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Executive Summary

A multi-million-dollar water bottling business called Life Water is situated 150 miles outside of Los Angeles, California. Its leading company is producing and marketing water in domestic and regional bottles. Due to its dedication to ecologically friendly and corporate sustainability activities, the corporation has built an excellent track record over the years. Still, the terrible drought that is currently afflicting Los Angeles puts that reputation in jeopardy. According to estimates, over 80% of the area is dry, a peculiar fact that has led the neighborhood to protest that water bottling businesses, notably Life Water, are utilizing excessive amounts of water at the price of the escalating drought. Such allegations reflect poorly on the company's development and reputation. It gets worse since Life Water will debut an exclusive product line: tranquil water is packaged in a brand-new bioplastic container design. Additionally, the business has invested around \$5 million to become a greener business, and it is anticipated that these accusations might lead to record-breaking losses. Zara Leono, the manager of the manufacturing facility, has made the required effort to share on her Facebook and Twitter pages that the firm only sells water and does not provide any other beverages that encourage consumers to drink more water. Still, it is unclear how far the business's goods expansion strategy will go. Restoring and restocking local water sources is a priority to win back the community's trust and raise knowledge about water conservation among them. By initiating a marketing strategy for reintroducing the new line of products, Tranquil Water Life Water can address the problem. As a method of handling Miss Leono's remarks, it highlights the advantages of bioplastic packaging technology. It implements a social networking PR campaign to defend Life Water as a more environmentally friendly brand while regaining consumers' trust and confidence.

Introduction

Because of its inherent worth, protecting water resources becomes crucial during a drought. The packaged water industry is a particular sector that has come under fire for its water-handling practices during the California crisis. Life Water, a significant water manufacturing facility 150 km from Los Angeles, illustrates such a company. The neighborhood has criticized it for using the surrounding water supply excessively. Zara Leono, the factory manager, aggravated the matter by making divisive posts on her social networking account in reaction to this outrage (Alizadeh et al., 2020).

Life Water is in a difficult situation at this crucial time. Recently, the corporation pledged \$5 million to move towards a business strategy that is more ecologically friendly. Additionally, it is about to relaunch Tranquil Water, a luxury product line with a new bottle made of bioplastics (Alizadeh et al., 2020). To create a proposal that not only emphasizes the business's eco-friendly activities but also tackles the consequences of Ms. Leono's remarks and emphasizes the use of bioplastics within Tranquil Water, Life Water has hired its marketing staff.

This marketing proposal's primary goal is to create a thorough branding and marketing plan for Life Water's Tranquil Water line of products, highlighting the use of bioplastics and emphasizing the firm's dedication to sustainable business practices. A new logo, as well as slogan design, packing suggestions, marketing mix techniques, a promotional plan, an outreach strategy, an outreach effort, and a social networking public relations campaign, are all included in the proposal (Alizadeh et al., 2020). The idea ultimately aims to ease residents' worries about water consumption, lessen the impact of Ms. Leono's comments, and highlight the company's environmentally friendly initiatives as well as its high-end product range.

The objectives of the marketing plan will then be clarified after providing an overview of Life Water and the existing position. The marketing plan will primarily concentrate on developing a promotional and branding strategy for Tranquil Water, with a separate component devoted to a social networking public relations effort to strengthen Life Water's reputation as an ecologically conscientious company. The proposal aims to provide a thorough and effective answer to Life Water's ongoing problems while highlighting its dedication to the environment and its premium product line (Alizadeh et al., 2020).

Marketing Proposal

Tranquil Water Logo

The suggested Tranquil Water logo is intended to provide a distinctive identity for the company while expressing its goals and core principles. The sleek, contemporary, and minimalist style highlights the water's refreshing and natural features. Tranquil Water is dedicated to offering excellent quality, refreshing, renewable, and ecologically friendly water. The flowing wave design represents the motion and cleanliness of water (Danopoulos et al., 2020). Blue and green are used in the design in a calming and energizing way to suggest peace and vigor. This color scheme complements the company's commitment to cleanliness and concentration on creating earth-friendly items.

The font used for the logo is a modern sans-serif that is legible, bold, and easy to read. The company's commitment to modernism and innovation is communicated through the wave pattern and the straightforward typography. The typeface is unique and instantly recognizable, which will aid in building brand awareness in the marketplace (Danopoulos et al., 2020).

Slogan Proposal with Rationale

The "Water Adds Life" Life Water created a tagline for calm water to promote the new product collection, increase sales for the business, and increase income. A while ago, tranquil water was revived as a service for consumers looking for pure, secure, and high-quality drinking water. Additionally, it fulfills the needs of clients who like mineral water (Danopoulos et al., 2020). Contrary to previous drinks made by other businesses, which attempt to slake users' thirst, Life Water's fresh line of products motto also seeks to promote customers' well-being by reducing the hazards connected to unhealthful diets.

The tagline meets various customer preferences and demands, enhancing consumers' appetites and readiness to spend money (Danopoulos et al., 2020). Nevertheless, the tagline is essential in reintroducing the new product line because it is catchy, concise, and simple to grasp. It is hoped that potential customers will give the product the attention it needs. The mix of the colors and forms, the material of the bottle used for presentation, and the manner of writing increase the slogan's efficacy, particularly in terms of boosting consumer demand for the product and boosting business sales (Danopoulos et al., 2020).

Tranquil Water Product

The Life Water Worldwide corporation's beverage line-up includes the unique Tranquil Water. Tranquil distinguishes itself as a luxury product line that comes in bioplastic packaging in contrast to currently associated brands. The dedication to the preservation of the environment is the main factor behind this shift (De Marchi et al., 2020). Sustainable technology has been included in Life Water's product packaging as part of its effort to be environmentally responsible. The fresh line of goods is therefore packaged in bioplastic packaging, which are recyclable materials that resemble plastic and are made from natural resources like starches as well as vegetable oil. The decision to employ bioplastics instead of

conventional plastics was taken because they quickly degrade and produce much less greenhouse gas emissions (De Marchi et al., 2020).

It is a brand of bottled water with extra minerals and added nutritional value, adding to its distinctiveness. Water is necessary for life, yet it may be dangerous when polluted. Most residents in Los Angeles don't have access to safe, high-quality water, according to Life 7 Water (De Marchi et al., 2020). The new product aims to address the issue and achieve sustainable development objectives. The goal of the relaunch of the elite product line is to meet the demands of Life Water customers who like drinking mineral water that is pure and hygienic. The firm wants to increase the variety of nutritional products it offers and adapt to its clientele's shifting demands and tastes by reintroducing the product. Investors have been closely watching Tranquil Water because it failed to go through with its marketing plan effectively (De Marchi et al., 2020).

Market Research

We will conduct a complete market study in this part to better understand our target market, analyse the competitive environment, and examine the domestic and external elements impacting our firm (Ebrahim, 2020). This information will be crucial in determining how we will advertise Tranquil Water.

People between the ages of 25 and 45 who place a high value on both personal health and ecological sustainability make up the ideal customer base for Tranquil Water. They are prepared to spend extra money on high-quality goods that share their ideals (Ebrahim, 2020). They are often metropolitan residents with discretionary means who prioritize their health and make ecologically responsible purchases. They favor things that improve their quality of life while causing the most minor environmental damage. This environmentally and socially aware market searches for companies that share their principles (Ebrahim, 2020).

Tranquil Water can set itself apart from other brands and position itself as expensive, sustainable, and eco-friendly by concentrating on this market (Ebrahim, 2020). Our marketing strategy will be focused on using various marketing tactics and platforms to connect with and engage this target demographic successfully.

Life Water competes fiercely in the bottled water sector. Other bottled water companies, including Evian, Fiji, and Dasani are some of its main competitors. These businesses target the same market as Life Water and offer comparable products (Ebrahim, 2020). They also put a lot of attention on environmentally friendly packaging, which is becoming increasingly significant to customers. The top selling factors of these rivals' products are their convenience, environmental friendliness, and product quality (Eerkes-Medrano et al., 2019).

Evian, which markets itself as a high-end bottled water brand, is well known for its clean and fresh flavor. An isolated, protected aquifer is the source of Fiji Water, which is sold as a luxury good. Conversely, Dasani positions itself as a more reasonably priced bottled water brand widely available in stores and vending devices (Eerkes-Medrano et al., 2019).

Target Market

Company's marketing strategy targets a wide range of consumers while keeping a close watch on critical variables including age, financial status, and family size. Life Water's target market is young people, ranging in age from 20 to 30, and includes experts, sports, and college students (Faraca & Astrup, 2019). Furthermore, the company expands its reach to include older persons, between the ages of 40 and 70, who prioritise a diet-conscious and superior water option with the launch of their luxury product line, "Tranquil Water." The consumer categorization equation includes income as a significant factor that is directly correlated with family size. Life Water promotes its newer, healthier product as a drink that is

suiting for the whole family while positioning it as somewhat more expensive than their standard products (Faraca & Astrup, 2019).

In terms of geography, Life Water's main distribution hubs are concentrated on Los Angeles and California's main areas, mostly catering to locals. The corporation hopes to grow its market position by entering neighbouring states and introducing cutting-edge items (Faraca & Astrup, 2019). Life Water adapts its marketing methods to draw in clients who are concerned with their health throughout the country in light of the current developments in health-consciousness among American consumers. As their product does not display any taste-based distinction, the firm employs a gender-neutral strategy in its customer division, addressing both male and female clients. Life Water seeks to reach a broad audience and increase product sales by utilising clever marketing initiatives (Faraca & Astrup, 2019).

Promotional Marketing Strategies

The corporation uses a wide range of promotional strategies to advertise its goods. Promotion is among the most basic promotional methods since it attracts potential clients (Winkler et al., 2019). Any paid, impersonal communication a business uses to market ideas, goods, or services is referred to as marketing. Billboards, television, and radio commercials are just a few of the several media that Life Water uses to market (Feng et al., 2021). Advertising successfully reaches a large audience, even when it only results in short-term client engagement. Sales marketing is another effective advertising tactic that the brand uses. Offering short-term incentives to prospective consumers to encourage their buying of a good or service is known as marketing for sales (Feng et al., 2021).

Life Water uses sales promotion strategies, such as giving out free coupons, to get people's attention and get them to respond right away, both of which are essential for cultivating long-lasting customer connections (Feng et al., 2021). Additionally, the company

carefully displays its goods in storefronts to draw people in immediately. This tactic dramatically increases sales, particularly when the company wants to eliminate excess inventory.

Life Water occasionally uses straight marketing promotional techniques to entice potential clients (Feng et al., 2021). Direct marketing includes face-to-face interactions with consumers while focusing on specific consumers to acquire quick responses and enhance consumer connections. To get feedback and customize products depending on consumers' requirements and tastes, Life Water, for instance, sends personalized emails to its consumers after reintroducing items. Promoting new items in marketplaces where consumers are unaware of them is another function of direct marketing. Additionally, Life 12 Water uses internet promotions through channels like social media and the websites of the actual firm (Feng et al., 2021).

Due to their ability to reach a broad demographic, social networking channels are more successful in advertising their products. Facebook, Instagram, and Twitter are just a few social media channels that Life Water uses to connect with its clients (2020). In addition to using social networking sites, Life Water uses public affairs as a promotional strategy to enhance its brand image and forge closer ties with its customers. To engage with the intended audience, it is a good idea to share information about the company's goods.

Positioning

It is the method of creating a favorable brand perception in the minds of consumers by offering high-quality goods and services. Reliability for money is where Life Water primarily positions itself in the bottling industry (Global Brand Inspiration Series, 2020). The brand can grow its customer base and attract new clients thanks to the positioning considerations. The corporation wants to develop more high-quality goods to open up new markets, increase

sales, and boost income. The most significant edge for a brand in its target demographics comes from positioning, which aids buyers in understanding a product's distinctive features (Global Brand Inspiration Series, 2020).

Pricing

This is a key marketing component since it affects both the supply and demand for products. According to the brand's price penetration tactics, the cost of Life Water's goods significantly influences consumers' purchasing decisions (Lee et al., 2019). This tactic entails lowering product prices relative to rivals to gain a possible dominating market position. Setting prices that are less expensive than those at the top of the range becomes crucial in acquiring a broader client base due to the great degree of variability in customer preference for the goods offered by the business (Lee et al., 2019).

Budgeting

A critical factor that influences a company's profitability is effective marketing. \$350,000 will be set aside by Life Water for a six-month promotional effort. A \$100,000 budget is set aside for inward marketing of content, including social media and website advertising, as well as vital content components like infographics, videos, and podcasts necessary for building a robust online presence (Lee et al., 2019). A further \$50,000 will go towards email advertising, a low-cost tactic designed to engage all of the company's clients while retaining a respectable return on expenditure. Furthermore, \$150,000 will be set aside for conventional marketing strategies, including advertising, PR, and straight and individual selling. A further \$50,000 will be set aside in a particular budget to cover unanticipated costs and guarantee the marketing initiative's successful completion (Lee et al., 2019).

Marketing Goals

One of the leading marketing objectives is to reach a 50% sales target for Tranquil Water, an expensive item, during the first six-month period of the new product's relaunch (Li et al., 2020). This goal depends on resolving the conflicting feelings that Ms. Leono's speech sparked among the local populace. Given the extreme drought conditions in the area, several residents have expressed worry that the corporation uses a significant quantity of water (Winkler et al., 2019). As a result, the marketing plan seeks to address these criticisms, reestablish confidence in the neighborhood, and make it easier for the business to achieve strong sales following the launch of the fresh offering in the target market (Li et al., 2020). Another important goal is increasing Life Water's revenue share within California to 70%.

This goal may be achieved by raising awareness about ecological management and conservation initiatives among around 40% of the local population (Li et al., 2020). With a primary goal to encourage the use of 14 bioplastics as an environmentally friendly substitute to regular plastics, the firm will relaunch its high-end product, Tranquil Water, packed in bioplastics bottles. This substance supports the growth of an ecologically conscious economy and is environmentally beneficial. Switching to eco-friendly packaging would improve the brand's market visibility and restore client trust (Li et al., 2020).

Performance Metrics

ROI is used as a performance measure to track how well our marketing effort is working. It is essential to determine how different promotional methods affect sales results. When this statistic is used to compare the marketing budget allotted to the actual earnings produced, it becomes instrumental in determining the campaign's performance (Lord et al., 2021). This scheme's evaluation period lasts six months, which is also the length of the marketing campaign. For example, successful results would be achieved if the campaign attempts to grow Life Water's revenue share in California to 70% and local community

ecological awareness to about 40%. The business may determine whether its initiatives are beneficial by putting the advertising effort into practice and using this performance statistic (Lord et al., 2021).

Social Media PR Campaign

A corporation called Life Water makes bottled water. With a social media PR effort, it seeks to market its eco-friendly strategy and environmentally friendly endeavors (Oßmann, 2021). The advertising effort will additionally tackle Miss Leono's criticisms of the company's ecological impact. Miss Leono is a well-known influencer.

Goals

Promoting Life Water as a green business is the primary objective of the PR campaign. A premium line of products from Life Water is soon to be relaunched: tranquil water is packaged in a brand-new bioplastic container design (Oßmann, 2021). Contrary to its competitor, who uses polymer for packing, Life Water has expressed interest in using bioplastics for its premium product to adopt environmentally friendly innovations (Wibowo et al., 2020). Because they are created from recyclable materials, bioplastics are ecologically benign and biodegradable 15. As a result, the company wants to educate its clients on the significance of lowering environmental pollution (Oßmann, 2021). It is a tactic to advance its ecological objectives and get an advantage over competitors.

The public relations effort also seeks to control the plant manager's remarks about villagers' complaints that the business is consuming excessive amounts of water despite the region's severe drought (Prevos, 2021). Such allegations reflect poorly on the company's development and brand. Life Water is also preparing to reintroduce the premium product range Tranquil water, which worsens the situation. According to Ms. Zara Leono's social media website, other beverage firms use more water to produce beverages. Hence, the water-

intensive bottling sector is not to blame for excessive water use. The corporation plans to utilize the PR effort to express regret to customers and regain their confidence in handling the issue (Prevos, 2021).

Target Audience

People who respect sustainable and ecologically conscious products and are environmentally conscious are the target audience for this social media PR campaign (Raj et al., 2022). This group includes Generation Z and young adults, who are more likely to support businesses prioritizing sustainability and moral behavior. These customers are well-educated, morally responsible, and prepared to spend extra on goods that share their ideals. They actively use social networking sites to keep updated and are more likely to interact with businesses with favorable social and environmental effects (Raj et al., 2022).

Social Media

Various businesses use various social media channels for their PR initiatives. All of the business's social media platforms, including Facebook, Twitter, Instagram, and YouTube, will be included in the PR effort (Tisler & Christensen, 2022). To restore trust and improve the brand's reputation, these websites will act as virtual conduits with the public. The organization expresses genuine regrets for Ms. Zara's remarks and pledges to provide superior material that reflects local viewpoints. It makes a firm commitment to putting practical water conservation measures into action (Tisler & Christensen, 2022).

Considering their large and engaged user bases, YouTube and Facebook will be especially appropriate for distributing video material, enabling us to reach a broad demographic (Tisler & Christensen, 2022). Instagram will be used to reach Generation Z, emphasizing the power of content that is bold and full of individuality. Such social media channels will also align with the marketing goals, which include boosting online traffic,

magnifying brand awareness, and encouraging conversions, in addition to creating a favorable brand connection, particularly in light of the water use problem (Wartmann et al., 2019).

Campaigning Techniques

The focus of the internet-based PR campaign's multi-channel approach will be social media platforms, including Instagram, Facebook, as well as Twitter. The marketing effort will utilize paid and natural advertising to reach a wider audience (Wartmann et al., 2019). The ad will highlight the business's eco-friendly initiatives, such as utilising solely biodegradable bottles, reducing its carbon footprint, and working with environmental organisations to promote their efforts (Wartmann et al., 2019).

The campaign will help alleviate Miss Leono's worries by accurately disclosing the company's environmental measures. The PR team will get in touch with Miss Leono and extend an invitation for her to see the business' premises and learn more about its projects (Wartmann et al., 2019). Additionally, the PR team will interact with people who left comments on Miss Leono's posting on social media, resolving their issues and disseminating accurate data about the business' sustainability activities (Wibowo et al., 2020).

Conclusion

Analysis of the elements influencing the business surroundings, using the strengths and opportunities, and implementing relevant risk mitigation methods are essential steps in accomplishing organizational goals. Life Water is at the height of its success with a meager income capacity since it has yet to relaunch a premium brand of peaceful water. Yet, it's anticipated that the brand may suffer historic losses due to villagers' complaints accusing it of wasting excessive water. Zara Leono, the head of the facility, has made the required effort to share on her social media pages that the firm only sells water and does not provide any other

beverages that encourage consumers to drink more water. Still, the company's standing and the breadth of the product growth approach are different.

The company must implement a marketing plan and a social media outreach campaign to successfully launch the new product and respond to Ms. Zara's criticism. Irrespective of gender, the marketing effort aims to connect with consumers throughout the years 20 and 60. Marketing efforts, such as personal business, advertising, and marketing through social media, will receive an overall budget of \$350,000. The corporation anticipates that by effectively executing these marketing methods, it will improve the perception of its brand, increase sales of the newly launched item, and keep a competitive edge over its rivals.

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