The Relationship between Undergraduate Student Attitudes about Hypothetical Marketing Moral Dilemmas and Two Variables: Strength of Religious Identity and Strength of Spiritual/Religious Beliefs

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ABSTRACT

This study investigated the relationship between ethical attitudes and two spiritual variables, strength of religious identity and strength of religious beliefs. 570 undergraduates were studied. It was found, as hypothesized, that the stronger their identification with their religion the more ethical the responses. It was also found, as predicted, that the stronger a person’s spiritual/religious beliefs the more positive his/her moral attitudes. Implications of these findings for managing the work force, for making marketing decisions and for future scholarship were presented. An organizational focus on religion and ethics can create a global competitive advantage for the firm.

Key words: students, ethical scenarios, attitudes, religious identity, spirituality