



INCOMaR 2013

## The Relationships between Personal Cultural and Professional Values and Marketing Ethics among the Academicians

Mohd Amin Ahmad\*

Universiti Teknologi MARA Johor, 85000 Segamat, Johor

---

### Abstract

*The main purpose of this research is to determine the relationship between personal cultural and professional values and the 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 behaviour in marketing. A survey of 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. Marketing ethics is assessed using Vittel Marketing norm scale. From 150 questionnaires distributed to the academicians in higher learning institutions in Malaysia, 124 respondents were collected. Data were analyzed using several methods such as descriptive statistics, correlation, and regression. The findings showed that uncertainty avoidance and professional values were the factors that influence academicians' marketing ethics. Since the result of the study showed that uncertainty avoidance and professional values are the main factors that influence the marketing ethics of academicians, the management of the high learning institutions would perhaps look into methods and ways of cultivating the professionalism among the academicians in order for them to possess a good marketing ethics.*

© 2014 The Authors. Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).  
Selection and peer-review under responsibility of the Organizing Committee of INCOMaR 2013.

*Keywords:* Academician; marketing ethics; education; training

---

---

\* Corresponding author. Tel.: +60197515583  
E-mail address: [mohda479@johor.uitm.edu.my](mailto:mohda479@johor.uitm.edu.my)

## 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 (2002) has suggested that for future research directions, researcher can focused on researching business professionals' and academicians' marketing ethics. In this research, we will investigate the cultural value which is measured at individual level, that affects the marketing ethics and will also identify another strong value that has the same impact on marketing ethics which is the professional cultural value as being identified by Singhapakdi. et al (2001). The purpose of this are to determine whether collectivism influence, uncertainty avoidance, power distance, and professional values influence the academicians's marketing ethics.

## 2. Literature Review

### 2.1. Marketing Ethics

Velasquez (2002) stated that ethics is an important element in marketing decisions making. Dibb. et al (2001) defined ethics as "relate to moral evaluations of decisions and actions as right or wrong on the basis of commonly accepted principles of behavior" and marketing ethics "are the moral principles that define right or wrong behavior in marketing". Vitell. et al (1986) defined marketing ethics as "inquiry into the nature and grounds of moral judgments, standards, and rules of conduct relating to marketing decisions and marketing situations". According to Yoo (2002), "marketing is considered as the most unethical of business functions and most marketing practices have been criticized as such". Greenman (1999) came to agreed that an individual will apply ethical guidelines based on different moral philosophies or ideologies when making decisions involving ethical problems. Dibb. et al (2001) have determined three factors that interact to determine ethical decision in marketing which are individual factors, organization relationship and opportunity. For individual factors, moral philosophies are principle or rule that individual use to determine appropriate behavior. The more people are exposed to unethical activity in the organization environment, the more likely they are to be unethical themselves. This relates to the organization relationship which directly refers to the cultural value of an organization.

### 2.2. Collectivism

Collectivism pertains to people who "from birth onwards are integrated into strong, cohesive in groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty" (Dunfee . et al 1999). Collectivist is likely to act as members of the groups rather than individuals. The collectivists prefer to emphasize "we" rather than "I". While individualists pursue self-interests, individual expression, and prefer loose ties between individuals in a society and organizations as compared to more formal ties (Bodkin and Stevenson 2006). Collectivists are more likely to strive for group success rather than personal achievement and they tend to adopt the ideological identity of their authorities (Beltramini. et al 1985). As collectivists are vulnerable to in-group influences and loyal to in-group norms, they are expected to consider marketing norms that are prevalent within their marketing in-group. Collectivists value the in-group's opinions and are willing to make a joint decision with their in-group members. Hence, collectivists may be more likely to stick to organizational codes of ethics even at the expense of personal interests since the welfare and goals of the group are of primary concern, individualists, on the other hand, may be more likely to follow their own personal codes of ethics. Consequently, collectivists care about the owners and stockholders, consumers, business partners, and

Download English Version:

<https://daneshyari.com/en/article/1114048>

Download Persian Version:

<https://daneshyari.com/article/1114048>

[Daneshyari.com](https://daneshyari.com)