

DISCUSSION QUESTIONS

- 1.** In your opinion, with regard to showrooming, are online vendors behaving unethically? Use both the categorical imperative (pages 16–17) and utilitarianism (pages 42–43) in your answer.
- 2.** In your opinion, is Amazon.com behaving unethically by creating and disseminating the Price Check app? Use both the categorical imperative and utilitarianism in your answer.
- 3.** In your opinion, are consumers behaving unethically when they showroom? Use both the categorical imperative and utilitarianism in your answer.
- 4.** What are the long-term consequences of showrooming? Do they matter?
- 5.** How would you advise senior managers of brick-and-mortar stores to respond to showrooming?
- 6.** Consider a consumer who elects not to pay state tax on online purchases from a vendor who need not pay that tax on his or her behalf:
 - a.** Is there an ethical responsibility to pay state tax? Again, consider both categorical imperative and utilitarianism perspectives.
 - b.** Suppose a consumer says, "Look, most of the state tax money just goes to bloated retirement programs anyway. All those old people aren't entitled to my money." Does this posture change your answer to question 6a? Why or why not?
 - c.** Suppose a consumer says, "I'm just one of millions who are doing this in my state. My piddly \$50 really doesn't matter." Does this posture change your answer to question 6a? Why or why not?
 - d.** Suppose a consumer says, "I will do more for society in my state with my \$50 than the state government ever will." Does this posture change your answer to question 6a? Why or why not?
 - e.** Suppose a consumer says, "The state makes it so hard to pay this tax. I have to keep track of all my online purchases, and then I don't even know whom to contact. Plus, once they have my name and address and know that I buy online, who knows how they'll hassle me. Amazon.com makes it easy to pay; until the state does the same, they can forget about revenue from me." Does this posture change your answer to question 6a? Why or why not?
- 7.** How would you advise your state legislature to respond to tax avoidance for online purchases?