**Marketing Management**

**Case:**

**“Yuva” is a fitness band catering to Indian youth in the lower price segment. There is a vast market thatis health-conscious and wants the latest tech in the wearable device category. There is currently two fitness band that is being sold by the company.**

**Given below are their prices.**

|  |  |
| --- | --- |
| **Yuva Basic** | **Rupees 899/-** |
| **Yuva Pro** | **Rupees 1199/-** |

**The product quality is good given the price range. It has all fitness feature supported by colorful design. It has a bigger display as compared to their competitors. The company has purposely kept the display bigger for the youth audience as they want the feel of a smartwatch at the price of a fitness band. The company has a plan to sell only through an online platform. The product is available on the major e-commerce platform as well as on the company’s website. It has just been 15 days that the product is launched but it doesn’t have any demand from consumers. There is no problem with the product but there are no promotions done by the company. You have been hired as a Marketing head of the brand Yuva.**

**1. Suggest various types of segmentation for brand Yuva. (10 Marks) 800 Words**

**Answer:**

INTRODUCTION:

Market Segmentation means dividing the potential market into different segments or groups according to different homogenous bases. A company can target different homogenous groups according to their behaviour and response towards the commodity or service. Homogeneity, reaction, and distinction are three bases on which the

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**2. How will you promote the brand Yuva online? Suggest a minimum of five online platforms through which you will promote the brand and increase the sale. (10 Marks)**

**Answer:**

INTRODUCTION:

Online promotion: Promoting a brand or product or service through internet platforms is known as online promotion. It is useful when a company wants better exposure of its brand at a reasonable cost. It increases the brand of a company and helps a company reach more consumers at a wide range (globally).

It is better for small

**3.a. Explain any five factors that will influence the consumer behavior for the purchase of Yuva Fitness Band. (5 Marks)**

**Answer:**

INTRODUCTION:

Consumer Behaviour: Consumer behaviour is the study of a consumer's reaction to a certain product or service regarding what they want to buy and their needs and desires. To know the potential market that needs to be targeted, it is important to understand the consumer's behaviour on a new or old product or service. The behaviour of a consumer depends on various factors. And according to the consumer's behaviour, a company can change their marketing strategies and various other