

Answers to PureTech Case Study Questions

1. Perceived Ethical Product:

- **Use of Sustainable Materials:** The use of sustainable materials significantly enhances PureTech's ethical perception. It shows a commitment to reducing environmental impact, appealing to eco-conscious consumers and setting PureTech apart from traditional tech companies.
- **Impact of Conflict-Free Components:** Using conflict-free components positively affects consumer perception by showcasing a commitment to social responsibility. This approach not only satisfies ethical consumers but also enhances the company's corporate social responsibility profile.

2. Perceived Ethical Pricing:

- **Transparent Pricing Strategy:** Transparency in pricing fosters consumer trust and loyalty. By clearly explaining cost components, PureTech demonstrates honesty and respect for customers, likely resulting in a stronger, more committed customer base.
- **Trade-in Program Influence:** The trade-in program for old devices reinforces the company's commitment to sustainability. It not only gives the products a longer lifecycle but also adds value for consumers, making new purchases more affordable and environmentally friendly.

3. Perceived Ethical Placing:

- **Environmentally Conscious Distribution Impact:** Distributing products through eco-friendly channels enhances PureTech's image as an environmentally responsible brand. This consistency in brand message across all touchpoints strengthens the brand's integrity and appeal.
- **Influence on Target Audience Reach:** The choice of green-certified stores and carbon-neutral online platforms likely resonates well with PureTech's target audience, who are environmentally aware and prefer purchasing from companies that align with their values.

4. Perceived Ethical Promotion:

- **Contribution to Brand Trustworthiness:** Focusing on environmental awareness and ethical features in promotions builds a trustworthy brand image. This strategy aligns with the growing consumer preference for authenticity and corporate responsibility.
- **Comparison with Traditional Tech Companies:** Unlike traditional tech companies that might focus on product specifications or lifestyle appeal,

PureTech's strategy fosters deeper customer engagement and loyalty by aligning with their values and promoting environmental consciousness.

Perceived Value and Intention to Buy:

- **Contribution of Ethical Aspects to Perceived Value:** The ethical aspects of PureTech's operations enhance its perceived value. Consumers are increasingly looking for products that not only meet their needs but also align with their values, making PureTech's offerings more attractive.
- **Relationship Between Perceived Value and Buying Intention:** The higher perceived value of ethical products usually translates to a higher intention to purchase. Consumers who value sustainability are more likely to choose PureTech over less ethical alternatives.
- **Strategies to Enhance Perceived Value:** PureTech can further enhance perceived value by strengthening customer engagement through sustainability programs, expanding recycling initiatives, and continuously innovating to reduce the environmental impact of their products. Collaborations with environmental organizations and transparent reporting on environmental impact could also augment consumer perception and buying intentions.