
Differences in Marketing Ethics Attitudes Between Black and White Undergraduates

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EXECUTIVE SUMMARY

The study investigated the attitudes of 309 undergraduates with respect to nine hypothetical marketing moral dilemmas. It was found, as hypothesized, that African-Americans responded more ethically than Caucasian-Americans did. The statistically significant analyses of variance represented the cognitive, affective, and behavioral dimensions of the tri-component model of attitudes. It was recommended that in universities and in the workplace, black students and black employees serve as ethics mentors and moral role models for their white fellow undergraduates and white colleagues, respectively. The success of such initiatives would increase the global competitiveness of universities and other organizations.