**Consumer Behaviour**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. How has Amul planned its expansion in the US market? How is it giving the consumers in the US “The taste of India”?**

**Note: - Please refer article of business standard of 25th March 2024 for writing this answer.**

**Answer:**

**Introduction:**

In March 2024, Amul, operated by the Gujarat Cooperative Milk Marketing Federation (GCMMF), expanded into the U.S. market by launching four variants of fresh milk. This marked the first time Amul offered fresh milk outside India, aiming to cater to the Indian diaspora and broader Asian population in the U.S. The initiative has been highly successful, prompting plans to enter the European market. Amul's strategy focuses on delivering "The Taste of India" to international consumers by providing fresh dairy products that resonate with their cultural preferences.

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**2. How are consumers staying digitally relevant in today’s context? How is the online sales increasing and how is it benefiting the consumer?**

**Note: - Please refer business standard article of 2nd June 2024 for writing this answer titled Selling like hot cakes: Online sales blaze as consumers click to stay cool.**

**Answer:**

**Introduction:**

In today's rapidly evolving digital landscape, consumers are increasingly adopting online platforms to stay relevant and meet their shopping needs. The convenience of e-commerce has led to a significant surge in online sales, offering consumers a plethora of benefits. This trend is particularly evident during festive seasons, where online retailers report substantial growth in sales across various categories. For instance, during Diwali, e-commerce platforms and online brands experienced a notable rise in sales, with categories such as electronics, food, grocery, and jewellery reporting double-digit growth over the previous year.

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**3. Case Study**

**Prices of consumer durables may go up**

**Container prices have shot up by up to 300 per cent in the past one month owing to geopolitical tensions between Israel and Iran following the former’s attack on Hamas, causing shortages and pushing consumer durables companies to increase prices.**

**Companies have planned increases but some are yet to decide on the extent of the increase. “Inventory shortages, worsened by disruption in the Red Sea due to geopolitical tensions between Israel and Iran, are significantly impacting the logistics landscape.**

**There is a noticeable shortage of inventories across China, especially in East and South China, compared to its demand. This imbalance has caused shipping container prices to increase by 150-300 per cent, depending on factors like lot size and material type, making it more challenging for businesses to secure cargo space for shipments,” Arjun Bajaj, director at Videotex, an Indian original equipment manufacturer/original design manufacturer, told Business Standard.**

**He said there was an upward trend in container costs, with prices changing every week and were expected to go up even further, with no clear timeline for resolution from freight operators. This is affecting not only India but also the global supply chain.**

**The company has not decided on the price increase. However, Super Plastronics, a Kodak brand licensee, is planning to increase prices by 3-5 per cent in June and another 3-5 per cent in July on its TV sets. Avneet Singh Marwah, chief executive officer, said due to rising container prices, coupled with raw material prices shooting up, the company was forced to go in for another round of price elevation. “This situation is similar to the one we faced during the pandemic years, where costs were constantly increasing and we were forced to make our products costlier,” he said. Bajaj said:**

**“The rise in costs has led to higher manufacturing expenses, increased working capital requirements, disrupted the cash flow, extended production timelines, and complicated delivery schedules. To address these challenges, we are strengthening our collaboration with logistics partners and implementing careful inventory management practices. Currently, Videotex has managed the situation, maintaining sufficient inventories to meet production demands for the next three months.” B Thiagarajan, managing director, Blue Star, said China’s growth seemed to have revived and the US is also going to start witnessing growth.**

**“The world doesn’t have that much material to offer to cope with this growth. However, India is the hottest country in terms of growth,” Thiagarajan said. The company raised prices by 3 per cent ten days ago and it would keep monitoring the situation. If prices reduce then the company will roll back the price increase, he said. Thiagarajan anticipates a huge shortage of raw material due to growth in various economies. “You pay a price for growth. The price is going to be the waiting period and then there is going to be a cost attached to it.”**

**Note: - This article is from 30th May 2024. Kindly refer business standard newspaper for reading this article.**

**a. Why are the consumer durables companies increasing the prices? What other factor has caused the cost to increase?**

**Answer:**

**Introduction:**

Consumer durables companies are increasing prices due to a sharp rise in container shipping costs, which have surged by up to 300% in the past month. This spike is driven by geopolitical tensions between Israel and Iran, causing disruptions in the Red Sea and leading to inventory shortages. Additionally, rising raw material costs have further escalated manufacturing expenses. Companies are forced to raise prices to manage higher production costs, increased working capital requirements, and extended delivery timelines.

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**b. How much is super plastronics increasing its price and why? What is the reason for the cost going spiral which will impact the customer after all?**

**Answer:**

**Introduction:**

Super Plastronics is increasing its prices by 3-5% in June and another 3-5% in July due to rising container shipping costs and surging raw material prices. The sharp increase in container prices, driven by geopolitical tensions between Israel and Iran, has created supply chain disruptions. Additionally, higher manufacturing expenses, increased working capital requirements, and extended delivery timelines are further escalating costs. These rising expenses will ultimately impact consumers, leading to higher prices for consumer durables.

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