
The Relationship between Age and Undergraduate Student Attitudes About Hypothetical Marketing Moral Dilemmas

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EXECUTIVE SUMMARY

This study investigated the attitudinal responses of 305 undergraduate students with respect to nine hypothetical marketing moral dilemmas. Participants varied by age, gender, social class, race, religion, and country born in. It was found, as hypothesized, that older participants were more likely than younger ones to: 1) believe the ethically questionable action is wrong, 2) anticipate guilt if they considered doing the same thing, and 3) say they would not do it. Educators were encouraged to use this data to increase students' ethical sensitivity. Managers were invited to use the information to increase global competitiveness.

Keywords: age, ethics, morality, social responsibility, undergraduate attitudes