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Ethical Behaviour & Government regulations are ~~but~~ ^{both} key influences on the Marketing of a business. Businesses such as Apple & Coca Cola use highly developed ~~strat~~ plans to follow government regulations & operate in an ethical manner. ~~is~~ Ethical marketing involves a good taste in advertising, no false advertisement claims & can also involve producing environmentally friendly products. Although ~~ethical~~ ^{ethical} practices are morally & socially correct, they are not forced by Government regulations. Government regulations such as laws & the ~~role of Austr~~ stance of globalisation in Australia are very important to Marketing.

The implementation of ethical behaviour ~~has~~ ^{has} such as truthful advertising & good taste in advertising are important factors ^{of} ~~is~~ effective Marketing Management. Truthful advertising in the form of advertising the qualities of your product & making sure customers receive what they have seen advertised is an important part of Apples marketing. The advertisement & deliverance of the goods advertised is beneficial to the business as their reputation in society increases. Ethical Marketing ~~considers~~ ^{also involves taking} ~~the response~~ ^{into consideration} acts which ~~of society to certain aspects of~~ are not ~~go~~ legally required, however & are socially & morally expected.

~~Apples~~ Coca Cola's development of ^{using} ~~recycled~~ recycled bottles is one form of ethically correct practices being implied. The use of recycled bottles is not a legal regulation however the business ^{desire} to minimise impacts on the environment. These bottles

in modern society are highly effective & beneficial to the marketing of the drinks as consumers are at ~~press~~ are highly aware of the idea of "global warming". The bottles have seen Coca Cola's market share increase by 9% as their major competitor "PEPSI" refuses to apply ethical practices.

Although ethical practices may be more expensive than standard procedures, the benefits in the long term are recognisable. The increased cost of implementing these practices later on lead to an increased market share as seen in both Coca Cola & Apple; increased customer base & a highly reputable brand name all around the world. Ethical practices are highly important to a business as unethical & morally incorrect practices lead to a reduced reputation & sales in the medium-long term. Pepsi's ~~use~~ decision to not use ~~recycled~~ recycled bottles has lead to a decreased market share & reduced profits for the business.

Government regulations such as the increased ^{amounts} ~~free~~ of free trade, as well as mandatory policy are highly important when Marketing. Both "Apple" & "Coca Cola" have highly benefitted from government regulations in the past, ~~as~~ mainly due to the increased levels of globalisation in the global economy.

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the Australia's removal of trade barriers to global businesses lead to Apple targeting markets ~~using~~ with their products. Free trade allowed Apple access into Australian markets without added costs such as tariffs & further taxes. This government regulation allowed the already 'global' brand to increase profits & by its 9th year in Australian market, Apple accounted for almost 60% of the market share in electronics.

Government regulations such as the newly imposed Carbon Tax, whilst encouraging ethical behaviour also impact on the Marketing of a product. The Carbon Tax forces businesses to minimise their release Carbon into the atmosphere & hence reduce damage to the environment. This tax has impacted the Marketing operation as businesses are increasingly producing goods, which are less harmful on the environment. These goods which are less harmful to the environment such as "Sony Australia's" new range of T.V's receive tax concessions from the government. These rewards are beneficial to the business as they can

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use these concessions to further market their products.

Sony's increased emphasis on its range of "green" products is seen to be both ethical & attractive to modern society. The "Sony Vaio" laptop has reduced its carbon emissions by over 10%, & in turn the success of the product has increased considerably.

Ethical Behaviour & Government regulations influence the Marketing operation considerably. Changing views of ethically correct practices as well as increased government regulations have lead to companies such as "Apple, Sony & Coca Cola" change their marketing ~~plan~~ mix in order to maximise profits. Their focus on providing ethical practices & following as well as taking advantage of government regulations has seen Market share & success of the companies drastically increase.