Enrolment No. _____

AHMEDABAD UNIVERSITY

AMRUT MODY SCHOOL OF MANAGEMENT

UNDERGRADUATE PROGRAMMES

2023-2024 WINTER SEMESTER

END SEMESTER EXAMINATION

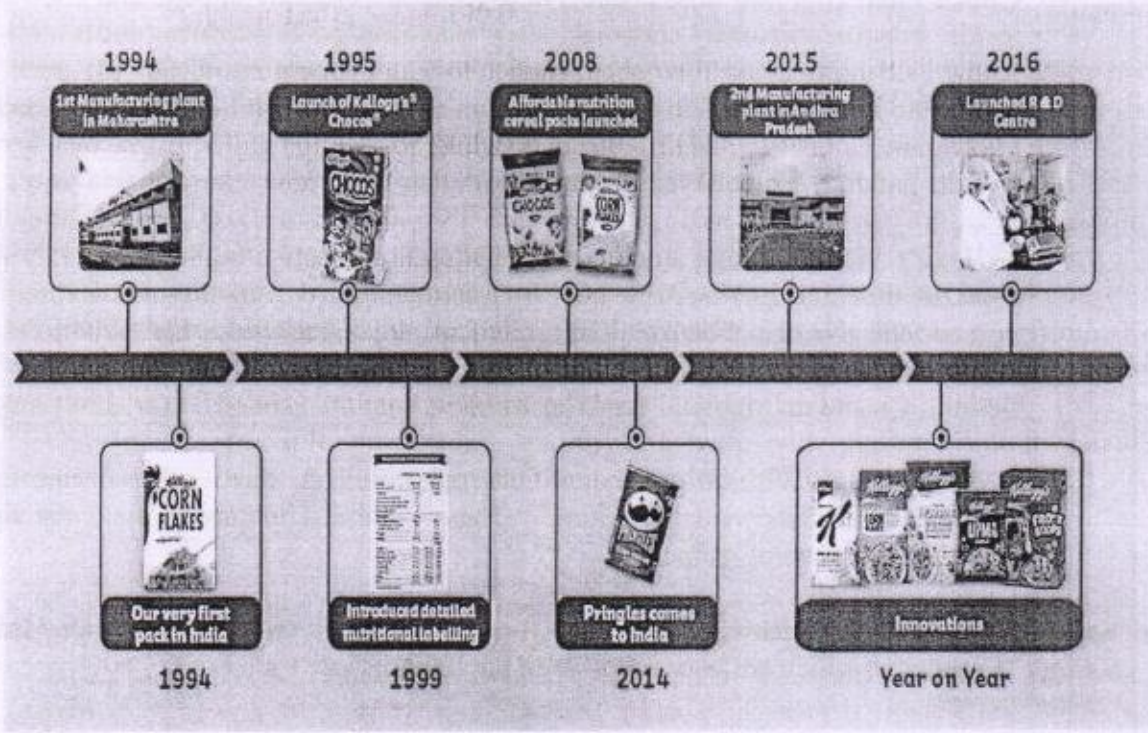
MKT341 MARKETING STRATEGY FOR CONSUMER BEHAVIOUR

Date: 22-04-2024 Total Marks: 60

Time: 11.00 PM – 1.00 PM No. of printed pages: 03

Kellogg's - Make In India Since 1994

We serve consumers a wide range of cereals made with staple grains like wheat, corn, and rice. Our cereals fulfil the diverse nutrition needs of different family members, be it the homemaker, growing children or adults on the go. In 1996, we launched Kellogg's Chocos, a product meant to cater specifically to the nutritional needs of growing children. In 1999, we took our cause further when we launched Project Red Alert- fortifying Kellogg's Corn Flakes with iron to address iron deficiency problems in children. Then, in 2008, we took another leap forward by launching INR 10/- SKUs with a vision to make nutrition affordable and easily accessible to India. 2014, we added to our snacking portfolio by bringing the much-loved Pringles chips to India. In 2020, we expanded our portfolio by launching our first-ever Indian breakfast product, Kellogg Upma, and targeting the 'In-between meal' segment for our 3 p.m. snacking needs with K-energy Bars. With the launch of our globally loved and fastest growing brand, Kellogg's® Froot Loops® in 2021, we unlocked food that delights all senses!



https://www.youtube.com/watch?v=xPVb88ULYDs
https://www.youtube.com/watch?v=_MgVOAEL2q4
https://www.youtube.com/watch?v=R5Hvj9v78s0
https://www.youtube.com/watch?v=i6_t4PDs6Bw
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The Product range offered by Nutralite is as follows:

1. **Kellogg's Corn Flakes:** low in fat, naturally cholesterol free and also has the goodness of Power of 5- Energy, Protein, Iron, Calcium and Vitamins. **3 different Flavours-** Kellogg's Corn Flakes with Real Almond and Honey, with Real Strawberry puree and Real Honey.

2. **Kellogg's Froot Loops:** These Frootylicious & Crunchylicious colourful circles pack a nourishing multigrain punch that turns milk into an adventure every day.

3. **Kellogg's Crunchy Granola:** This delicious crunchy multigrain breakfast is carefully crafted for flavour and texture. Granola clusters are a perfectly oven-baked combination of wheat, rice, oats, and corn that brings a multigrain breakfast that is a source of fibre. It is generously loaded with 24% natural almonds & yummy cranberries. **Available in 3 flavours**: Almonds and Cranberries, chocolate and Almonds, Granolahoney, almond, Strawberries and Pumpkin Seeds

4. **Kellogg's Chocos:** A solid breakfast option that is quick to fix, Kellogg's Chocos is a tasty and nourishing wheat-based cereal that children would love. It makes their milk deliciously chocolaty and crunchy so that kids can have loads of chocolaty fun!

- **Choco Fills:** Bite into little pockets of joy that are crunchy outside and chocolaty inside. Imagine a crunchy chocolaty shell with multigrain goodness and a melt-in-your-mouth chocolaty interior! These fun-filled chocolaty bites will perk up mornings, study breaks, and snack time. **It comes in 8 flavours:** Kellogg's Chocos, Multigrain Chocofills, Multigrain Moon and Stars, Crunchy Bites, Multigrain Chhota Laddoo, Webs, Duet, Hershey's

5. **Kellogg's Muesli:** This is a delicious and nourishing high-fibre breakfast. It has an abundance of multigrain fruits, nuts, and seeds along with goodness of vitamins, iron and the absence of nasties like cholesterol, trans-fat & added preservatives. **It comes in 6 different Flavours:** Kellogg's Museli with 100% Plant Protein, Nuts Delight, Chocolate Muesli, Fruit, Nut &Seeds, with 0% Added Sugar, Fruit magic

6. **Kellogg's Oats:** With the goodness of energy, protein & fibre, Oats is a superfood you will love! Oats' versatile nature and great granular texture make it the right ingredient for several recipes.

Kellogg's has a **tie-up with Chef Ranveer Brar,** who has given different recipes using Kellogg's products, which are very adaptive to the Indian Taste Pallet.

Source: kelloggs.com

	The Print **From frosty reception to now making upma, how Kellogg's found a place on the Indian breakfast table** Kellogg's, a global food manufacturer, initially faced challenges when it entered the Indian market in 1994. The company assumed that capturing just two per cent of the massive Indian market would generate more revenue than the US market. However, it struggled to gain traction due to the eating and cultural habits of Indians. Indians preferred hot foods in the morning, such as paranthas, puris, idli, and vadas, rather than bland cereal mixed with cold milk. Additionally, there was a diversity of eating habits across different regions of India. Kellogg's also faced competition from a local rival, Mohan Meakin Ltd, which offered cornflakes at a significantly lower price point. Despite these challenges, Kellogg's eventually turned the tide and became the top cornflake seller in India by the late '90s. They adjusted their product to suit Indian taste buds, created catchy taglines, and focused on plots relative to Indian culture in their advertisements. They also introduced flavours like mango and banana puree and fortified their products with iron and calcium. Kellogg's brands like Chocos and Frosties became popular among children. In recent years, Kellogg's has continued to adapt to the Indian market by launching products like ready-to-eat 'Upma' packets. Krishnankutty, P. (2022, February 21). *From frosty reception to now making upma, how Kellogg's found a place on the Indian breakfast table*. ThePrint. Retrieved April 18, 2024, from https://theprint.in/feature/brandma/from-frosty-reception-to-now-making-upma-how-kelloggs-found-a-place-on-indian-breakfast-table/834373/	
Q1	Identify what type of innovation Kellogg's has developed since its inception. According to you, what product features eventually led Kellogg's to its success in India?	**(10)**
Q2	Do your homework. Why did Kellogg's cereals have a challenging ride in India? 'It was just clumsy cultural homework,' says Titoo Ahluwalia, chairman of market research company ORG MARG in Bombay. **Explain the statement in context to:** a. Conducting consumer research is essential before an MNC enters a new market. b. The role of culture as an influencer on the success or failure of the brand.	**(20)**
Q3	Does the series of advertisements play any role in forming a positive attitude towards the brand?	**(15)**
Q4	Explain the process of positioning and repositioning Kellogg in the Indian Market. What was the role of product line extension in the same?	**(15)**
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