**Marketing Management**

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

**Internal Assignment Applicable for June 2025 Examination**

**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)**

**Answer:**

**Introduction:**

CoolCasa, a premium home appliance brand, has built its reputation on high-quality, durable, and technologically advanced products. However, despite these strong attributes, the company is facing stagnating sales. Market research suggests that younger consumers, particularly millennials and Gen Z, have different preferences when it comes to home appliances. While quality and durability remain important, these consumers are more focused on smart technology, affordability, brand experience, and sustainability.

**This is partially solved sample answer**

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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)**

**Answer:**

**Introduction:**

FreshBite Foods, a well-established packaged snacks brand in India, has observed a decline in sales of its traditional fried chips, particularly among urban consumers. This shift is driven by changing consumer preferences, as millennials and Gen Z are now more inclined towards healthier alternatives such as baked, organic, and low-fat snacks. To sustain its market presence and grow, FreshBite is considering launching a new line of healthy snacks. However, understanding the factors that influence consumer buying behavior is crucial for the brand to ensure the success of this new product line. These factors will help FreshBite design effective marketing strategies and product offerings.

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**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)**

**Answer:**

**Introduction:**

GlowCare, a new skincare startup in India, has launched a premium herbal face cream designed for young professionals. Despite its high-quality ingredients and dermatologist endorsements, the product is struggling to gain traction due to strong competition from well-established brands. Many potential customers perceive the product as expensive, making it challenging to drive sales. To gain a competitive edge, GlowCare must enhance customer value through strategic marketing efforts. By refining its product, service, and brand strategies, the company can strengthen its market position and build long-term consumer trust. A well-structured approach can help GlowCare establish itself as a preferred choice among young professionals.

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