

## Abstract

The relationship between sex role identity and perceptions of ethical behaviour is examined in this study. The trait theory indicates that variations in combinations of traits could result in individuals perceiving different situations in various ways. It is theorised in this study that variations in sex role identity (SRI) could lead to variations in perceptions of ethical behaviour. Traits remain an important aspect of personality and will more likely than not, play an eventual role in how an individual responds to situations. The purpose of this study was to assess the relationship between sex role identity and perceptions of ethical behaviour. There were 114 participants who participated in the study. The measuring instruments that were used to collect data were the extended personal attributes questionnaire, the business ethics scale and a demographic questionnaire. Data was analysed using *inter alia*, Chi-square tests, Cramer's V, Kruskal Wallis tests, Correlation Analyses and Linear Regression. The results showed significant correlations between ethical opinions among participants. The study is contextualised against the backdrop of a post-apartheid South Africa. The South African historical context shows that situational and cultural circumstances are fundamental when studying any behavioural condition; as situational and cultural circumstances ultimately drive behaviour.