

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. Dwyer 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. 231), 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

Leo Bogart



Ethical Problems Of Marketing Researchers:

Fundamentals of Marketing Research Scott M. Smith, Gerald S. Albaum, 2005 *Fundamentals of Marketing Research* covers all facets of marketing research including method technique and analysis at all levels The methodological scope regarding research design data collection techniques and measurement is broad with three chapters devoted to the critical area of measurement and scaling The presentation is from primarily a pragmatic and user oriented perspective which aides the student to evaluate the research presented to them This text explores cutting edge technologies and new horizons while ensuring students have a thorough grasp of research fundamentals *Marketing Research for Non-profit, Community and Creative Organizations* Bonita M. Kolb, 2008 This book will have two purposes First the book will educate readers on how research can be used to help their organization more effectively reach its goals Second it will educate the reader on how to conduct different methods of research and use the findings to improve their product find customers and develop effective promotion Marketing Research Al Marshall, 2023-02-04 *Marketing Research A Managerial Approach* is a new textbook that explains the market research process in a way that is easy to understand The author discusses the main elements problem identification methodologies data collection analysis reporting and also places a strong focus on digital and observation based research to reflect their growing role in marketing research practice Balanced coverage is given to both qualitative and quantitative methodologies The textbook provides the right amount of theoretical knowledge and practical skills needed for students who plan to become marketers and will use market research agencies rather than conduct the research themselves Learning features include suggested journal articles key terms review questions and also discussion questions There are extensive examples provided throughout the textbook There are also a range of online resources for lecturers to use in the classroom including PowerPoint slides a Teaching Guide and videos This textbook is suitable for all students studying marketing research at either an undergraduate or a postgraduate level Dr Al Marshall is a Senior Lecturer in Marketing and a Postgraduate Coordinator in the School of Business at Le Cordon Bleu and has had a long career in market research consultancies in different countries Ethical Issues in International Marketing Nejdet Delener, 1995 *Ethical Issues in International Marketing* is a valuable resource for readers increasing need for knowledge of this important area In recent years ethical issues in international marketing have come to the forefront due to publicity and controversy generated from several international cases of questionable ethics To date little research has been conducted in the area of international marketing ethics Delener s book comes at an important time to alert readers to the growing concern for greater ethical behavior in the international marketing arena It provides illustrations to give readers hands on experiences that can transfer directly into the marketing world Delener and his contributing authors identify the unique importance of ethics and corporate social responsibility in global markets *Ethical Issues in International Marketing* was conceived to allow researchers the liberty to explore the topic in the context of an environment supportive of the difficulties associated with this type of

research The contributing authors discuss these main topics A social contract for analyzing and evaluating the activities of transnational corporations in developing countries The relationship of marketing ethics to gray markets for consumer goods How moral commitment is shaped by socialization and role of culture in Turkey The relationship between Egyptian consumers ideology and their perceptions of ethical behavior Readers who desire to make steps toward better global decisionmaking will find this a compelling book The authors make readers realize that conducting business transactions efficiently and effectively in a mere technocratic sense is no longer sufficient Ethical issues in the international marketing environment are best addressed in learning more about the differences between cultures which this book begins to do

Marketing Research V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, 2018-11-07 Marketing Research 13th Edition presents a clear and comprehensive introduction to the field with a strong focus on methodologies and the role of market research in strategic decision making Employing a unique macro micro macro approach the text begins with a broad overview of market research and its place within and value to an organization before zooming in to detail the granular view of the research process Step by step explanations cover the latest methodologies and current practices highlighting advanced techniques as well as their limitations and potential benefits followed by a high level discussion of research applications An emphasis on real world processes is underscored by end of chapter cases allowing students to apply what they ve learned in the context of real life examples covering a broad range of products and organizations This practical approach promotes engagement while building essential critical analysis interpretation and decision making skills preparing students to recognize potential research applications alternatives where they exist and the quality of research at hand By pulling together market intelligence strategy theory and application this text helps students build a deep understanding while retaining the big picture perspective

Marketing Research Alvin C. Burns, Ronald F. Bush, 2004 *Current Controversies in Marketing Research* Leo Bogart, 1969 **JMR, Journal of Marketing Research**, 1996 [Ethics and Neuromarketing](#) Andrew R. Thomas, Nicolae Alexandru Pop, Ana Maria Iorga, Cristian Ducu, 2016-10-19 This book addresses the emerging field of neuromarketing which at its core aims to better understand the impact of marketing stimuli by observing and interpreting human emotions It includes contributions from leading researchers and practitioners venturing beyond the tactics and strategies of neuromarketing to consider the ethical implications of applying powerful tools for data collection The rationale behind neuromarketing is that human decision making is not primarily a conscious process Instead there is increasing evidence that the willingness to buy products and services is an emotional process where the brain uses short cuts to accelerate the decision making process At the intersection of economics neuroscience consumer behavior and cognitive psychology neuromarketing focuses on which emotions are relevant in human decision making and uses this knowledge to make marketing more effective The knowledge is applied in product design enhancing promotions and advertising pricing professional services and store design and improving the consumer experience as a whole The foundation

for all of this activity is data gathering and analysis Like many new processes and innovations much of neuromarketing is operating far ahead of current governmental compliance and regulation and thus current practices are raising ethical issues For example facial recognition software used to monitor and detect a wide range of micro expressions has been tested at several airports under the guise of security and counterterrorism To what extent is it acceptable to screen the entire population using these powerful and intrusive techniques without getting passengers consent Citing numerous examples from the public and private sectors the editors and contributing authors argue that while the United States has catalyzed technological advancements European companies and governments are more progressive when it comes to defining ethical parameters and developing policies This book details many of those efforts and offers rational constructive approaches to laying an ethical foundation for neuromarketing efforts

Basic Marketing Research Alvin C. Burns, Ronald F. Bush, 2008

This book is targeted for those who need to learn the marketing research process and basic data analysis techniques This is the first book on the market that offers a software add in XL Data Analyst designed specifically to use the power of Excel for marketing research applications XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table report ready format All marketing research concepts are presented simply and intuitively KEY TOPICS 11 Step marketing research process the industry ethical issues global applications Basic descriptive statistics confidence intervals and hypothesis testing differences tests through one way ANOVA cross tabulation Chi square Pearson Correlation and simple and multiple regression are all comprehensively covered This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel The XL Data Analysis Add in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages not typically available on standard statistical analysis software

Marketing Research Donald S. Tull, Del I. Hawkins, 1987

Ethics and International Marketing Marilyn

Carrigan, Svetla Marinova, Isabelle Szmigin, 2005 The aim of this e book is to provide diverse views on the complexity of ethical issues in the context of international marketing It is the outcome of the efforts and contributions of several authors and reviewers who are passionate supporters of the overwhelming need for international marketing ethics All papers included in the e book have been subjected to a rigorous review process by internationally renowned experts in the field

Market Research Abstracts, 1996

Marketing Research David A. Aaker, V. Kumar, George S. Day, 2004

Now in its Eighth Edition Aaker Kumar and Day s Marketing Research shows when marketing research can and should be used what research alternatives exist how to recognize effective and ineffective research and how to interpret and apply the results so you can make smart business decisions The authors guide you step by step through the entire marketing research process describing the most current methodologies Updated to reflect emerging trends this Eighth Edition features a stronger emphasis on the important role of marketing intelligence new cases and real world examples and new topics of interest and

methods of practice in marketing research *Marketing Research* Carl McDaniel, Jr., Roger Gates, 2020-10-30 *Marketing Research Using Analytics to Develop Market Insights* teaches students how to use market research to inform critical business decisions Offering a practitioner's perspective this fully updated edition covers both marketing research theory and practice to provide students with a comprehensive understanding of the subject A unique applications based approach grounded in the authors 50 years combined experience in the marketing research industry features real data real people and real research to prepare students for designing conducting analyzing and integrating marketing research in their future business careers Already a standard text in marketing research courses the twelfth edition contains thoroughly revised content that reflects the latest trends practices and research in the field Numerous examples of companies and research firms such as Twitter ESPN Ford and General Motors are featured throughout the text to illustrate how marketing research is gathered and used in the real world Detailed yet accessible chapters examine topics including marketing intelligence problem definition and exploratory research big data and data analytics online and social media marketing research questionnaire design statistical testing and managing marketing research studies and teams Marketing Research Gilbert A. Churchill, 1999 Do you know the six stages of successful marketing research Find out with **MARKETING RESEARCH METHODOLOGICAL FOUNDATIONS** Inside you'll learn about all stages plus how to make them work for you in real world situations This textbook continues to be the market leader because of its balanced coverage and its easy to understand presentation Get a solid foundation in class and preparation for the future *Exploring Marketing Research* William G. Zikmund, 2003 Marketing research on the Internet has moved from the introductory stage of its product life to the growth stage in the 21st century Technological developments and social diffusion of the Internet have and will continue to shape the future of marketing research dramatically *Exploring Marketing Research 8e* reflects the astonishing changes in information technology that have taken place since the previous edition While this edition continues to focus on the time honored traditional marketing research methods the addition of extensive coverage of Internet research is a major change in this edition Internet issues are carefully placed throughout the text to combine basic marketing research concepts with the emerging Internet power to conduct effective marketing research **Review of Marketing**, 1981 Marketing Research Joseph F. Hair, Robert P. Bush, David J. Ortinau, 2003 *Journal of the Market Research Society* Market Research Society, 1984

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Table of Contents Ethical Problems Of Marketing Researchers

1. Understanding the eBook Ethical Problems Of Marketing Researchers
 - The Rise of Digital Reading Ethical Problems Of Marketing Researchers
 - Advantages of eBooks Over Traditional Books
2. Identifying Ethical Problems Of Marketing Researchers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ethical Problems Of Marketing Researchers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ethical Problems Of Marketing Researchers
 - Personalized Recommendations
 - Ethical Problems Of Marketing Researchers User Reviews and Ratings

- Ethical Problems Of Marketing Researchers and Bestseller Lists
- 5. Accessing Ethical Problems Of Marketing Researchers Free and Paid eBooks
 - Ethical Problems Of Marketing Researchers Public Domain eBooks
 - Ethical Problems Of Marketing Researchers eBook Subscription Services
 - Ethical Problems Of Marketing Researchers Budget-Friendly Options
- 6. Navigating Ethical Problems Of Marketing Researchers eBook Formats
 - ePub, PDF, MOBI, and More
 - Ethical Problems Of Marketing Researchers Compatibility with Devices
 - Ethical Problems Of Marketing Researchers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ethical Problems Of Marketing Researchers
 - Highlighting and Note-Taking Ethical Problems Of Marketing Researchers
 - Interactive Elements Ethical Problems Of Marketing Researchers
- 8. Staying Engaged with Ethical Problems Of Marketing Researchers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ethical Problems Of Marketing Researchers
- 9. Balancing eBooks and Physical Books Ethical Problems Of Marketing Researchers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ethical Problems Of Marketing Researchers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Ethical Problems Of Marketing Researchers
 - Setting Reading Goals Ethical Problems Of Marketing Researchers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ethical Problems Of Marketing Researchers
 - Fact-Checking eBook Content of Ethical Problems Of Marketing Researchers
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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