Marketing involves my attempt to gain consumer interest in a product or service. The desire of a business to gain consumer interest, and thus market share, is ripe or continues to proliferate. It is because of this that it is vital to implement protection to ensure that consumers and corporations are not exploited. Such protections come under ethical behavior and government regulation, which ensure the ethical practice as impose legal responsibilities upon businesses.

E-marketing is a significant area of modern marketing, within which ethical behavior and government regulation are often irrelevant due to the breadth and anonymity of services such as telephones, SMS, email and the internet of commerce. Although government regulatory bodies such as the Australian Competition and Consumer Commission (ACCC) and the Australian Securities and Investments Commission (ASIC) are fortified with a number of laws that allow them to effectively "police" the internet for scams, unethical practice or consumer exploitation, they are often reluctant to do so as the take would prove to be perpetual. Scams that often proliferate online include spam, the continued
infiltration of promotions and advertising as well as phishing and consumer profiling, both of which involve the collection of consumer information to understand their wants and needs in order to make to the specific appeal.

An example of a business that opposed the government regulation of the 'Do Not Call Register', protected under the Do Not Call Act, is Vodafone. The Sydney Morning Herald released an article in 2017 entitled 'Vodafone wanted to put a limit on telemarketing' as its telemarketers were caught calling numbers on the do not call register in order to market their products. The ACCC warned the business and if they were caught again, severe fines would ensue. This invasion of consumer privacy and unethical behaviour is an example of why ethical behaviour and government regulation is important in marketing.

Advertising is an aspect of marketing that often intrudes on aspects of the lives of consumers. Advertising is a paid, non-personal message conveyed through a mass medium.
Unethical behavior in advertising is often the catalyst for business reputational criticism. Qantas has been subject to such criticism for a number of reasons. For example, Qantas television advertisements during the 2000 Sydney Olympic games contained ‘retty’, a rogue streak of flesh feed consumed to believe that Qantas was a sponsor of the Olympic games, which could greatly bolster the business’s reputation as well as its customer base. The company was reprimanded by the Olympic Committee as the public was notified via the SMH that Qantas was not in fact a sponsor, further exemplifying the importance of ethical behavior, relating to unethical behavior where.

The Advertising Standards Bureau (ASB) is an independent statutory body that establishes advertising standards, evaluates and rectifies the unethical or illegal behavior of businesses, and makes this information available to the public. Its importance has been exemplified in a number of cases, two recent ones of which were the Subway Chicken Sitter.

Tick this box if you have continued this answer in another writing booklet.
Start here. Sandwich ad met Carefree ultra-fresh
liner ad. Suddenly the ASB received customer
complaints regarding the quality of the
chicken fillet with the sandwich. The ASB report stated that Subway
was accused of making false claims as
the public is likely to believe the fillet is
unprocessed chicken breast. When it
was said it was a processed fillet, this
unethical behaviour as well as the role of
the government regulatory bodies,
resulted in the major public scare for Subway,
who was forced to remove the
sandwich which was now known as
the ‘Chicken Classic,’ failure exemplifying the
importance of ethical behaviour and
governance in marketing in relation to
consumer protection and
false or deceptive advertising.

Government regulation in advertising is also
important in determining ethical behaviour, as
an often conflict with the studied of
advisory or some consumer. An example of
this can be derived from the ASB’s
interaction with Carefree. The recent
Coca-Cola 'active fresh lines' advertisement received a lot of criticism due to the use of the word 'vagina' as well as the naked appearance of the women, which some consumers claimed to oppose the standards of good taste in advertisement. The ASC argued the ad was determined that it 'treated subject matter in a factual, serious professional way that was appropriate to the target audience'.

It is clear that it was determined that the advertisement did not break standards of good taste in advertisements. This particular case displays the importance of government regulation in determining the standards of ethics related to marketing, ensuring that reasonable advertisements are distinguished from those that are truly offensive.

Ethical behaviour is important in marketing as it ensures that groups, minorities and individuals will not be offended. Ethics when a business engages in ethical behavior, its reputation is bolstered and it often allows the business to establish a firm relationship with its customer base. Qantas is a business...
that displays the detriments of engaging in unethical or distasteful marketing. For example, the Qantas symbol, known as the “flying kangaroo,” was named a “flying rip off” by the Sydney Morning Herald in 2002, when claims were made that the well-known, globally-branded symbol, was copied from an Aboriginal symbol, ultimately exploiting and degrading a cultural group with intimate protections within Australia, the country in which Qantas is based. Although Qantas did not breach any government regulations in utilising this symbol, the media influence of the Sydney Morning Herald publicised the unethical behaviour and caused consumer outrage, greatly tarnishing Qantas’ reputation.

This event prompted further investigation of the hype regarding Qantas’ relationship with the indigenous peoples of Australia. Qantas received more criticism for the use of a picture of a young Aboriginal girl with a painted face in their advertisement, as well as due to their previous ethical misconduct. This criticism was enhanced when men’s investigation
revealed that the girl was living in a
"poverty stricken, shanty community in the
Northern Territory," according to the Sydney Morning
Herald in 2006. Thus, it is made clear through
Qantas’ alleged unethical behaviour,
regarding the symbol and the girl featured in a
Qantas marketing campaign, that ethical
behaviour in marketing is vital not only for
consumer protection, but also for businesses themselves,
as ethical behaviour contributes to business success,
in the fact that it fortifies a positive reputation.

Government regulations in marketing is also
vital to protect consumer health as it is illegal
to market a dangerous product. An example of
governmental regulation is play with unethical and
illegal marketing can be derived from the case
of "Brandless beads," a Mattel product named
products at "toy of the year" in 2007.
Unfortunately, many mistakes had occurred before
it was discovered that the product was dangerous
to the health of children who ingested it,
as a manufacturing company in China made the
products that, when ingested, became toxic. This
was discovered after two children were hospitalised.
When it was discovered that the product
being modelled was extremely harmful to consumer health, governmental regulation was enforced by the Australian Competition and Consumer Commission, and the company was forced to halt all marketing and production. Marketing and production has since been returned, with the product being renamed ‘Beadays’, however, the attempt to sever ties with the dangerous product was not very effective. Thus, government regulation is extremely important in marketing as it can protect consumers from harmful products, or products that are found to be dangerous.

Thus, it is clear that ethical behaviour and government regulation in marketing are essential for a myriad of specific reasons that can be simplified into two broad categories: the protection and regulation of business, and the protection of consumers. While ethical behaviour and government regulation are often interdependent, it is undeniable to erect clear that their respective and collective input roles are vital to marketing, ensuring that consumers are not exploited, offended or harmed, whilst ethical behaviour and government

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Regulation safeguards the accepted marketing practices of a business, and essentially allow a business to understand its expected conduct, that can translate to consumer loyalty, positive recognition, a competitive advantage and business success. Thus, the gap due to these many varied roles and cases of protection, the importance of ethical behaviour and government regulation in marketing is undeniable.