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SUBJET; CONSUMER BEHAVIOR

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Q1.How do Coca-Cola, Pepsi, Unilever, and Johnson & Johnson benefit from their various strategies with regard to plastic disposal? How do you feel about what they are doing?

Ans 1

- Coca Cola, Pepsi, Unilever, and Johnson benefit from their strategies by having a good impression in the eyes of the consumers. Consumers really invest their money into something when they know that the company is bringing environmental changes in the world and wants to make the environment good. I feel what these companies are doing is really beneficial to themselves and also to the environment as a whole. a word of mouth really is a big factor in making a company on top or at the bottom. They can make profit and also be beneficial to the environment. Nowadays a consumer always checks about a product earlier to know the benefits and side effects of the product. if they get to know that a product is bringing harm to the environment like air pollution, no matter how good the product is, they will stop buying it. That is why most companies nowadays are connecting themselves with giving away charities, making hospitals, donating money in time of disaster to be in good books of the consumers.
- Coca-Cola has introduced a new kind of bottle the plant bottle. This bottle is made out of 30% plant bottle sugarcane and the waste from sugarcane products. The bottle is exactly the same than a plastic bottle but it is not recyclable. Therefore, costumer needs to return them to keep the environment clean. Some strategies have been put in place to encourage consumer to recycle there plastic bottles such is the; "happiness recycled campaign " in Singapore. According to the case the empty coke bottles was

placed in a specially developed bottle recycling machine, and in return the consumer was rewarded with the number of different items therefore, companies like Coca-Cola and Pepsi are definitely Profiting from these strategies because it give them a great image. Infect, people think that even multinational like Coca-Cola is worried about our environment. In my opinion it is great strategy because everyone is advancing of it. The environment is getting cleaner and customers are happy because they are rewarded.

Q.2 why do you think Coca-Cola decided to include rewards and other experiences in their recycling campaign in Singapore? Do you think they were appropriate rewards?

ANS...

Simply because it is a great incentive for customers. If customers know that they are going to get something in return, they will do it. People like when it is free, no matter where the customer comes from, everybody likes when it's free. According to the case: "Some of the items that the machine dispensed were flowers, t-shirts, and caps, all made from recycled plastic bottles. Each also contained a note positive consumers to continue recycling" . In my opinion, Coca-Cola decided to include rewards because customers are more willing to make an effort and recycle their bottles. Therefore, Coca-Cola can recycle their bottles and reduce its cost toward producing bottles. I do not think that the gifts were suitable but as long as customers got something, it is fine.

Q.3..

Suggest other ways to increase recycling in your community (besides those indicated here).

ANS.

- 1: Reuse old bottles for storage of sugar, salt.
- 2: Turn plastic bottles into trash canes
- 3: Reuse plastic bottles to make a sprinkler for your plants.
- 4: Reuse large water containers and plant flowers in them.
- 5: We can cut shampoo bottles in half and make them use for placing keys in them, or a charger of mobile.

Example...

TAI HING 15 PIONEER SECTION SINGAPORE 628426;

It's a company in Singapore they handle more than 100,000 tons of waste paper yearly! More than 15% of waste paper reprocessed in Singapore alone. Waste Paper Management. Shredding Services. Services: Shredding Service, Waste Paper Management, Reduce Cost.

Q4..

As consumer behavior specialist suggests strategies to the government on different ways, they can reward those businesses who show compliance to COVID-19 safety protocols to encourage preventive behaviors in the society.

ANS;

The COVID-19 disease has necessarily changed the world as we know it. People are living inversely, buying differently and in many ways, thinking differently. Supply chains have been tested. Retailers are closing doors. Consumers across the globe are looking at products and brands through a new lens.

The virus is reshaping the consumer goods industry in real time, speedily go faster long-term primary trends in the space of simple weeks. Our research shows that new habits formed now will sustain beyond this crisis, permanently changing what we value, how and where we shop, and how we live and work.

Even as this crisis continues to evolve, by discovering the changes that are happening now, we can consider what consumer goods businesses should do today to prepare for what's next.

THANK YOU...