

Marketing Case Study



Use of CFCs in Refrigerator

A resident of Kathmandu Mr. Bishomani Acharya bought an environment friendly informed and educated; Acharya faced some problem to the refrigerator and sent for repairing. Mechanic inform to Acharya that CFC free gas in his refrigerator has been used out and such gas was in fact three time more expensive than CFC gas. The mechanic recommended him to use the CFC gas but also informed the environment effect. Considering the mechanic advice Acharya gave his consent to replace HCFC by CFC. Considering the amount on his purse. CFC is regarded as the strong destroyer of environment causing damage of ozone layer exposing the earth to direct ray of the sun which is harmful to the human, animal and vegetation causing skin problem like cancer and other diseases. Businessman put the yearly demand for refrigerator in Kathmandu Valley about 10000 Unit. Refrigerator using CFC gas is popular because it comes in range of Rs.10000 to Rs.15000 cheaper than HCFC gas refrigerator brought China, Korea and India.

Amod Pokhrel, General Secretary of Leaders Nepal, an NGO; feel that customer should be provided complete knowledge about CFC effect and according to his opinion government should come forward to stop CFC activities.

Questions:-

1. What opportunities and challenges have emerged from the change in the use of cooling gas from the harmful CFC to HCFC?
2. What type of marketing is practiced by the mechanic who suggests using CFC?
3. Do you feel Nepalese in large going to benefit from socially responsible marketing? Give your argument for or against this approach.

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If you want to submit your solved question with us and want suggestion back please fill free to send us your case's answer via Facebook message or via email. Your answers for this case are always welcome. (You can send messages on above mentioned address.)

Thanks to

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