

Bus ethics

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The concept of a soft drink has evolved significantly over the past few decades. Over a period of time, the industry' has broadened by offering more of a variety to its consumers. With health issues on the rise, the industry has made healthier beverages available to consumers. The soda industry consists of many beverage companies, but the industry/s giants are Coca Cola, Pepsi, and Actuary Speeches. The soda industry is represented by the American Beverage Association, and many franchise companies are now members of this Association. Some companies assist and provide funding for scientific initiatives.

The American Beverage Association and its companies are unified in wanting to take a leadership role in obesity/nutrition issues (Koshering, 2005). The Center for Science and Public Interest says that teenagers are consuming more high calorie drinks than ever, and fewer diet drinks than in years past, despite growing concerns about obesity (Affairs, 2005). The ASPI and other groups have sought to limit the sale of soft drinks in schools as part of a larger effort to combat the growing problems of childhood obesity and related health issues.

Despite all, it is not feasible to blame one food product or beverage as sole contributor to any health issue. Consumers are at liberty to choose for themselves. The soda industry assumes responsibility by educating its consumers on the sugar content in all beverages. In addition, soda companies offer many alternatives to consumers. " Obesity and other issues are bigger issues in the states than in Washington, and they are tougher to fight in the states because you are dealing with 50 legislatures and maybe 100, 000 school boards" (Finnest, 2005, p. 0). About one in every four

people aged 18 to 34 drink one or more sodas per day, compared to people 55 or older (Mendel, 2014). It is the responsibility of parents with underage children to monitor their children's soda intake since most soft drinks are high in sugar. The negative effects that will occur when soft drinks are abused are inevitable. Most people are aware that too many sugary drinks can negatively affect their health; however, they continue to over-drink due to lack of concern, flavor, and easy accessibility.

Although sugary drinks are the major contributor to the obesity epidemic, and our nation spends \$190 billion a year treating obesity-related health issues, consumers are still downing soft drinks. Is it the industry negligent if consumers are over drinking? Absolutely not! The industry is not responsible for the amounts of sodas consumers drink; the consumers are! Many people believe that the soda industry is more concerned with its profit than its consumers. All businesses strive to gain profit and target markets where sales will be higher through advertising and marketing; however, consumers are important.

Coca Cola is one of the giants in the soda industry. In 2013 Coke launched an anti-obesity advertisement recognizing the sweetened soda and many other food and drinks that contributed to the obesity epidemic. They then advertised their wide array of calorie-free beverages to encourage consumers to take responsibility for their own drink choices and weight (Chance, 2009). I advocate for the industry because of its continuous effort to gear towards the needs of consumers. The soda industry is constantly

satisfying their responsibility by educating the public about the dangers of compulsive consumption of sugary drinks.

Sugary drinks combine with caffeine should heighten the awareness of the public and spark consumer attention to its health risk. Explain the Role Capitalism Plays in Corporate Decision Making Capitalism focuses on profits driven by sales of products and services to willing consumers. Senior corporate executives generally have authority over the promotion of public goods and are under government control. It is also customary that the distinction be made between public and private sectors. In this industry, capitalism motivates and encourages stronger competition.

Competition stimulates the economy, and it encourages productivity. Beverage companies compete through marketing strategies. For example, Coca Cola has an edge on PepsiCo because of its connection with people. Coca Cola conducts a market research study every three years across 55 cities. This market research was constructed around understanding human motivation. For example, human motivation is important to Coca Cola, that same motivation stimulate feelings of belonging, and the desire of affiliation (Saurian, 2013).

When making corporate decisions, executives rely on human desire; therefore, the market is limited by what people desire. Capitalism embraces human desires, and corporate decision making play an important role in shaping the collective life of society as a whole. Capitalism plays many roles; it allows business to sell their products or services at whatever the market accepts. Under the role of capitalism, people are able to work at jobs they so

desire. It is in the interest of corporations that an increasingly greater proportion of people have the ability to enjoy the good life (Journeyman, 1993).

Discuss if you Believe it is Possible for a Company to Cater to Both its Best Interest and the Consumers Conjointly or if one has to Prevail. When we focus on the success of any business, the first element considered is their customer base. Without loyal customers, the business merely exists ND will soon fail. Often times many employees working for companies forget that customers want to be loyal, it makes them feel good to belong; however, companies forget that loyalty is a two way street.

Customers are the meat to any successful business and it is the responsibility of the business to cater to their customers. Maximizing customer satisfaction makes an important contribution to maximizing profits; however, the company is still faced with other factors such as; cost control, marketing, and productivity. These key factors can impact a business's bottom line. When customers are testified there is an opportunity to increase the repeat of sales. When customers are satisfied they tell other customers and in return, businesses profit.