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Case Study On Green Marketing Stragies (Principals of Marketing) Subject.

Guided By :- Dr. lakshman.K

To Award Internal Markes As Per NEP - 2020

1. Select a product or company of your choice and discuss the importance of Green Marketing strategies in detail with suitable examples.

Green marketing is a unique category of marketing in which products are promoted based on their environmental benefits. The purpose of using the word “Green” is that the production of products is done without causing any damage to the environment, and also ingredients and packaging of products are environmental friendly. The green marketing term was first introduced in the late 1980s and early 1990s when industries started showing concern towards the environment in order to attract customers. And in the present times, green marketing has become one of the most popularly used methods of marketing because of the degrading condition of environment and climate change. With green marketing campaigns, companies show that they are concerned about the environment and are doing their bit to save the environment. Green marketing is not only limited to advertising, but it consists of various things such as the production of eco-friendly products, using sustainable business practices, using eco-friendly packaging, and creating a marketing campaign that talks about the environment-friendly features of the products. Making all of these changes makes green marketing an expensive type of marketing. But green marketing can prove to be beneficial for the company and can provide a competitive edge over competitors. Because more and more people are becoming concerned about the environment

Green Marketing Strategies

1. Make people part of your marketing

People feel associated and valued when you make them part of your campaign. Therefore, announce your plan and ask people to participate in your campaign. For example, Starbucks took the help of the Facebook social media platform to invite people to join in their campaign to plant trees and paint streets. Starbucks ‘ campaign is one of the most successful campaigns where they involved people in marketing their ideology. The campaign was so successful that along with making planet earth a better place to live company also gained appreciation and credibility.

2.Share your marketing progress with people

Going green can't happen overnight. It requires you to take baby steps to reach your goal. Then why not share your plan and your progress with people, so that they can also know that you do what you preach. To do, you are required to choose areas where you want to make changes and decide a duration in which you are expected to achieve your goal. Then share your plan with people on your social media platforms and your official website and update people about your progress on a regular basis. You can take an idea from the campaign of Johnson & Johnson to build your strategy The company has set a goal for the reduction of carbon emission by 20% by 2020 and to maximize product recycling. They are so sure of their initiative that people can track their progress online on their official website.

3.Recycle marketing strategy

Recycling is one of the best and cost-effective strategies of green marketing. Many big companies like Apple have adopted recycling to enhance their credibility. The meaning of recycling is to reuse the material. Recycling helps in reducing the carbon footprint on the earth and also helps in reducing the waste on the planet. You can ask your customers to return broken and unused products and recycle them into brand new products. Like Apple buy used devices from their customers and in return, give them a discount on new product and recycle the material of old products to build new products.

4.Use renewable energy

Making the use of renewable energy is not only cost-effective but also helps you save non-renewable resources. You can plant solar panels on the roofs of your stores to produce solar energy and can also invest in wind energy. For example IKEA makes the use of solar energy in 90% of its stores in the United States of America. They deliver products in flat packing, which customers are required to assemble later. Along with this, they are also investing in wind energy for the production of electricity.

5.Packaging

In modern times, when everything is sold online, using eco-friendly packaging to reduce paper waste and plastic uses is also an excellent strategy. Moreover, it will also help in building a positive image of your company in the eyes of your customers. Among food companies Kelloggs have one of the smallest plastic footprints. Kelloggs is currently using

recycled cardboard, overall 76% of packaging is recyclable. By the end of 2025 the company aims to make 100% of packing either recyclable or compostable.

6.Partner with organizations which hold the same beliefs

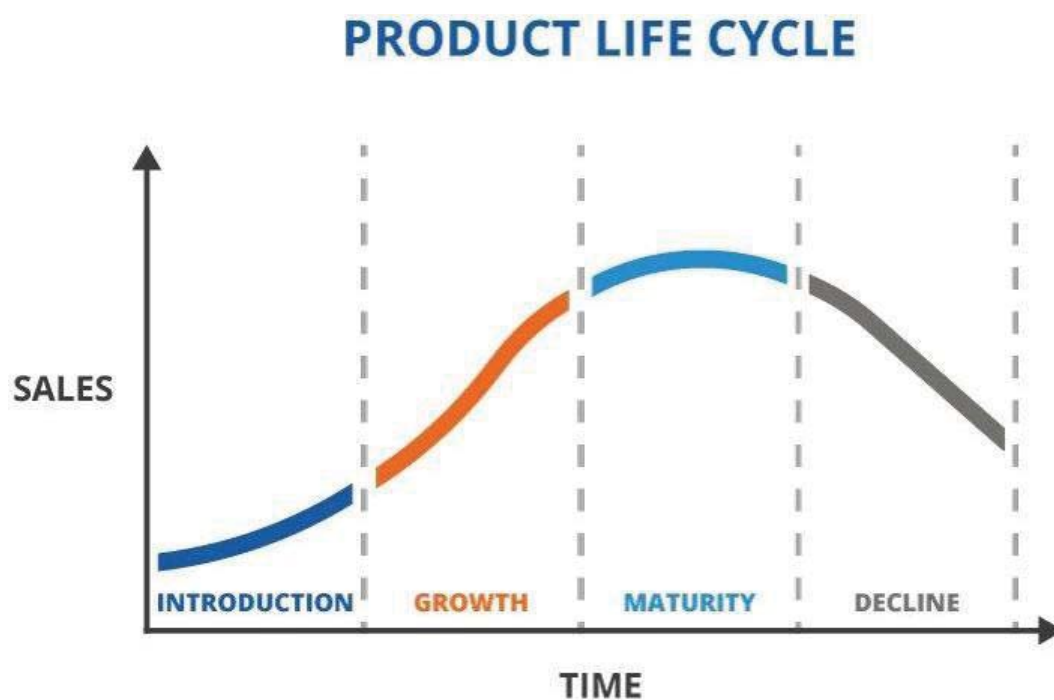
Associating with organizations that hold the same beliefs is also a strategy. You can get into partnership with an NGO that provides education to underprivileged children. In order to support their cause, you can collect donations from your customers for the initiative by sponsoring an event to spread awareness about green methods. This will also help in building a positive image of your organization.

The followings are the importance of this marketing.

1. Green marketing helps in making the earth a healthy and beautiful planet. If we don't adopt green methods, then we will not be living the right place for our future generations to live.
2. Green marketing helps in reducing the use of plastic and plastic-based products. Plastic is not suitable for our earth as it is non-biodegradable. That means one piece of plastic is going to stay on earth forever. Just think if people keep using plastic as they use now, then there will be piles of plastic all around. We will get to see oceans and forests full of plastic rather than the beauty of nature.
3. People demand natural and eco-friendly products. If you want to stay in business for a long time, then it is advisable for you to start adopting eco-friendly methods.
4. You will get a competitive edge over your competitors.
5. The credibility of your organization will improve, and you can expand your business in foreign lands

2. Explain the concept of Product Life cycle with reference to any FMCG sector of your Choice with suitable diagram.

A product life cycle is the length of time from a product first being introduced to consumers until it is removed from the market. A product's life cycle is usually broken down into four stages; introduction, growth, maturity, and decline. Product life cycles are used by management and marketing professionals to help determine advertising schedules, price points, expansion to new product markets, packaging redesigns, and more. These strategic methods of supporting a product are known as product life cycle management. They can also help determine when newer products are ready to push older ones from the market.



There are four stages of a product's life cycle, as follows:

1. Market Introduction and Development

This product life cycle stage involves developing a market strategy, usually through an investment in advertising and marketing to make consumers aware of the product and its benefits. At this stage, sales tend to be slow as demand is created. This stage can take time to move through, depending on the complexity of the product, how new and innovative it is, how it suits customer needs and whether there is any competition in the marketplace. A new product development that is suited to customer needs is more likely to succeed, but there is plenty of evidence that products can fail at this point, meaning that stage two is never reached. For this reason, many companies prefer to follow in the footsteps of an innovative pioneer, improving an existing product and releasing their own version.

2. Market Growth

If a product successfully navigates through the market introduction it is ready to enter the growth stage of the life cycle. This should see growing demand promote an increase in production and the product becoming more widely available. The steady growth of the market introduction and development stage now turns into a sharp upturn as the product takes off. At this point competitors may enter the market with their own versions of your product – either direct copies or with some improvements. Branding becomes important to maintain your position in the marketplace as the consumer is given a choice to go elsewhere. Product pricing and availability in the marketplace become important factors to continue driving sales in the face of increasing competition. At this point the life cycle moves to stage three; market maturity.

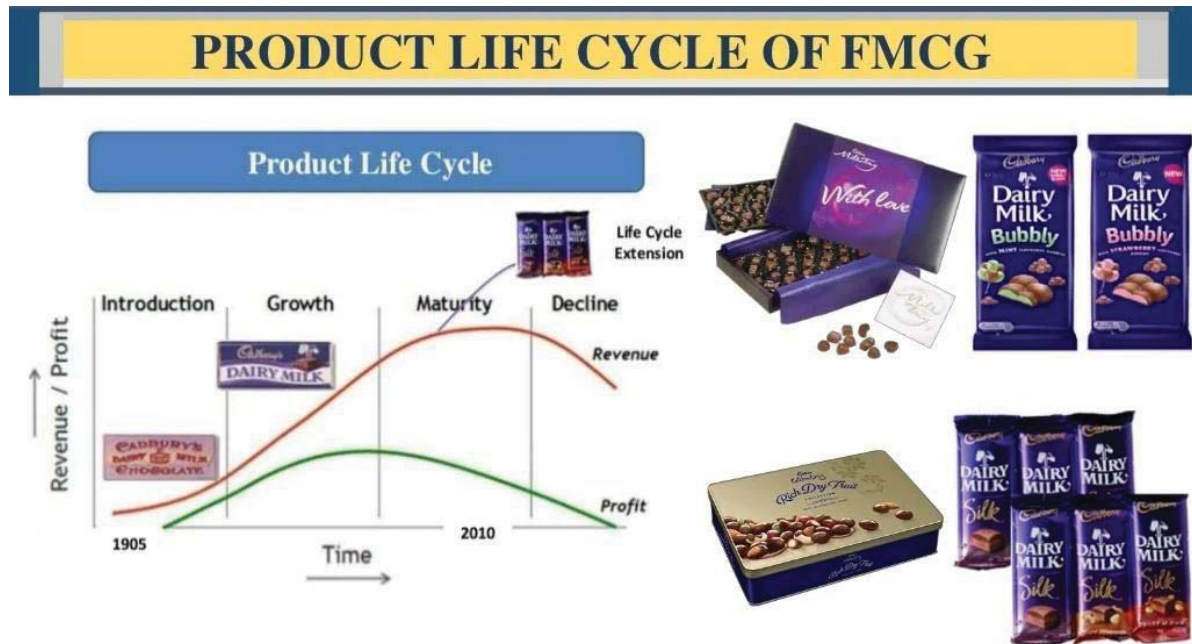
3. Market Maturity

At this point a product is established in the marketplace and so the cost of producing and marketing the existing product will decline. As the product life cycle reaches this mature stage there are the beginnings of market saturation. Many consumers will now have bought the product and competitors will be established, meaning that branding, price and product differentiation becomes even more important to maintain a market share. Retailers will not seek to promote your product as they may have done in stage one, but will instead become stockists and order takers.

4. Market Decline

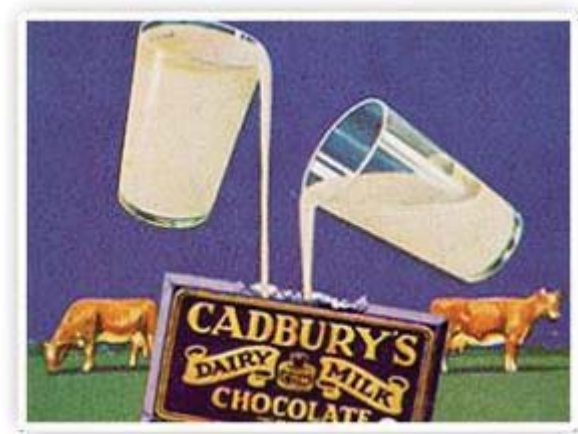
Eventually, as competition continues to rise, with other companies seeking to emulate your success with additional product features or lower prices, so the life cycle will go into decline. Decline can also be caused by new innovations that supersede your existing product, such as horse-drawn carriages going out of fashion as the automobile took over. Many companies will begin to move onto different ventures as market saturation means there is no longer any profit to be gained. Of course, some companies will survive the decline and may continue to offer the product but production is likely to be on a smaller scale and prices and profit margins may become depressed. Consumers may also turn away from a product in favour of a new alternative, although this can be reversed in some instances with styles and fashions coming back into play to revive interest in an older product.

Food and Beverages Sector



The Introduction Stage

1824 Cadbury Dairy Milk was invented with the mix of milk and chocolate tray by John Cadbury. 1904 A new recipe is perfected by George Cardbury for milk chocolate. 1905 Cadbury launches Dairy Milk into the market. (UK) Cadbury Dairy Milk in India redefined itself as the perfect expression of spontaneous, shared good feelings, providing the real taste of life experience through its brand strategy .The brand grows by over 50% in sales volume.



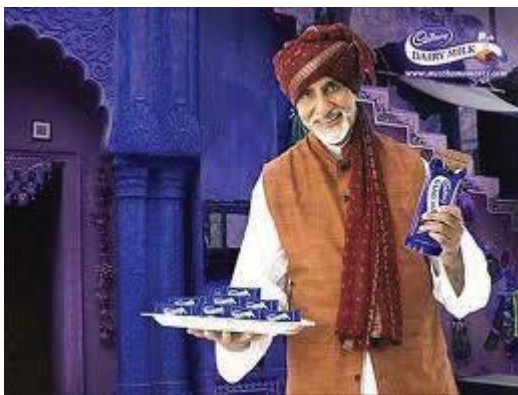
The Growth Stage

Fruit and Nut is introduced as a variation of Dairy Milk. Whole Nut is added to the Dairy Milk Family. Cadbury Dairy Milk is sold in India. Cadbury Dairy Milk popularized its consumption in a social context, especially in more traditional settings such as Weddings which are prevalent in India with the campaign “Khaanein waallon ko khaanein ka bahana chahiye” meaning “Cadbury Dairy Milk aimed to substantially increase penetration levels through its award winning campaign “Kuchh khaas hai” The brand penetrated into smaller towns and sales volume grew by 40%



The Maturity Stage

Dairy Milk becomes Cadbury's best selling line. Currently, Cadbury Dairy Milk is prospering in this stage. Has India's 70% of Chocolate consumption Market Share and is the market leader. Using Amitabh Bachchan CDM launched their new positioning of "Kuch Meetha Ho Jaaye" bringing in the tradition of celebrating a joyous occasion in India with sweets (Mithaai) along with the Cadbury Dairy Milk. Cadbury Dairy Milk introduces new product "Silk" as the brand is doing very well. Introduces the campaign "Khaane ke baad kuch meetha ho jaaye" aiming to inculcate the idea of having a Cadbury Dairy Milk as an everyday post dinner dessert.



The Decline Stage/ New Product Introduction

Consumers have started showing interest in other categories of chocolate such as dark chocolate (Bournville). — A major challenge is the growing popularity of fresh Indian sweets or Mithaai. Many marketing experts would agree that the best time to reinvent for a brand is when the going is still good. No brand can afford to assume it's created the definitive product. Cadbury Dairy Milk (CDM) introduced the sub brand Silk. In the year 2010, the 'Shubh Aarambh' campaign was launched, drawing lines from the traditional Indian custom of having something sweet before embarking on something new.



3. Bring out the importance of Digital Marketing growth during and Post Covid-19 crisis with reference to any company of your choice.

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Importance of Digital Marketing

1. You reach people where they spend their time

With the growth of the Internet, more people are spending their time online. Over 7.7 billion people use the Internet across the globe. It's become an integral part of everyday life to conduct searches, check social media, and purchase products online. Your customers are online, which highlights the importance of digital marketing. They're browsing the web looking for your products or services. If they can't find them because you don't have an online presence, you risk losing those leads to your competitors. To drive the best results for your business, you need to build your online presence. You will reach more leads that want your products or services.

2. Your competitors are already doing it

If you're wondering why digital marketing is important, the answer is that your competitors are already using it. Many of your competitors have already taken advantage of all digital marketing has to offer. They've created social profiles, adapted their website for SEO, and run paid advertisements to reach new leads. This reason in itself is one of the reasons why you should use digital marketing. If you want your business to compete with others, you have to do what your competitors are doing and more. Your competitors are gaining traffic that could be yours because you're not investing in digital marketing. They won't know that your business is an option and will automatically choose a competitor. You must invest in digital

marketing to put your hat in the ring and get leads to consider your business as an option. To keep up with your competitors, you must invest in digital marketing.

3. You can compete with larger corporations

You have a fighting chance against bigger corporations, which is why digital marketing is important to your business. Your business can reach interested leads with the same methods as a larger corporation. Methods like SEO and pay-per-click PPC advertising level the playing field. With SEO, your site ranks in the search results based on relevancy. A corporation can't buy their way to the top of the ranks. They have to optimize their pages just the same as a small mom-and-pop shop. When you use PPC, Google ranks ads based on relevancy, too. Even if a corporation bids twice as much as you per click for the same keyword as your business, it doesn't guarantee them the top spot. They can't buy a top-ranking ad spot because, again, the rank is based on the relevancy of your ad. This creates the opportunity for smaller to mid-size businesses to compete with bigger corporations. If you can create content that is more relevant to the selected keywords than your corporate competitors, no amount of money will enable them to outrank you. Digital marketing is a great opportunity for your business to compete with bigger companies to obtain more relevant leads.

4. You can target your ideal audience

The ability to target your audience better is one of the most obvious reasons why digital marketing is important. Imagine being able to market directly to people who have an interest in your products or services. With digital marketing, you have the capability to directly reach leads interested in your business. You don't have to hope that people will see your traditional marketing efforts and contact your business. With digital marketing, you can target your audience more precisely than traditional methods. You can input important information about your audience and use that information to shape your digital marketing campaigns. It makes it easy for you to reach the right people. Let's say your ideal customers are African-American men between 25-35 years old who are single and make at least \$35,000 a year. You're trying to reach this ideal customer on social media to get them to follow your business. If you wanted to precisely target those characteristics, you could easily set those perimeters for your social media ad campaign. This would ensure that only the relevant people specified would see your ad. When you can better target people in your audience, you drive better results with your campaign. You'll reach more leads that are interested in your products or services.

5. You can monitor your campaigns and optimize them for better results

The importance of digital marketing is that you can easily track and monitor your campaigns. When you invest time and money into your campaigns, you want to know that they are working. Digital marketing makes it easy for you to track your campaigns, which allows you to adapt and drive better results. When you use traditional methods, it's challenging to know the results of your campaign. If you run a TV ad, you may have to ask every person that comes into the store about what brought them to your business. It would be a very time-consuming effort that could annoy people who visit your business. With digital marketing, you don't need to worry about bothering your audience. Every campaign you run is trackable. You can easily track a campaign's ROI and other indicators to see if it is driving valuable results for your business. You can see metrics such as impressions, clicks, likes, shares, comments, conversions, and more. If your campaigns need improvement, you can make immediate changes and implement them at any point during your campaign.

6. You get an impressive return on your investment

ROI If you want to know the importance of digital media, look at the results it drives for businesses. Online marketing strategies have an awesome return on investment ROI When you invest in these methods, you'll get more out of them. Email marketing has one of the highest ROIs out of all methods. For every \$1 spent, you have the potential to earn up to \$44 in return — an ROI of 4400 percent! This is a great opportunity for you to grow and earn a profit from your marketing efforts. So, why is there so much room for a great ROI with these methods? It is very cost-effective to use online marketing methods. This leaves room for a great ROI because you don't have to spend much money to run a campaign. It doesn't cost much to run a PPC campaign or social media ad campaign, compared to some traditional methods, which allows your business to have an opportunity to grow.



The rise of Zomato coincided with the rise of digital marketing in India. The internet boom and data were becoming cheaper and accessible inclined the odds in support of Zomato, and the food tech start up pounced upon the opportunity with both hands.

Zomato's Digital Marketing

Paid marketing strategy

Despite being a non-permanent marketing strategy, paid advertising is vital and contributes to keeping the engagement up at the platform. In addition, it drives organic footfalls on the mobile app or website drastically and improves the search results. Zomato concentrates on running the Google ads only to target some specific customers. These ads get displayed along with the organic search results and allow the food tech giant to find a wide range of keywords that they can work on later.

Zomato - Order Food Online | Get 50% Off On First 5 Orders

 www.zomato.com/ ▼

Use Code ORDER150 And Get Up To Rs. 150 Off. Choose From 88000+ Delivery Restaurants. Hassle-Free Ordering. Trusted Zomato Ratings. Super Quick Delivery. Unlimited Choices. Limitless Options. Online Payment Options. COD Available. Types: Pizza, Burger, Sandwich, Biryani, Arabian.

SMS and Email Marketing

There are no qualms that Zomato knows a thing or two about nailing the email marketing strategy. It has one of the most compelling and wittiest email marketing strategies. The great subject lines and crisp call-to-action strategies play a pivotal role in maintaining the online food delivery platform's brand loyalty. In the subject lines, the food tech startup has created a 'CV for Biryani' and has included popular pop culture references from different web series, movies, shows, etc. These subtle inclusion assists in Zomato's promotion strategies in a seamless way. Along with email, Zomato has set 'gold standards' when it comes to SMS marketing. It presents engaging content according to the buying habits of the customers. This technique also helps in increasing the food tech platform's retention rate.

Social Media Marketing

As we have seen earlier, most of Zomato's target audience falls under the age category of '18-35 years. Therefore, it becomes essential for the food tech giant to keep its 'social media marketing campaigns' up to the mark. The platform puts an extra effort to stay connected with its audience through some unique content on social media by doing engaging posts. Zomato's followers on different social media platforms are:

- Zomato Instagram: 587k
- Zomato Twitter: 1.5M
- Zomato Facebook: 1.8M
- Zomato YouTube: 218K subscribers

Moreover, as per data, 0.73% of the total traffic, and YouTube and Facebook hold the chunk of this traffic.

YouTube Marketing

Zomato has always been a front runner in understanding the importance of videos and has been utilizing it to its benefit on the YouTube platform. You often will get to see short, crisp, and non-skippable video advertisements of Zomato on YouTube that have a subtle 'call-to-action'. Thus, it will be safe enough to say that video advertisements hold an important place in Zomato's digital marketing strategies.



Har Customer Hai Star! Ft. Hrithik Roshan

27,384,967 views • Aug 24, 2021

15K DISLIKE SHARE SAVE ...

Meme Marketing

Memes are very famous on social media and Zomato, understanding its importance has mastered the art of ‘meme marketing.’ Through this content marketing strategy, the food tech giant generates much organic traffic that eventually helps in boosting its overall revenue as well.

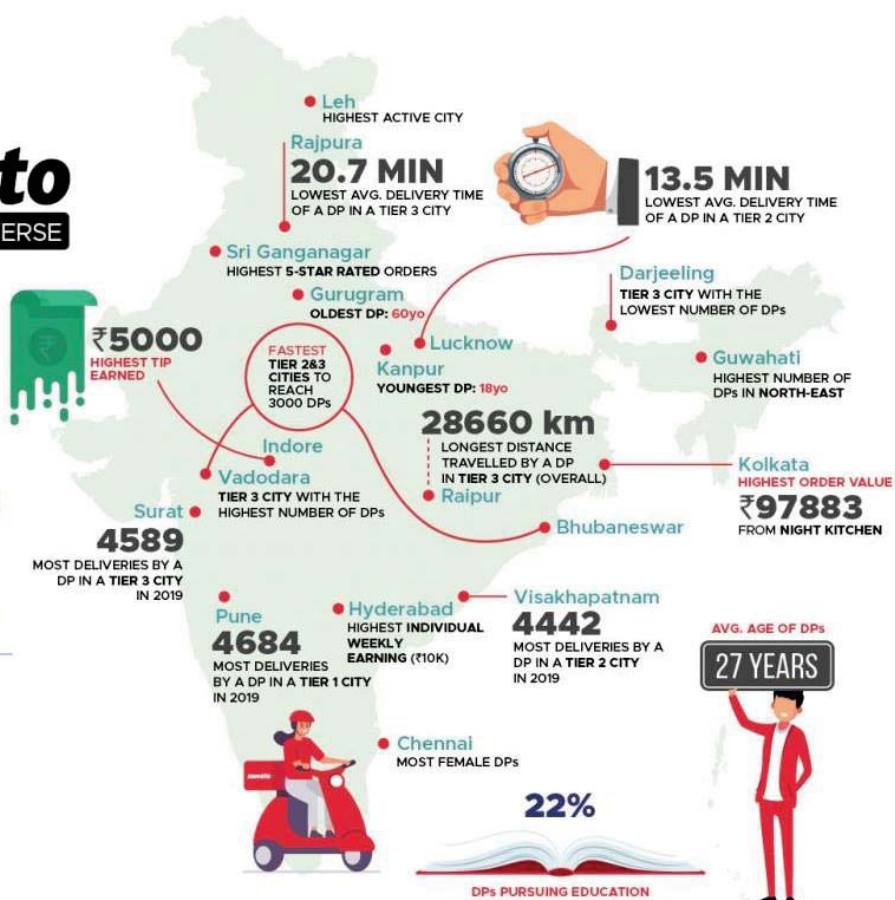




TOTAL ACTIVE CYCLIST FLEET:
23000

CITY WITH MOST CYCLISTS:
Delhi NCR
6100

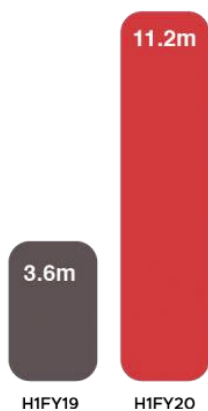
AVG. DELIVERY TIME:
25.7 MIN



*DP - Delivery Partner

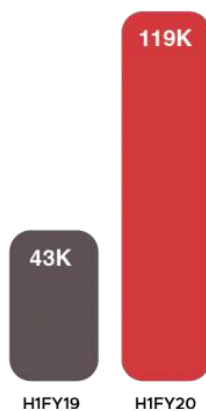
Average Monthly Transacting Users

↑ **211%**



Average Monthly Active Restaurants

↑ **177%**



Average Monthly Active Delivery Partners

↑ **308%**

