

Ethical behaviour and government ~~issued~~ issued regulations are very important to marketing.

These two points are key to how a business will do while trying to market their product.

All businesses should research some ethnic behaviour by different cultures and what some like and dislike about things where they live.

Getting a bunch of different ethnic groups and ask them what do they think of your product most of them will give you different answers as they are all from a particular background which sometimes can be a huge influence on heavily influenced religions, and their family and how they act around each other.

Government regulation is another ~~key~~ important key to marketing as depending on whereabouts in the world you are, the government will be the

main influence as it partly controls what goes on in the particular country. Being aware of the problems caused by bad ethnic behaviour and having non government support to whom your marketing revolves around as the business is trying to win as many people over with their particular products, the way they are advertising it and if there is any problems or how the employees or advertisement actors do act and seem when presenting.

Trying to get a product that both supports good ethnic ethical behaviour and government regulations is hard to accomplish as you cannot win over both ~~sides~~ majority of sides as some consumers may not like the product, the way they present it and the ~~way~~ procedure to trying to get it right with a + screwing up the add.

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Without having government regulations businesses and consumers would be allowed to advertise anything that they want, in any form as well.

Businesses that follow and show good ethical behaviour usually get a lot of customers go to their store if they have done a great advertisement that showed ~~no~~ no sign of discrimination and some of the other government regulations that involve ~~most~~ ^{that} anything to do with marketing any businesses report ~~report~~ and record about in which is shown in the business, advertisement and inside the store.

↩ Tick this box if you have continued this answer in another writing booklet.

