



**Program: MBA (3.5)**

**ID#15610**

**Subject: Consumer behavior**

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## **CASE: 2**

### **DISCUSSION QUESTIONS:**

**1: How do coca cola, Pepsi, uniliver, and Johnson and Johnson benefit from their various strategies with regard to plastic disposal? How do you feel about what they are doing?**

**ANSWER:** Some strategies that have been put in place to encourage consumers to recycle their plastic bottles such as the “Happiness recycled campaign” in Singapore. Like in this case stated, The empty coke bottle was placed in a specially developed bottle recycling machine and in return the consumer was rewarded with a number of different items. And also coca cola has introduced a bottle that is the plant bottle. This bottle is made out of 30 percent sugarcane and the waste from sugarcane products. Therefore customers need to return them to keep the environment clean. In my opinion it’s a great strategy because everyone is benefiting from it. The environment is getting cleaner and customers are happy because they are rewarded.

**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?**

**ANSWER:** According to the case some of the items that the machine dispensed were flower, T shirt and caps, all made from recycled plastic bottles. Each also contained a notes encouraging consumers to continue recycling .I do not think that the gifts were appropriate but as long as customers got something free ,it is fine.

**3: Suggest other ways to increase recycling in your community?**

**Answer:** Recycling is essential, It decreases waste, allows materials to be reused and helps the environment. But in our society some people need an extra push to encourage them to start recycling. There are so many keys to encourage people for recycling that can also be in creative ways such as hanging the posters around the streets with a meaningful words we can send a strong message by hanging a poster or art. and provide a recycling bin. And also in primary class teachers should arrange some kind of activity at schools for children such as , turn recycling into game, Talk about how recycling works, Bring in guest to talk about recycling.

**4. As consumer behavior specialist suggest strategies to the government on different ways, they can reward those business who show compliance to COVID 19 safety protocols to encourage preventive behavior in the society.**

**ANSWER:** In companies and businesses, giving rewards and recognition is a great way to boost employee motivation, likewise when the businesses depend on the fact that they will be rewarded appropriately for their ongoing contribution to this country, they are more likely to become motivated to perform at a level that exceeds their previous performance. Similarly, the companies that follow corporate social responsibility rules are always appreciated by government as well as general public. In this pandemic situation, government should encourage organizations to follow basic SOPs at work place as well as be responsible towards general public and customers.

The government should encourage the organizations towards following strategy:

1. Ensure the companies provide health care, all necessary resources to work smoothly in these pandemic situations.
2. Ensure that all health and medical care resources are available.
3. The government should present crisis packages to reduce the financial impact of the pandemic on businesses, organizations, agencies and to save people's jobs and livings.