**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**

Premium home appliance brand CoolCasa has stagnate sales while providing technologically innovative, high-quality, lasting goods. Emphasizing durability and engineering superiority, the company's conventional marketing strategy seems to be out of line for younger consumers—especially millennials and Gen Z. These consumers give smart, connected appliances that provide ease, affordability, sustainability, and an interesting brand experience top priority. Driven by digital revolution, sustainability issues, and consumer preference for customized products, the fast change in consumer behavior calls CoolCasa to rethink its marketing plan. Using consumer behavior ideas will help the company reinterpret itself to appeal to younger consumers, improve brand interaction, and stimulate sales increase. The main elements CoolCasa has to take into account in realigning

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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 3A.**

**Introduction**

FreshBite Foods, a mid-sized packaged snacks brand in India, has observed a decline in sales of its traditional fried chips among urban consumers. Millennials and Gen Z, who form a significant portion of the urban market, are shifting towards healthier snack alternatives, such as baked, organic, or low-fat options. This changing consumer preference is driven by increasing awareness of health and wellness, dietary consciousness, and a preference for clean-label products. To successfully launch a new healthy snack line, FreshBite must analyze the key factors influencing consumer buying behavior to align its product offerings

**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 2.**

**Introduction**

GlowCare, a new skincare startup in India, is facing challenges in gaining traction despite offering a high-quality herbal face cream endorsed by dermatologists. The market is dominated by well-established competitors with strong brand loyalty and consumer trust. Additionally, many potential customers perceive GlowCare’s product as expensive, making it difficult to encourage trial and conversion. To overcome these challenges, GlowCare must