

CROSS-CULTURAL STUDY OF MORAL PHILOSOPHIES, ETHICAL PERCEPTIONS
AND JUDGMENTS: A COMPARISON OF AMERICAN AND THAI MARKETERS

ABSTRACT

Moral philosophers and marketing ethicists generally agree that variations in moral judgments exist between different cultures. This study compares American marketers with Thai marketers with respect to their moral philosophies, professional values, ethical perceptions, and ethical judgments. The results based on a survey of members of the American Marketing Association and the Thai Marketing Association indicate that American marketers are both less idealistic and less relativistic than Thai marketers. In addition, the survey results reveal that American marketers differ from Thai marketers with respect to their perceptions of ethical problems; and ethical judgments.