

Ethical behaviour and government regulations not only will keep the market fair but will also allow the consumer to make correct decisions and persuade them when engaging with a business.

An ethical behaviour in a business through the use of charity, keeping up with OHS standards and having fresh or quality produce can dramatically effect the businesses marketing through the businesses reputation from this ethical behaviour. This increase in reputation can lead to a higher consumer amount leading to a more profitable business.

Government regulations help the consumer when purchasing a product so that they are not misled by false advertisement some businesses may use as a strategy to sell their good or service. Another ~~that~~ ^{regulation} implemented to help the consumer would be the quality of a product, that it doesn't have anything harmful to the consumer in it and will be properly labelled if it does.