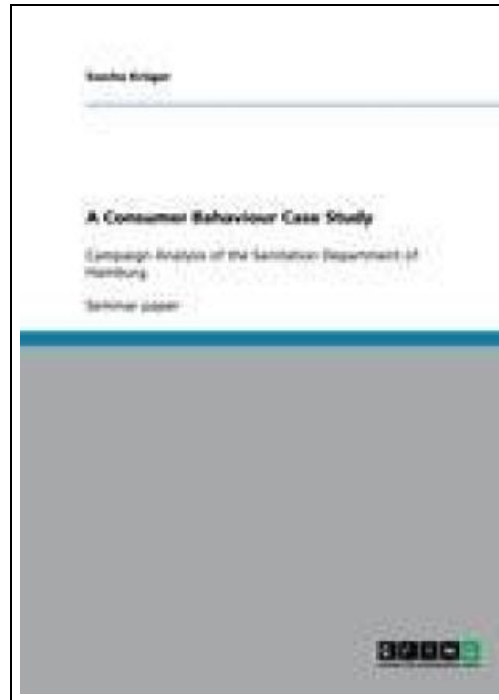


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GRIN Verlag Mai 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject English Language and Literature Studies - Linguistics, grade: 1,7, University of Hamburg (Institut für Anglistik und Amerikanistik), course: The Role of Consumer Behaviour in Modern Marketing, language: English, comment: Die Arbeit wurde von einem English Native Speaker korrigiert. 4 Literaturquellen, sowie 5 Internetressourcen und 13 Abbildungen. 6.Fachsemester , abstract: More than 1.7 million people are living in Europe's greenest city, the metropolis city of Hamburg, Germany. But there is no smoke without a fire. All of Hamburg's inhabitants are consumers of a very important service provider: The Sanitation Department of Hamburg, SRH. A civilised cooperation would be unthinkable without the 2,500 men and women who dispose, on average, one million tons of waste annually. Disposal services are multi-million Euro businesses. In 2006, the total output averaged approximately 350 million Euros. In other words, every Hamburg inhabitant paid directly by utility costs or indirectly by taxes, 206 Euros each. These costs also include marketing and public relation expenses. At first glance, it is not clear why a public utility (for example, SRH) markets their products because it satisfies basic consumer needs than sophisticated wants. Furthermore, the SRH has a monopoly position. So, in fact, most of its marketing approaches have to be interpreted as community service announcements. In the second half of 2005, SRH started a campaign in cooperation with the advertisement agency, MKK Werbeagentur GmbH. The Campaign's overall goal was to reach a wide effect utilising a low budget. The Campaign's specific aim was to encourage a higher usage rate of the public wastebaskets which had a quite inconspicuous 'working life' during the last decades. For example, prior...

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