MKT530

Consumer Behavior

GDB No. 1

Solution Spring 2022

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Question No 1:

Suggest the features of two separate promotional campaigns for Toyota Yaris Cross stressing on the following levels of Maslow's hierarchy of needs:

Esteem needs

Safety needs

(Students are required to devise one promotional campaign focusing on customer's safety needs and the other focusing on customer's self-esteem needs).

Answer:

Promotional campaigns for Toyota Yaris Cross stressing on the following levels of Maslow's hierarchy of needs:

Esteem needs: VOLVO saying that "It is the fastest car"



Safety needs: BMW saying that "Be ultimate driving machine"

Question No 2:

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In your opinion, which promotional campaign (esteem needs based or safety needs based) should be adopted by Toyota Indus as its final strategy to promote Yaris Cross in Pakistan?

Answer:

Promotional campaign esteem needs based or safety needs based both are best.

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