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

The implementation of ethical behaviour & practice such as truthful advertising & a good taste in advertising are important aspects of effective Marketing Management. Truthful advertising in the form of advertising the qualities of your product & making sure customers receive what they have been advertised is an important part of Apple's marketing. The advertisement & deliverance of the goods advertised is beneficial to the business as their reputation in society increases. Ethical Marketing considers the requirements of society to certain aspects of one's society legally required, however are socially & morally expected.

Apple & Coca Cola's development of recycled, recycled bottles is one form of ethically correct practice being implied. The use of recycled bottles is not a legal regulation however the business's desire to minimise impacts on the environment. These bottles...
In modern society, advertising and the marketing of the drinker as consumers are highly effective. With consumers more aware of the threat 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 and Apple, increased customer base and a highly reputable brand name all around the world. Ethical practices are highly important to a business as unethical and morally incorrect practices lead to a reduced reputation and sales in the medium-long term. Pepsi's recent decision to use recycled bottles has lead to an increased market share and reduced profits for the business.

Government regulations such as the increased fees of free trade, as well as mandatory policy are highly important when marketing. Both "Apple" and "Coca-Cola" have highly benefitted from government regulations in the past, mainly due to the increased levels of globalisation in the global economy.
The Australian's removal of trade barriers to startups businesses lead to Apple targeting Australian markets growing 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 markets, 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 TVs receive tax concessions from the government. These rewards are beneficial to the business as they can

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Sony’s increased emphasis on its range of “green” products is seen to be both ethical and attractive to modern society. The “Sony Vaio” laptop has reduced its carbon emissions by over 10%, and 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 led to companies such as “Apple, Sony & Coca Cola” change their marketing 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 practically increase.