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1. Business/Marketing Research Ethics

Ethics always emerge from conflict between values, and research ethics are not an exception. In research, these conflicts may take different forms such as participant's concern for privacy versus some justification for manipulation, openness and replication versus confidentially, present loss versus future benefits, and so on. Each decision made in research involves a potential compromise of one value for another.

2. Definition of Marketing Research

"Marketing Research is the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services".

- American Marketing Association

"Marketing Research is the application of scientific methods in the solution of marketing problems".

- David Luck, Donald Taylor, and Hugh Wales

"Marketing research is the systematic and objective search for, and analysis of, information relevant to the identification and solution of any problem in the field of marketing".

- Paul Green and Donald Tull

3. What are ethics?

Ethics are the principles and guidelines that help us uphold the things we value. Ethics and law are different aspects, although laws of the land are intended to be based on certain ethics. Almost all societies have legal rules to govern certain behavior in a country or society, but ethical norms tend to be broader and more informal than laws. An action may be legal but unethical or illegal but ethical. Ethics aim to achieve two fundamental objectives, that is, to tell us how we ought to act in a given situation, and to provide us with strong reasons for doing so.

"the appropriateness of your behavior in relation to the rights of those who become the subject of your work or are affected by it."

- **Mark Saunders, Philip Lewis and Adrian Thornhill**

"a code of behavior appropriate to academics and the conduct of research."

- Wells

4. Why do research ethics matter?

Research ethics matter for scientific integrity, human rights and dignity, and collaboration between science and society. These principles make sure that participation in studies is voluntary, informed, and safe for research subjects.

You'll balance pursuing important research aims with using ethical research methods and procedures. It's always necessary to prevent permanent or excessive harm to participants, whether inadvertent or not.

Defining research ethics will also lower the credibility of your research because it's hard for others to trust your data if your methods are morally questionable.

Even if a research idea is valuable to society, it doesn't justify violating the human rights or dignity of your study participants.

5. Benefits of observing ethics in research studies

I. It helps in promoting the aims of research such as bringing out truth and avoidance of errors.

II. It promotes the values that are essential to collaborative work, such as trust, accountability, mutual respect, and fairness.

III. It holds the researcher accountable to the public and society.

IV. It helps in building public support for research, which in return can help in getting participants, who take part in the research willingly.

6. Main approaches to research ethics

I. **Deontological approach:** We should identify and use a universal code in making ethical decisions. This is absolutist.

II. **Ethical scepticism approach:** It states that ethical standards are not universal but are relative to one's own culture and time. This is based on relativism.

III. **Utilitarianism approach:** Decisions regarding ethics in research should be based on an examination and comparison of the costs and benefits that may arise from a study. If the expected benefits exceed the expected risks, the study is presumed to be ethical. The risk-benefit precaution is a modern version of the end justifying the means. It has its most direct application when those exposed to the risks also receive the benefits. The ratio is more difficult to justify when the participants are subjected to potential harm and when the benefits are directed to other individuals or to the society to be absolute in their requirements.

7. Desirable elements to ensure ethics in research

a) **Honesty** in reporting data, results, methods and procedures, and publication status.
b) **Objectivity to avoid bias** in experimental design, data analysis, interpretation, and peer review.
c) **Integrity, acting with sincerity**, striving for consistency of thought and action.
d) **Carefulness to avoid careless errors** and negligence; proper documentation of all aspects.
e) **Openness in sharing data**, results, ideas, tools, resources and openness to criticisms and new ideas.

Desirable elements to ensure ethics in research

f) **Respect for intellectual property rights** such as patents, copyrights, and other forms of intellectual property.

g) **Confidentiality in context of communications**, personal records, and privacy issues.

h) **Responsible publication** with an aim to serve the society. Avoiding wasteful and duplicative publication.

i) **Responsible mentoring** in terms of guiding research students.

j) **Respect for colleagues** translates to extending fair treatment to the colleagues.

Desirable elements to ensure ethics in research

k) **Social responsibility** means to serve the society and different stakeholders.

l) **Non-discrimination** against colleagues or students on the basis of sex, race, or factors that are not related to their scientific competence and integrity.

m) **Enhancing competence** for own professional advancement or lifelong learning; taking steps to promote competence in science as a whole.

n) Ensuring **legality of the whole process** by obeying relevant laws, that is, institutional and governmental policies.

o) **Animal care** through proper experimental designs.

8. Stakeholders in research

There are 3 stakeholders in research process:

A. Participants or subjects
B. Researcher
C. The funding organization

9. Ethical issues relating to participants

There are many ethical issues in relation to participants of a research activity. One of the most commonly cited ethical principles is that we **should not cause harm to our research participants.** The issue of ethics in research mainly caught the attention of policy makers as a result of many gruesome, few of which have been mentioned in the next slide.

i. Medical experiments conducted by Nazi doctors in German concentration camps in 1930s. Nazi doctors in German concentration camps killed twin gypsy teenagers in order to determine why some of them had differently colored eyes while conducting experiments.
ii. A South African oncologist experimented with women suffering from cancer to excessive dosages of chemotherapists without informing the patients and taking their due consents.
iii. Ethical issues during organ transplant, sterilization, and so on.
iv. Experiments on animals.

The ethical issues are to be observed at every stage of a research process.

a) Collecting information
b) Seeking consent of participants
c) Providing incentives
d) Seeking sensitive information
e) Possibility of causing harm to the participants
f) Maintaining confidentiality

10. Types of ethical issues

Ethical issue	Definition
Voluntary participation	Your participants are free to opt in or out of the study at any point in time.
Informed consent	Participants know the purpose, benefits, risks, and funding behind the study before they agree or decline to join.
Anonymity	You don't know the identities of the participants. Personally identifiable data is not collected.
Confidentiality	You know who the participants are but you keep that information hidden from everyone else. You anonymize personally identifiable data so that it can't be linked to other data by anyone else.
Potential for harm	Physical, social, psychological and all other types of harm are kept to an absolute minimum.
Results communication	You ensure your work is free of plagiarism or research misconduct, and you accurately represent your results.

11. Ethical issues in data collection

A number of ethical issues may also arise during the data collection stage, irrespective of the method used to gather data. A key issue during this stage is to maintain objectively. Objectively means that you have to record information without being selective or influencing the responses with your own opinions and judgments. Lack of objectivity will lead to "interviewer bias" and affect the accuracy of data.

In the case of telephonic interviews, the respondents should not be contacted at "unreasonable times" of the day.

When using observation as a method of data collection, care should be taken not to invade the privacy of those being observed.

Another ethical concern of a general nature includes the use of the Internet to collect both primary and secondary data. A separate code of ethical use of the Internet, popularly known as "netiquette" needs to be developed and strictly followed for this purpose.

One example of observing "netiquette" is to administer online surveys or questionnaires via a website, rather than via email.

Ethical issues relating to the researcher

a. Avoiding bias
b. **Provision or deprivation of a treatment**
c. Using inappropriate research methodology
d. **Incorrect reporting**
e. Inappropriate use of the information

Some of the key terms used in context of ethical issues concerning researchers are as follows:

i. **Fabricating behavior:** Creation of spurious data by researcher, their recording, and drawing inferences.
ii. **Falsification:** Manipulates the research material, equipment, and processes, or changes or omits data or results such that the research is not accurately represented in the research record.

iii. Plagiarism: It is an act of appropriating somebody else's ides, thoughts, pictures, theories, words, or stories as your own.

Plagiarism is both an illegal & punishable act. It is considered on the same level as stealing from the author, who originally created it.

It can take the following forms:

(a) **Intra-corpal:** Plagiarism where the source and copy are both inside a corpus

(b) **Extra-corpal:** Plagiarism where the copy is inside a corpus and the source is outside it

(c) **Auto-plagiarism:** Auto-plagiarism, also known as self-plagiarism or duplication, happens when an author reuses significant portions of his or her previously published work without attribution.

(d) Multiple authorship: There can be many improprieties in authorship. Improper assignment of credit, such as excluding other authors, inclusion of others as authors who have not made a definite contribution towards the work published, or submission of multi-authored publication without the knowledge of all the authors.

(e) Peer review: It is the process in which an author submits a written manuscript or an article to a journal for publication.

(f) Duplicate and partial publication: It is publishing the same data and same results in more than one publication or journal.

12. Important measures to make research more ethical

a) **Informed consent:** The provision of informed consent also includes the knowledge that the informed participation is voluntary and that participants can withdraw from the study at any time.

b) **Protective research design:** This involves estimating the probability of happening of harmful effects, their severity, and the likely duration of these effects.

c) **Screening:** It is an attempt to select only those individuals for study who show a high tolerance for potential risks.

d) **Pilot studies:** When the potential harms are uncertain, a useful precaution involves a pilot study with follow-up diagnostic interview to assess the effects and request advice from the participants.

e) **Outside proposal review:** Requesting other to review research proposals is a helpful precaution in minimizing risks.

f) Professional codes: Two features of professional codes are important for discussion. First, professional codes have been developed inductively from the wide research experiences of professionals. Second, professional codes place strong emphasis on researchers' responsibility for their research.

g) Government regulations: Government regulations like state and central laws are designed to protect or advance the interest of society and its individuals. Thus, researchers are required to take certain precautions.

13. Responsibility for Ethics in Research

The responsibility for ethical research lies with three parties that are directly involved in the research process – the client or manager, the supplier of research and the respondents or the participants.

I. Responsibilities of Clients

(a) Not disguising the real purpose of the study

(b) Encouraging the researcher to be objective in the process of gathering information.

II. Responsibilities of Suppliers of Research

(A) Developing a strategy to distort the results of a competitor's test marketing experiment.

(B) Hiring a competitor's employee in order to gain access to competitor information.

III. Responsibilities of participants

General responsibilities of participants-

- ✓ **Respect investigators, research staff and other participants.**
- ✓ **Read the consent form and other documents.**
- ✓ **Ask questions if they do not understand something about the study, or their rights and responsibilities as a research participant, or need more information.**

14. International Marketing Research

Introduction

Today the environment in the modern business arena is highly uncertain and rapidly changing. Advances in communications and information systems technology are further accelerating the pace of change. Expansion of business operations from home country toward other countries is making the uncertainty more prominent and stronger. This may be due to cultural, political, and legal differences.

This makes it increasingly critical for management to keep abreast of changes and to collect timely and pertinent information to adapt strategy and market tactics in expanding local markets. Consequently, international marketing research becomes essential for effective decision-making when organizations start to internationalize toward foreign markets.

Definition of International Marketing Research

International marketing research is the systematic design, collection, recording, analysis, interpretation, and reporting of information pertinent to a particular marketing decision facing a company operating internationally.

International Market Research is a particular discipline of Market Research, focusing on certain geographical areas.

International Market Research is concerned with consumer goods, but also with any resource or service within a value chain which will be commercially utilized or further processed – which is the area of industrial goods and B2B-Marketing.

15. International Marketing Research Process

A. Develop a research brief

B. Identify the right marketing research agency

C. Determine data collection mode

D. Conduct data analysis

E. Complete a post project review

16. Challenges in international research

I. International markets are incredibly diverse

II. There can be a temptation to go too broad

III. Finding the right research partner

IV. Bringing together local and global expertise

V. Ensuring that the project is realistic from the outset

Meeting challenges

a. Get the brief and the scope right

b. Understand the cultural nuances you'll face

c. You'll need the nuance: go regional

d. Decide on the most effective methodology

e. Calibrate your responses

f. Use market research as a tactical, not just strategic, lever

- In Indonesia, face-to-face research is considered the norm; telephone depth interviews tend not to deliver a good hit rate.

- In Japan, groups respond better to moderators of the same gender; and people are more likely to undertake qual work at the weekends.

- It's not acceptable in Saudi Arabia for researchers to interview women in the home one-on-one. And across the Middle East – and many other regions – mixed-sex focus groups tend to be a no-no.