

MARKETING ETHICS AND MORAL PHILOSOPHIES: A CROSS-CULTURAL COMPARISON OF BUSINESS STUDENTS FROM UNITED STATES AND NEW ZEALAND

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ABSTRACT

This study compares business students from the United States and New Zealand regarding their perceptions of the ethical problems, perceived importance of ethics and social responsibility and their personal moral philosophies. Using four marketing ethics scenarios, the results of the study show that, in case of three scenarios, there are no significant differences between American business students and business students from New Zealand. Ethics Position Questionnaire (EPQ) was used to measure idealism and relativism, the two basic dimensions of personal moral philosophies of the two groups.

The survey results indicate that the two groups were significantly different on both idealism and relativism dimensions; business students from New Zealand business students were found to be more relativistic and less idealistic than their American counterparts. We used the perceived importance of ethics and social responsibility (PRESOR) scale developed by Singhapakdi et al. (1995a) to measure the perceptions of New Zealand and American business students. The results of the study show that American business students tend to perceive ethics and social responsibility to be more important for achieving organizational effectiveness than their New Zealand counterparts. Implications of these findings toward international marketing/business ethics education were discussed.