



Schweppes - How the Beverage Brand Affects UKs Consumer Behaviour

By Benjamin Buchwald

Grin Verlag. Paperback. Condition: New. 40 pages. Dimensions: 8.3in. x 5.6in. x 0.6in. 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 organisations 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, didnt you And, be honest, right now you have an image of a special bottle in your head: A bottle labelled Schweppes. Isnt 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...



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