

Marketing is the total activities undertaken by businesses, aimed to bring buyers and sellers together through the planning, pricing, promoting and distributing the products. It is vital for businesses to use marketing for their goods and services to ensure growth and survival of the business. However, this can lead to businesses taking part in unethical practices and not following government regulations to promote their products and make customers more aware about the business, which can lead to fines and penalty. Therefore, it is important for businesses such as Qantas and Billabong to market their goods ethically and under legal regulations.

Ethical behaviour in marketing means to do what is morally right. By doing so, businesses act in honest & fair ~~and~~ behaviour in all activities they do. As marketing is the heart of the business by bringing together buyers and sellers, many methods are undertaken to create awareness to customers of the products. For businesses like Qantas, Australia's largest airline, marketing is crucial as the

airline industry is highly competitive. Qantas has taken the normal measures of promotion for their services. This includes endorsing celebrities such as John Travolta as brand ambassador and sponsoring NRL games. Through these, it allows consumers to see that high paid and famous celebrities look to Qantas for their flights. It also shows that the airline help ~~be~~ sports in Australia. This gives the firm a positive reputation as they have not exploited their services with misleading information and show that by using their airlines they ~~can~~ can help others in Australia. Their services are of high quality and comprehensive in terms of safety and in-flight experience and are advertised truthfully in brochures, advertisements on TVS.

This can also be seen in Bilabong International, an Australian company who manufactures, promotes and distribute surfwear, jewelley and other accessories in Australia and the world. Their products have been made by people in far and

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safe working environments and have not been exploited in any way. This is important for Billabong to not do so as consumers are more aware of businesses doing this, and can undermine their products. By ~~displaying~~ having a Group's code of conduct, Billabong have set rules and procedures in which they follow. They also help charities and programs such as SurfAid, a nonhumanitarian program to help the wellbeing of people in isolated regions through surfing. Undertaking these sort of activities on top of their marketing enable consumers to purchase their goods with a reputation that help others and ^{create} ~~allow~~ jobs opportunities for those employed. Therefore it is crucial for businesses to have ethical behaviour in marketing so that people are not being exploited by them to buy their products where they have participated in activities that are not morally right.



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Government regulators are enforced to ensure businesses follow the procedures ~~of~~ set by the govt. and do not exploit particular activities. By having these regulations, businesses have restrictions put in place to what they can and cannot do and if not followed, a fine or penalty occurs. Many policies and Acts have been enforced either by the whole ~~state~~^{nation} or by separate states. This ensures consumers are being aware of their rights as consumers to what is ethically right in terms ~~of~~ business' activities to provide their product. For Qantas, this means pursuing activities in terms of ~~price~~ setting the right price for their flights that are reasonable as well as competitively advantaged. It also means that the company follow the watchdog, ACCC ~~Advertiser~~ for truth in advertising and promoting. ~~These regulations have also~~

Billabong has also demonstrated positive use of marketing. Many regulations

have been put in place so that the company does not breach use of labour and methods they use to promote their goods worldwide. As a global company, they face many government regulations due to the many countries their stores are in.

This can cause some implications for managers to keep track of the regulations that have changes made in recent years and implementing it to the business' procedures.

It is important for these businesses to follow these regulations so they don't get caught in any misleading advertising and promotion which can hinder their goods and/or services for consumers.

In conclusion, ethical behaviour and govt. regulation is important in marketing for business as they have to be followed by businesses. It also enables them to get a good customer base that is loyal because they know they are not

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persuaded in an unethical manner and the products/service they purchase are ~~a~~ high quality and satisfy their needs and wants, which allows the businesses to grow and survive in a highly competitive environment, demonstrated with the case studies of Qantas and Billabong.

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