

FACTORS THAT INFLUENCE MARKETING ETHICS AMONG ACADEMICIANS



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Abstract

The main purpose of this research is to determine the factors that influence academicians' marketing ethics. Marketing ethics is about moral evaluations of decisions and actions as right or wrong on the basis of commonly accepted principles of behaviors in marketing. A survey on academicians was conducted to determine the factors that are related to the academicians' marketing ethics using these dimensions: Collectivism, Uncertainty Avoidance, Power Distance and Professional Values. From 150 questionnaires that were distributed to the academicians in Public Universities in Malaysia, data from 124 respondents were collected. Data were analyzed using several methods such as descriptive statistics, t-test, correlation, regression and one way ANOVA. The findings showed that Power Distance and Professional Values are the factors that influence academicians' marketing ethics. Further analysis showed that demographic factors such as age, gender, years of working experience and academic qualifications do not have any influence on academicians' marketing ethics. Since the results of this study showed that Power Distance and Professional Values are the main factors that influence the marketing ethics of academicians, the management of the college should perhaps look into methods and ways of cultivating professionalism among academicians in order for them to possess good marketing ethics.

Keywords: Marketing Ethics, Training, Continuing Education

CHAPTER 1

1. Introduction

Much has been discussed about marketing ethics and the major factors that influences one's perceived and practiced marketing ethics. Borkowski (1998) revealed that both personal cultural value and professional value had the biggest impact towards marketing ethics and ethical decision making. Sirgy et al (2006) suggested it is important to analyze how personal cultural values and professional values underlie the perceived marketing ethics of academicians. The reason academicians are chosen is because there has been no prior research done on this group and statement claims that there will be a significant differences between the ethical behavior between nonstudent marketing practitioner and the academicians. Yoo (1998) has suggested that for future research directions, researcher can focus on researching business professionals and academicians marketing ethics. In this research, we will investigate the factors which are measured at individual level, which affects the marketing ethics among the academicians. This research will also identify another strong value that has the same impact on marketing ethics which is the personal cultural and professional cultural value as being identified by Singhapakdi et al (2001). The purpose of this research are to determine whether gender, age, years of working experience, academic qualification, collectivism , uncertainty avoidance, power distance, and professional values influence the academicians's marketing ethics.