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Introduction

Based on the case scenario, the challenge entails creating a marketing plan for Life Water, a bottling water company facing criticism from its local community for using too much water during California's drought. The company has recently invested in making its operations greener, including bioplastics in its new elite product line, Tranquil Water. As part of the marketing plan, we will create a new logo and slogan for Tranquil Water that highlights the use of bioplastics and positions the product as an environmentally friendly choice. Additionally, we will develop a social media PR campaign that promotes Life Water's greener initiatives and manages the backlash from the controversial comments made by the plant manager, Zara Leono. The marketing plan will leverage industry research and insights to effectively communicate the benefits of using bioplastics in packaging and position Life Water as a sustainable brand that prioritizes environmental responsibility.

Marketing Proposal

Logo



The logo for Tranquil Water, with the catchphrase "Take Tranquil" and green bottles with leaves, including the title "Bioplastic," is designed to communicate the product's key features and benefits. The green colour scheme and leaves symbolize sustainability and environmental consciousness while using bioplastics reinforces the eco-friendly message. In addition, the slogan "Take Tranquil" evokes a sense of calm and relaxation, which aligns with the product's brand name

and the overall image of a premium, high-quality product. The logo, therefore, is intended to attract environmentally conscious customers who value health, sustainability, and quality.

Slogan: "Refresh with a clear conscience."

The New slogan for Tranquil Water in this scenario will be: "Refresh with a clear conscience." This new slogan concerns the company's dedication to environmental responsibility and sustainability. The firm is committed to lowering its carbon footprint and promoting an eco-friendly product by employing bioplastics in manufacturing the Tranquil Water bottle. The tagline prompts customers to enjoy Tranquil Water's revitalizing flavour while feeling good about their purchases since they are helping a company that shares their beliefs. The word "clear conscience" also conjures up images of purity and clarity, which aligns with the brand's commitment to offering pure, high-quality drinking water.

Bioplastics and Relevance to Plastic Industry:

The logo for Tranquil Water, with the catchphrase "Take Tranquil" and green bottles with leaves, including the title "Bioplastic," is designed to communicate the product's key features and benefits. The green colour scheme and leaves symbolize sustainability and environmental consciousness while using bioplastics reinforces the eco-friendly message. In addition, the slogan "Take Tranquil" evokes a sense of calm and relaxation, which aligns with the product's brand name and the overall image of a premium, high-quality product. The logo, therefore, it's intended to attract environmentally conscious customers who value Bioplastics made from plants or microbes instead of petroleum. Because such materials are biodegradable, they lessen the environmental effect of plastic manufacture and disposal (Rosenboom et al., 2022). Bioplastics are important to the plastics industry. It is because traditional plastics, generated from non-renewable fossil fuels, take hundreds of years to disintegrate, harming the environment. Therefore, bioplastics, created from biodegradable, renewable materials, are considered a more sustainable option. Bioplastics can be utilized in packaging, consumer items, and medical devices. Food packaging made from bioplastics reduces plastic waste in landfills and seas. Toys and household equipment may also be made from bioplastics to lessen the environmental effect. It can be noted that bioplastics lower the plastic industry's carbon impact. Energy-intensive traditional plastic manufacture emits greenhouse gases. Bioplastics are manufactured with less energy and emissions, reducing their

carbon impact. Thus, such plastics offer numerous advantages (Zimmermann et al., 2020). However, they cannot solve the plastic waste issue. Not all bioplastics are biodegradable or compostable. Thus, they must be disposed of properly to prevent pollution. Bioplastics manufacturing also uses land and water. Generally, bioplastics are a viable alternative to regular plastics, but they must be managed to maximize their environmental benefits.

Bio Plastics Vs Plastics:

Based on a comparison, traditional and bioplastics have different source materials and environmental impacts. For example, conventional plastics, created from non-renewable fossil fuels, take hundreds of years to disintegrate and pollute the environment (Rosenboom et al., 2022). On the other hand, bioplastics, manufactured from renewable materials, may biodegrade or compost under the appropriate circumstances. Besides, bioplastics are more sustainable than regular plastics. However, they may take a long time to degrade. Nevertheless, they are solid and durable, like ordinary plastics. Yet, certain bioplastics could not be heat or shelf stable. Nevertheless, the fact is that bioplastics have great promise as a traditional plastics substitute. Hence, comparing the benefits and drawbacks of bioplastics with ordinary ones will shed more light on the matter. The following details may be observed by concentrating on the benefits and drawbacks of these two kinds of plastics. First, the bioplastic advantages are as follows:

- ❖ Bioplastics are manufactured from plants and microorganisms, whereas regular plastics are generated from fossil fuels. Bioplastics lessen resource reliance, making them more sustainable.
- ❖ Bioplastics may be composted or biodegraded. Conventional plastics, meanwhile, take hundreds of years to disintegrate and pollute.
- ❖ Bioplastics consume less energy and release fewer greenhouse gases than regular plastics.
- ❖ Bioplastics may be utilized in packaging, consumer items, and medical equipment (Coppola et al., 2021).

Despite the numerous advantages, bioplastics also have disadvantages, making them less suitable. These drawbacks are as follows:

- ❖ Bioplastics need agricultural land and water to produce, which may harm the ecosystem.

- ❖ Certain bioplastics have heat resistance and shelf-life issues, rendering them unsuitable for specific applications.
- ❖ Not all bioplastics are biodegradable or compostable, leading to incorrect disposal. This might result in a negative environmental impact (Brizga et al., 2020).

Next, traditional plastics also have their advantages. These advantages are as follows:

- ❖ Ordinary plastics can tolerate different temperatures and conditions, making them appropriate for many applications.
- ❖ They are also cheaper to make than bioplastics.
- ❖ Traditional plastics may be found in numerous items, making them handy for producers (Melchor-Martínez et al., 2022).

Notwithstanding the advantages of traditional plastics, they also have disadvantages that make them less suitable in various instances. These cons are as follows:

- ❖ Ordinary plastics are manufactured from limited fossil resources.
- ❖ Such plastics take hundreds of years to disintegrate, creating waste and pollution.
- ❖ Traditional plastics are energy-intensive and release greenhouse gases, contributing to climate change (Zimmermann et al., 2020).

Notwithstanding their merits and negatives, bioplastics are more sustainable and environmentally friendly than ordinary plastics. However, they must be controlled for environmentally responsible manufacture and disposal.

Bioplastics and Sustainability

It is worth noting that bioplastics promote sustainability in various ways, including employing renewable resources, reducing carbon footprint, biodegradability, recycling, and innovation. Therefore, breaking down this information:

- ❖ **Renewable Resource:** Plants may be grown and harvested again to make bioplastics. This decreases the dependency on fossil fuels needed to make conventional polymers.
- ❖ **Lower Carbon Footprint:** Bioplastics produce fewer greenhouse emissions than regular plastics, reducing carbon footprint.

- ❖ Biodegradability: Under certain circumstances, bioplastics may biodegrade or compost, decreasing plastic waste in landfills and the environment. Traditional plastics may damage the environment and take centuries to degrade (Coppola et al., 2021).
- ❖ Recycling: Bioplastics may be recycled alongside ordinary plastics, decreasing plastic waste in landfills and the environment. Bioplastics may sometimes be recycled more efficiently than regular plastics.
- ❖ Innovation: Bioplastics spur plastics sector innovation, resulting in more sustainable materials and processes. Sustainability and environmental effect may improve.

Bioplastics are crucial to a greener plastics industry. Bioplastics can reduce plastic's environmental effects but must be responsibly sourced and disposed of. Bioplastics may improve sustainability and resilience by employing renewable resources, lowering greenhouse gas emissions, and reducing plastic waste (Coppola et al., 2021).

The Water Bottle Industry: Competitive Advantage

The billion-dollar water bottle market is growing. Due to tap water quality concerns and hydration needs, consumers are turning to bottled water. However, the industry's environmental impact has been challenged in water-scarce locations. Life Water, a bottling firm, has been accused of consuming too much water during California's drought. This shows how the water bottle business and environmental concerns conflict, especially in water-scarce areas. Therefore, bottling businesses should not be permitted to utilize significant volumes of water in such areas, which may harm the ecology. Several water bottle businesses have reduced their environmental effect in response to criticism. Several firms use biodegradable or recyclable packaging to reduce plastic waste. Some use rainwater for manufacturing (Scalamonti, 2021). Life Water has spent \$5 million in greening the firm and is relaunching Tranquil Water with bioplastic bottles. This implies the corporation is aware of the water bottle industry's environmental issues and taking action. Thus, as an overview, the water bottle business has been criticized for its environmental effect in water-scarce areas. However, certain businesses in this industry have reduced their environmental impact and improved sustainability. Life Water shows that corporations must be aware of these issues, address them, and communicate their efforts to the public.

Water bottle manufacturers may get a competitive edge by using bioplastics. First, bioplastics are promoted as a greener alternative to petroleum-based plastics. This may help firms

stand out and attract eco-conscious customers. Bioplastic packaging may make firms seem more ecological and socially responsible, which might appeal to customers. Secondly, bioplastics minimize businesses' carbon footprints. Bioplastics are created from renewable materials like maize or sugarcane and use less energy than regular plastics. "They break down more readily in the environment," minimizing plastic waste in landfills and seas. This may help firms lessen their environmental effect and attract customers seeking sustainable goods. Lastly, bioplastics assist firms in meeting sustainability and environmental laws (Coppola et al., 2021). Bioplastic packaging may help firms comply with global plastic waste reduction and sustainability laws and avoid fines. This helps firms avoid sustainability-related bad press. Life Water's usage of bioplastics in its Tranquil Water product line may provide the firm with a competitive edge by establishing them as a more sustainable and ecologically responsible company. This may help the firm stand out and attract eco-conscious shoppers. Bioplastics may also help the firm meet sustainability standards and prevent environmental backlash. Thus, generally, bioplastics may assist water bottle firms to distinguish themselves from rivals, lower their carbon footprint, and comply with sustainability and environmental standards.

Customers Preferring Bottled Water:

Bottled water is preferred for several reasons. Convenience is first. Bottled water is convenient for busy people who need to remain hydrated. When traveling or during outdoor activities, safe drinking water may not be accessible (Qian, 2018). Second, bottled water tastes better than tap water to many consumers. Mineral content and filtering methods may cause this. Some customers may think bottled water is better than tap water, influencing their purchases. Bottled water also avoids tap water pollutants like lead and chlorine. Lastly, some clients buy bottled water for its perceived prestige. In certain social circles, drinking bottled water is a show of sophistication or luxury, which might influence purchases. Yet, plastic water bottle manufacture and disposal pose environmental risks. Therefore, reusable water bottles may become increasingly popular as customers grow more environmentally conscious. Life Water's customer base may pick bottled water for several reasons in the case scenario. Bottled water may appeal to on-the-go consumers or those in areas without good drinking water (IBWA, 2020). Bottled water's perceived quality and health may also affect purchases. Nevertheless, Life Water must address the

environmental issues of plastic water bottles and market itself as a more sustainable choice by using bioplastics and other ecologically friendly activities to ensure their bottled water is preferred.

Target Market:

Tranquil Water's marketing approach is aimed at ecologically concerned customers that appreciate sustainability, health, and high-quality goods. Those that emphasize environmental responsibility and are ready to pay a premium for eco-friendly items fall into this category. The target market also includes health-conscious people who choose bottled water as a handy and healthful alternative. Additionally, the marketing approach seeks to reach out to those eager to try new, creative goods and are open to exploring alternative possibilities in the water bottle business. Given the local community's worries about water consumption during the drought, the target market will likely be predominantly based in California and nearby states. These market characteristics are not specific to a particular age group because every age cluster takes bottled water.

Vision, Mission, Goals and Objectives of The New Marketing Plan:

- ❖ **Vision:** Tranquil Water wants to lead the eco-friendly water bottle sector with its new marketing approach. The strategy entails positioning Tranquil Water as a premium, sustainable, and healthful water brand people can trust.
- ❖ **Mission:** The new Tranquil Water marketing approach offers consumers a high-quality, eco-friendly alternative to disposable water bottles. Bioplastics education and sustainable lifestyle promotion are also part of this mission.
- ❖ **Goals:** The new Tranquil Water marketing campaign aims to raise brand awareness among environmentally concerned customers, boost sales and market share, and make the brand a water bottle industry leader.
- ❖ **Objectives:** Tranquil Water's new marketing plan aims to create a strong brand identity through a new logo and slogan, use social media and other marketing channels to increase brand visibility and reach, promote bioplastics and the company's sustainable practices, and manage community backlash over water usage during the drought.

Direct And Indirect Marketing Methods to Be Used in The Strategy:

Tranquil Water will target its customers through direct and indirect marketing. Beginning with direct marketing. Email, influencer, and social media marketing are direct marketing

strategies. Focusing on social media, Facebook, Instagram, and Twitter will promote Tranquil Water's bioplastic bottles, eco-friendly procedures, and sustainability. Email marketing will notify consumers of new products, promotions, and deals (Helmold, 2022). Influencer marketing will entail working with prominent people, i.e., influencers that share Tranquil Water's values and goals to reach a wider audience. Next, content, SEO, and PR are indirect marketing tactics. Customers will learn about bioplastics and sustainability via content marketing. SEO will boost Tranquil Water's website and product pages' visibility and organic traffic. Press releases and media outreach will promote Tranquil Water's sustainable activities and minimize unfavorable publicity and community response (Helmold, 2022). Besides, paid searches and social media advertising are digital marketing tactics. Tranquil Water's adverts will appear when customers search for relevant keywords via paid search advertising. Social media advertising will target demographics, interests, and habits. Generally, Tranquil Water will use a combination of direct and indirect marketing approaches with a heavy emphasis on social media and digital marketing to raise brand recognition, promote eco-friendly practices, and boost sales.

Marketing Budget

According to the suggested marketing strategy, a \$500,000 budget has been set aside to promote Tranquil Water and the brand's environmental activities. The funding was divided across several marketing channels, as shown in the table below:

Marketing Channel	Budget Allocation
Social Media Advertising	\$150,000
Influencer Marketing	\$50,000
Email Marketing	\$25,000
Content Marketing	\$75,000
Search Engine Marketing	\$50,000
Public Relations	\$75,000
Creative Design	\$50,000

Miscellaneous Expenses	\$25,000
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Targeted Facebook, Instagram, and Twitter advertisements will promote Tranquil Water's new bioplastic bottles and eco-friendly procedures with a \$150,000 social media advertising expenditure. The \$50,000 influencer marketing budget will entail collaborating with prominent people who share Tranquil Water's values and goals to promote the brand. The \$25,000 email marketing budget will send consumers engaging newsletters and promotional emails about new products, discounts, and deals. Bioplastics and sustainable practices will be promoted via instructional material utilizing the \$75,000 content marketing budget. To boost search engine exposure, \$50,000 will be spent on paid search advertising. The \$75,000 public relations fund will handle unfavorable news and community response and promote Tranquil Water's sustainability activities via press releases and media contact. Social media, email marketing, and other marketing channels will get engaging graphic assets from the \$50,000 creative design budget. The \$25,000 miscellaneous expenses budget will cover software subscriptions, travel, and marketing expenditures.

SWOT Analysis of the Water Bottle Industry

Strengths:

- ❖ Bottled water is a basic need, and demand is rising.
- ❖ New technologies have improved manufacturing, packaging, and shipping.
- ❖ High-profit margins encourage additional entrants to the market.

Weaknesses:

- ❖ The sector generates a lot of plastic garbage, and environmental concerns are lowering sales.
- ❖ Several firms compete for market share.
- ❖ The California drought harms output since the business depends on natural resources like water.
- ❖ The industry is criticized for its environmental and health impacts.

Opportunities:

- ❖ Customers are growing more environmentally concerned and seeking eco-friendly items.
- ❖ Emerging markets with low bottled water usage have room for expansion.

- ❖ Bioplastics allow firms to distinguish themselves and enhance their environmental credentials.
- ❖ Innovation such as refillable bottles to ensure sustainable packaging.

Threats:

- ❖ Environmental laws may hurt company profits.
- ❖ Alternative products, including flavored water, sports, and energy drinks, might threaten bottled water sales.
- ❖ Economic uncertainty and customer behavior might hurt sales.
- ❖ Negative media attention, including reports on plastic trash and health issues, may hurt the industry's image and sales (Scalamonti, 2021).

Chances with Competitors and What Is to Be Achieved:

Life Water may use a SWOT analysis of the water bottle business to acquire a competitive edge. Sustainable product demand is a chance. Life Water's bioplastic bottles make it more environmentally friendly than its rivals' plastic bottles. Eco-conscious shoppers will like the new bioplastic container. Environmentally concerned customers ready to pay extra for sustainable items may also buy the product. Besides, the location gives Life Water another advantage. They benefit from being 150 kilometres from Los Angeles. Local marketing activities and brand recognition in nearby areas may benefit the firm.

They may also attract eco-tourism and sustainable travellers. Life Water may also cultivate retailer and distributor ties. These agreements boost their distribution networks and market reach. It is also vital that the company provides incentives to merchants and distributors that stock their items to develop brand loyalty. Several bottled water brands compete with Life Water. Their ecological packaging and product advantages must set them apart from the competition. Their goods must also be low-priced and high-quality. The company should also prioritize sustainability in its brand identity to succeed. They may overcome competition and become a water bottle industry leader by using market opportunities and the company's strengths.

Monitoring, Follow-Up, KPIs, Results:

Marketing plans need monitoring, follow-up, and success assessment. These aspects help companies evaluate marketing campaigns and make strategic choices. Life Water's Tranquil Water marketing strategy will utilize these KPIs:

❖ **Social Media Engagement:** Tranquil Water's accounts will track likes, shares, and comments.

During three months of the marketing effort, engagement should rise by 25%.

❖ **Website traffic:** Google Analytics will measure visits, bounce rate, and website time. The marketing strategy aims to boost website traffic by 30% in six months.

❖ **Sales:** To evaluate the marketing strategy, sales will be tracked monthly. The marketing campaign's first-year aim is 20% revenue growth.

❖ **Customer Feedback:** Surveys and social media polls will gather customer input. Goal: 90% client satisfaction.

KPIs will be reviewed periodically every month to keep the marketing strategy on track. KPIs will determine marketing strategy success. The marketing strategy will be updated to increase performance if the campaign fails to meet KPIs. Thus, Tranquil Water's marketing concept emphasizes bioplastics and sustainability. Life Water's new logo, slogan, and PR campaign emphasize its greener practices. The marketing strategy contains a budget, monitoring, and measuring plan to guarantee campaign success.

Social Media PR Campaign:

A social media PR strategy focusing on news outlets, webinars, and influencers may be established to market Life Water as a greener brand and handle the fallout from Ms. Leono's statements. The campaign should strive to emphasize Life Water's sustainability and eco-friendliness efforts while addressing local community issues.

News Platforms:

First, press releases may be issued to major news channels such as CNN, The New York Times, and The Wall Street Journal. These announcements should contain information regarding Life Water's recent efforts to become a greener firm, such as using bioplastics in Tranquil Water bottles. The press releases should also address the local community's concerns and offer information on how Life Water intends to reduce its environmental effect during the drought.

Webinars:

Experts and industry leaders may participate in webinars to address the issue of sustainability and environmental effect. Environmentalists and sustainability activists, for example, may be invited to speak at these webinars by Life Water. To reach a larger audience, these webinars may be advertised on different social media sites such as Facebook and Twitter (Helmold, 2022). The webinars should showcase Life Water's sustainability activities and illustrate the company's commitment to a greener future.

Influencers:

Influencers can help bring Life Water's sustainability activities to a broader audience (Helmold, 2022). Life Water can collaborate with famous bloggers, Instagrammers, and YouTubers who have a large following in the sustainability and eco-friendly arena. These influencers may develop material that highlights Life Water's sustainability initiatives and supports the usage of bioplastics. The material may be shared on social media sites such as Instagram and YouTube to reach a larger audience.

Measurement and Control:

To evaluate the PR strategy, set KPIs. In this example, KPIs may include press releases picked up by major news sites, webinar attendance, and influencer material engagement. To ensure success, the PR effort should be assessed often. Public relations should respond immediately to negative remarks to protect Life Water's image.

Results:

Regular evaluations of the social media PR strategy's effectiveness are necessary. The results should be analysed to identify areas for improvement and fine-tune the strategy for

subsequent campaigns (Helmold, 2022). Regarding sustainability and environmental friendliness, the campaign should eventually aid Life Water in establishing itself as a pioneer in the water bottling industry. Moreover, it should encourage sales of Tranquil Water bioplastic bottles and enable the company to forge stronger bonds with its stakeholders and clients.

Managing Miss Leono's Comments:

Certain measures will have to be implemented to proactively manage Miss Leono's PR campaign remarks in the PR campaign. First, it will be important to recognize local community issues and their legitimacy. Life Water will issue a statement on the California drought and the necessity of water conservation. The statement also declares that the corporation is dedicated to water conservation and sustainable operations. This shows that Life Water cares about the environment and its communities. Next, the PR campaign will showcase Life Water's greening initiatives. Showing off the company's bioplastic packaging and sustainable production procedures will lower its carbon impact. Visuals like infographics and movies will demonstrate the environmental benefits of these actions.

Conclusion:

The PR effort will also involve environmental sustainability influencers and experts to promote Life Water as a leader in sustainable water bottle practices. As a result, life Water will gain credibility and become a thinking leader. Influencers and experts can help the campaign reach more people and boost brand PR. Lastly, the PR effort will stress company openness and responsibility. Life Water will showcase its environmental effects monitoring and reporting in a clear and accessible way. This will develop consumer and stakeholder trust and show Life Water's sustainability. As an overview, the PR campaign will portray Life Water as a responsible, sustainable corporation that cares about the environment and its communities. The campaign can handle Miss Leono's criticisms and boost brand PR by being proactive and connecting with influencers and experts.

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