Ethical behaviour and government regulation are important in marketing as it affects all businesses and companies positively and negatively. There are many ethical issues that concern the general public, especially in the business sector. Firstly, businesses would need to be aware of the marketing use to the public. Ethical behavior such as food choices influences consumers significantly as a result, therefore businesses would need to orientate marketing such as advertisement in a safe and ethical accepted manner. This includes advertisement and promoting healthy food. As evident, it is important in marketing as this will alter target market and decide whether different forms are accepted.

Consequently, promoting unhealthy will display the business unethically. Consumers such as parents will show anger and concern to unethical business affecting the running of a business as they will attend a responsible eaters restaurant. Most importantly, different forms of marketing in accepted however most businesses don't follow correct behaviour and implementing deceptive food misleading advertisement hidden from consumers view. This illustrates that ethical behavior is important to marketing as it is fair to different businesses and to ensure that consumer isn't cheated. Example includes Qantas airlines who...
Qantas' product lifecycle is a clear indication of marketing in display through the importance of Ethical behavior. By producing Qantas Jetstar in 2008 this has increased market share by 14% and with the corporate market a total of 96%. These marketing appeal to conscious people who are aware of misleading practices. Honest marketing earns the loyalty of customers and sustain a firm relationship “brand loyalty”. This is the long term allow for the expansion of airlines in Asia and Europe with new aircraft. Ethical behavior again with interfere with practices of deceptive such as “find print” and “bait and switch”. Ethical behavior will involve governments penalties and business reputation at stake that can hinder their image severely. Qantas, had problems in 2010 concerning delays and poor.
services. This tarnished their image and evident fall in sales and customers.

Government policies such as protectionism by ACC protected smaller rivals of Qantas by dissuading the merging of Qantas Airlines with NZ Alliance. This is detrimental for small businesses as the without these policies the big share market holders will cut and take advantage of smaller businesses. Governmental regulations allowing survival of small airlines allow for the growth of different services and ideas to be brought in. As a result this shows the great importance of legal influence on business marketing.

Qantas has used flexible FFS (Frequent Flyer Schemes) in business which contributed to the continue success by marketing. However, with regulations such as fuel cost rising this is affordable for small business.

Strict government regulations and ethical behavior is important to create and keep fair marketing so that the customers are receiving products and service true to their words. Qantas has shown that through experiences ethical behavior can lead marketing to be positive and reflect on their sales. Whilst, Unethically responsible can hinder image negatively.

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