**Consumer Behavior**

**December 2021 Examination**

**Questions 1. A New Positioning Strategy for changed consumer behavior Maggi's recent safety controversy required a complete overhaul of the value communication strategy to regain the market position that Maggi had enjoyed for many years in India. Health and safety had become the fundamental values to communicate to its customers.**

**1. How would Nestlé convince its stakeholders that the relaunched Maggi was completely safe for consumption and healthy for all consumers? What strengths, including media sources and celebrity endorsements, could Nestlé draw from to effectively motivate customer behaviour? (10 Marks)**

**Ans 1.**

**Introduction**

Consumer behavior is determined by the manner in which the company and its employees interact with purchasers. Additionally, businesses who treat customers with respect and efficiency will have happy clients because both employees and organizations conduct themselves well. Additionally, Nestle is the world's leading corporation when it comes to providing high-quality meals and nutrition facilities for consumers and is an important factor in influencing their families' health and fitness. As I was reviewing the information in previous years, it became clear Its Half solved only

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**2. Reading the case above suggests the segmentation, targeting, and positioning Nestle Maggi is trying to achieve. (10 Marks)**

**Ans 2.**

**Introduction**

In addition, the friendly marketing version is STP models, and managers are aware of this model because it's far giggly used marketing fashions in business practices. Moreover, leaders are analyzing that this model enables credit streamlining and adding business communication practices for mitigating the query and questions of purchasers. But, this advertising method focuses on choosing commercial effectiveness, the most effective and valuable segment of an

**3. Given the growth potential of the industry, changing consumer preferences towards healthy products**

**a. Discuss the traditional / modern-day advertising strategies should Nestle Maggi use as a brand be following to remain a market leader (5 Marks)**

**Ans 3a.**

**Introduction**

It is important to distinguish modern marketing from traditional marketing since both methods refer to forms of offline advertising that are not generally very effective online. Further, the online advertising way of life replaces offline advertising developments in the sense that it helps maintain, or deal with, social distancing norms in the industry by serving as a substitute.

**b. Discuss how the use of the traditional or modern-day advertising strategies can help build the motivational factors of buying different variants of Maggi be persuaded by the tweens lifestyle (5 Marks)**

**Ans 3b.**

**Introduction**

Today's company requires more motivated workers since everyone is working from home and, as a result, many people experience a reduction in their level of motivation and mental stability while doing their daily business operations. Furthermore, motivation implies that someone is