



# A Consumer Behaviour Case Study

By Sascha Krüger

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...



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