

## Why Focus on Ethics?

Increased use of research by consumer, business-to-business, and not-for-profit firms



Easy entry into the profession and the industry



Increased competition within the marketing research industry



Increased pressure to behave unethically to “get the job” and to “get the job done”

## Code of Ethics of Marketing Research Association

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### **The Code of Professional Ethics and Practices**

1. To maintain high standards of competence and integrity in marketing and survey research.
2. To maintain the highest level of business and professional conduct and to comply with Federal, State and local laws, regulations and ordinances applicable to my business practices and those of my company.
3. To exercise all reasonable care and to observe the best standards of objectivity and accuracy in the development, collection, processing and reporting of marketing and survey research information.
4. To protect the anonymity of respondents and hold all information concerning an individual respondent privileged, such that this information is used only within the context of the particular study.
5. To thoroughly instruct and supervise all persons for whose work I am responsible in accordance with study specifications and general research techniques.
6. To observe the rights of ownership of all materials received from and/or developed for clients, and to keep in confidence all research techniques, data and other information considered confidential by their owners.
7. To make available to clients such details on the research methods and techniques of an assignment as may be reasonably required for proper interpretation of the data, providing this reporting does not violate the confidence of respondents or clients.
8. To promote the trust of the public for marketing and survey research activities and to avoid any procedure which misrepresents the activities of a respondent, the rewards of cooperation or the uses of data.
9. To refrain from referring to membership in this organization as proof of competence, since the organization does not so certify any person or organization.
10. To encourage the observance of principles of this code among all people engaged in marketing and survey research

**TABLE 4.2**

## **Unethical Practices in Marketing Research**

<b>RESEARCH SUPPLIERS</b>	<b>RESEARCH CLIENTS</b>	<b>FIELD SERVICES</b>
Low-ball pricing Underpaying field services Lack of objectivity Abuse of respondents Selling unnecessary research Violating client confidentiality	Issuing bid requests when a supplier has been predetermined Obtaining free advice and methodology via bid requests Making false promises Unauthorized requests for proposals	Overreporting hours worked Falsifying data Use of professional respondents Lack of data validation

# **Respondents' Rights**



**The Right to Choose**

**The Right to Safety**

**The Right to Be Informed**

**The Right to Privacy**