

Mini Case Study: PureTech (Based on the 4Es framework Developed by Professor Rajibul Hasan and Zirun)

Background:

PureTech, an innovative technology company, has recently launched a new line of sustainable and ethical electronics, including smartphones and laptops. The company emphasizes its commitment to ethical practices in product development, pricing, distribution, and promotion.

1. Perceived Ethical Product:

PureTech's products are designed with sustainability in mind, using materials that are either recycled or sourced responsibly. The company ensures that all electronic components are conflict-free and that recycling programs are in place for old devices.

Questions:

- How does the use of sustainable materials in PureTech's products contribute to their ethical perception?
- Assess the impact of conflict-free components on consumer perception of PureTech's electronics.

2. Perceived Ethical Pricing:

PureTech adopts a transparent pricing model, providing consumers with a breakdown of costs, including research, material, labor, and a minimal profit margin. They also offer a trade-in program for old devices to encourage recycling.

Questions:

- Discuss the effects of a transparent pricing strategy on consumer trust and loyalty.
- Evaluate how the trade-in program influences the perceived value of PureTech's products.

3. Perceived Ethical Placing:

PureTech's products are distributed through eco-friendly channels, including green-certified retail stores and online platforms that offset carbon emissions. The company focuses on minimal packaging and efficient logistics to reduce its carbon footprint.

Questions:

- Analyze the impact of environmentally conscious distribution on PureTech's brand image.
- How does the choice of distribution channels influence PureTech's reach to its target audience?

4. Perceived Ethical Promotion:

PureTech engages in promotion strategies that emphasize environmental awareness and the ethical features of its products. They avoid exaggerated claims and focus on clear, factual communication about the benefits of sustainable technology.

Questions:

- How does ethical promotion contribute to building a trustworthy brand image for PureTech?
- Compare PureTech's promotional strategy to traditional tech companies in terms of customer engagement and loyalty.

Perceived Value and Intention to Buy:

Discussion:

- How do the ethical aspects of PureTech's products, pricing, placing, and promotion contribute to the overall perceived value?
- Discuss the relationship between the perceived value of PureTech's products and the consumers' intention to purchase.
- Suggest strategies for PureTech to enhance the perceived value of their products to boost purchase intentions.

Conclusion:

This case study aims to explore the dynamics between ethical business practices and consumer buying behavior in the technology sector. It illustrates the potential impact of the 4 Es framework on the perceived value of a product and how it can influence consumer purchase decisions.