

Heineken micro,
macro force,
consumer behaviour



**ASSIGN
BUSTER**

Heineken was first brewed in 1864 at Amsterdam by Gerard Adriaan Heineken. Till today, after 146 years of development, the Heineken brand has become the most valuable international premium beer brand. Available in almost every country on the planet, Heineken is one of the world's leading international brewers, producing more than 200 different brands and employing more than 75, 000 people worldwide.

“ Our journey is summarized by ‘ Brewing a Better Future’ that reflects our intent, our values, our heritage and the plans we have put in place for our business.”

The statement above reflects the overall marketing strategy of Heineken. Heineken aims to balance the financial sustainability with playing a role in society and to make positive long-terms commitments to investments in the environment, communities, people and partnerships.

I. Marketing Environment

This is the cluster of outside factors that affects on an organization's relationship with its targeted market. It includes microenvironment - features related to the company that affect its ability to serve the customer (the company, supplier, intermediaries, customers, competitors, publics); and macroenvironment - larger forces that have influences the microenvironment (demographic, economic, natural, technological, political, cultural).

1. Microenvironmental Force

Among the six factors, competitors would be the most suitable to present the impact of microenvironmental forces on Heineken's marketing activities.

Competitors are those who serve the same target market with identical categories of products and services that are considered as reasonable substitutes by consumers. In today's competitive market, if a company fails to satisfy its customers while its competitors are able to do so; its business is inevitably willing to have big lost. Hence, it is a survival issue to a company to find its own sustainable strategy. Singapore's market provides a large variety of beer from well known brands such as Carlsberg and Tiger to new brands as Chang beer. Those are all easily available in any supermarket, coffee shops or pubs. Therefore, Heineken have to come up with creative ideas and events to gain a strategic advantage against its competitors.

In order to differentiate itself from the over-saturated beer market, Heineken use green as the company's color. Green is synonymous with sustainability and environmental credentials. Being green is about making commitment to people, communities and society.

Heineken beer is made of natural ingredients so it has a special taste and is very good for health. Consumers recognize its high quality product not just by their experiences but also by the number of awards that Heineken achieved. By drinking Heineken beer, customers are showing their high standard of taste and knowledge.

Furthermore, Heineken is the first brewer all over the world commences to practice society responsible. With the latest campaign " Brewing a better future", Heineken is not just providing high quality beer but also being

responsible to society. Consuming Heineken beer is no more just for leisure but now also for a “ better future” of the world. Through this program, Heineken has pointed out its superior value that no other breweries have provided yet to their customers.

2. Macroenvironmental Force Political is one of macroenvironmental forces that affect Heineken’s marketing activities. Under the political influence, Heineken is practicing the program “ Brewing a better future”. “ Brewing a better future” includes six core initiatives: Green Brewers – With Green Brewers, Heineken is applying a green production process. They aim to use energy in an efficient way and reduce the associated fossil CO2 emissions in line with international agreements and treaties.

They also plan to use water in an efficient way without compromising access to water for users of the same source and the used water is returned to the eco-system in a quality suitable for its next use or not harmful to the eco-system. This responds to the lack of energy and water pollution issues of the planet. Green Commerce – This program focus on the improvement of Heineken’s environmental impact. They proactively reduce the carbon footprint throughout the value chain following working alongside suppliers to help build improvements. Engaging Employee – Heineken aims to provide a secure working environment, education and business ethics to their employees.

This builds the trust of employees and the nice look of people on the company. This also responds to the need of society of having a good working environment. Heineken Cares – In this program, Heineken concentrates on

ensuring paying a fair price and supporting their farmers over the long term by local sourcing. Responsible Consumption – Heineken has strict rules of targeting customers and commercial and advertising. They target people above the legal drinking age, never features people who are or appear to be younger than 25 years of age and the advertising only appears in media whose audience is more than 70 per cent of legal drinking age or above. And over all, Heineken try to send a message to every one: “ Enjoy Heineken Responsibly”.

This movement is the answer to the social issue of alcohol abuse.

Partnerships for Progress – In order to reduce alcohol related harm, Heineken tries to build partnerships with associations and organizations to make significant progress and results of “ Responsible consumption” program. By the campaign “ Brewing a better future”, Heineken is performing its social responsibility.

II. Consumer’s buyer behavior

For a long time, Heineken by advertises and commercials had sent the image of a desire beer to all classes of people. Consumers want to taste the difference of Heineken and to show their “ class” by holding the Heineken beer special designed green bottle. Nowadays as people more interested in their quality of life, the new cultural trend so called well-being was emerged in our life. Well-being means people do care more about their health and happiness for their lifetime. This cultural trend effects on market to make eco-friendly products and natural ingredients products. Recently by the

program “ Brewing a better future”, Heineken meets the customers’ demand of drinking beer but also being healthy and helpful to the society.

Reaching out to mass audience through media is hard, but for them to take actions and support a product is even harder. Therefore, advertisements are targeting opinion leaders who are outspoken in a group of people. Heineken will be able to build a good image among a group if someone in that particular group influences the rest. That’s the reason why Heineken has been investing on a lot of superstars in variety of fields from sport, music to cinema.

On top of that, most people who drink normally do not do it alone; they will tend to have a group of friends to accompany them. Therefore Heineken has been aiding for many programs, events, awards, etc on all over the world. By that way, the Heineken network will be able to expand from fans to fans’ friend and the process will keep going on.

Youngster, adults and senior citizen all do love to gather with friends and relatives. Youngsters tend to have their gathering in clubs where Heineken always a choice readily available to them. Heineken also provides music events such as famous DJs and fabulous parties. Working adults especially businessman and women will have to meet up potential clients, boss and friends in a pub or a relaxing place with alcohol. Heineken, the most valuable international premium beer brand, stand out their social position.

Nevertheless, Heineken beer goes well with pretty much of the local delicacies, like seafood and curry for example. And it is a normal and

common reaction to order Heineken if you are not sure about your company's choice of alcoholic drink.

When traveling to a country that you are not very sure about. When looking for a beer, there is always a variety to choose from that make consumers confused. Some random beer manufactured in some random country or the always trust-able brand Heineken that all of us are familiar with. The world's leading international brewers, Heineken, is selling in almost every country on the planet. Heineken is always available for your need at everywhere.

III. Conclusion

Heineken was and still is one of the largest world brewed beer. Its position is strong and steady but there is no guarantee that it will always be that way. All of the microenvironmental and macroenvironmental forces are days by days having impact on the brand's marketing strategy. Responding to the situation, Heineken has come out with the new campaign " Brewing a better future" which is very social responsible. It answers society's demand but it also raise a risk of losing customers since beer is for leisure time. Heineken should be more creative in sending the message by a more relaxing way in order to turn threats into opportunities and make the campaign works.