Institution

Student’s name

Course

Date

**Marketing and PR**

When it comes to marketing, there are a number of things which influence both the suppliers and the consumers. Some of them include the environment, financial status at the state level to the individual level, the need among other things. For this reason, it makes it important for the entrepreneurs to come up with ideas or rather the products which would be beneficial to them and also to the users (Armstrong et al 2015). Currently digital native has become one of the major factors which affect entrepreneurs today. Apart from that, it is not only about the products being made available to the market, but also the various strategies that are put incorporated in the supply chain in ensuring that the consumers are informed of various products as well as their benefits. Advertisements are one of the strategies that most sellers use in order to be able to survive the competitive market.

One of the products I am loyal to is the Red Bull, of the energy, drink highly purchased by most people due to various advantages it has. The outstanding marketing of the product is what has actually enabled the brand to remain on top despite much competition from other companies like coca cola and Pepsi. The marketing of this product actually affects my decision of consuming the product. This is because the brand does not rely on a traditional approach to mass marketing, but rather they focus marketing approaches which are innovative and in a position to adapt in the world content (Heirati et al 2016). The brand focuses more on creating products which match different lifestyles and even the audience. The **value** of the brand is one of the aspects which makes most people to purchase the product. The products are known for providing energy to the body when taken, one of the quality most people require in order to be in a position to carry on their daily activities well. Looking at the current society is evident that most people are encouraged to lead healthy kind of lifestyles and for this reason, it makes it relevant for people to determine the value of different products to their health before consuming them.

Marketing environment on the other hand also affects the consumers from using various products. Some of the factors which influence marketing include technology, culture among other things. Personally one of the major factors which influence my decision to use the Red Bull energy drink is **Generation Z**. This actually refers to the youths within society. As expected, the peer influence in most institutions especially in colleges makes most people go with what others do. It becomes difficult for one to keep leading a kind of lifestyle that people of their age are not (Heirati et al 2016). Basically, most people of this age consume this brand because they believe it’s modern and also has associated benefits. This prevents one from taking drinks which are common the Y or rater X generation. Generally the era we are living in and also the people we get associated to affect the lifestyles and also the activities we get involved in and the products we use.

We, therefore, realize that marketing plays a major role in determining the probability of having various goods being consumed by different people of different ages. The environment, culture among other things actually affects the consumers when it comes to making decisions on the products they need to purchase in order to meet their needs (Armstrong et al 2015). Other product factors like the value, price among others also determines whether the consumer would purchase the product depending on their personal needs. It is therefore important for the producers/sellers to consider all these factors in order to be competitive at the market levels and also meet all the customer needs effectively.

References

Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2015). Marketing: an introduction.

Heirati, N., O'Cass, A., Schoefer, K., & Siahtiri, V. (2016). Do professional service firms benefit from customer and supplier collaborations in competitive, turbulent environments?. *Industrial Marketing Management*, *55*, 50-58.