
Differences in Marketing Ethics Attitudes between U.S. and Western European Undergraduates

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EXECUTIVE SUMMARY

This study investigated the ethical responses of 309 undergraduates to nine hypothetical marketing moral dilemmas. As hypothesized, participants of western European descent responded more ethically than their U. S. peers. Implications of these findings for socially responsible management, for marketing to different ethnic groups and for the moral education of students were discussed. It was concluded that the increased understanding of different cultures and subcultures will continue to increase an organization's global competitiveness.