

Chocolate consumers feel guilty for the wrong reasons marketing essay



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The objective of writing this report is to further understand and communicate to every consumer, also their behavior which influences their decision making. Without understanding, marketers will need to go through hardship in identifying the right market segments and enhance their strategies. 42

1. 2 Summary of Case Study

At the time many multinationals used palm oil in their products and while its use received considerable attention from conservationists, Cadbury was using only certified sustainable palm oil; a move that was part of a cost cutting exercise to help maintain pricing levels for its consumers.

The success of companies that effectively adapt ethical issues into their marketing, as well as the pitfalls for companies that do not, is entrenched in a myriad of consumer psychology and buyer behaviour processes.

By repeating the association they anticipate that consumers will learn to transfer the same positive values to the brand. Consumers of brands perceived to be socially or environmentally responsible may receive positive reinforcement of their purchases from like-minded consumers.

In terms of negative reinforcement some chocolate consumers may also have learned to buy brands other than Cadbury to avoid criticism from their pro green peers concerned about palm oil use. Even for consumers who were not particularly concerned about buying ethical products, the negative press reports will have created cognitive dissonance in relation to buying Cadbury's products containing palm oil.

These younger consumers are widely regarded as having less well defined or <https://assignbuster.com/chocolate-consumers-feel-guilty-for-the-wrong-reasons-marketing-essay/>

weaker self-concepts and through a process of symbolic self-completion are more likely to use products and brands that help to define and enhance their identities. A low involvement product such as confectionary, that has ethical issues and values attached to it, offers younger consumers a low cost opportunity for making a statement about themselves and gaining or reinforcing membership to green consumers.

So far in this case, while we have already talked about some of the positive reasons for consuming ethical products, as well as the conflict that Cadbury consumers experienced with the Palm oil debacle. For low involvement products such as confectionary there is a lot of choice for consumers and little differentiating the various brands. The discussion of the consumer psychology and behaviour processes involved highlights the complexity of trying to understand consumer behaviour in relation to ethical marketing. 331

1.3 Marketing theory

The most relevant theory that could be related to this particular case study is the consumer behavior concept. Consumer behavior is the analysis of the behavior of individuals and household who buy goods and services for personal consumption. (Elliott 2010, Rundle-Thiele 2012, Waller 2012, p. 113) It assists the marketers to recognize whether the product has been a success or

not. 52

2. 0 Problems/issues Identification

The major concern of this case study was Cadbury being unethical in producing their product to the market, as they use palm oil for their chocolate. This act clearly demonstrates how un-environmental friendly they are. 35

3. 0 Analysis

3. 1 Reason why people eat chocolate

Recently, there is a research conducted that, eating chocolate can re-energized one when their feeling tired perhaps, depressed. Golomb (cited in Rettner), because chocolate ingredients have unique impact to our brain.

Furthermore, chocolate do benefit individuals who wants to stay healthy. Likewise it helps to reduce the risk of getting diseases such as heart and stroke. Also, it could help to reduce weight, as it full of antioxidants also other ingredients. Based on all research conducted, situational influences are one of the factors that affect consumer behavior directly. However, situational factors include many components, motivational and mood is more relevant to the case study. As mentioned earlier, consumers who purchase chocolate is to stay healthy. Likewise, mood of one can affect their purchase decision, because tired and depression trigger buying chocolate.

Personality also able to pressure one's purchasing decision. If he was the health conscious one he will acquire more chocolate as he is aware of the advantage. (154w)

3. 2 Relevant self-concept to marketing

' Self-concept actually is the mental and conceptual awareness and continues regard that sentient beings hold with their own being', despite its marketing relevance, was dominated by other psychological conception. The study of consumer behavior of self-concept is compelling and correspondent because consumers make purchases are straightly acted upon image of an individual. The processes of the configuration of the self-concept were involved in a constitutional question. A few distinct affirmations exist not beyond the self-concept, and once the self-concept is entrench, these have a bearing upon a person's act and his affiliation with his objective, subjective, social, and ideal self. For marketers, the self-concept and self-image can accommodate anticipation for developing more compelling marketing programs simply by understanding. In between the self-concept, the individual's image, and final purchase behavior, accordance and congruence also play an important role in authorizing the appositeness. In some situations; misunderstandings about their concernment can outgrowth in less than compelling marketing accomplishment, also plays a role in the project. Careful research and anatomization of the admissible factors affecting the self-concept and their effect on purchase behavior can make for more effective market strategic planning. (188)

3. 3 Reasons why Cadbury got boycott by the social

Cadbury have long been a favorite in New Zealand, even recently was chosen as New Zealand most trusted brand last. Unfortunately they constantly dishonored this title with the first taste of Palm Oil into their chocolate. Vegetable Fat was replaced by Palm Oil on their chocolate labels.

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The quality and pleasant taste of the chocolate decreases, the level of saturated fat is high, and the Palm Oil commercial enterprise is one of the issue causes of deforestation in Indonesia. Orangutans are on the border of obsolescence due to this commercial enterprise. Both the Bornean and Sumatran habitats will face the end of life in 12 years unless the production of Palm oil is slowed in terms of incise and burn of rainforests. Incalculable other exposed plants, animals and local people are also suffering. 132

3. 4 Unethical issue

Acting unethically could lead to various unpredictable outcomes, which also 'referred as teleological, since it highlight moral obligation' (Barnett, Cafaro& Newholm 2005, p. 12). Eco-labelled chocolate for instance is not avoiding other component, but applying extra value such as environmental factor because it is and it portrays the ethical purchase behavior. Apparently the corporate campaign and advertisement had clarify some approach including boycotts, Cadbury have illustrated that it contributed sufficient pressure to create the change desired. 70

4. 0 Recommendations

4. 1 Motivational conflicts

There numerous ways to overcome such obstacles. Part of it is to identify and acknowledge which type of conflict are they in. Motivational conflict occurs when the desire to act conflicts with some other emotion or motivation. Practically, there are 3 types of conflict like approach-approach, which need to make a desirable decision between 2 irresistible alternatives, while approach-avoidance is faced with numbers of alternatives and each

one is positive or negative. Avoidance-avoidance is to choose between two unacceptable alternatives. Through motivational conflict, managers are able to enhance the efficiency of work. Cadbury should take effort to shift the equilibrium of the conflict and improve it by using an appropriate motivational conflict to negotiate a solution.

4. 2 Ways to improve unethical behaviour in Cadbury

In order to proceed further, Cadbury first need to understand those ethical consumers by conducting market research. In addition, Cadbury should also imply the case study strategy, as it is an incredible approach to comprehend what actually influences them to consume ethically. Likewise, interview is another alternative to better understand the act of consumer.

To attack the issue here, it is important to develop company codes so that organizations can standardize their directives by sketching out the basic rights. Maintaining

5. 0 Conclusion

Although certain company might wish to respond to ethically concerned consumer, it needs to be said that there are many companies that do not and probably need not consider ethical consumer at all. It is impossible to separate out the impact of ethically concern from the host of other ethical force that might confront them. Therefore Cadbury should work out on their strategies to boost up consumer's confidence on their product also their reputation as soon as possible