Week4\_Marketing

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**Q 4.** Cookies and crackers are usually considered a healthy diet or healthy food. People who are health conscious usually consider eating cookies and certain types of crackers to keep them healthy and fit. Snack, especially cookies, crackers, chips and other foods like this come along with complete nutritional information printed on their packaging, which is a mandatory step for them, implied

All sorts of snacks, especially cookies and crackers, need various sorts of ingredients like emulsifiers, baking soda, yeast, and artificial flavors, etc. that are necessary in order to bring the required taste and volume in the final product. Hence, any pack of crackers or cookies, if says that t is 100% fat-free, is making it up. No manufacturer or marketer can use the terms “100 percent fat-free” or “0 percent fat” on the packaging of their cookies or crackers. This would count as misleading the customer which is morally and ethically incorrect.

**Q 6.** The consumption situation or consumption pattern refers to the possession of goods and services and how a person uses them. The consumption situation may include the physical context, i.e. the time and place of consumption, and the social context, that how and in what social conditions, the product was used or consumed. The three most important characteristics that govern the consumption patterns of any product or service are Pleasure, Arousal and Dominance (Babin & Harris, 2017). These three conditions are also commonly known as PAD.

Pleasure refers to the feeling or the experience that a consumer gets after using the product. Most of the time this refers to the experiences gained after first time usage, however, it may refer to repeated use as well. Arousal refers to the feelings and emotions that a person feels whenever they see the product or even the slightest mention of that product or service. The last characteristic, Dominance is how easily that product or service is available to the consumer or how much access the consumer has to that particular commodity.

**References**

Babin, B. J., & Harris, E. (2017). *CB* (8 edition). Cengage Learning.