

Start here.

Why are ethical behaviour and government regulation important in marketing?

2012 HSC - Business Studies
Band 2/3
Sample 1 Question 26

Ethical behaviour and government regulations are very important in the marketing process, society proceeds to follow under an order of ethical behaviour in each and everyday. Without these ethical guidelines for behaviour all would go into a state of anarchy.

The role of marketing falls under the promotional side of a business, marketing allows a business to grow and make financial success through the use of distributing the product/service to a large variety of customers.

Government regulations provide businesses with a list of guidelines that have to be met to create ethical marketing.

Marketing should be polite and dignified, employees and customers need to know that they are safe and in no way to harm themselves when using or making the product. The environment and animal species also to be kept safe to some degree ensuring that our way of life can be sustained and not jeopardised.

Government regulations ensure the satisfaction of the customer is met by ensuring health, safety and social behaviour. If unethical practices are to be made

In the marketing process, less clientel and employees will want to purchase and/or work for the company at hand. Thus reasoning why ethical behaviour and government regulations are important to marketing.

To create profit, marketing has to take place; to create great marketing ethical behaviour needs to be implimented to increase the number of customers thus allowing more distributing of the product/services which makes the profits of the business sky rocket.

Additional writing space on back page.