these issues. Specifically, the study addressed four research questions:

1. What are the major ethical problems of marketing researchers?
2. To what extent do our professional codes of conduct address the major ethical problems of marketing researchers?
3. How extensive are the ethical problems of marketing researchers?
4. How effective are the actions of top management in reducing the ethical problems of marketing researchers?

We explored these questions using a sample of more than 450 practicing marketing research professionals. Before we announce the results of the study, a discussion of the nature of ethical problems in marketing research is appropriate.

THE NATURE OF ETHICAL PROBLEMS OF MARKETING RESEARCHERS

Ethical problems are relationship kinds of problems. That is, ethical problems occur only when an individual interacts with other people. The ethical philosopher Baier (1958, p. 213) points out that "a world of Robinson Crusoes has no need for morality." Part of the value system of each individual is a perceived set of obligations, duties, and responsibilities toward other groups of people.

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Ethical Problems Of Marketing Researchers

RD Boyd



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