



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

By Benjamin Buchwald

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...



## Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehended everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

-- Mark Bernier