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Consumer Behavior

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Eco-Friendly Straws

The motivation for paper straws is to help the environment by reducing the amount of plastic waste. Paper straws became a suitable replacement for plastic straws because it doesn't affect the environment in a negative way. Paper straws are biodegradable and compostable, which means that the paper straws break down naturally in the environment because it does not cause pollution. The consumer attitude towards the paper straws plays a positive role for businesses and governments in promoting eco-friendly alternatives. By understanding the motivations driving the transition to paper straws, stakeholders can better navigate the challenges and opportunities in promoting sustainable beverage consumption practices.

The motivation behind how paper straws are better for the environment is because of how it is made through renewable resources. Paper straws are made from renewable resources, like trees, because the production doesn't use fossil fuels. Oil is a prime example of how fossil fuel destroys the environment because of oil spills, burning oil, and ground pollution. While plastic straws production consumes fossil fuels and generates greenhouse gas emissions, further exacerbating climate change. Paper straws also cause many problems by pollution, marine litter, and harm to wildlife.

A big motivation for paper straws over plastic straws is saving the wildlife because of how plastic waste damages their environment. Plastic straws are one of the most commonly found items that is washed up on the beach. They can harm marine animals through health problems like ingestion or entanglement. When plastic straws are discarded improperly, they often end up in water bodies, where they break down into smaller pieces known as microplastics. These microplastics can be ingested by a wide range of marine species, from small fish to large whales, causing internal injuries, blocking digestive systems, and leading to starvation or death

The kind of consumers who are pursuing the push for paper straws over plastic straws are a hierarchy of needs. They seek paper straws to facilitate the consumption of beverages, and paper straws serve this fundamental purpose just like plastic straws but with the added benefit of being more environmentally friendly. Consumers believe that paper straws as a safer and more responsible choice, aligning with their need for environmental sustainability and the protection of natural resources. Consumers are opting for paper straws because they signal their affiliation with sustainable living practices and their desire to contribute to a healthier planet, fostering a sense of connection and solidarity with like-minded individuals. By making ethical and sustainable choices, consumers may experience a sense of fulfillment and purpose, contributing to their self-actualization journey.

The consumers affect businesses drastically because they dictate the reputation of businesses through their actions. Businesses that offer paper straws may enhance their reputation and esteem in the eyes of environmentally conscious consumers, further motivating individuals to choose this sustainable option. Many fast food restaurants joined the environmental stance by switching from plastic straws to paper straws. McDonalds, Burger king, and wendys are some of the fast food restaurants that made the move to switch to paper straws. This brings the customers to have value to the businesses to use their voice to make a change for the environment. Businesses listening to their customers show how they value their opinions about saving the environment and implementing change. Businesses that offer paper straws as an eco-friendly option may attract socially conscious consumers and strengthen their brand image as environmentally responsible entities. This also shows that Consumers may feel a sense of belonging to a community of individuals who share similar values and aspirations for a greener future.

Marketers can utilize the model of the consumer perception process to increase consumers perception through paper straws. The model of the consumer perception process consists of exposure, attention, and interpretation. Exposure is the first step in the consumer perception process, where consumers become aware of the product. With increasing awareness of environmental issues, particularly concerning plastic pollution, consumers are being exposed to information about the harmful effects of plastic straws on the environment. This exposure can come from various sources such as media coverage, social media, or educational campaigns. For example, having media coverage of people preferring paper straws over plastic, shows that a small change can make a big difference.

Attention is the second step into the consumer perception process, Once consumers are exposed to the issue, they start paying attention to alternatives like paper straws. Attention is driven by factors such as the novelty of the product, its perceived benefits, and its relevance to the consumer's values and concerns. Paper straws gain attention because they are seen as a more environmentally friendly alternative to plastic, aligning with the growing eco-consciousness among consumers. By having big corporations switching over from paper to plastic, get the attention from their audience to show them that they agree with the change.

Interpretation is the third step into the consumer perception process. After paying attention to paper straws, consumers interpret the information available to them. They evaluate the perceived benefits and drawbacks of paper straws compared to plastic ones. Factors such as durability, usability, and overall environmental impact are considered during this stage. While paper straws may be perceived as less durable than plastic ones, their environmental benefits often outweigh this concern for many consumers. This shows that people are seeing the benefits for having paper straws over plastic that will make them want to change as well.

Positioning and repositioning strategies and methods because of its powerful tools to effectively communicate the advantages of paper straws to the consumers. Positioning is about creating a distinct and desirable image for a product in the minds of consumers. With paper straws, the positioning strategy revolves around highlighting their environmental benefits and aligning them with the values and preferences of eco-conscious consumers. Using visuals and descriptions to illustrate how paper straws can enhance the drinking experience while also making a positive impact on the environment. Paper straws can be used in various settings, from restaurants and cafes to home gatherings and events.

Repositioning is about changing consumers' perceptions of a product or brand, often by highlighting new features or benefits. In the case of paper straws, repositioning can involve addressing common misconceptions or concerns and reframing them in a positive way. Many concerns about the durability and performance of the paper straws by highlighting advancements in manufacturing technology and materials. Showcase how modern paper straws are designed to withstand prolonged use without compromising on quality or functionality, offering a reliable and effective alternative to plastic. This is a great way to gain support for paper straws because of how good of a product it has become with its functionality and durability. Businesses are also having a positive outcome to paper straws because they have successfully demonstrated the long-term savings and positive impact on brand reputation. This shows that paper straws are not only making a positive change into the environment, they are also cutting costs for businesses that decided to make the switch from plastic straws to paper straws. By the businesses keep on making the change to paper straws this brings more attention to paper straws in a positive way by getting the everyday consumer attention and make them make the switch as well. Cognitive learning theory underscores the importance of education in

shaping attitudes and behaviors. Marketing strategies for paper straws can leverage education and awareness initiatives to inform consumers about the environmental benefits of paper straws and motivate them to make sustainable choices.

Cognitive learning theory emphasizes the role of mental processes in shaping behavior, focusing on how individuals acquire, process, and apply information. In marketing, understanding cognitive learning principles can inform strategies for promoting products like paper straws. Cognitive learning theory can guide marketing strategies for paper straws, highlighting the importance of education, perception, and persuasion in influencing consumer behavior. Cognitive learning theory underscores the importance of education in shaping attitudes and behaviors. Marketing strategies for paper straws can leverage education and awareness initiatives to inform consumers about the environmental benefits of paper straws and motivate them to make sustainable choices.

Cognitive learning theory uses two different learning strategies like low involvement learning and high involvement learning. Low involvement learning is brand names, jingles, slogans, and package recognition. High involvement is product benefits and long message content. Uflex Limited is an example company that makes paper straws, uses their brand name to help sell paper straws. They use their brand name to sell flexible paper straws by saying how great they are because of how durable and reliable they are. McDonalds is a big advocate for paper straws because of their environmental beliefs and showing their customers that they care. McDonalds uses jingles and slogans in their ad campaigns to promote the change from plastic straws to paper straws, "Kissing plastic Goodbye" are their slogan to show their audience about the change. They also post all over their social media pages about them promoting their cups with paper straws instead of plastic straws. McDonalds also put people drinking out of paper

straws in their commercials and other advertisements because of showing people how great they are. In the advertisements they show how much plastic is being reduced in the world because in the UK they have gone full paper straw in every mcdonalds.

high-involvement products require more consideration and effort from consumers before purchase. Paper straws, despite their seemingly simple nature, can become high-involvement products when consumers prioritize factors like sustainability and environmental impact. Leveraging cognitive learning principles becomes crucial in facilitating the adoption of paper straws in such cases. High-involvement decisions are often driven by the need for information and understanding. Marketing strategies for paper straws should prioritize providing comprehensive and accurate information to consumers to facilitate informed decision-making.

Paper straws have a lot of benefits towards them like environmental friendly, renewable sources, safe for wildlife, and improved brand image. So unlike plastic straws, which can take hundreds of years to decompose and contribute to pollution, paper straws are biodegradable and break down naturally over time. They do not pose a threat to marine life or contribute to plastic pollution in oceans and waterways. Plastic straws are known to cause harm to wildlife, particularly marine animals like sea turtles and seabirds, who may ingest or become entangled in them. Paper straws, on the other hand, are safer for wildlife as they break down naturally and are less likely to cause harm. Businesses that switch to paper straws demonstrate their commitment to environmental sustainability and responsible business practices. This can improve their brand image and attract environmentally conscious consumers who value sustainability in their purchasing decisions. With increasing awareness of plastic pollution and environmental regulations, many jurisdictions are implementing bans or restrictions on single-use plastics,

including plastic straws. Using paper straws helps businesses comply with these regulations and stay ahead of evolving environmental standards.

The target customers will more than likely be eco-friendly people, more likely catered to vegetarians and vegans who are people that care for animals and want harmful plastic out of the ocean and other places where it can harm animals. People believe that using these straws will better the environment, which is very true. Self-concept is essentially an individual's perception of themselves, encompassing personal identities and characteristics. It not only reflects who individuals believe they are but also influences how they wish to be seen by others.

In this sense not only are these straws better just for their functionality but also for their social cause. 81 out of 123 marine mammal species are known to have eaten or entangled themselves in plastic, this happens especially to sea turtles and birds that fly over the ocean. This is caused not only by plastic straws but if switching that could make even a small difference it would be worth it. The eco-friendly straws align heavily with the "green" aspect of consumers identity, and offering these straws gives them a way to express their values and concerns about issues going on in the environment.

By choosing eco-friendly straws, consumers are not only affirming their membership in the environmentally conscious group but are also attempting to elevate the social status of this group. This choice signals a commitment to environmental values, thus fostering a positive social identity that is closely linked to broader environmentalist movements. The people participating in this movement believe their self concept is being in this environmentally friendly group and going green. The choice of using an eco-friendly straw is a form of social interaction where meanings are constructed based on societal values and personal identity. Each use of an

eco-friendly straw is a reaffirmation of the individual's self-concept as someone who is environmentally responsible.

While looking at the lifestyle of people that would turn to eco friendly straws over using plastic ones we can look at the types of people they surround themselves with. Lifestyles in this example is the pattern of living, and how people spend their time and money. One such example is the adoption of eco-friendly straws, a case of how environmental consciousness is becoming integrated into everyday life. This essay examines the adoption of eco-friendly straws through the lens of lifestyle concepts, discussing how these small items are not only tools for environmental advocacy but also indicators of lifestyle orientation and social identity. Eco-friendly straws, made from materials like bamboo, paper, metal, or silicone, symbolize a lifestyle that prioritizes sustainability and environmental responsibility.

The integration of eco-friendly straws into daily life can be understood through the concept of "green earth," which is part of a larger lifestyle movement characterized by heightened environmental awareness and responsible consumption. Consumers who choose eco-friendly straws often do so because these products align with their self-image as environmentally conscious individuals. This choice is influenced by a lifestyle that values sustainability, demonstrating a commitment to preserving natural resources and reducing pollution.

Economically these straws are a little bit more expensive but people that are more for the cause then how much it costs would be willing to spend for the commitment. The use of eco-friendly straws also goes hand and hand with the concept of minimalism, this advocates for simplicity and reduction of waste and that is almost exactly the purpose of eco friendly straws.

They use biodegradable materials in comparison to plastic material which reduces the waste and environmental impact, thereby helping the problems with harming animals.

Eco-friendly straws are more than just alternatives to their plastic counterparts; they are manifestations of lifestyle choices that reflect and influence consumer behavior in significant ways. Through the adoption of such products, consumers not only make a statement about their personal values but also contribute to broader cultural shifts towards environmental sustainability.

Molding a customer's attitude to a product can be difficult especially when plastic straws have been a thing for so long. This starts with creating a brand belief of eco-friendly products in general. Beginning with explaining how using these kinds of straws is not only more enjoyable but is also becoming a necessity to keep the environment healthy. The properties that the eco-friendly straw would promote is it being biodegradable, more enjoyable to use, and just a better experience using a product that has been a thing for a very long time.

We will also use the ABC model to mold a favorable attitude about the product. The feelings behind eco-friendly straws is that they are not as easy to use as plastic straws which is a false narrative. The belief we will try to create with these straws is that not only are they better to use, if you are using them you are helping your planet and the ecosystem by eliminating plastic that is entering the environment. The conation of the paper straws would be to intend to help the animals and to clean the environment from harmful substances such as plastic. Overall the ABC model is very useful in marketing the eco-friendly straws. It would be going along the belief going first in the way of the ABC model. We will do all of this to try to achieve a positive attitude on the eco-friendly straws.

We will also attempt to shape a positive brand attitude, in doing this we will need to evaluate the brand belief and the belief evaluations. We will need to see how people perceive the eco-friendly straws in relation to the plastic straws. In doing this we will try to shape those evaluations into more positive evaluations. We want people to think when they are getting eco-friendly straws it will be a lot more enjoyable than if they were to get plastic straws and this starts with creating a positive brand attitude. We will be doing this by molding customers' attitudes for our certain product.

Overall, eco-friendly straws fall under low involvement feel because it is a straw so it is low involvement then it does not really have a lot of thought behind it so it falls under feel. There can be a little thought determined in certain individuals, especially the ones that are environmentalists. We will also use the multi-attribute models, in doing this we can change the perception of the attribute level by saying that the straws perform better. We can also change the evaluation of the products desirability by focusing on the materials needed to make them, by not making them unbearable materials and better eco-friendly materials. An by introducing a new attribute will help mold attitude by having more companies participate in these eco-friendly straws.

While using the Heider's balance theory, if a consumer likes eco-friendly products and perceives that an influential entity or person also supports eco-friendly products, a positive link forms, creating balance. Marketers can leverage this by using popular and credible endorsements to create a balanced triangle that encourages consumers to adopt eco-friendly straws.

Attribution Theory focuses on how people interpret events and how this relates to their thinking and behavior. Consumers are likely to attribute their purchase of eco-friendly straws to

personal or situational causes. Marketers can influence this by framing the use of eco-friendly straws as an easy and effective way to contribute to environmental conservation, thus encouraging consumers to attribute their purchase to a personal commitment to sustainability.

Self Perception Theory posits that individuals determine their attitudes and preferences by observing their own behavior. If consumers use eco-friendly straws and notice that they are doing so, they might conclude that they must care about the environment, reinforcing a positive attitude towards the product. Promotional strategies could encourage initial use, helping consumers to begin seeing themselves as environmentally conscious.

This is how we will mold the consumers' attitudes towards eco-friendly straws in relation to plastic straws.

The eco-friendly straws play a huge part in culture. They definitely fall more on the eastern core values of culture because of how they are more “green” and better for the ecosystem. Hofstede’s five give different aspects of how each culture differentiates and it is shown with this product here in comparison to plastic straws.

The first one is individualism vs. collectivism and in relation to our product it falls more under collectivism. Eco-friendly straws, as an environmentally friendly alternative to plastic straws, can be aligned with collectivist cultural values due to their communal benefits and the shared responsibility ethos they promote. In collectivist cultures, the welfare of the group often takes precedence over the interests of the individual.

The next one takes a look at power distance, eco-friendly straws can be pushed by the government depending on if it is a far power distance culture or small power distance. Basically

the power distance determines if they will be pushed or not and we can see this state by state. An example is in some states you have to pay for plastic bags and in some states you do not.

The 3rd one of Hofstede's 5 talks about uncertainty avoidance where people tend to avoid things they are uncertain about in certain cultures. This goes with the certain states because people will have a low uncertainty avoidance with eco friendly straws if it is a more environmentally friendly area.

The 4th out of five of Hofstede's five talks about the difference between masculinity and femininity. In femininity cultures, which prioritize care for others and quality of life, the adoption of paper straws aligns well with the emphasis on environmental stewardship and social responsibility. These cultures value making choices that benefit the community, exemplified by the shift from plastic to eco-friendly straws to reduce environmental harm and pollution. This cooperative approach to sustainability fits the feminine focus on collective well-being rather than competitive gains, emphasizing cooperation over competition.

The last part of Hofstede's five is high context versus low context. In the case for our product it will fall under high context. People know exactly why the push for eco-friendly straws has been so high as of recent and whether people agree with it or not it is still in very high context why this agenda is being pushed so hard.

We will take advantage of reference groups to impact consumer behaviors in a number of ways. One of the first ways can be by using celebrity or influencer marketing. By working with people or celebrities that the public looks up to whether that be a singer, sports player, or influencer or actor, it can give us a boost in consumer interest. These celebrities will be able to effectively talk for our brand and can lead their fans in masse to do business with us. This opens

up a great opportunity for marketing our product. Our main focus will be to find influencers that are speaking up for change towards a greener planet. We wanna work with someone who ties to our mission on creating cleaner alternatives for straws. If we can find influencers that embody our mission it can bring attention to our products. These influencers will have strong impressions over their audiences and how they decide to spend their money. A lot of these influencers have strong Enjoy giving back to the world and ensuring a cleaner and a greater future for everyone else.

Another way that may be related to this is social media and being able to influence potential consumers to buy our product by organizations, popular and trendy brands, organizations that share the same views/goals as us, some ideal companies that we would like to be endorsed by would be Nike, Lululemon, the polar plunge, NFL, NHL, MLB, NBA, MLS. If these parties are able to endorse us and by doing so, help us gain authenticity in the industry, further pushing us into the minds of consumers and modifying their perceptions of us, subsequently modifying their behaviors.

An additional way that could help our brand is being able to leverage social media, and the surroundings of the consumer by creating trends like the ALS ice bucket challenges this challenge gained huge popularity around the world and brought large amounts of donations and awareness to this cause if we could start a trend as half as popular as this one we will be on a very good track, we can also making our own sound on tiktok to raise awareness of our brand, or a hashtag on instagram, or even a “challenge” could further our reach onto a broader audience and help us gain influence and popularity. similar to the way that Stanley thermoses have become extremely popular they were highly marketed on social medias like Instagram and TikTok and put out as if they were a necessity.

Another way we could target audiences could be by holding sponsored events, such as a sports event, or a college bowl, and by doing this we could facilitate more students to get our brand, especially since it usually aligns with the college culture of activism and environmentalism and conservationism. We could also put up stands, banners, flyers, signs and tents to help us gain awareness and brand likeness. All of these could help us take advantage of potential consumer reference groups and bring them to like our brand, and could hopefully cause a peer to peer effect of awareness and advocating for our brand.

We can educate our consumers and provide them with useful information about the benefits of straws, and how they are more efficient for the environment than plastic ones. We can also provide them with how it would benefit them if they used paper straws. This could be done through signs, advertisements, packaging, or signs or banners..

Tell the consumers that the paper straws will match the plastic straws in performance, durability, and resistance to water. We will let the consumers know that the straws won't dissolve in their mouth or their drink..

Another thing to consider is the variety we can offer. We can order a selection of colors, designs, and flexible straws that can bend and fun ones that are fun to play with for kids, we can also add customization options for parties or better yet a strawID type thing in order to do this.

In addition to these methods we can also seek to make these straws readily available, anywhere from delis to promote their convenience. Airports to show that they can be found anywhere, restaurants to show that they can also undertake a classy sense of things. In addition to this, we can put them in chain restaurants to show they are available for everything.

Lastly, to draw more consumers in we can give them access to membership or loyalty programs, or reward programs that will give them discounts or allow them to cash in or have access to special offers and promotions with different products we may make.

Another huge advantage we could use is the fact that we can partner with other companies to make special offers and give them access to products with other companies through partnerships, this would be huge for promotion especially if we did it with larger brands. This would be something that could not only give us more recognition but could also help introduce us to a larger potential clientele.

In addition to this, we could use our clients to market our promotions by doing giveaways and deals such as posting a positive review of their experience working or doing business with our companies, and using our products.

Another way we could achieve post-choice experience and use it to our advantage would be to implement post-usage surveys asking customers about their experience with

We could also offer consumers a post purchase survey about where else they may want to see our straws, and we could do our best to accommodate them. In doing this we can figure out where they would like to use our straws and we can make an effort to move into these areas and use these areas to sell our products at different and more varying locations.

Through opting for these strategies we can maximize the usage out of post-choice experience and exploit the experiences our customers get by using our products and recycle them back into our production process in order to make our products better.

We believe that eco-friendly straws are a lot more beneficial than plastic straws and throughout this we have shown what strategies we would use to market these straws to an open market. We have shown what people would be the main target and what cultures would be most susceptible to buying these products.

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