**Marketing Management**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. A premium home appliance brand, CoolCasa, has been facing stagnating sales despite offering high-quality, durable, and technologically advanced products. Market research indicates that younger consumers, particularly millennials and Gen Z, prefer smart, connected appliances but also focus on affordability, brand experience, and sustainability. The company’s traditional marketing approach, which emphasizes product durability and engineering excellence, seems less appealing to this segment. Question:**

**Based on consumer behavior principles, evaluate what key factors should CoolCasa consider to realign its marketing strategy and better appeal to younger buyers? (10 Marks)**

**Ans 1.**

**Introduction**

CoolCasa, a premium home appliance brand, is facing stagnating sales despite offering technologically advanced, high-quality, and durable products. The primary reason for this decline is the changing preferences of younger consumers, particularly millennials and Gen Z, who prioritize smart, connected appliances that integrate seamlessly into their digital lifestyles. They also focus on affordability, immersive brand experiences, and sustainability. CoolCasa’s traditional marketing strategy, which emphasizes durability and engineering excellence, no longer resonates with these audiences.

To stay competitive, CoolCasa needs to align its marketing strategy with modern consumer

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**Q2A. FreshBite Foods, a mid-sized packaged snacks brand in India, has noticed a decline in sales of its traditional fried chips among urban consumers. Market research suggests that health-conscious millennials and Gen Z consumers prefer baked, organic, or low-fat alternatives. FreshBite’s management is considering launching a new line of healthy snacks but is unsure how to understand and influence consumer buying behavior effectively.**

**Question:**

**Based on the given scenario, analyze the key factors influencing consumer buying behavior that FreshBite Foods should consider before launching its new healthy snack line. (5 Marks)**

**Ans 2A.**

**Introduction**

FreshBite Foods, a mid-sized packaged snacks brand in India, is experiencing a decline in sales of its traditional fried chips among urban consumers. Market research indicates that millennials and Gen Z prefer healthier snack options such as baked, organic, and low-fat products. FreshBite may create a healthy snack brand to recapture market share. To succeed, the organisation must first grasp customer purchasing behaviour elements. FreshBite may attract health-conscious customers by connecting product development and marketing with

**Q2B. GlowCare, a new skincare startup in India, has launched a premium herbal face cream targeting young professionals. Despite high-quality ingredients and dermatologist endorsements, the product is struggling to gain traction in the market. Competitors with well-established brands dominate consumer trust, and many potential customers perceive GlowCare’s product as expensive. The management is now exploring ways to enhance customer value and improve brand positioning.**

**Question: Based on the given scenario, apply marketing principles to show how GlowCare can build customer value through its product, service, and brand strategies to gain a competitive edge. (5 Marks)**

**Ans 2B.**

**Introduction**

GlowCare, a new skincare startup in India, has launched a premium herbal face cream targeting young professionals. Despite using high-quality herbal ingredients and receiving dermatologist endorsements, the brand struggles to gain traction due to strong competition and perceived high pricing. Consumers often prefer well-established brands they trust, making it difficult for GlowCare to attract new customers. To overcome these challenges, the company must focus on enhancing customer value through strategic product