

Schweppes - how the beverage brand affects UK's consumer behaviour



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(Mr. Osborne Homenick)

SCHWEPPEES - HOW THE BEVERAGE BRAND AFFECTS UK'S CONSUMER BEHAVIOUR



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GRIN Verlag Jun 2011, 2011. sonst. Bücher. Book Condition: Neu. 211x83x22 mm. This item is printed on demand - Print on Demand Neuware - Document from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Anglia Ruskin University (Ashcroft International Business School Cambridge), language: English, comment: Die Aufgabe: 'With reference to a consumer brand of your choice explain how the consumer decision process is influenced by factors within the psychological core, the consumer environment and by marketer controlled activity. Your explanation must make extensive use of examples of the organisation's marketing activities together appropriate consumer behaviour theories and models.' , abstract: 'Sch.' - are you familiar with that sound It is the sparkling bubbles coming out of a bottle when you open it. But you knew that before, didn't you And, be honest, right now you have an image of a special bottle in your head: A bottle labelled 'Schweppes'. Isn't it amazing what just three letters can do with our mind But this is no coincidence. This is the successful influence on the consumer by the marketing department of Schweppes, creating brand recognition. Schweppes-brand soft drink products are manufactured by different companies all around the world. These are for example the Dr Pepper Snapple Group in the US (Dr Pepper Snapple Group, 2010), the Krombacher brewery in Germany (Krombacher Brauerei, 2009) and the Coca Cola Company in the United Kingdom (Coca Cola, 2010). All these bottlers are interested in distributing beverages on high sales to make profit. By using the license of a well-known brand it is much easier for marketers to influence consumer behaviour and to achieve these goals. Applying consumer behaviour theory, this essay will analyse the marketing activities of Schweppes in the UK and their effect...



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