Differences in Marketing Ethics Attitudes between Male and Female Graduate Students

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EXECUTIVE SUMMARY

This study investigated the attitudes of 496 graduate students to nine hypothetical marketing moral dilemmas. It was found, as hypothesized, that women gave significantly more ethical responses than men did. Seven of the scenarios yielded at least one significant difference. All three attitudinal components (cognitive, affective and behavioral) contributed to the significant gender differences. Implications on these findings for moral education in universities, in other business organizations and in the marketplace were discussed. It is believed that ethical development and an increase in social responsibility in companies can advance their global competitiveness.

Key words: Marketing ethics attitudes, Gender, Graduate students