**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 4: Activity 9**

**HOMEWORK ACTIVITY**

## **Is it wrong or just good business?**

The ethical debate

On The Go Inc is a chain of fast food take-away outlets. Its menu includes beef burgers; pizza and kebabs. Its proposition is low-price, low quality products aimed at young adults and children. The chain has 25 outlets all operating in poorer areas of major towns and situated near schools and colleges where the majority of the chain’s target market is located during the day.

The chain’s marketing activity includes extensive local press advertising and poster sites positioned at optimum points to drive footfall. For example, at bus stops near schools and colleges. The marketing department are skilled at producing high quality imagery of the food on the menu and there is no law that states that they must display ingredients and nutritional values in their advertising.

The marketing team also ensure they keep prices competitive by constantly tracking the market and ensuring that they are always cheaper than their closest rivals. They know that they can’t compete with the major brands such as McDonald’s, but they find it easy to undercut local, independent competition.

On The Go Inc is growing fast and has plans to expand further across the region to achieve 45 outlets by the end of next year.

Your challenge

Working in pairs, read through this case study and identify what you believe the business is doing to comply or contravene ethical marketing standards.

Prepare some notes for a 30-minute class debate when you can argue for or against the chain’s marketing strategy. Use the main four marketing Ps as your framework:

1. Product
2. Price
3. Place (retail sites)
4. Promotion