

Start here.

Ethical behaviour and government regulation are important in marketing as it affects all businesses and companies positively ~~and~~ <sup>or</sup> negatively. There are many ethical issues that concern the general ~~public~~ <sup>public</sup> especially on the business marketing. ~~operates~~ Firstly, business would need to be aware of the marketing use to the public. Ethical behaviour 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 unethical behaviour. Consumers such as parents will show anger and concerns to unethical business ~~this will~~ <sup>this will</sup> affecting the running <sup>and sales</sup> of a business as they will attend a responsible ~~restaurant~~ restaurant. Most importantly, different forms of marketing is accepted however most business don't follow correct behaviour and implementing deceptive ~~and~~ misleading advertisement hidden from consumers view. This illustrates that Ethical behaviour is important to marketing as it is fair to different businesses and to ensure that consumer won't be cheated. Example includes Qantas airlines who



uses media, TV advertisement and e-commerce to market their service and airlines. The Market Ethically accepted has brought in the interest of people desiring to work with a total of 32,000 employees in 2011. Moreover, its marketing strategy has been successful through media and fair advertisement that attracted large tourist and people seeking to go on holidays. This is reflective on the increase profitability of \$38 million.

Qantas's product lifecycle is allow a clear indication of marketing is displayed through the importance of Ethical behaviour. By producing ~~Qantas~~ Jetstar in 2008 this has increase market share by 14% and with the corporate market a total of 96%. These marketing appeal to conscientious people who are aware of misleading practise. Honest marketing earns the loyalty of customers and sustain a firm relationship "brand loyalty". This in the long term allow for the expansion of airlines in Asia and Europe with new air crafts. Ethical behaviour again with interfere with practices if deceptive such as 'fine print' and 'bait-and switch'. Ethical behaviour will involve Governments penalties and business reputation at stake that can hinder their image ~~or~~ severely. Qantas, had problems in 2010 concerning delays and poor

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services. This tarnished their image and ~~evident~~ <sup>fall</sup> in sales and customers.

Government policies such as protectionism by ACCC protects smaller rivals of Qantas by disallowing the merging of Qantas Airlines with NZ Alliance. This is detrimental for small businesses as ~~the~~ without these policies the big share market holder will cut and take advantage of ~~suppor~~ 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 ~~the~~ marketing.

Qantas has used ~~Section~~ FFS (Frequent Flyer Schemes) in business this contributed to the continue success ~~of~~ marketing. However, with regulations such as fuel cost rising this is affordable for small business. Strict government regulations and ethical behaviour is important to create and keep fair marketing so that the customers are receiving products and service true to their words. Qantas has show that through experiences ethical behaviour allow marketing to be positive and reflecting on their sales. Whilst Unethically responsible can hinder image permanently.

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