

Consumer behaviour essay sample

[Business](#), [Company](#)



Evaluate each of the changes in the context of j. n. d:

“ Coca-Cola Deleting ‘ Classic’ From Coke Label” – Coca -Cola did succeed to remove the word ‘ classic’ from its coke label without much noise and “ bad attention”. Coca Cola silently removed the ‘ classic’ by shrinking the font size in the last decade, and succeeded to not change their world famous label without much notice. The j. n. d was successful and effective, and they changed the label without losing the existing, easy and instant consumer recognition of the Coca-Cola Coke .

“ Heinz Ketchup Waves Goodbye to the Gherkin” – Heinz Ketchup were effective when changing their label from focusing on a gherkin to focus on a fresh ‘ grown not made’ tomato. This way they were able to express a healthy and good quality product by changing the packaging label and design. They succeeded with the j. n. d, and captured the pro-health consumer, which were a growing trend at the time

“ Tropicana Discovers Some Buyers Are Passionate About Packaging” – The PepsiCo did a very unsuccessful attempt on ‘ j. n. d.’ as they had to scrap their initial changes on the Tropicana Pure Premium orange juice. Complaints from consumers were overwhelming on the web, and PepsiCo underestimated peoples attachment to the label design of their orange juice packages. The change was not seen as a j. n. d. by consumers, and the marketers in PepsiCo did a bad job acknowledging the original package design. Consumers described the new design by the words “ stupid” and “ ugly”, and PepsiCo had no choice, but to reinstate the previous version