

An effective Ocean Bottle's web Design to Engage European Millennials



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Executive Summary

The concurrent growth of digital technologies, online shopping and spending power of millennials has created awareness and interest in environmental and socially conscious consumer behaviour. This research provides an evaluation and analysis of the website for the Ocean Bottle and the prospects of their market access to engage European millennials. Therefore, the central question is: 'How can the Ocean Bottle company improve its website effectiveness and market access to increase the number of European millennial buyers?' The central question is answered through desk and field research. Firstly, is the selection of definitions and three theoretical models concerning website effectiveness. Secondly, is the selection of six dimensions from the theory models to formulate the questions for the field research. The field research included two focus groups of millennials living in Europe, who evaluated the website of the Ocean Bottle in an interactive online discussion to obtain the perspective of potential buyers. Moreover, two interviews were conducted with a cofounder of the company to obtain internal information and to offer advice directly to the company from the focus group members.

That advice includes the following recommendations: Firstly, the company should expand the information on their website, providing further details efficiently and visibly, with interactive elements. Secondly, the company should regularly share information about the collectors and the status of the factories in short video clips or images. Thirdly, customer reviews are considered relevant to purchase decisions because of shoppers' potential doubts about the high price of the bottle. Therefore, the reviews should be more visible and placed in the online store, thereby immediately informing a potential buyer. Ultimately, a long-term recommendation would be the creation of an interactive community involving customers or supporters to allow for the sharing of information and inspiration. Another long-term recommendation is to increase investment in marketing by significantly raising the company's presence and engagement on social media platforms such as YouTube with commercials, video clips or interactive campaigns. This marketing method reaches a large group of people in an honest and engaging manner. As a result of implementing the proposed suggestions the value of the brand and demand for the bottle would be increased through a focus on enhancing the reputation of the company.

In conclusion, the focus groups consider Ocean Bottle's website to be appealing and transparent. Nevertheless, the mentioned recommendations can be implemented to increase the website's effectiveness and expand the company's reach in the long term. Even though Ocean Bottle is an impactful company, it is highly recommended that the company focus on enhancing the value of their brand reputation to reach a larger group of buyers, thereby continuing to share their mission and achieve their goals.

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1. Introduction

1.1. General Introduction to the Topic

The concurrent growth of digital technologies, online shopping and spending power of millennials has created awareness and interest in environmental and socially conscious consumer behaviour. Labelled 'Generation Green', millennials prefer to be associated with ethical and eco-friendly products, both for the status symbol and for expression of their identity (Choudhary, 2020). Companies should adapt to this trend, because 53% of millennials said they would rather purchase sustainable products than a branded product in comparison to 34% of baby boomers (Choudhary, 2020). Moreover, 79% of millennials are loyal to companies that invest in the environment (Cheng, 2019). Millennials are conscious at all levels of investing their money in sustainable practices to contribute to changes in communities. They are more racially, ethnically diverse and are committed to conserving the environment for future generations (Cheng, 2019).

Consequently, in March 2020, the European Commission introduced an action plan incorporated into the European Green Deal called the Circular Economy Action Plan (*Circular Economy: Definition, Importance and benefits*, 2021). This includes more sustainable product design, waste reduction and consumer empowerment, granting them the right to repair (*Circular Economy: Definition, Importance and benefits*, 2021). In February 2021, the Parliament adopted a resolution demanding additional measures to achieve a carbon-neutral, environmentally sustainable, toxic-free and fully circular economy by 2050, including stricter recycling rules as well as binding targets for materials use and consumption by 2030 (*Circular Economy: Definition, Importance and benefits*, 2021).

Furthermore, in 2019, the European Parliament approved a law banning single-use plastic items such as straws and plastic bottles (Chatain, 2019). Earth's oceans are being polluted with plastic at a rate of 22 million kilograms per day (Fletcher, 2019). The slow rate of decomposition of the plastic in the oceans and seas in Europe and worldwide is a threat to the planet and its species (Chatain, 2018). Plastic residue has been found in fish and other marine life, thereby becoming part of the human food chain. Plastic is a convenient, adaptable, useful and economically valuable material (Chatain, 2018), but it must be recycled after use. Plastic litter has a negative impact on the economy because of cleaning costs and losses in fisheries (Chatain, 2018). The threat posed by plastic litter is a message that resonates with diverse European millennials who seek to defend the planet.

The company Ocean Bottle contributes to this message with their own innovation to create a positive impact on the environment (*Ocean Bottle - Save Our Ocean, Support Livelihoods*, n.d.) Each

purchase of an Ocean Bottle pays for the collection of 1,000 plastic bottles from polluted coastal regions (Fletcher, 2019). The company allows people living in poverty to collect plastic and trade it in at their local Plastic Bank in return for material goods such as school tuition, medical insurance, internet access, and cooking fuel. The Plastic Bank currently has operations in the Philippines, Indonesia, Brazil, and Egypt, with plans to expand into Colombia and Vietnam in the coming years (*Ocean Bottle - Save Our Ocean, Support Livelihoods*, n.d.).

By 2025, Ocean Bottle hopes to collect an estimated 3 billion plastic bottles each year from the oceans with the funds generated by sales of their reusable bottle (Fletcher, 2019). Therefore, the company understands it is crucial to expand their market to a larger target group and to set an example for other European companies to become more environmentally minded. Significant advances in technology are responsible for the speed with which communication travels on the internet, through media such as smartphone web shops and social media platforms (Alghizzawi, 2019). These technological developments make the world seem smaller, as the communication through these new media facilitate access to and interaction with consumers (Alghizzawi, 2019). The emergence of digital marketing has required a rethinking of the marketing strategies for companies that want to remain competitive in the new digital era.

Content marketing has become crucial to successful online marketing campaigns and a prominent tool for digital marketing. According to *The Future of Digital Marketing* study, 'based on an online survey of 262 digital marketing directors, 80% of companies plan to increase their digital marketing budgets over the next 12 to 18 months' (Alghizzawi, 2019). This reveals the acknowledgement and importance of digital marketing with the actions taken by a large number of companies to increase the use of content marketing. The companies are aware of the limitations of traditional marketing on their communication strategy as well as the significant opportunities available through digital marketing (Alghizzawi, 2019). The number of active social media users is estimated to be 3.56 billion (Alghizzawi, 2019), and these consumers use digital marketing and social media as their primary methods for acquiring goods and services. They search for information and data on the products consumed in addition to communicating with other consumers about their experiences (Salloum et al., 2018).

By 2020, it is expected that approximately two-thirds of global spending will be on advertisements streamed on digital channels (Alghizzawi, 2019). Digitalisation plays a prominent role in our daily routines and has transformed our consumer behaviour. Small and medium-sized enterprises

(SMEs) are compelled now to adjust their productivity and marketing strategies to adapt to the digital age (Bican & Brem, 2020). Additionally, SMEs are considered to be relevant contributors to the growth, innovation, employment, social inclusion and creation of a sustainability movement in society (Dumitriu et al., 2019).

Ten years ago, the European Union adopted the Small Business Act, which focuses on a strategic agenda to create an SME-appropriate climate to increase European entrepreneurship (*A 'small business act' for European SMEs*, 2016). The focus on entrepreneurship and the role of SMEs can also be seen in the Europe 2020 strategy, which aims to open a unified market for small entrepreneurs (*A 'small business act' for European SMEs*, 2016). Furthermore, digitalisation can be positive for the growth, performance and competitiveness of SMEs, with digital marketing and social media able to provide opportunities to efficiently attract potential new customers and reach existing customers (Taiminen & Karjaluoto, 2015).

1.2. Problem Statement

In 2018, Will Pearson and Nick Dorman established a startup company to turn their passion for the environment into a business. The initial concept for Ocean Bottle was introduced on a crowdfunding site for start-ups called Indiegogo. A survey of 500 people asked whether they would be willing to pay a premium price for a reusable bottle that could help clean up plastic waste in oceans and seas (Fletcher, 2019).



f.l.t.r. Nick Dorman & Will Pearson

Ocean Bottle's main goals are to scale up their positive social impact on the environment (*Ocean Bottle - Save Our Ocean, Support Livelihoods*, n.d.) It has potential to become a household name among the available reusable bottles and an important part of people's lifestyle. The Ocean Bottle website depicts the production, impact and partnerships of the product. However, This research believes the organisation should focus on maintaining their environmental and social impact while strengthening their brand and expanding their exposure to potential buyers of sustainable products. A general trend reveals that brands are becoming more valuable not only for large enterprises, but also for SMEs, because a brand can develop value by augmenting the demand level, lowering risk and ensuring benefits and growth for the enterprise (Dumitriu et al., 2019).

Brand development can be achieved by implementing an integrated framework for the selection of complementary digital marketing tools and techniques that generate business benefits. The

mission statement of Ocean Bottle is based on a long-term and sustainable plan with a focus on the socioeconomic impact in affected communities (*Ocean Bottle - Save Our Ocean, Support Livelihoods*, n.d.) This requires an adequate marketing strategy with a focus on the product and the potential buyers. Therefore, the objective is to examine the central question: 'How can Ocean Bottle improve its website effectiveness and market access to increase the number of European millennial buyers?' The following subquestions are discussed in Chapter 2 and are related to existing theories and the current situation of the company.

1. What is website effectiveness?
2. What are the methods of business models to study website effectiveness?
3. What are the characteristics that make a good website?
4. What are the strengths and weaknesses of the Ocean Bottle company and website?

The following subquestions are discussed based on the results of the focus groups and the interviews.

5. What do potential customers think of the website and marketing of Ocean Bottle?
6. What actions should the company take to improve the website?
7. What actions should the company take to reach a larger target group?
8. What actions should the company take to increase their market exposure?

13. Scope of Research

This study requires desk and field research to assess the perspective and experience of existing or potential buyers. Focus group discussions with two groups of four participants each were conducted to gain in-depth understanding of the problems experienced at Ocean Bottle. In early February 2021, the participants were invited to join the discussions, which were conducted online through Microsoft Teams because of the COVID-19 global pandemic. The collected information was recorded on a mobile phone with the permission of the participants, allowing more efficiency and reliability than notes taken by the moderator. The two discussions took place on different days and lasted approximately 90 minutes each. The participants were selected based on age and nationality or residing in Europe. Therefore, the selection was focused on millennials aged 21–38 years old.

The questions for the focus groups were formulated based on the desk research. Furthermore, interviews with a cofounder of Ocean Bottle were requested to obtain knowledge about the

internal organisation; they also took place online using Microsoft Teams. The two interview sessions were recorded with the permission of the interviewee, and the questions were semi-structured to provide reliable and qualitative information. If a live interview was not possible, plans were made to mail questions to the cofounder.

1.4. Structure of Report

This research report contains six chapters, with the information based on the desk and field research. Chapter 1 is an introduction to the topic with a description of the problem statement of the company and the formulation of the central question and subquestions. Chapter 2 describes the theoretical framework by firstly describing selected definitions associated with website effectiveness. Secondly, three selected theoretical models on website effectiveness are analysed and compared to create an operationalisation table to formulate questions for the field research. Chapter 3 describes how and why the desk and field research were conducted. Additionally, a table describes the connection of the subquestions to the sources found along with their usability for the research. Chapter 4 explains the results of the field research, and Chapter 5 discusses the main points of the results and provides advice to the organisation. Chapter 6 concludes the thesis and provides short- and long-term recommendations for Ocean Bottle.

2. Theoretical Framework

This chapter discusses and analyses the theories from the preliminary research to answer the subquestions. Firstly, the selected definitions related to the subquestion that establishes the essential background information for the main topic, problem statement and central question are explained with a description. Secondly, the suitable and relevant theories or business models are described, analysed and implemented to answer the central question of this research.

2.1. Definitions

The first subquestion, 'What is website effectiveness?', can be answered by examining the key words associated with website effectiveness, such as *usability*, *comprehensibility* and *marketing*.

Usability: The usability of a website determines how effective, efficient and satisfying the experience can be for the visitors to the website. A user-friendly website consists of easy navigation, clear structure of the organisation and appealing layout. Visitors should find what they are looking for through tools such as menu or navigation. Furthermore, accessibility ensures that visitors from any educational background can access, navigate and interact within the website (*The Importance of Web Usability - Article | Nexus*, n.d.). An efficient website ensures that visitors are able to find the information or resources they need as quickly as possible (*The Importance of Web Usability - Article | Nexus*, n.d.).

Comprehensibility: Ultimately, the usability of a website is essential, because it is about customer service. The goal of any organisation or business is to meet customer expectations and needs as quickly and dependably as possible (*The Importance of Web Usability - Article | Nexus*, n.d.). The Harvard Business Review has stated that, to enhance content marketing, one should create visual content and avoid heavy blocks of text (Balkhi, 2019). Website designers should use the type of language the audience expects based on the industry in which the company operates and should keep the text concise (Main, 2020).

Marketing to reach or expand the target group: Search engine optimisation can be used to rank higher in search engine results to reach a certain target group. The best way to ensure that content appears for users is to conduct keyword research based on what the audience wants and focus the website content on those desires. The addition of quality backlinks to authoritative, respected blogs creates brand loyalty. When the readers of the blogs see the content, they will perceive it in the same light and gain interest in the brand. Additionally, customer stories, experiences and reviews can be converted to videos that can be featured on a company website and social platforms. These videos can demonstrate how consumers benefit from the brand and can bolster a strategy for improved lead generation (Balkhi, 2019).

2.2 Description of Relevant Theories

2.2.1. Hasan and Abuelrub's Website Quality Criteria Model

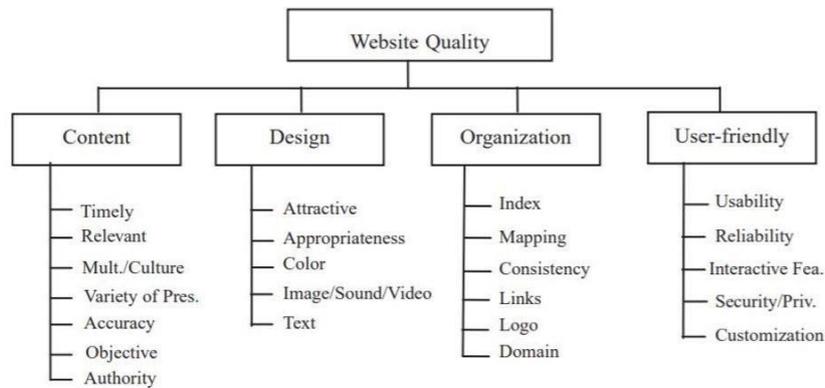


Figure 1. The Website Quality Criteria Model

Source: Hasan, L., and Abuelrub, E. (2010). Assessing the quality of websites.

The first theoretical model, the website quality criteria model by Hasan and Abuelrub, utilises the knowledge and experience of disparate sources and empirical practices. The model can be implemented to identify factors and indicators that can influence the success of a website. The proposed framework can feature a comparison between websites and provide examples for designers and developers when creating their websites. Furthermore, the objective of the model is to develop a framework that is applicable and reliable for a broad range of websites regardless of the service they provide. The four main dimensions of the website quality criteria model are based on extensive and comprehensive reviews of various evaluation methods. The dimensions can be used as general criteria to analyse and evaluate any type of website.

The following are the four main dimensions of the website criteria model:

1. Content quality: This essential dimension describes the characteristics of the information on a website. According to Singh and Sook (2010), content is considered to be of primary importance, since it includes the main value for customer experience. This fundamental dimension has been used in various ways by researchers in their studies. The content has been studied as a dimension with the most value when compared to the other dimensions by disregarding the others completely (Hasan & Abuelrub, 2010).

2. Design: This dimension focuses on the visual characteristics and layout of a website, which can attract visitors and maintain their presence. Companies are aware that an appealing design can have a significant impact on a customer's interest and purchase (Hasan & Abuelrub, 2010). Certain researchers implement this dimension in their evaluation model under the title of 'display or

presentation of information'. Other researchers include the design dimension as part of the usability dimension in their model (Hasan & Abuelrub, 2010).

3. Organisation: The organisation dimension is about the categorisation or structure of a website that helps the visitor easily find the desired information. The visitor is able to access the information and efficiently navigate the website. Some researchers consider organisation to be part of the usability dimension in their models (Hasan & Abuelrub, 2010), while others recognise it as part of information, communication, content or navigation (Hasan & Abuelrub, 2010).

4. User-friendly: The user-friendly dimension can be implemented in several ways, and a website that scores well for ease of use can ensure a satisfying experience for visitors. Therefore, the user-friendly dimension can contribute to customer experience and perception. The visitors are capable of navigating the website regardless of their educational background and can interact with the tools provided on the website (*The Importance of Web Usability - Article | Nexus, n.d.*).

2.2.2. Schaupp's Website Satisfaction Model

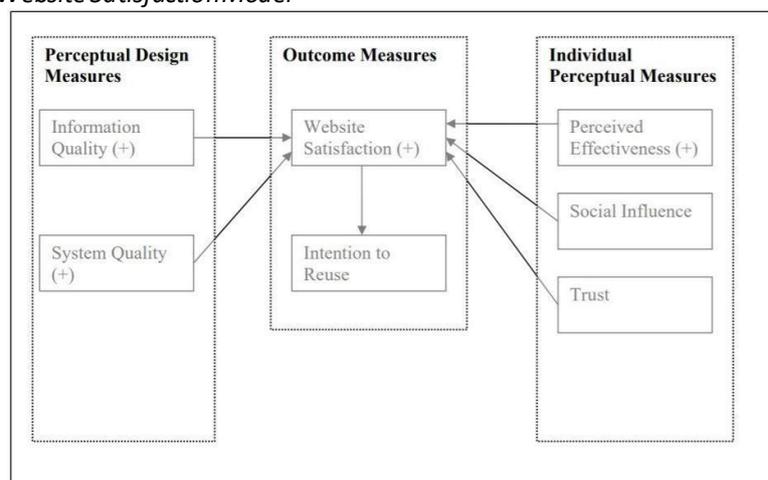


Figure 2. Schaupp's Website Satisfaction Model

Source: Schaupp, L. C. (2005). Website Satisfaction Model.

The second theoretical model describes the success of a website by analysing the satisfaction enjoyed by users and visitors (see Figure 2). This model proposes that website satisfaction and the purpose to use a website both rely on the web design and the users' perceptions (Schaupp, 2005). The factors in the model are based on existing desk research and include the perceptual design measures (system quality and information quality) and individual perceptual measures (perceived effectiveness, social influence and trust). The following are the subfactors that contribute to achieving desirable outcomes.

Information quality: According to Seddon, information quality is the level to which the information processed by the system is relevant, timely and accurate (Seddon, 1997). Information quality has

proved to be a factor in forecasting overall website satisfaction, and this quality consists of six variables: relevance, understandability, reliability adequacy, scope and usefulness (Seddon, 1997).

System quality: According to DeLone and McLean, system quality can be described concerning the measures of the information processing system itself (Schaupp, 2005). Schaupp also states that system quality has two components: back-end website quality (the effectiveness of the information system that enables the function of the website) and front-end website quality (the design that ensures its usability, navigation and interactivity). Both components apply to the overall system quality of the website, ensuring its functionality and ease of use (Schaupp, 2005).

Perceived effectiveness: The principle of a successful website is based on the possibility of a visitor using the site and accomplishing the desired goal to the user's satisfaction. According to Venkatesh, perceived effectiveness includes four basic factors: perceived usefulness, relative advantage, outcome expectations and compatibility (Schaupp, 2005).

Social influence: The behaviour of individuals is influenced by their way of thinking and implementing technology, which affects the perceptions of themselves and others (Venkatesh et al., 2003). According to Venkatesh, the social influence of customers can be significant in forecasting the satisfactory use of a website and its provided products and services (Venkatesh et al., 2003). Furthermore, research has indicated that the image or brand of a product can be a prominent factor in the intention to purchase a product (Schaupp, 2005).

Trust: Trust is part of the base of any transaction between two parties (Gefen, 2000). Website customers can experience uncertainty because these sites are hosted by unknown parties. One of the most effective methods of reducing uncertainty is through trust (Gefen, 2000). Remote users are allowed to globally access critical files on computers worldwide, which makes the internet intrinsically insecure. Security and privacy are also components of trust (Gefen, 2000).

2.2.3. The McCall's Triangle of Quality Model

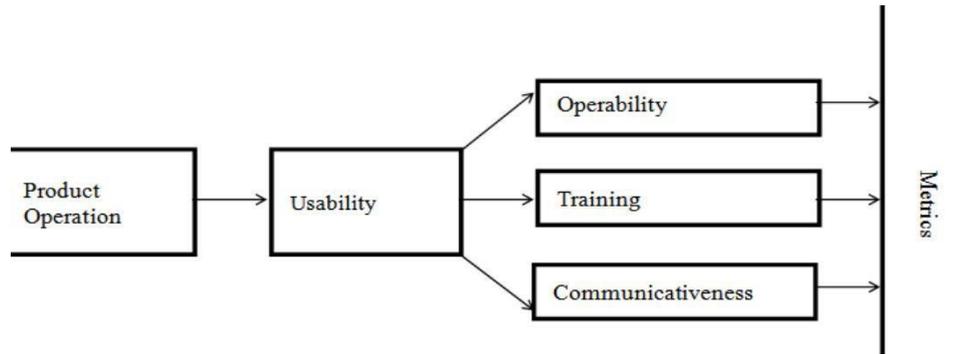


Figure 3. The McCall's Triangle of Quality Model

Source: Shawgi, E., and Noureldien, N. (2015). Usability Measurement Model (UMM).

The third theoretical model, known as McCall's triangle of quality model, focuses on the usability of a website. This model originated in the early 1970s as one of the software evaluation models to develop and analyse relationships between external factors and product quality criteria. The model provides various perspectives of software quality with the three processes in a software life cycle: product operation, or basic functionalities; product revision, or the ability to change; and product transition, or the ability to adapt to a new environment (Shawgi & Noureldien, 2015).

Furthermore, the characteristics used to analyse the usability of this model contain subfactors such as operability, training and communicativeness (Shawgi & Noureldien, 2015). Besides the quality characteristics that categorise the three major types, there are also 11 factors that describe the external view of the software. Furthermore, 23 quality criteria depict the view of the software (developer view), and metrics are used to create a method for measurement. The number of the factors was reduced to 11 in an attempt at simplification. These factors are correctness, reliability, efficiency, integrity, usability, maintainability, testability, flexibility, reusability and interoperability (Al-Badareen et al., 2011). The relevant contribution of this model is the connection between the quality characteristics and the metrics.

2.3. Comparison of the theory models

This chapter further examines the concept and elements of the three models discussed in the previous chapter. Table 1. Theory Comparison describes and evaluates the main factors of the theory models by comparing their strengths and weaknesses.

Table 1. Theory Comparison Table

1. Hasan and Abuelrub’s Website Quality Criteria Model	
Strengths:	Weaknesses:
<ul style="list-style-type: none"> - Used to identify factors and indicators that can influence the success of a website. - Indicates the comparison between the quality of websites to gain insight into strategies for improvement by providing an example for designers and developers when creating their websites. - The objective is to develop a framework that is applicable and reliable for a broad range of websites, regardless of the service they provide. - The four main dimensions of the website quality criteria model are based on extensive and comprehensive reviews of various evaluation methods. The dimensions can be implemented as general criteria to analyse and evaluate any type of website. - The four main dimensions evaluate the content, design, organisation and usability of a website. 	<ul style="list-style-type: none"> - Utilises the knowledge and experience of disparate sources and empirical practices. - Focuses mainly on four dimensions and their corresponding subdimensions.
2. Schaupp’s Website Satisfaction Model	
Strengths:	Weaknesses:
<ul style="list-style-type: none"> - Describes the success of a website by analysing the satisfaction of the users and visitors. - The objective is that the outcome measures consist of website satisfaction and the purpose to use a website, both of which rely on the design of the website and the user. 	<ul style="list-style-type: none"> - Focuses on the existing satisfaction and consequences of the user’s behaviour and perception. - Two main factors evaluate the design of the website and individual perception of the user or visitor of the website.

<ul style="list-style-type: none"> - The factors in the model are based on existing desk research. The two main factors include the perceptual design measures and individual perceptual measures. - Subfactors contributing to achieving the desirable outcome measure are information quality, system quality, perceived effectiveness and social influence and trust. 	
<p>3. The McCall’s Triangle of Quality Model</p>	
<p>Strengths:</p>	<p>Weaknesses:</p>
<ul style="list-style-type: none"> - Focuses on the usability of a website. - One of the software evaluation models to develop and analyse the relationships between external factors and product quality criteria. - Provides different perspectives of software quality with the three processes in a software life cycle: product operation (basic functionalities), product revision (ability to change) and product transition (ability to adapt to a new environment). - Used characteristics are correctness, reliability, efficiency, integrity, usability, maintainability, testability, flexibility, reusability and interoperability. 	<ul style="list-style-type: none"> - The quality characteristics categorise three major types and focus on 11 factors that describes the external view of the software. - A total of 23 quality criteria describe the internal view of the software (developer view), and metrics used to provide a method for measurement. - The relevant contribution of this model is the relationship between the quality characteristics and metrics.

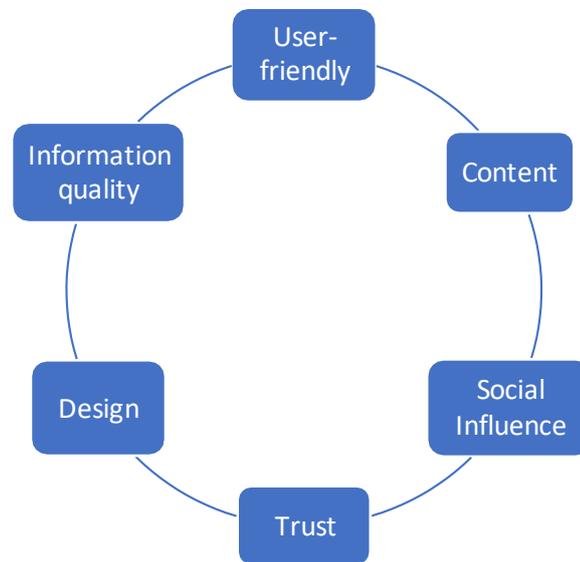
2.4. Explanation of Theory Comparison Table

The theory comparison table summarises the strengths and weakness of the three theory models. The objective – the quality of a website – remains the same for each model, and each could be suitable for quality assessment. The website quality criteria model by Hasan and Abuelrub consists of four main dimensions that cover the essential factors when observing a website. Each of the four main dimensions contains several subdimensions that expand further into detail featuring narrower and clearer factors to assess the quality of the website.

The website quality criteria model by Hasan and Abuelrub is considered to be the best example for the format of an effective website. In contrast, Schaupp's website satisfaction model focuses primarily on the connection between the website design and the user's perception. The model states that both external and internal factors can influence a user's purchase intention and satisfaction with a website. McCall's triangle of quality derives from the software evaluation models and displays the connection between external factors and product quality criteria. The primary focus is on the three processes in the software life cycle that relate to the product of a company rather than the website and marketing. The characteristics of the McCall's triangle of quality could be analysed and implemented to suit the questions of this research.

However, the company selected for this research, Ocean Bottle, with their current problem statement requires clear and concise factors to locate, analyse suitable sources to answer the research questions. Therefore, a combination of the Schaupp's website satisfaction model and the website quality criteria model by Hasan and Abuelrub has been selected to cover aspects of the research question.

The figure below illustrates a conceptual framework that consists of six dimensions selected from the Schaupp's website satisfaction model and the website quality criteria model by Hasan and Abuelrub. The six dimensions are relevant to the subquestions of the research and are evaluated to formulate relevant questions for the field research.

Figure 4. Conceptual framework

The operationalisation table depicts how a conceptual framework can be converted into in-depth research with the perspective of potential customers. The field research consists of two interviews with a cofounder of Ocean Bottle to gather internal information about the organisation that complements the external perception offered by participants of the two focus groups. The conceptual framework is implemented to create a guideline and maintain an open discussion.

Table 2. Operationalisation Table

Dimension:	Explanation:	Questions: * = interview question
1. Content	<i>The essential dimension and criteria that describe the characteristics of the information on a website.</i>	<ol style="list-style-type: none"> 1. What are the first three things that come to mind when looking at the Ocean Bottle website? 2. What type of information would you like to have when buying a reusable bottle? 3. How is the content adapted to be suitable for visitors from different cultures and speaking different languages? *4. Do you believe that, because you sell a sustainable product, you need a certain approach for your marketing or branding?
2. Design	<i>This dimension focuses on the visual elements and layout of a website that can attract and maintain the presence of visitors.</i>	<ol style="list-style-type: none"> 1. How would you describe the appearance of the website, for example, innovative, attractive or chaotic? 2. What do you think of the design of the website; is it appropriate for the company? 3. What do you think of the colours, text, images and background that are displayed on the website? *4. What do you like about the Ocean Bottle, and would you buy it? If not, why not? *5. What would you want the focus group to think when looking at the website? What should their first impression be?
3. User-friendly	<i>Visitors are capable of navigating the website regardless of their educational background and can interact with the available tools provided on the website.</i>	<ol style="list-style-type: none"> 1. Is the website easy to find through a search engine and to use, understand and navigate? 2. What are the elements of the website that make it difficult? 3. How does the website work on various devices with diverse screen settings?
4. Social influence	<i>The social influence of customers can be significant in forecasting the use of and satisfaction with a website and its provided products and services.</i>	<ol style="list-style-type: none"> 1. What do you think of the use of social media on the website? Is it easy to find and use? 2. What do you think of the customer reviews placed on the website? 3. How would you feel more connected to the Ocean Bottle brand and part of its community? *4. What are your plans for the future to reach a larger audience of potential customers?

<p>5. Information quality</p>	<p><i>The information on the website is relevant, timely and accurate.</i></p>	<ol style="list-style-type: none"> 1. What does the information about the company’s objective, customers and services tell you? 2. How do you discern whether the information on the website is up to date? 3. How and what type of updates would you like to see about the Ocean Bottle organisation and product? *4. Are there any other companies that are similar to Ocean Bottle that you consider to be an example or guide?
<p>6. Trust</p>	<p><i>The customers can have uncertainty, because websites are hosted by unknown parties.</i></p>	<ol style="list-style-type: none"> 1. What do you think when you look at the sources and suppliers on the website? 2. Does the website look trustworthy in terms of authorities, physical address, sponsors, manager and copyright? 3. How can the website reduce your uncertainty about the Ocean Bottle product and your purchase? *4. On a scale of 1–10, how much do you trust the Ocean Bottle mission and product? *5. What have you done so far on your website or through branding to reduce uncertainty for your customers?

3. Methodology

3.1. Data collection

Desk research and field research were selected, analysed and implemented for this study. The approach was focused on primary and secondary research to collect data, address the problem statement and provide an answer to the central question. The following paragraph explains how the desk research was conducted through secondary research. A table follows, repeating the subquestions, describing their connection to the found sources and explaining their usefulness for the research. The second paragraph discusses how the field research was conducted through primary research, including a description and explanation of the implemented methods.

3.1.1. Desk Research

The desk research was used to provide answers to the central question and the eight subquestions. The secondary research was conducted to analyse and discuss the existing data and theories in the context of business models on the selected topic. Due to the COVID-19 pandemic, the data and information were retrieved from online search engines such as Google Scholar and ResearchGate, offline libraries and dissertations of previous students (*Primary, Secondary, and Tertiary Sources*, n.d.), 2015).

The mentioned search engines include secondary literature sources of academic articles, reports, blogs, websites and e-books written by researchers and experts on the topic of this study. The selected sources are relevant and suitable, as they are dated no earlier than 10 years ago and contain a list of tertiary sources, including references, which have been examined to understand their reasoning (*Primary, Secondary, and Tertiary Sources*, n.d.), 2015). The desk research include the collection of data for comparison between Ocean Bottle and a company such as Doppo, which provides similar sustainable services or products but has already obtained status and access to the market. The comparison could provide Ocean Bottle with a template for a marketing and business strategy that could help it achieve similar beneficial results.

Additionally, quantitative research is the method used for the comparison and the subquestions exploring Ocean Bottle website visitor satisfaction. Usually, the quantitative method is structured and consists of statistics that describe the secondary research on the chosen topic and the problem statement (*Quantitative vs. Qualitative Research: What's the Difference?*, 2020). Conversely, qualitative research can be implemented to gain further insight into a certain topic (*Quantitative vs. Qualitative Research: What's the Difference?*, 2020). Qualitative research is generally

unstructured and does not include statistical information; instead, for example, it focuses on examination of a hypothesis. The qualitative research includes the interview and the focus groups, which are discussed in the field research section.

Table 5. Desk and Field Research Overview , examines the subquestions and their connection to the selected sources by identifying their relevance to the main topic of this study.

Subquestion:	Source:	Relevance and Reliability:
<p>1. <i>What is website effectiveness?</i></p>	<ul style="list-style-type: none"> - Alghizzawi, M. (n.d.). 'The role of digital marketing in consumer behaviour: A survey'. <i>International Journal of Information Technology and Language Studies (IJITLS)</i>, 3(1), 24–31. - Venkatesh, V., M. Morris, et al. (2003). 'User acceptance of information technology: Toward a unified view.' <i>MIS Quarterly</i> 27(3): 425–478. 	<p>These sources conducted extensive secondary research, with the focus on the importance of digital marketing on consumer behaviour. Additionally, these sources conducted quantitative research that can demonstrate and define the concepts related to the main topic to answer this subquestion.</p>
<p>2. <i>What are the methods of business models to study website effectiveness?</i></p>	<ul style="list-style-type: none"> - Hasan, L., and Abuelrub, E. (2010). <i>Assessing the quality of websites</i>. Retrieved November, 2020. - Shawgi, E., and Noureldien, N. (2015). 'Usability Measurement Model (UMM): A New Model for Measuring Websites Usability'. <i>International Journal of Information Science</i>, 5–13. doi:10.5923/j.ijis.20150501.02 - Schaupp, L. C. (2005). 'Website Success: An Integrated Theoretical Model' (27th ed., Vol. April, Ser. 2005). 	<p>The three sources are academic articles written by authors who have done extensive research and created theory models that can be used as templates for answering this subquestion. The sources are dated from 10 years ago and maintain relevant theory models that also describe the subdomains and their implementation. These sources are the foundation of the main research of the website effectiveness of Ocean Bottle.</p>
<p>3. <i>What are the characteristics that make a good website?</i></p>	<ul style="list-style-type: none"> - Main, K. (2020, October 09). <i>What Makes a Good Website: 21 Must-Haves You May Be Missing</i>. Retrieved 2020, from https://fitsmallbusiness.com/what-makes-a-good-website/ 	<p>The source contains information for the answer of this subquestion. However, this website is from a nonacademic source; consequently, this source should be used in combination with the sources for subquestion 2.</p>

<p>4. <i>What are the strengths and weaknesses of the Ocean Bottle company and website?</i></p>	<ul style="list-style-type: none"> - Kopnina, H. Towards Ecological Management: Identifying Barriers and Opportunities in Transition from Linear to Circular Economy. <i>Philosophy of Management</i> (2019). https://doi.org/10.1007/s40926-019-00108-x - Alhizzawi, M. (n.d.). 'The role of digital marketing in consumer behaviour: A survey'. - <i>Ocean Bottle - Save Our Ocean, Support Livelihoods</i>. (n.d.). Ocean Bottle Store. Retrieved January 15, 2020, from https://oceanbottle.co/ - The field research includes two interviews with a cofounder of Ocean Bottle. 	<p>The source describes a product similar to Ocean Bottle, perhaps even a competitor. This can be used for comparison and to draft a strategy designed for Ocean Bottle to achieve similar results. The Doppo reusable bottle is a 'household name' brand in The Netherlands. The second and third sources evaluate the Ocean Bottle website and its information as well as what to focus on to identify weaknesses and strengths. The interviews with a cofounder of Ocean Bottle provide an in-depth understanding of the organisation as well as the founders' vision, mission and goals.</p>
<p>5. <i>What do the potential customers think of the website and marketing of Ocean Bottle?</i></p>	<ul style="list-style-type: none"> - <i>Ocean Bottle - Save Our Ocean, Support Livelihoods</i>. (n.d.). Ocean Bottle Store. Retrieved January 15, 2020, from https://oceanbottle.co/ - <i>Interview with Ocean Bottle</i> [Interview]. (2019, June 27). Retrieved from https://www.farrer.co.uk/news-and-insights/interview-with-ocean-bottle/# - <i>Interview with Ocean Bottle: The Growing Pains of Fighting Plastic Pollution – Knight Frank</i> (UK). (2020). Retrieved November, 2020, from https://www.knightfrank.co.uk/office-space/insights/scaling-your-business/growing-pains-nick-doman-ocean-bottle 	<p>The sources describe Ocean Bottle as a relatively new and small company still finding access to the market and gaining potential customers. The data come from the internal organisation. Unfortunately, no external reports have been written about Ocean Bottle's strategy or marketing. The focus groups can gather the personal experiences, perceptions and beliefs of potential customers through interactive discussions.</p>

	<ul style="list-style-type: none"> - The field research includes two focus group discussions, each consisting of four participants. 	
<p>6. <i>What actions should the company take to improve the website?</i></p>	<ul style="list-style-type: none"> - Kopnina, H. Towards Ecological Management: Identifying Barriers and Opportunities in Transition from Linear to Circular Economy. <i>Philosophy of Management</i> (2019). https://doi.org/10.1007/s40926-019-00108-x 	<p>The source describes a product similar to Ocean Bottle, perhaps even a competitor. This can be used for comparison and to draft a strategy designed for Ocean Bottle to achieve similar results. The Doppo reusable bottle is a 'household name' brand in The Netherlands.</p>
<p>7. <i>What actions should the company take to reach a larger target group?</i></p>	<ul style="list-style-type: none"> - K., B., C., and S. (2018, December). 'Factors Affecting the Adoption and Meaningful Use of Social Media: A Structural Equation Modeling Approach'. - Balkhi, S. (2019, April 19). <i>3 Effective Strategies to Reach Your Online Target Audience This Year</i>. Retrieved 2020, from https://www.entrepreneur.com/article/330938 - Bican, P., and Brem, A. (2020). 'Digital Business Model, Digital Transformation, Digital Entrepreneurship: Is There A Sustainable 'Digital'?' 	<p>The two sources from a website should be taken into consideration when implementing the obtained information. However, one of the sources contains academic literature and secondary research that should not be disregarded in combination with the other two sources. The subquestion refers to digital marketing, which is available through blogs and websites that share articles and information on broad search engines.</p>
<p>8. <i>What actions should the company take to increase their market exposure?</i></p>	<ul style="list-style-type: none"> - Dumitriu, D., Militaru, G., Deselnicu, D., Niculescu, C., and Popescu, A. (2019). 'A Perspective Over Modern SMEs: Managing Brand Equity, Growth and Sustainability Through Digital Marketing Tools and Techniques'. <i>Sustainability</i> 2111. 	<p>The sources are based on extensive secondary research of the main topic. They provide examples and theory models to demonstrate the actions that can be taken. The sources are timely and relevant.</p>

Table 5. Desk and Field Research Overview

3.1.2. Field Research

Field research is a qualitative method that collects data with the objective of observing, interacting and understanding the perspective of external factors such as customers and visitors. Certain researchers perceive this method as an umbrella that includes activities where they observe, participate and analyse documents formulated by the participants they observe (Sheppard, 2020). The techniques used for the qualitative method include focus group discussions and interviews, which have been selected for this research on Ocean Bottle.

3.1.3. Focus Groups

A focus group are conducted to gain an in-depth understanding of the problems a company is experiencing. The aim of a focus group is to gather information by assembling a group of individuals to discuss a certain topic. The purpose is to explore the participants' personal experiences, perceptions and beliefs through an interactive discussion moderated by the researcher (Nyumba et al., 2018). The two focus groups for Ocean Bottle each included four people, who were invited to participate in early March 2021; the discussions took place online using Microsoft Teams due to the COVID-19 pandemic. The collected information was recorded on a mobile phone with the permission of the participants. Such a recording can be more efficient and reliable than notes taken by the moderator.

The two discussions took place on different days and lasted approximately two hours. Participants were selected based on age, between 23 and 38 years old, to fit the criteria for millennials. This generation can have a significant impact on the environment and the economy by adopting a sustainable lifestyle, since they are in the adulthood phase of their lives. Their lifestyle can positively influence the generation that will follow them by changing the norm and implementing sustainable daily habits (Dimock, 2019). Gender was not deemed relevant, but the aim was to select an equal number of male and female participants. I moderated the discussions and asked participants to review the Ocean Bottle website while answering the questions, which were taken from the operationalisation table in Table 2.

The following two figures describe the main advantages and disadvantages of conducting a focus group.

Figure 5. Advantages of Conducting a Focus Group

Source: (Binns, 2021)

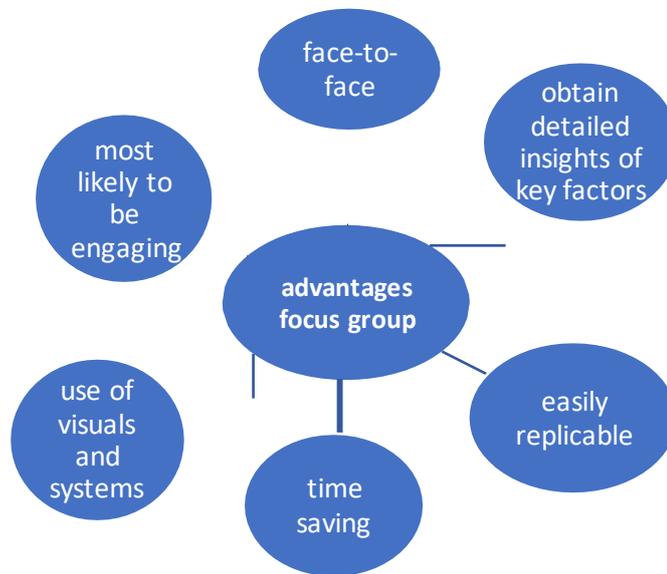
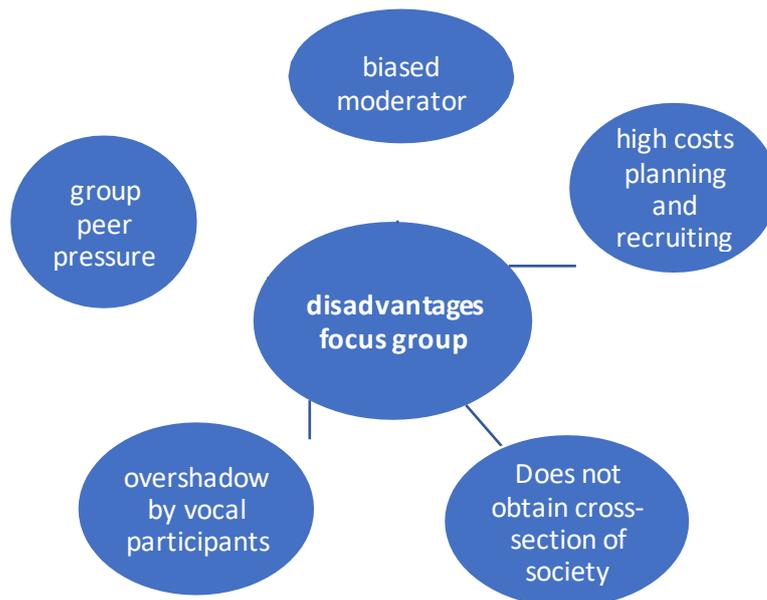


Figure 6. Disadvantages of Conducting a Focus Group

Source: (Binns, 2021)



3.1.4. Interviews

The second technique of the qualitative method used for the field research were two interviews with one of the cofounders of Ocean Bottle. In late February 2021, I sent an emailed request to Nick Doman, mentioning the central question of the research and requesting two short interviews, one before the focus group discussions took place and another the discussions were completed. As a result, I was able to obtain internal information about the organisation and to share feedback from the focus groups of potential customers. The interviews lasted approximately one hour each and, due to the long distance and time difference, they took place online via Microsoft Teams. The collected information was recorded on a mobile phone with the permission of the interviewee, a more efficient and reliable process than taking notes.

Questions asked during the interviews were inspired by the questions asked during the focus group discussions. Additionally, the questions sought to gain in-depth understanding of the OceanBottle organisation as well as the vision, mission and goals of the founders. The interviews were semistructured and contain prepared, open-ended questions. Each respondent was given an opportunity to speak and share information at his own pace. This was in contrast to an unstructured interview, which resembles a conversation or a dialogue rather than an interview that focuses on the researcher's interests. The following two figures describe the main advantages and disadvantages of conducting an interview.

Figure 7. Advantages of Conducting an Interview

Source: (Sociology Group, 2019)

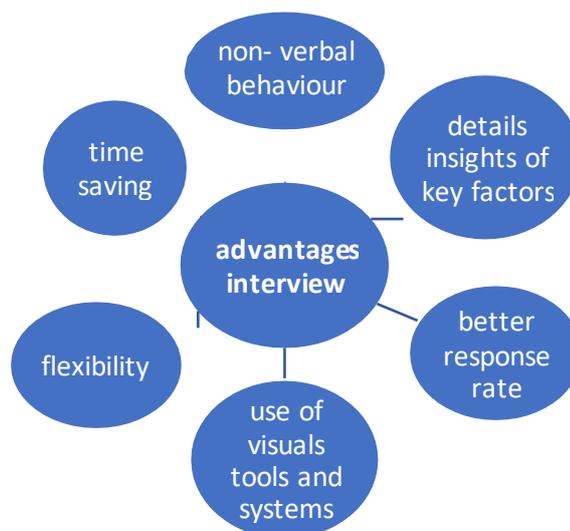
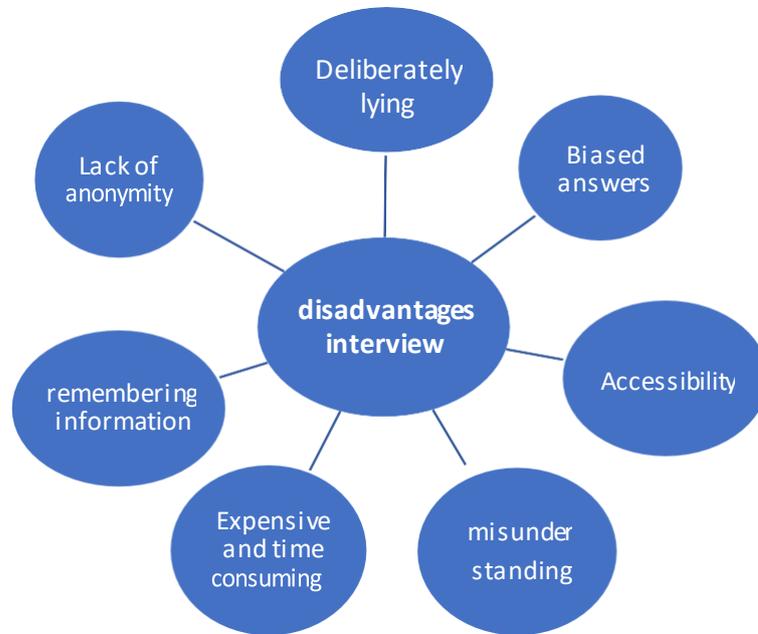


Figure 8. Disadvantages of Conducting an Interview

Source: (Sociology Group, 2019)



3.2. Data Analysis

Figure 9. regarding overall data analysis explains the eight steps of the main research process of this thesis.

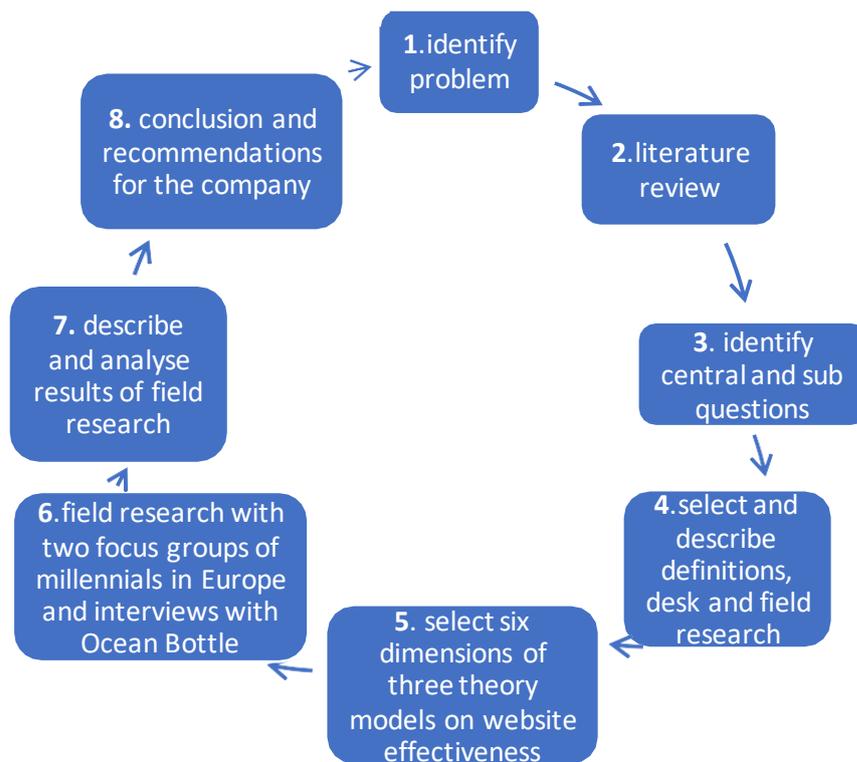
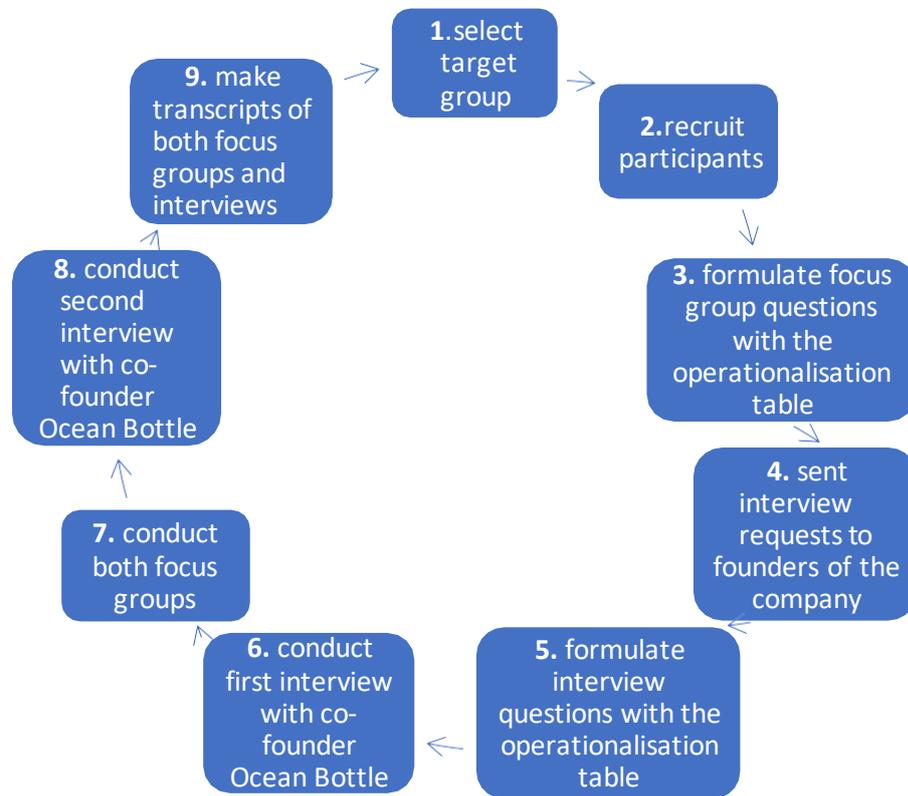


Figure 9. Overall Data Analysis

The figure below explains the process conducted for the field research.

Figure 10. Data Analysis of Field Research



3.3. Limitations

This study had inevitable limitations during the desk and field research. The research had difficulties finding the necessary European millennials to participate in the focus groups. Ultimately, the participants were all female millennials living in Europe. Further field research is recommended to determine whether male millennials and a larger number of participants would generate different outcomes than the focus groups did. Moreover, during the field research, Ocean Bottle's online store was unavailable to new European Union customers because of recently introduced tariffs. The central question involves the perspective of potential customers evaluating the company's website. Therefore, it was determined that an interactive online discussion was the only suitable method to enable follow-up questions to provide further details and information. Limitations of the desk research included the lack of secondary research on Ocean Bottle. The company is relatively new, and, therefore, insufficient reports on their business model, finances or yearly reports are available for evaluation and comparison. However, information about the central question can be found for companies similar to Ocean Bottle in secondary research. Therefore, two semistructured interviews were conducted to obtain the internal perspective from a company cofounder.

4. Results

This chapter explains the results from the field research conducted with two focus groups, each composed of four female millennials living in Europe. The following six variables provided the basis for the questions; the answers are depicted with a visual or an explanation.

4.1. Content

This variable is essential and describes the characteristics of the information on a website.

1. What are the first three things that come to mind when looking at the Ocean Bottle website?

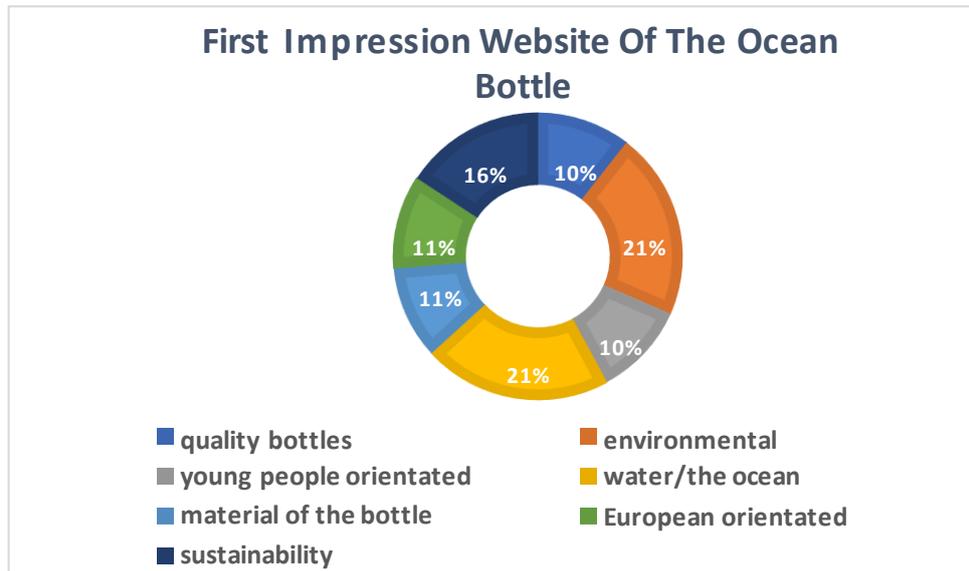


Figure 11. First Impressions of the Website

2. What type of information would you like to have when buying a reusable bottle?

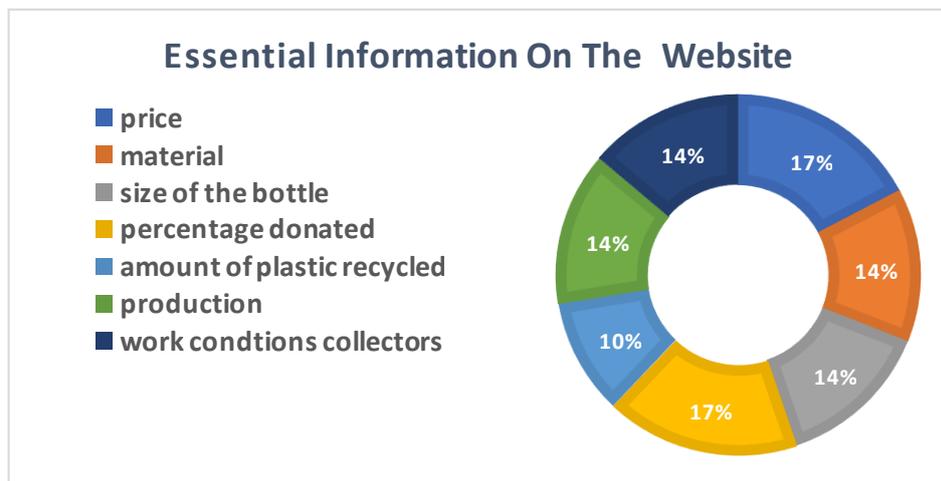


Figure 12. Focus Groups Requested Essential Information

3. How is the content adapted to be suitable for visitors from different cultures and speaking different languages?

There is a menu placed on the left bottom corner of the homepage with the option to change the currency to purchase the Ocean Bottle in the shop. However, the respondents were unable to adjust the language of the website.

4.2. Design

This variable focuses on the visual elements and layout of a website, which can attract and influence the experience of the visitor.

1. How would you describe the appearance of the website, for example, innovative, attractive or chaotic?



Figure 13. Opinions on the Appearance of the Website

2. What do you think of the design of the website; is it appropriate for the company?

The respondents unanimously agreed that the design of the website appears to be suitable for a sustainable company.

3. What do you think of the colours, text, images and background that are displayed on the website?

	Images:	Text:	Colours:
Focus group 1	<ul style="list-style-type: none"> ❖ Suggests impactful images that indicate the cause and the mission. ❖ Lack of source or location of the images. 		<ul style="list-style-type: none"> ❖ The colours are calm and reveal connection with water and the ocean.

	❖ Logo of the Ocean Bottle illustrates sustainability.		
Focus group 2	❖ Prefers the current images that are not typical and reveal a positive view.	❖ The transparency chart displayed with the image of an Ocean Bottle is a clever way of structuring a statistics chart.	❖ Use of orange for the numbers give a subtle warning instead of the commonly used red, an alarming colour.

Table 6. Summary Opinions of the Focus Groups on the Website Layout

*Cofounder Nick Doman requested the following question:

4. What do you like about the Ocean Bottle, and would you buy it? If not, why not?

None of the respondents answered that they would buy the Ocean Bottle. Some respondents said they would consider it, while others were not interested or were unable to purchase the product.

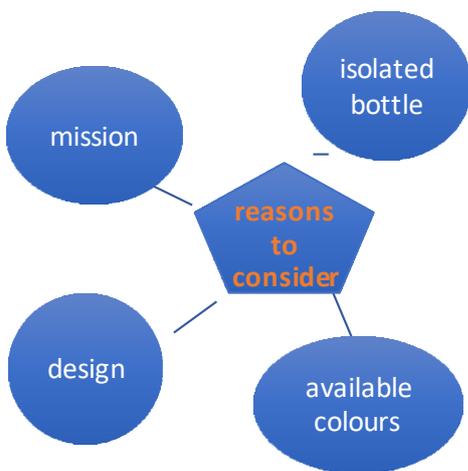


Figure 14. Reasons to Consider Buying the Bottle



Figure 15. Reasons Not to Buy the Bottle

4.3. User-Friendly

This variable evaluates whether the visitors are capable of navigating the website regardless of their educational background and can interact with the available tools provided on the website.

1. Is the website easy to find through a search engine and to use, understand and navigate?

The respondents said they were able to efficiently navigate, use and understand the website. The website has a design oriented to youth with a simple layout that provides sufficient and clear information. The respondents found that the website appeared first on the search engine Google.

2. What are the elements of the website that make it difficult?

The respondents unanimously agreed there are no elements that make the website difficult. However, at the time of the focus group discussions, the online store was not available for new European Union customers.

3. How does the website work on various devices with diverse settings?

Laptop/computer:	Mobile phone:	Tablet:
<ul style="list-style-type: none"> ❖ Screen settings remain the same on the desktop and mobile version ❖ The desktop version depicts an aesthetically appealing overview of the information sections, making it a personal preference for some focus group participants 	<ul style="list-style-type: none"> ❖ Mobile-friendly version ❖ Quite similar to the desktop version ❖ Easy to use and understand; well-designed ❖ This was a personal preference for some due to frequent use of the device for online shopping ❖ Has a separate menu to open and select the information sections ❖ The amount of plastic in the ocean freezes on the web page, making the remainder of the page no longer visible, but adjusting screen settings to a horizontal screen fixes the view. The respondents suggest adding the abbreviation 'kg' below the numbers instead of next to the amount of plastic in the ocean. 	<ul style="list-style-type: none"> ❖ The division between the 'Want to Collaborate' and 'Your Brand' bottles appears as a straight line and not as waves.

Table 7. User Experience With Different Devices

4.4. Social Influence

The social influence of customers can be significant in forecasting the use and satisfaction of a website and its provided products and services. Moreover, the marketing of a product on social media can inform and attract potential buyers.

1. What do you think of the use of social media on the website? Is it easy to find and use?

- ❖ The Instagram photographs placed at the bottom of the homepage depict only the post and do not link directly to the Instagram page of Ocean Bottle.
- ❖ The Facebook, LinkedIn, Twitter and Instagram pages are active and have recent updates.
- ❖ The hyperlinks to Ocean Bottle's Facebook, LinkedIn, Twitter and Instagram accounts can be found at the bottom of the website, with a smooth transition on different devices.

2. What do you think of the customer reviews placed on the website?



Figure 16. Opinions on the Customer Reviews

3. How would you feel more connected to the Ocean Bottle brand and part of its community?

- ❖ Becoming an ambassador or being part of the community is not a consideration. The evaluation of the bottle and customer experience is essential.
- ❖ Suggestion to involve Dutch influencers to raise awareness among Dutch millennials.

4.5. Information Quality

This variable evaluates whether the information on the website is relevant, timely and accurate.

1. What does the information about the company’s objective, customers and services tell you?

‘How it Works’ Page	‘Ocean Impact’ Page
<ul style="list-style-type: none"> ❖ Information about the NFC (Near Field Communication) chip is unclear and insufficient ❖ Fifth block about the operations areas directs to Google maps. However, Brazil is visible only on the illustration map. 	<ul style="list-style-type: none"> ❖ Important to know whether the plastic collectors work under fair and good conditions ❖ Important to know how much salary the collectors receive. Not clear how they receive salary at the collection point ❖ Not clear what the company does with the collected plastic bottles ❖ The conference video placed on the website should be replaced with a more suitable video

Table 7. Opinions on the Information of the Website

2. How do you discern whether the information on the website is up to date?



Figure 17. Elements of Recent Updates

3. How and what type of updates would you like to see about the Ocean Bottle organisation and product?

1. Information about the condition of the factories and the manufacturers, including transparent, behind-the-scenes details and not a summary of information from the organisation.
 2. How the plastic collectors are doing, especially during the pandemic.
 3. Their progress and achievements for the year and future projects for Ocean Bottle. The respondents were able to find this information by taking a quick look at the 2020 Impact Report placed as a PDF on the website.
 4. Information about the internal organisation and the team that works with the cofounders.
- 4.6. Trust

This variable focuses on the credibility of the information and sources placed on the website. A visitor's or potential customer's perception of trust can be pivotal in reducing their uncertainty about purchasing the product and influencing their view of the company.

1. What do you think when you look at the sources and suppliers on the website?

The respondents in both focus groups chose to answer this question by looking at the 'Press and Awards' section and offered the following remarks:

- ❖ The quotes about the Ocean Bottle are all from articles in the British press.
- ❖ All of the quotes have a link that refers to the original article. The quotes of The Times and the You magazine do not have a link available on the website.

2. How does the website look trustworthy in terms of authorities, physical address, sponsors, managers and copyright?

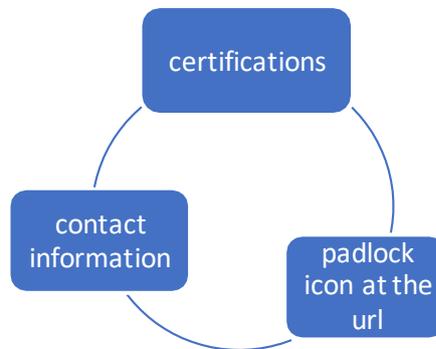


Figure 18. Elements of Trust

3. How can the website reduce your uncertainty about the Ocean Bottle product and your purchase?

The respondents of focus group 1 mentioned the following:

- ❖ Create a more personal approach. For example, involve Dutch influencers to promote the Ocean Bottle.
- ❖ Provide more information about the suppliers, the organisation, the company’s mission and the bottle itself, including the material it is made of.
- ❖ The placement of certain information can be more visible and efficient. For example, the 2020 Impact Report, which describes their achievements and future projects, should be more visible.

The respondents of focus group 2 unanimously agreed that the website seems transparent, as it contains sufficient information and offers a clear overview. The ‘Returns’ and ‘Guarantee’ information at the bottom of the website contributes to the transparency of the company.

**Cofounder Nick Doman requested the following question:*

4. On a scale of 1–10, how much do you trust the Ocean Bottle mission and product? Please explain your grade of trust.

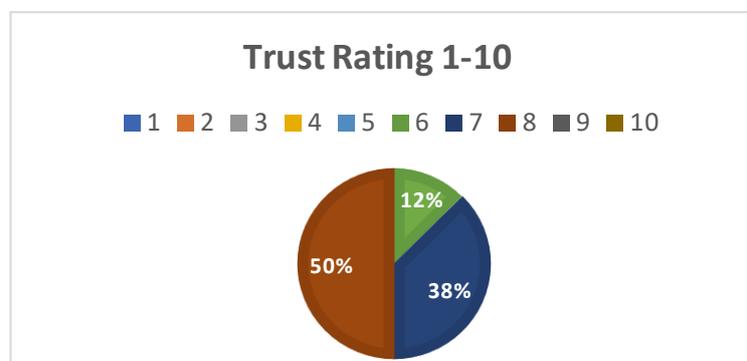


Figure 19. Trust Rating from the Focus Groups

The figure 19 illustrates that on a scale of 1–10, the respondents of both focus groups rated their trust in the Ocean Bottle mission and product an average of 7.

4.7. Interview Summary: Cofounder of the Ocean Bottle

4.7.1. About the Organisation

First and foremost, the Ocean Bottle is an impact company, and the reusable bottle comes in second place to attract and engage customers to support the mission. Cofounder Nick Doman says, 'The bottle is the manifestation of our mission, a tangible weapon of activism, to join our mission. To carry with you daily and ask what more can I do?'

Design and Production. The price of the bottle is based on a high-quality, sustainable design. Currently, the company has a warehouse only in the United Kingdom, but it plans to expand to the United States, China and Europe. This can reduce production costs and increase sustainable delivery options as well as provide an opportunity to purchase the bottle locally.

Information on the Business Model and Objectives. The company considers authenticity and transparency about their production, bottle, organisation and impact essential to their business model. Doman said that, in comparison to their competitors, Ocean Bottle has a leading role in their contribution to the environment and mission. The company pays approximately 60% above the market rate for the collected plastic, and 17% of the revenue is donated to the mission of removing plastic waste from the oceans and seas. Patagonia is seen as the godfather of the impact world, with their initiative to devote 1% of sales to the preservation and restoration of the planet. Ocean Bottle is launching a partnership with Pangaea to maintain their role in the development of impact companies.

Social Influence and Marketing. Ocean Bottle has a small budget for marketing and operations, but is planning a summer marketing campaign with digital advertisements. The bottle has been gifted to influencers from different backgrounds with small or large followings. However, Ocean Bottle does not have a specific target group, Doman says: 'We don't want to exclude people, make them feel they should do more to be sustainable. We want to be a gateway to environmentalism.' Doman trusts that the brand and the mission resonate with people. However, marketing can enhance the brand's reputation and thereby persuade more people to purchase the bottle.

4.8. Implementation of Results

Doman confirmed that two weeks after the second interview, certain adjustments were made to the website. The following changes were implemented:

1. The homepage has new, more detailed text that explains more about the mission.
2. The 'Press and Awards' are no longer under the 'Opinion' section but are placed under the 'About' section. The 'Opinion' section has been renamed 'Blog' and contains news articles.
3. The information about the NFC chip mentions that the implementation is an idea for the future.
4. The quotes in the 'Press and Awards' section all include links to the original digital articles.
5. A notification and link to the 2020 Impact Report are placed at the top of the homepage.

5. Discussion

This chapter discusses the main findings of the results from the two focus groups, each composed of four female millennials living in Europe. The findings are analysed with six variables to obtain answers and provide advice for the future of the Ocean Bottle organisation.

5.1. Content

The content is the main value for the customer experience when visiting a website (Hasan & Abuelrub, 2010).

Many of the respondents agreed that the content of the Ocean Bottle website is appealing, sufficient and explains a clear mission. The prominent visibility of the amount of profit spent on the mission is valued by the respondents, because of concerns about companies 'greenwashing', or making unsubstantiated claims to deceive consumers into believing that their products are environmentally friendly. However, some of the respondents said they would require more specific information to ease their doubts about the product and organisation.

5.1.1. Advice for the Organisation

The company should continue being transparent about their product and mission. However, more specific and detailed information should be added to the website while maintaining the appealing design. Currently, Image A is placed on the homepage. The content of Image B can be combined with Image A to create an interactive or clickable image such as Image C.



Built To Last

Dishwasher safe, easy fill, easy clean, hot-cold insulation and a carry loop? Some things are too good to be true, but not this. This is real. Get the reusable water bottle that looks good and does good.

[Shop Now](#)

B.

OUR BOTTLE

Made from stainless steel and recycled ocean bound plastic.

LEAK PROOF & RESISTANT

Anti-leak seal
No sweat exterior
180 twist cap

FOR ALL YOUR ADVENTURES

Easy carry loop
Double opening for easy drink & clean
Drinking cup

LIGHT WEIGHT & STAINLESS STEEL

BPA free
Durable

KEEPS DRINKS HOT OR COLD

Vacuum thermos insulation
18hrs cold
9hrs hot

ECO FRIENDLY & REUSABLE

Vacuum thermos insulation
18hrs cold
9hrs hot

Designed in Norway
6 colours inspired by our planet

ocean bottle www.oceanbottle.co @oceanbottle

500ml/240g



Image D is on the homepage and directs visitors to Images E, F and G.

D.
Commitment Rolls Deep

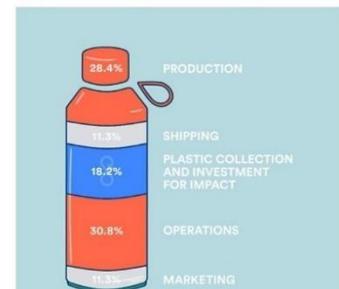
Some brands donate a vague amount and call it social responsibility. Ocean Bottle partners with Plastic Bank, committing to real numbers and real payment for collectors.

Find out more



G.
TRANSPARENCY CHART Q4 2020

These numbers are updated every quarter. Q4 was heavy on production and most importantly impact as we stocked for the year ahead and were able to contribute to more impact thanks to the Christmas sales.



F.
WHAT WE'RE UP AGAINST

22 million kgs of plastic enters our ocean every day. That's one truckload every minute. It's increasing.

Yet up to 80% of the world's ocean plastic comes from a lack of waste management infrastructure in coastal communities around the world.

It's here we want to focus. Many businesses donate a vague percentage of profit to causes or tack on corporate responsibility as an added layer. We believe in a defined impact per product, for the sale of every bottle, we contribute directly to Plastic Bank who ensure 11.4kg of plastic, equivalent of over 1000 plastic bottles will always be collected.

Image H is an example of a visual that could explain the production process of the Ocean Bottle. Image E is clickable, but directs viewers only to Google Maps. Instead, Image E should be interactive and demonstrate the differences of the operation areas with images and short video clips.



Source: (Gamble, 2017)

5.2. Design

Companies are aware that an appealing design can have an important impact on a customer's intent to Purchase a product (Hasan & Abuelrub, 2010).

The focus group respondents unanimously agreed that the Ocean Bottle website has a minimalistic, innovative, youth-oriented and professional design, with the mission as the main focus. Some of the respondents suggested that impactful images be added to depict the cause and create emotion. However, another respondent said, 'Those images are overused and often come across as racist. These images give a positive vibe and are different than what I've seen so far'.

Ultimately, the respondents said they would not want to buy the bottle because € 46,95 is not in their preferred price category for a reusable bottle. Many said they would spend approximately €25 to €30, excluding shipping costs. Nevertheless, they are supportive of the Ocean Bottle mission, the product's appealing style and the sustainable production and delivery.

5.2.2. Advice for the Organisation

The company should work on increasing the demand by focusing on the brand reputation. Millennials should consider the Ocean Bottle to be a valuable item rather than a reusable bottle that requires an investment. A suggestion was offered to place Image J on the 'Ocean Impact' page, changing to Image I and vice versa.



K.

Image K depicts an unboxing/honest review video. More than 90,000 people type 'unboxing' into YouTube every month (Wyrzikowski, 2019). This marketing method reaches a large group of people in the most honest and engaging manner. Promoting and supporting these videos will be low-cost and highly efficient.



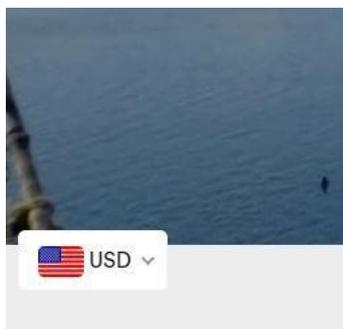
5.3. User-Friendly

A website that scores well on user-friendliness can ensure an easy and satisfying experience for their visitors. The focus group respondents consider the Ocean Bottle website to be user-friendly without any difficult elements. However, the online store is currently unavailable for new EU customers, which prevented the groups from seeing information about the bottle's material, size and price. This was largely excluded from the evaluation of the website. The menu option to adjust the currency was mistaken for the language settings. One respondent said the website is solely available in English, which can be a minor burden for certain visitors who do not want to depend on the Google translation.

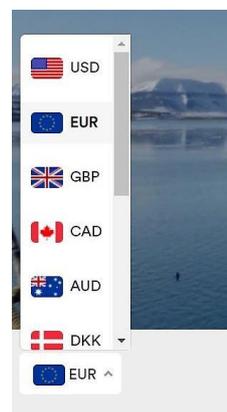
5.3.1. Advice for the Organisation

Image L depicts the small menu on the homepage. The respondents recommended that the company expand that menu with further language options (Image M) and move the currency details to the online store.

L. closed menu



M. Opened menu



5.4. Social Influence

The social influence of customers can be significant in forecasting the use and satisfaction of a website and its products (Venkatesh et al., 2003).

The focus group respondents, who consider Instagram to be the most popular social media platform, suggested that ‘People can tag the Ocean Bottle in a post and reach someone who was not searching for a reusable bottle’. The respondents said they appreciated that the placed Instagram posts did not direct them to the Instagram account. They stated that Facebook is no longer prominent among millennials while Twitter and LinkedIn are not sources for searching or purchasing a reusable bottle. The customer reviews are relevant to help a potential buyer make an informed decision and ease the doubt of some respondents about the bottle’s price. Some respondents said they do not favour the involvement of Dutch influencers, and most said they considered the ‘Ambassador Project’ page vague and unappealing. ‘It does not draw me in; it keeps us at an arm’s length,’ one respondent said. ‘When I click to join the project it asks for my mobile number. What if I don’t want to give my number.’

5.4.1. Advice for the Organisation

A hyperlink should be added on the Instagram handle adjacent to the Instagram posts and reviews (Image N) on the bottom of the homepage. The reviews should be more visible and placed in the online store to immediately inform an potential buyer.

N.

Swim into our Instagram @oceanbottle



Here's what people are saying

★★★★★ 283 Reviews < >

★★★★★

03/04/2021

★★★★★

24/02/2021

★★★★★

24/02/2021

Love it

I really like it! It keeps my coffee hot and my water cold! I get asked about it all the time and always recommend it to everyone - love the sleek look too as well as the cup option :)-

Sofiva

Great bottle - great ethos

Love the bottle with a great background story... customer service is also excellent and I hope the Company is a great success for everyone!

SHARRON

Top Quality Product

I am really pleased with my purchase, the build quality and appearance is fantastic. The only question I ask is are you planning to make a larger version? 500ml does not last long on a hike...

O.

Below images of the Ambassador Projects page

O.



P.

If You Are As Driven As Us About...



Then you are the right fit for our Ocean Bottle Ambassador Projects

[Apply here to join!](#)

Q.

What's in it for you?

A grid of four images with text boxes describing benefits of being an ambassador.

- Top Left:** A blue background with white text: "Earn commission on selling the most sustainable award-winning bottles in the world."
- Top Right:** A hand holding a blue Ocean Bottle against a scenic city view.
- Bottom Left:** Three people in Ocean Bottle shirts standing by the water, with text: "Join & take part in open water conversations with the OB community where we discuss the state of the oceans."
- Bottom Right:** A group of people sitting on a beach with Ocean Bottles, with text: "Rally your community to sign petitions & campaigns on behalf of ocean health."

Instead of Images P and Q, the company should add a step-by-step list with details of the registration process to be an Ocean Ambassador. Additionally, the company should create an interactive community with profiles of the Ocean Heroes, including an Ocean Hero of the Month and quarterly giveaways to engage and inspire each other. Below a concept of an Ocean Hero profile.

Figure 20. Concept of an Ocean Hero Profile

Ocean Hero

Insert
image

Age:
Country:
Region:
*collected bottles:

My first dive:
How and why I got involved

Step-by-step: A blog to share stories or thoughts

My footprint: Achievements

Into the sunset: Goals, petitions and projects
A 'join me' button for other ambassadors

Let it flow: Personal social media links

My view: Short video clips and images edited and uploaded below

My drop in the ocean: Ideas for the company that others can view and support



The images below depict a clear example of how to create an online, interactive community that engages visitors and supporters to contribute to the mission of the company. The images are taken from the website of sustainable company Tropicfeel, which provides sustainable shoes.

HOW FAR YOU WILL GO?

Passenger, Tourist, Adventurer, Explorer, Traveler, Nomad, Changer

Help the planet, get rewarded

[Join the community](#)

Be conscious, stay curious, leave a positive footprint. Let's change the way we travel. Embrace a new identity, no matter where you are or where you're heading to, this is a nation where you will always proudly belong, no barriers, no flags, no anthems, just people leading change.

You get rewards, we help, the planet wins.

Your benefits
Planet's benefits

Exclusive Products & Discounts

A full range of product perks to help you inspire change

Travel experiences

Incredible journey customizations only for nation members. Let us take you on life-changing adventures, for free

ID Lab

Define the future of travel gear with us, help to choose, innovate and design our next products

Modern-day travel community

Get inspired and inspire others. Be part of the ultimate travel community

How it works?

Create an account to earn points for every Tropicfeel purchase and interaction. The more you interact, the more points you earn.

Pro tip: Stay logged in to maximize your gains.

- 1 Sign up
- 2 Complete challenges
- 3 Earn points
- 4 Level up
- 5 Get rewarded

Join the Nation and level up through the tiers to earn the ultimate passport and become an official changer.

01 +150 points

Tourist

You are a curious person, your interest in challenging the status quo is clear but it's time to jump into the action.

You'll become a tourist as soon as you attain 150 points.

- A 10% Tropicfeel Discount Code
- We plant 1 tree on your behalf
- Design our new products with access to ID Lab
- All rewards are subject to ongoing changes*

02 +1500 points

Adventurer

You know what you want...your ambitions go beyond average, you don't need to be told what to do and your spirit starts to inspire others.

You'll become an adventurer as soon as you attain 1500 points.

- A 15% Tropicfeel Discount Code
- We plant 2 trees on your behalf
- Free Tropicfeel Nation Merch
- Be on our Instagram close friends list for early access to launches
- All rewards are subject to ongoing changes*

03 +4500 points

Explorer

You are exploring new ways, thank you for leading new paths and inspiring the world to be kinder to our planet

You'll become an explorer as soon as you attain 4500 points.

- A 20% Tropicfeel Discount Code
- We plant 3 trees on your behalf
- A donation on our behalf to improve sustainable energy production
- All rewards are subject to ongoing changes*

04 +8000 points

Traveler

You have proven yourself as a vital member in the Tropicfeel Nation, keep it up and do not lose momentum.

You'll become a traveler as soon as you attain 8000 points.

- A 20% and 10% Tropicfeel Discount Code
- We plant 4 trees on your behalf
- Free Tropicfeel Nation Merch
- Free Access to the Certified Travel Better training course
- All rewards are subject to ongoing changes*

(Tropicfeel, 2021)

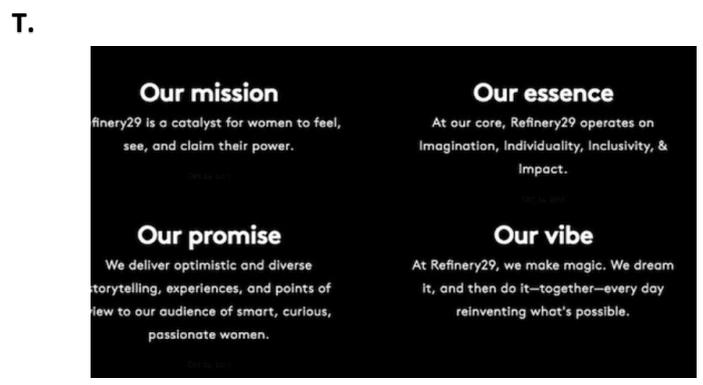
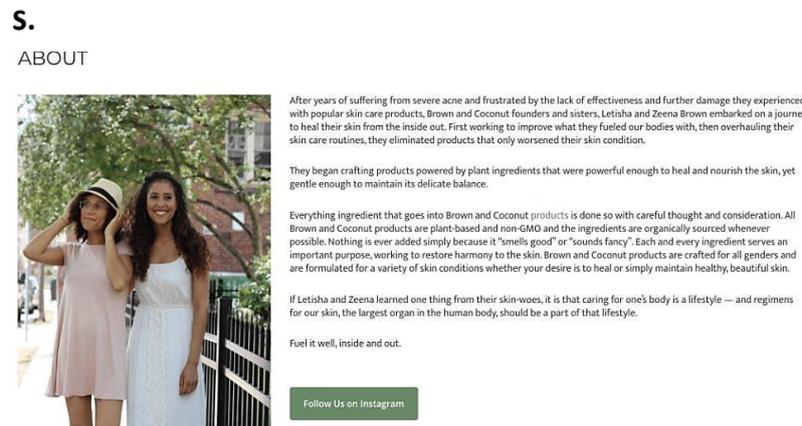
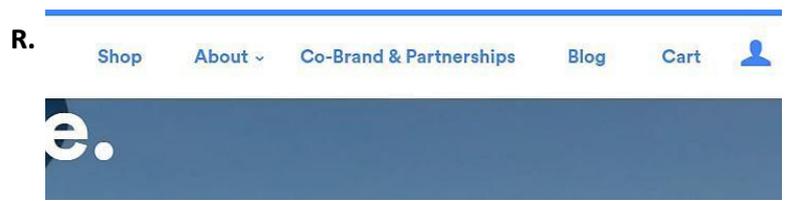
5.5. Information-Friendly

This variable has proved to be a factor in forecasting overall website satisfaction; it consists of relevance, understandability, reliability, adequacy, scope and usefulness (Seddon, 1997).

The respondents agreed that the information seems sufficient and reliable, and the sources are up to date. Nevertheless, some respondents said they would like more specific details about the internal organisation, work conditions of the plastic collectors and the factories.

5.5.1. Advice for the Organisation

Image R depicts the bar with the information sections. A main section with *The Team* should be added with images and brief description of the founders, colleagues and the collectors. Image S is an example. Below *The Team*, a clear overview of the mission and vision is displayed as Image T.



Source: (Cox, 2021)

Image U on the page 'Ocean Impact'

- ❖ Add a monthly newsletter, *Ocean Waves*, about the life of the plastic collectors.
- ❖ Include a short clip of 50 seconds showing a collector explaining a day at work.
- ❖ Include a short clip of 50 seconds from the Plastic Bank, explaining their contribution.
- ❖ Include a short clip of a collector bringing a plastic bottle to the factory and creating the Ocean Bottle.

U. MEET THE COLLECTORS



Over 4300 plastic collectors live and work in places where plastic pollution is worst, they do the critical work to collect, sort and recycle much of the world's waste. Some collectors work full time and for others, it's a side hustle to earn extra income for the family.

The majority of plastic collectors do not, however have the protection from governments or municipal authorities many of us do. It's our duty to ensure they receive a fair income for their work which is why we work with Plastic Bank & IBM Blockchain technology to formalise an often informal & unfair waste sector.



As a company that prioritises action we believe environmental justice is social justice. Whether at home or further afield, environmental action that fails to recognise the link between environmental injustices and dominant systems of racism, sexism, colonialism patriarchy and ageism is not acceptable. You can read more about our opinion here.



V.

Image V is part of the 'Ocean Impact' page. The blocks should be interactive and should transition to a page or pop-up box with a few sentences providing further details. For example, the clips mentioned above could be found in the transition.

The infographic consists of 8 numbered cards:

- BIG IMPACT**: With the sale of every Ocean Bottle we fund the collection of 31.4kg of ocean-bound plastic, equivalent to 1000 plastic bottles.
- PLASTIC POLLUTION**: Funds go to places where plastic pollution is worst, together with our partner Plastic Bank.
- PLASTIC EXCHANGE**: 25 MILLION KGS of plastic pours into the oceans each year. Locals can take plastic waste to different collection points in cities and coastal communities that are popping up every day.
- PLASTIC EXCHANGE**: They can exchange it for money or credit via blockchain technology to spend on tuition, products, health care and more to improve their lives.
- SEE WHERE WE'RE OPERATING...**: A world map showing collection points in various regions.
- IT'S A CIRCULAR SYSTEM!**: Ocean-bound plastic is collected and recycled in to new products.
- SAYNO**: Use your Ocean Bottle and fight the war on single-use plastic everyday.
- SMART CHIP ACTIVATED**: Fund more collection in the future when you refill and scan your bottle at retailers, gyms and on campus.

5.6. Trust

One of the most effective methods of reducing uncertainty is through building trust (Gefen, 2000)

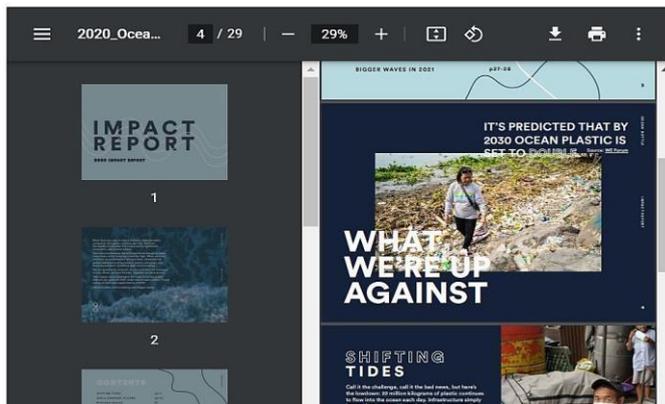
Participants in the first focus group said they do not have a reason to distrust Ocean Bottle, because ‘the company is quite open and straightforward. They describe how they are manufacturing in China and I think that’s great. They are very open, transparent, which makes you want to believe them’. By contrast, a participant in the second group said, ‘Make it more specific; make it transparent. I don’t want to dig up information’.

5.6.1. Advice for the Organisation

The respondents unanimously agreed that the website contains information a visitor would require or request. Nevertheless, parts of the content of Images W and X should be placed in a subsection named *Keeping up with the Ocean*, displayed as Image T, with an overview of the progress, achievements and future projects.

W.

Our 2020 impact report can be found below. Not showing up properly? [Click here to download the PDF.](#)



X.



6. Conclusion and Recommendations

The purpose of this research was to evaluate and analyse the Ocean Bottle website in order to answer the central question: 'How can the Ocean Bottle company improve its website effectiveness and market access to increase the number of European millennial buyers?'

The desk research to answer the first four subquestions examined the term 'website effectiveness' and provided a general introduction to the company and the problem statement. According to the theory model by Hasan and Abuelrub and the Schaupp's website satisfaction model, an effective website features qualitative content, attractive design, social influence, user-friendliness and trust. Furthermore, a comparison of the three theory models discussed the strengths and weaknesses of a website to answer the fourth subquestion.

The last four subquestions were addressed by gathering and analysing the external perspective of potential buyers who engaged in two focus group sessions. The eight participants, all female millennials living in Europe, offered positive feedback on the Ocean Bottle website and made minor suggestions for improvement. These suggestions were shared with Nick Doman, who implemented a few of them on the website. The following paragraphs explain the advice for the organisation, based on the suggestions from the two focus groups.

1. The content of the website should be expanded, with further details offered on certain topics.

The company should ensure that information is visible and includes interactive elements.

2. The company could influence consumer behaviour with the design of their website by expanding their current images with additional impactful photographs and information about the locations depicted.

3. The company should work on the user-friendliness of the website by expanding the available languages in order to reach international buyers.

4. The social influence of the website can be enhanced by adding a hyperlink on the Instagram handle to direct visitors to the Ocean Bottle Instagram account. The reviews are relevant and could influence purchase intent for customers who may have doubts about the high price of the bottle. Accordingly, the reviews should be more visible and placed in the online store, thereby providing immediate information to a potential buyer. A long-term recommendation would be creating an

interactive community with profiles of supporters or existing customers to share information and inspire each other. Another long-term recommendation includes investing in marketing by significantly increasing Ocean Bottle's presence and engagement on social media platforms such as Instagram and YouTube with commercials, video clips or interactive campaigns. This marketing method reaches a large group of people in an honest and engaging manner. As a result, the value of the brand and demand for the bottle are likely to increase by focusing on enhancing the reputation of the company. Millennials should consider the Ocean Bottle to be a valuable item rather than a reusable bottle that requires an investment.

5. The qualitative information on the website can be improved by implementing a main section with images and a brief description of the cofounders, colleagues and the plastic collectors should be added to offer a clear overview of the mission and vision in a brief and structured manner. The company should focus on regularly sharing information about the collectors with a monthly newsletter about the life of the collectors or short video clips depicting a collector explaining a day at work. Additionally, the factories could be featured, with information explaining production processes through brief video clips or images.

6. Lastly, the participants of both focus groups gave an average score of 7 (on a scale of 1–10) for their trust in the company and their mission. The amount of information on the website was perceived to be sufficient, and the transparency of the company was highly valued.

In conclusion, the focus group participants considered the Ocean Bottle's website to be appealing and the provided information to be transparent. Nevertheless, the mentioned recommendations can be implemented to increase the website's effectiveness and expand the company's reach in the long term. Even though Ocean Bottle is an impact company, it is highly recommended that the company focus on enhancing the value of their brand reputation to reach a larger group of potential buyers and continue to share and achieve their mission.

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Appendices

8.1. Appendix 1: Transcript First Interview with the Cofounder of the Ocean Bottle

Cofounder of the Ocean Bottle: Nick Doman

Date: 21st of January 2021

Duration: 45 minutes

System: Microsoft Teams

Interviewer: Good evening, how are you? can you hear and see me?

Nick Doman: Hello, good evening, yes I can and I am good. Can you hear and see me?

Interviewer: yes. Thank you for joining me. As I mentioned in my mail I chose the Ocean Bottle for my dissertation with the focus on website effectiveness and your potential market access. I was interested in the Ocean Bottle before starting with my dissertation. I purchased the bottle myself (shows the bottle).

Nick Doman: why did you get the Ocean Bottle?

Interviewer: The last few years I have been more interested in investing or purchasing sustainable products. I saw the Ocean bottle on the website Indiegogo and after having several reusable bottles I wanted to get one that I won't replace and that has a good cause.

Nick Doman: that's good to hear.

Interviewer: Yes. I am happy with my purchase. Just to explain, my plan for my field research is to conduct two focus groups of each four millennials living in Europe to obtain the perspective of potential buyers on your website and product. But first I wanted to talk to you to ask questions about the organization, website and obtain your perspective. I have around five questions prepared for you. The questions are loosely based or the same as the questions the focus group will be given. Should we begin with the first question?

Nick Doman: Yes. Go ahead.

Interviewer: When I go to your website, the first thing I see is a huge Ocean Bottle photo and a slogan that says "Support livelihoods, stop plastic in the ocean". Do you believe that, because you sell a sustainable product, you need a certain approach for your marketing or branding?

Nick Doman: yeah, that's a really good question and the answer is not simple. It's a big part of what we do. That question is actually a big sort of topic for the Ocean Bottle. Because first we are an impact company. The reusable bottle comes in second, but what we found, especially by starting our concept bottle on the crowdfunding website Indiegogo is that the product is what sells. The people love the product as well. Initially it's the product that brings the people to us, they come to see us for the bottle. But we are not about the people that are coming to see us first, we are about building a community of people that are engaged on our impact. We came to the conclusion, that what makes us come out of bed in the morning is the impact that we are making. What do we want to build? We want to build a brand that is about the impact. We want to be leading the front by collecting the most plastic and delivering social good in the areas that we collect in which are Brazil, Haiti, Indonesia and Philippines, because we pay 60% above the market rate for the plastic we collect. So that's what we want to lead with, the plastic first and then when people want to hear about the story, we want to get to the social mission. What it really means and what value, drive and jobs it can create. Rather than the bottle. However, the bottle is the manifestation of our mission and it's like a tangible way to join the mission. It's what you carry with you every day to give you that feeling of what can more can I do?. It's like a tangible weapon of activism, that actually did something it's not a token. 1000 plastic bottles or 3, 6 kilo it's not a token and we will continue and if you share that with your friends and family that's the customers that we want to attract and build the community. It is deliberate, but impact is first.

Interviewer: yes. I understand. You just said it is more about your mission and about contributing to the issue of plastic pollution That was very clear for me when visiting your website. Also the information on your website which mainly talks about how it works, I thought it was interesting, because some other brands focus more on visualizing a lifestyle for people to convince a purchase of their reusable bottle. It is clear you are an impact company.

Nick Doman: yes, I hope it resonates with people.

Interviewer: I believe it will. My second question, which I will also ask the focus group, What would you want the focus group to think when looking at the website? What should their first impression be?

Nick Doman: that's a great question, something we thought about in a more abstract way I think. The first thing they will see will be the product, then they will see the text, so I think or hope they will think that is authentic, well designed, mission is clear, the feeling of the brand is premium, but

accessible and well thought out. All those sort of things. That anyone can get involved, but its well-designed, because the product is 40 pounds, it needs to be of good quality.

Interviewer: thank you for that answer and let's see if it matches with the first impression of the focus groups. My next question for you is based on a question for the focus group. The question for them is How can the website reduce their uncertainty about the product and their purchase. My question for you is, what have you done so far on your website or through branding to reduce the uncertainty for you customers? To help them want to be part of your mission and community.

Nick Doman: the audio is skipping a bit, but I believe you are asking, what have we done to decrease their uncertainty in buying our product?

Interviewer: Sorry about the skipping. But yes that is the question.

Nick Doman: well I think the things that people can be concerned about is the authenticity of the impact. What we do to counter that is to be very open or transparent with everything. We tell people how much of the revenue goes to the plastic collection, we tell them where it goes, its pretty traceable. We have it measured, we have an update on how many kilo we collected to date placed on the website. We show the collectors, they are real people, we went to Bali to visit the collection centers in Bali. All the team could get to know what it is really about, but also to do a brand film which you can see on the website. The other thing is, the product, we show the design elements, we try and show how aesthetically pleasing it is and how much we like it. The next part, potentially is the price, because as it as an impact product, it has been designed sustainably and it is very very high quality. We spend a lot on the actual product, we show the partnerships that we've done, we have a lot of press on the website and we have customer reviews. It's basically, an uphill battle, because we are an impact company and we don't want to be luxury, never. Its what we want, but we need to charge or price to be a sustainable business and its basically how do we deliver that value to make it worth it. The way we do that is with community building and staying in touch with our customers, bringing the value through emails, communications and making sure that they feel like it was such a good experience that they would recommend it to someone. It's through recommendation that you build that perceived value, that makes someone think I would recommend to spent that 40 pounds.

Interviewer: Thank you for your elaborated answer. My central question focuses on two parts, your website effectiveness and your market access. My next question is, what are your plans for the future to reach a larger audience, potential customers of potential customers? In order to make the Ocean Bottle a household name among the reusable bottles.

Nick Doman: to reach more people? Well for the market, we don't have a huge marketing budget but it is growing. This year we plan to do a lot more to reach more people. Our prominent problem is our operations, we only have a warehouse in the United Kingdom, but we are putting warehouses in the States, EU and China. To make sure that we don't have to keep shipping all the way to the UK and then back out another region in the world. Also to make it cheaper and quicker for people to buy the bottle locally. We are also doing a lot of work with PR and we are going to do a big summer marketing campaign, we are going to try and make stands to get some press, because that is quite cheap way to do it. We are also going to do some digital advertisements as well. We have a whole sort of marketing strategy to basically try and get more people. 99.9% of people don't know who we are and we already sold a 100.000 Ocean bottles. So I think our brand and mission resonates with people. We just need to get out and reach more people.

Interviewer: exactly. Okay. but you are working on it with your marketing strategy you just mentioned. You mentioned using the press, would you consider using influencers to promote the Ocean Bottle?

Nick Doman: yeah, we work with influencers, we give them the bottle to post about us, but we don't necessarily really pay them.

Interviewer: can I make the assumption that these influencers you are already working with are living and promoting a sustainable lifestyle ? is this true or not at all?

Nick Doman: no, not really .It's true for a lot of them, but definitely not all of them. We have about 1.000 people who mostly are customers and or influencers who have around 50.000 followers or fewer followers who post about us all the time. They post on our behalf or for us, because they love the brand which is amazing for us. Then there are also bigger influencers we gift the Ocean bottle to and they are from all sorts of life, we try to make sure that most of what we talk about is sustainability, but we are a mission for everyone. We don't want to exclude people. We don't to make people feel like they are not doing enough to be sustainable, we want to be sort of a gateway to environmentalism. We basically want to allow people to get involved in a sustainable lifestyle by buying an Ocean bottle and we will then educate them through our email and our social media on how best to get to the next steps.

Interviewer: I think that makes sense and it's nice that you don't want to pressure people about living a sustainable life which can backfire. But rather encourage everyone to be a part by buying the Ocean bottle, being a gateway for the next, small steps to sustainability. My next question, is

an insight question about your experience as a co-founder. Is there anything that happened that you expected? and is there anything that happened that you definitely expected?

Nick Doman: I was expecting how much hard work it was going to be. We really felt passionate and we expected that people were really going to care about this. People said that they would care and they actually did. People told us to start with a 100 bottles and not a 1000, why do a 1000 bottles when it's going to cost a lot. But we thought no, we knew people were going care and it was going to resonate with people. I didn't expect the amount of ups and downs its quite, it can be quite intense. Things can go wrong quickly and it's all about how quickly you deal with them.

Interviewer: when talking about the ups and downs, do you refer to revenue or something else?

Nick Doman: something big happens, someone on the team has a big success or we hit our impact target. We hit a million kilos of plastic before Christmas and that was huge for us. We were so happy about it. I am still excited about it to be honest. But then something small can happen, a customer can be upset or something that we don't necessarily have control over. You care so much about your product and mission that it really takes up your headspace. Or you sent the bottles and they are late. You might miss a deadline and it could be minor in the long term for the company. You live day to day. I did not expect that. I have learned how to cope with it, by picking it up quickly and moving forwards. We don't ever want to make our customers unhappy, we aim to please, this is the goal in our team. We will try to make amends to make sure the customer is not angry towards the company or us personally.

Interviewer: that's good. To follow that question, are there any other companies that are similar to Ocean Bottle that you consider to be an example or guideline?

Nick Doman: The obvious one is Patagonia, I mean it's a bit of a boring one. I love Patagonia, they are like the godfather of the impact world. They invented, the founder of Patagonia founded the 1% for the Planet. We are working with Pangeae, we are just launching a partnership with them. We definitely look up to them.

Interviewer: Do you want the company of the Ocean Bottle to become similar to Patagonia or do you see them as a guideline as you want create your own model for the Ocean Bottle?

Nick Doman: yes. A guideline. We definitely want to stand out as our own. We think we have a big role to play in terms of developing impact companies. We give 17% of our revenue to plastic collection and that's really as high as any sort of major consumer brand does. We really feel like

we are leading the way and that's what we want to continue to do. We don't want to imitate their business model.

Interviewer: I understand. Now for my last question, I was wondering if you have any questions you would like me to ask the focus groups?

Nick Doman: What do you like about the bottle and what do you not like about it? Would you buy it and if not what is holding you back? and uhm.. on a scale of 1-10 would you trust their impact? And if no why not?

Interviewer: Thank you. Those are really good questions. I will formulate and add them with the questions I already have prepared. I want to thank you for your time. I will contact you soon for a short second interview where I will share the most interesting findings from the focus groups.

8.2. Appendix 2: The Transcript Focus Group 1

Date: 29th of February 2021

Duration: 90 minutes

Program: Microsoft Teams

Welcome everyone,

I want to thank you for joining the focus group for the Ocean Bottle. My name is Lysaifeni and I will be the moderator for this group discussion. I am conducting a study to find out how The Ocean Bottle can improve their website for (potential) clients in order to reach a larger target group. The Ocean Bottle was set up two years ago by Nick Doman and Will Pearson who wanted to turn their passion for the environment into a commercial reality. Last week I had a short interview with one of the co-founders of the Ocean Bottle Nick Doman. He gave me a discount code for the Ocean Bottle that I will share with you via mail at the end of the discussion. There are a total of 20 questions and two of the questions are from Nick Doman.

Before we begin I will rapidly go through a few guidelines for the discussion:

- There are no right or wrong answers, but rather different points of view. I would like to know your opinion without searching for a specific answer. Speak freely but remember not to interrupt others while they are talking.
- The discussion will be recorded on Microsoft Teams. Before the discussion you all received an Informed Consent form to sign and agree to the recording.
- If you have any questions throughout the discussion or issues with your internet connection or sound you can let me know in the chat. I will make sure to check it regularly.

Let's start with a short introduction by telling our name, age and nationality.

Participant 1: My name is Irina. I am from Romania and 25 years old.

Participant 2: My name is Chantal, I am Dutch and 25 years old.

Participant 3: My name is Weronika, I am from Poland and 21 years old.

Participant 4: My name is Susana, I am from Angola and 27 years old.

Moderator: Thank you all. It is nice to meet you.

During my desk research I selected six dimensions of three theory models that describe website quality and effectiveness. I formulated 20 questions for the focus group based on the following dimensions: the content, design, user-friendliness, social influence, quality of the information and trust.

I would like each of you to search for the Ocean Bottle website on Google which we will use to answer the questions. Let me know if you found the website and have the homepage in front of you to begin with the first question.

Dimension 1 : Content

The essential dimension and criteria which describes the characteristics of the information on a website.

1. What are the first three things that come to mind when looking at the Ocean Bottle website?

Participant 4: The Ocean. Quality bottles.

Participant 3: I would say the environment.

Participant 2: For me, the ocean and the plastic aspect is visible. I immediately want to know what the bottle is made of.

Participant 1: When I look at the website I think of the word clean, water, the ocean, air and nature. I like the format of the whole website. It looks very clear. Everything is placed in categories which makes it look very clear. I also like the colours they used.

Participant 4: I agree, For some reason, I also feel as if the website is European-ish, I am not sure how to explain, but you can tell it is focused on Europe, which I like.

Moderator: Do you like it, because it is about Europe?

Participant 4: No, it's more about the outlook, exactly like participant 1 said that it looks clean and environmental.

Participant 3: I agree, it looks really well made. The photos of the people with the bottles look good. I would say the website is well designed and made.

Participant 2: I agree. I can see they are focused on the environment.

Moderator: thank you all for sharing.

2. What type of information would you like to have when buying a reusable bottle?

Participant 3: The first thing I would want to know is the material that the product is made of. The second thing would be the price and if the company is spending a percentage of their revenue on their mission and contributing to the environment.

Participant 4: How they recycle the plastic bottles and who are the employees of the Ocean Bottle.

Participant 2: The size of the bottle is important for me. I want to know if the bottle would fit in my bag. The price is also important to me.

Participant 1: I agree with the other participants. The price, size and material is important to know. I would also like to know how purchasing the Ocean Bottle would help the environment. I understand the product and process, but how is it helpful for our planet?

3. How is the content adapted to be suitable for visitors from different cultures and speaking different languages?

Moderator: For this question you can take the time and scroll or browse through the website. If you are ready feel free to share.

Participant 2: The first thing I see is the menu on the left that you can open which shows the different currencies you can select to purchase the Ocean Bottle.

Moderator: Do we all see the menu participant 2 is talking about?

Other participants: yes

Participant 1: I don't see the prices when I go to the shop.

Participant 4: oh yes, it says currently unavailable to EU customers.

Participant 2: I see that the company is based in London. It says on the website. It should be available for customers in Europe.

Participant 1: I understand that participant 2 says, but with the current changes and consequences of Brexit. It does make sense why they are not available to the EU customers. The bottle could also be more expensive due to Brexit. For example the high taxes between the United Kingdom and Europe.

Participant 4: yes. It says in the notification that due to recently introduced tariffs the shop on the website is closed for EU customers.

Moderator: Thank you for noticing and sharing your opinion.

Dimension 2: design

This dimension focuses on the visual elements and layout of a website which can attract and maintain the presence of the visitor.

1. How would you describe the appearance of the website: for example, innovative, attractive or chaotic ?

Participant 4: definitely minimalistic. For me it is a good thing. It gives a good overview.

Participant 1: When I first saw the page it did not look like a regular shop to buy a something, but it looks more an activism website for ocean clean up or environmentalist agency. The website looks innovative and cool. It shows me that it's not about the bottles, but the bigger picture.

Moderator: it is interesting you saw and say that. Nick Doman called the Ocean Bottle an impact company that is primarily focused on their mission and impact. This does not mean that it is bad if you did not see or think this. I wanted to share that it correlates with what Nick Doman said in the first interview about their website.

Participant 2: I don't have anything to add, but I do miss something at their customer reviews which is placed at the bottom of the page. I think it would be nice to see the country of origins of the reviewers. This could help with the international aspect of the website.

Moderator: that is a good suggestion. Thank you for sharing.

2. What do you think of the design of the website; is it appropriate for the company?

Participant 3: I would say it is suitable, because of the colours that I connect with the ocean. Also the photo of the mountains and the logo is connected to the topic of the environment and the issue they are focusing on.

Participant 2: I agree. I think it is really clear it's about the bottle.

3. What do you think of the colours, text, images and background that are displayed on the website?

Participant 2: the one suggestion I have is that they could add images with emotions such as an image about the plastic pollution or a fish affected by the plastic in the ocean. I think this would wake up emotion for the viewers and visitors of the website. The images on the website of people using the Ocean Bottle are good, but maybe they could add images about the cause or consequences, impactful images to create emotion.

Participant 4: where are the images of the website taken?

Moderator: I don't know. But let's take a look at the category About, then How it Works and then the block that says, Where we operate. If you select the block it will direct you to a google maps page that shows you the countries the Ocean Bottle operates in such as the Philippines and Haiti.

Moderator: did everyone find the page ?

All participants: yes

Moderator: participant 4, do you think it is important to know the location or source of the images?

Participant 4: yes, I would like to know the location or source of the image as it could help with bringing up a certain emotion. I would know where they work and think that I would like to go that place to help and see what they are doing there or increase my feeling of contributing to the mission.

Moderator: I understand what you mean. Thank you. The next question is from the co-founder Nick Doman. I would like everyone to answer this question as I will share the answers with him.

4. Extra question from Nick Doman one of the co-founders of the Ocean Bottle: What do you like about the Ocean Bottle, and would you buy it? If not, why not:

Moderator: I hope you all took a look at the bottle, the colors, size and price indication. Unfortunately, the online shop is unavailable at the moment. Would you be interested in purchasing the Ocean Bottle? And of course be as honest as you want.

Participant 4 : Does the bottle keep your beverage cold and warm?

Moderator: that is a good question. I think everyone might have that question. Let's take a look at the website and see if we can find information on the materials and features of the bottle.

Participant 1: It is not easy to find information on the bottle on the website. Especially with the online shop being unavailable at the moment. I can't know the size and the materials of the bottle.

Participant 4: what are the benefits of being the Ocean Bottle instead of another bottle that is made to help the environment. I mean this is not the only bottle available on the market with this kind of mission.

Moderator: I am going to give you some time to take a look at the page Ocean impact. Did everyone find this page?

All participants: yes.

Moderator: looking at the Ocean impact page is the mission of the Ocean Bottle clear? Can you see the impact of purchasing an Ocean Bottle instead of a reusable bottle such as the Dopper?

Participant 4: well it is clear what they are against off. I am still not completely sure what their mission is. Their mission is clear, a cleaner environment. Maybe it is my doubts about the bottle and not the mission.

Moderator: Does anyone agree with participant 4 or would like to add something else?

Participant 2: I have something else. I saw the part about the workers and I was wondering what their work conditions are such as salary and work experience. I don't see that information on the website and I do think it is important to know with an environmental focused company and mission. Another thing I would like to add that if the size and price of the bottle were visible in the shop or somewhere on the website I would be interested in purchasing the bottle. If I agree with the price I would like to buy the bottle, because the information provided on the website is good.

Participant 1: I see their mission and vision and I like that they are living their mission. You can see that they have a corporation culture, but I don't see the material and price. I don't know why I would buy the Ocean Bottle and not another sustainable reusable bottle.

Participant 3: I agree with participant 1. The website is informative and I like that they placed the conference video. However, I do miss clear information about the material and price of the bottle.

Moderator: thank you all for sharing. Just to summarize, what are your answers about buying the Ocean bottle? Participant 2 you said you would buy it if the price seemed reasonable to you. What about the rest?

Participant 4: for me it would also depend on the price of the bottle. I do believe in their mission and I like the information about protecting their employees and providing them with decent work benefits. That is important for me to know.

Moderator: the price of the bottle has been mentioned a few times. What would be a fair price category?

Participant 4 : I have a bottle that keeps my beverage warm and I paid 20 euros for this bottle. I would say around 25 euro for the Ocean Bottle. The bottle I already have is from a physical store in the Netherlands. I am aware that the Ocean Bottle has to be delivered from the United Kingdom

and that is why I would expect it to be more expensive than the bottle I purchased in the Netherlands.

Moderator: Excluding shipping costs?

Participant 4: yes. I would say 25 euro for the bottle without the shipping costs.

Participant 3: I would say 27 euro to be the maximum I would spent on the Ocean Bottle. Due to the fact that there are a large amount of reusable bottles available in physical stores in the Netherlands with a similar price. This price indication is excluding shipping costs, because I know shipping costs can be around 4 euro or more . But I do support these type of goals, because I think it is important to focus on environmental problems that over the last few years have been getting worse. If the company is spending a good amount of their earnings on their mission I would most likely want to support and purchase the Ocean Bottle.

Participant 1: Honestly, no I would not purchase the bottle at the moment, because of the situation of Brexit. I expect the shipping costs to be higher than the cost of the bottle. It is a personal opinion as I do not need a bottle at the moment. Maybe in the future when I have the resources I would purchase the Ocean Bottle.

Moderator: thank you all for your honest answers. By the way participant 3, I was told by Nick Doman that they give 17% of their earnings to their mission. According to Nick Doman this is the highest percentage donated from a company to their own mission compared to their competitors. I have not done research to confirm his statement, but I wanted to share as this question has been mentioned twice.

Dimension 3: User-friendly

The visitors are capable of navigating the website regardless of their educational background and interact with the available tools provided on the website

Moderator: in order to answer this question I will give you some time to scroll and look through the website. The question has to do with the user friendliness of the website.

1. Is the website easy to find through a search engine and to use, understand and navigate?

Participant 4: I noticed the bottle is only available on the website of the Ocean Bottle. I don't think you can purchase the bottle from other websites. Is that true?

Moderator: yes. You can only purchase the bottle from their own website. Is the website easy to use, understand and navigate?

Participant 1: yes, as I said before the website is clear and very user friendly. The lay out is simple and all the information is one click away. The website design is great. It looks very millennial-ish.

Moderator: is that important to you? The millennial look?

Participant 1: I don't think about it , but I do like a simplistic layout.

Participant 2: I agree. Even though the mission is the first thing they show on the homepage. The information about the mission is easy to find on the website which is good if that is important for someone who wants to buy the bottle. I think the website is user friendly.

2. What are the elements of the website that make it difficult?

Participant 1: I might be repeating myself, but for me it is the inconvenience of the shop not being available for the European customers. But other than that I think everything is super clear.

Moderator: no worries about repeating any answers. If that is your answer. Are there any other elements that make it difficult to use the website?

Other participants: no.

Moderator: okay. Let's go to the next question. I want to ask you to use a different device, your phone or a tablet to search for the Ocean Bottle website and answer the next question.

3. How does the website work on various devices with diverse screen settings ?

Participant 3: for me it works. I have no problems finding and using the website on my phone.

Moderator: Do you see a different lay out of the website, a mobile friendly version?

Participant 3: it is actually quite similar to the desktop version.

Participant 1: I just opened it on my phone and I think it is a mobile friendly version. It is easy to use as well. I want to add something to a previous question. I don't know if it works or not, but I have been trying to change the language of the website to Japanese. I does not work or change, but stays in English.

Moderator: thank you for sharing. Did everyone notice this?

Participant 4: yes. I just tried the same. I think you can only change the currency on their website to buy the bottle.

Moderator: Do you think they should change the language settings, to have the information of website in different languages?

Participant 1: yes I do. If they want to reach more audience then yes.

Moderator: thank you for noticing and sharing. This is a good suggestion. You were all able to find the customer reviews on the bottom of the page.

Dimension 4 : Social influence

The social influence of customers can be significant in forecasting the usage and satisfaction of a website and their provided products and services.

1. What do you think of the use of social media on the website, is it easy to find and use ?

Participant 4: I immediately saw that they have Facebook, LinkedIn, Twitter and Instagram on the bottom of the page. It did took me some time to find their customer reviews. I am not sure why.

Moderator: that's okay. If you didn't see it then you just didn't. you are a visitor that's how you experienced it.

Participant 4: to be honest I first went to the category Opinion to check for the customer reviews. Maybe it is nice to have the customer reviews on a different page.

Moderator: okay. thank you for the suggestion.

Participant 1 : for me, my personal opinion I don't think it was necessary for them to put their Instagram with the posts on the bottom of the page. But maybe for others it could be important as it could feel more relatable.

Participant 3: actually I believe that Instagram plays a big role in our society nowadays when it comes to young people. Maybe it is not that important to put on the website, but for the company it can be profitable to promote their Instagram page. People can tag the Ocean Bottle on an Instagram post and reach a larger audience. Some people are not searching specifically for a reusable bottle, but rather see it online, notice and get interested in buying it. For me that's the advantage of it.

2. What do you think of the customer reviews placed on the website?

Moderator: did everyone find the customer reviews?

Participant 3: is it the Opinion section?

Participant 4: no, it's on the bottom of the page.

Moderator: If you go to the homepage and scroll to the bottom of the page. You can find the customer reviews.

Moderator: I do find it interesting that some of you thought the customer reviews would be placed in the Opinion section. Why did you think the reviews would be in the Opinion section?

Participant 3: I just thought they meant the opinions of people that bought the bottle.

Moderator: that makes sense.

Participant 4: yes I thought the same. The customer reviews are placed on the bottom of the homepage which seems a bit unexpected. It is a bit hidden. I would like to see the customer reviews on a separate page. For me it is important to see the opinion of other people about the quality of the bottle.

Participant 2: I would like to add that I noticed that you can't open the reviews. When you open the reviews you can only see 15 reviews of the total amount. It also seems to be only positive reviews. I would like to be able to see all the reviews. If there are any negative reviews I want to be able to see those as well. Also it would be nice to see

Moderator: I understand. Sometimes you can select the number of stars given for a customer review. But you are not able to do that and see all of the reviews?

Participant 2: exactly. Yes.

Moderator: for the next question, I would like you to go to the About, then Ambassador projects.

3. How would you feel more connected to the Ocean Bottle brand and part of its community?

Participant 3: To be honest. When I am buying a product online. The first thing that comes to my mind is my interest in the function of the product and not being a part of the community of the product. But then if I enjoy the product and want to support their mission or product I would consider being a part of the community.

Participant 4: probably if there are more Dutch influencers that are promoting the bottle in our Dutch social media environment. I think maybe it would be more known. This is the first time I heard about the Ocean Bottle. Maybe there are not a lot of Dutch ambassadors for the Ocean Bottle. I am not sure.

Participant 2: I would like to add something that is also for the previous question. I think it would be nice to put a sort of video, Instagram post or real life review by an reviewer or ambassador on the front page.

Moderator: thank you sharing and adding that suggestion.

Participant 1: I feel as if the website is a bit cold, it does not drawn us in. It kind of keeps us at an arm's length. I like the minimalistic layout of the website and the focus on their mission, but not if you want to make it more of a community for the company with the product. When I look at the Ambassador projects page it seems a bit vague to me. I don't understand, what are they actually doing. Do they paid or is it on volunteering basis? When I click on the button to join, they ask for my mobile number and I don't understand why. What if I don't want to give them my mobile number. I find it a bit weird.

Moderator: okay. thank you for sharing. What are the steps they can take to improve?

Participant 1: I agree with participant 4, to have real life, Dutch Instagram influencers make a video review, montage of different people using or promoting the bottle.

Participant 4: yes indeed, to make it more relatable. When you look at the images of the ambassadors, are they people like us or are they influencers with a big audience?

Moderator: I don't know. But that is a good question. You are saying you would like to see more relatable, approachable images of people using and promoting the bottle. Thank you for sharing. For the next questions I would like you to go to the section About and look at all the sub sections. Take your time.

Dimension 5: Information quality

The information on the website is relevant, timely, and accurate.

1. What does the information about the company's objective, customers and services tell you?

Participant 4: well, I do think that the employees, the people that collect the plastic out of the ocean live in poverty.

Moderator: okay, what makes you think that?

Participant 4: I think that they get, I mean they probably, it says they are getting a fair income, but I don't think it's that much. Well. Maybe also because of other influencers and other things that I have seen. For example, I've seen that in Indonesia or other countries that they receive one or two

euro a day for their work. I've seen a lot of video clips of collecting plastic bottles the whole day and they only earn like two euros a day. That's really sad.

Moderator: I would like to add another page to take a look at, the Ocean impact page. Take your time. Would anyone like to share something?

Participant 1: I've been reading through it, the Ocean Impact page. It's nice that they added the illustration about what is the distance and the volume, exactly how many bottles they collected, but what do they actually do with the bottles they collect? It's not clear for me.

Participant 2: I agree. It says they can bring the plastic bottles to a collection point, but where does the salary come from? Do they get paid for the bottles they hand in? it's also not clear to me.

Moderator: okay, thank you for sharing. Participant 2, is it important for you to know where there salary comes from, would it influence your purchase?

Participant 2: yes, it is important to me, because I don't want to think I'm buying an environmental friendly product and then the people that are collecting the plastic bottles and do the work don't have fair conditions. They do say that they collectors have fair conditions, but I would like to know more about that, because the environmental part is very clear for me on the website. But this part about the collectors I find it fake.

Moderator: thank you for being honest. Does anyone agree or would like to add something ?

Participant 4: yeah. I said it before. I agree for me it is also important the collectors have fair work conditions.

2. How do you discern whether the information on the website is up-to-date?

Participant 3: I saw a customer review from January 2021. I think it's up to date.

Participant 2 : the copy right part at the bottom of the website. It's says 2021 as well. And the 2020 climate report which is also recent.

3. How and what type of updates would you like to see about the Ocean Bottle organisation and product ?

Participant 2: their achievements of the year maybe. How much was collected and how its going to help. Things like that.

Participant 4: the people behind Ocean Bottle.

Moderator: with the people, do you mean the internal organization, the headquarters or do you mean the people that collect the bottles?

Participant 4: well no, I think the first thing you said. You spoke to two ambassadors or workers?

Moderator: no, I spoke to one of the co-founders of the Ocean Bottle, Nick Doman. If I understand you correctly, you would like to know more about the people that are part of the team and work with the co-founders, if there are any.

Participant 4: yes.

Moderator: okay. Thank you. For the last dimension Trust I have four questions. Go ahead and look around the website.

Dimension 6: Trust

The customers can have uncertainty, because, websites are hosted by unknown parties.

1. What do you think when you look at the sources and suppliers on the website?

Participant 4 : I am looking at Press and awards, but it is all magazines or press from the UK.

Moderator: How do you feel that they are all only UK press?

Participant 4: well that they are pro UK (laughs) no just kidding, I don't really have an opinion about I just noticed it. I don't know why it's all UK.

Participant 1: well I went to the section About and found the 2020 Impact Report, I've been scrolling through the report and I am actually finding more information in there then on their website. I see the supply chain, I see that the factory is in China, how they do their shipping. But the information of the report is very small and I would not want to download the pdf. I would actually prefer it if they did it on a separate category next to the other tabs with all this information.

Moderator: did everyone find the 2020 Impact report participant 1 is referring to?

Other participants: I am looking for it now.

Moderator: it's under the section About, if you scroll down, its last on the bottom, you'll see 2020 Impact report.

Participation 1: yeah I think the information on the website seems very vague, so I would like to see and find specific information , where is it? What is it made of? Why? What do they do with the bottles? I get it, I understand its very nice for the environment, you are doing great things, but what

are you actually doing. Because I don't know I don't understand. I just see pictures of you with bottles and then some nice words. But I would like to see it be more specific and to actual see what you are doing. You can see it in the report.

Moderator: thank you for being honest and sharing.

2. Does the website look trustworthy in terms of authorities, physical address, sponsors, manager and copyright ?

Participant 2: I did find the certifications placed on the bottom of the website. That makes it more trustworthy and up to date for me. Otherwise I feel like you have to search for some things, like the suppliers and more. Maybe I am overlooking some things, but I was not able to find it.

Participant 1: As I mentioned before, it's not very transparent, it's cold. I feel like I keep repeating myself. I don't really trust the website to be honest, it looks very clean, it looks like something a lot of people can do, it can be a scam. The only thing that gives it the feeling of trustworthy is the lock at the very top where you can see the http address and on the bottom of the website the London address.

Participant 3: I agree to some part with participant 1, maybe when it comes to the 2020 Impact report, I don't have time to read the whole report. But I think the report is beneficial to make it a bit longer and explain in detail what are their aims and the whole content. But also I couldn't find a few things immediately, I would have to spend more time on the website to find them. I am okay with the report being placed here and not in a separate tab next to the others. Because maybe in the tabs it would be difficult to mention all the information, I am not sure.

3. How can the website reduce your uncertainty about the Ocean Bottle product and your purchase?

Participant 4: yeah just to make it a bit more personal, what I said with the involving Dutch influencers. For me. To feel like the website is more out there and not so hidden for our age group.

Participant 1: well to give more information on the suppliers, the material of the bottle, a better overview of the organization, material, mission and the bottle.

Participant 2: for me it is more about the placement of the report I think. For me I wanted to know about their achievements of the last year and that is all in the Impact report. If they just put in the front and maybe not like everything, but just links that you can open for example. That would make

it a lot better. Because it seems as if the information is there, but it is not in the right place. To make the information easier to find and more visible.

Moderator: Thank you all. Then now for the last question, still about the dimension Trust, an extra question from Nick Doman. I would like everyone to give an answer to this question. Who would like to go first?

4. extra question from Nick Doman, one of the co-founders of the Ocean Bottle:

On a scale of 1-10 how much do you trust the Ocean Bottle mission and product? Please explain your grade of trust:

Participant 3: I would say I would need more time to look into the website more deeply and their mission. But from my first impressions so far I would say there is a lot of information on the website that seems quite reliable, I would give a 7.

Participant 4: putting everything into account including that its currently not available for European customers, I think for now I would give it a 6.

Participant 2: also a 7 and I wanted to add to that maybe I would feel different if it was in a physical store, then if I would see its environmental friendly I would probably buy it right away. But on the website I would put more effort into looking what they do I guess.

Participation 1: I think I would also say a 7. As I said before make it specific, make it transparent. I don't want to dig up information, I wish it would be more accessible on the front page.

Moderator: Thank you all for sharing, explaining your answer and your honesty. Those were all my questions. I want to end the discussion by thanking you for participating, I appreciate it. I will sent you an mail with the discount code you can use once the shop is online again. Now you know more about the Ocean bottle, if you like share it with others and thank you.

8.3. Appendix 3: Transcript Focus Group 2

Date: 1st of February 2021

Duration: 90 minutes

Program: Microsoft Teams

Welcome everyone,

I want to thank you for joining the focus group for the Ocean Bottle. My name is Lysaifeni and I will be the moderator for this group discussion. I am conducting a study to find out how The Ocean Bottle can improve their website for (potential) clients in order to reach a larger target group. The Ocean Bottle was set up two years ago by Nick Doman and Will Pearson who wanted to turn their passion for the environment into a commercial reality. Last week I had a short interview with one of the co-founders of the Ocean Bottle Nick Doman. He gave me a discount code for the Ocean Bottle that I will share with you via mail at the end of the discussion. There are a total of 20 questions and two of the questions are from Nick Doman.

Before we begin I will rapidly go through a few guidelines for the discussion:

- There are no right or wrong answers, but rather different points of view. I would like to know your opinion without searching for a specific answer. Speak freely but remember not to interrupt others while they are talking.
- The discussion will be recorded on Microsoft Teams. Before the discussion you all received an Informed Consent form to sign and agree to the recording.
- If you have any questions throughout the discussion or issues with your internet connection or sound you can let me know in the chat. I will make sure to check it regularly.

Let's start with a short introduction by telling our name, age and nationality.

Participant 1: My name is Natalia, I am from Moldova and 26 years old.

Participant 2: My name is Bernice, I am from Ghana and 29 years old.

Participant 3: My name is Myrna, I am from Mexico and 24 years old.

Participant 4: My name is Ida, I am from Finland and 21 years old.

Moderator: Thank you all. It is nice to meet you.

During my desk research I selected six dimensions of three theory models that describe website quality and effectiveness. I formulated 20 questions for the focus group based on the following dimensions: the content, design, user-friendliness, social influence, quality of the information and trust.

I would like each of you to search for the Ocean Bottle website on Google which we will use to answer the questions. Let me know if you found the website and have the homepage in front of you to begin with the first question.

Dimension 1 : Content

The essential dimension and criteria which describes the characteristics of the information on a website.

1. What are the first three things that come to mind when looking at the Ocean Bottle website?

Participant 3: I am thinking sustainability, for sure. Design and it looks very hip, young people orientated.

Participant 2: It looks modern and the information is clear.

Participant 4: in my opinion it looks very calm, the colours. Nothing too crazy which I like. The sustainability element is clear immediately.

Participant 1: I agree with the other participants. Another thing, which is very obvious is water. I look at the page and I think of all types of water. The colour blue and you feel it's about water. The design also makes an impact of being quite straight forward.

Moderator: okay thank you for sharing. I am going to give you some time to scroll and browse through the website.

2. What type of information would you like to have when buying a reusable bottle?

Participant 4: I think it's good they explain how it works in the Built to last category, because that is important to know. When using a reusable bottle you want to know how much or what parts are made of recycled plastic. I also like that they placed the amount of Kg in plastic bottles that are in the ocean and they already collected.

Participant 3: I would like to add that I think it is interesting that they mention what cause they are donating to, because of recent concerns of brands that often participate in Greenwashing. For me, it is important to know where my money goes too.

Moderator: participant 1, I see you nodding. Do you agree with participant 3?

Participant 1: yes. I noticed lately, a lot of companies are donating money to environmental causes, planting trees or showing they are sustainable. But are we sure they are doing it, keeping their word ad that's why I think it's important the company mentions exactly what they are doing. I noticed the certificates on the bottom of the website of the Ocean Bottle. I think it is great that they show that. I think especially now as there are so many brands that want to be more sustainable, but sometimes its more talk than the real deal. You would want to see some actual proof. The certificates show that they are actually involved, it shows credibility.

3. How is the content adapted to be suitable for visitors from different cultures and speaking different languages ?

Participant 3: Even without words, you can tell what it is about. I don't see how for other cultures a reusable bottle can be explained(laugh)

Participant 4: There is a button in the left corner that you can change the currency. But not the language of the website. I just tried to change it to Swedish and nothing changed.

Moderator: Should the website have the option to change to a different language?

Participant 3: I think they should have an option to translate the information on the website. In case that's their target of course. If they are interested in expanding. But then again there is an option to change the currency, so they should add a translation tool. Not just Google translate, because that just translates horribly.

Dimension 2: design

This dimension focuses on the visual elements and layout of a website which can attract and maintain the presence of the visitor.

1. How would you describe the appearance of the website, for example, innovative, attractive or chaotic ?

Participant 1 : As I mentioned before, I think the design is very modern, sleek. not to bright or dark. They tried to keep it pleasant to the eye. At the same time it is not completely transparent, because of the bright pops of colours such as orange and then you see that for the Build to last section they don't use a blue bottle, but a different colour which is visually pleasant.

Participant 3: I agree and would also say that it looks very professional. Everything is very well tailored. I am looking at it on my iPad and the pictures fit perfectly If you have it on horizontal view.

2. What do you think of the design of the website; is it appropriate for the company?

Participant 3: I would say yes. It goes in line with other sustainable bottles. I am thinking of the Doppo website. To mention competitors. It fits the goal of sustainability.

Participant 4: I agree. The design is really something I would expect what a company of reusable bottle to look like.

Moderator: thank you. Still talking and looking at the design of the website. You can take some time and look at the images on the website for the next question.

3. What do you think of the colours, text, images and background that are displayed on the website?

Participant 3: Maybe on the homepage aesthetically wise I am not sure if I love the way the comments look. The reviews I mean, because everything looks very structured and then the layout of the reviews doesn't seem to fit the rest of the page. In my opinion. I don't know how fixable it is.

Moderator: no, thank you for sharing. You are the visitor and that's how you experience it. Anyone else would like to share their opinion on the colours, text and images?

Participant 1: I think I like their choice of orange for the numbers. I think it's an interesting choice. Basically they don't go with red to alarm you, but still go with a bright colour to make you be aware of it. Usually, for the bad things you go with red or with dark red to make it really dark and bad. Here, I can see that the pop of orange is meant to be more, well everyone knows it's alarming, but what is the company doing about it. At least, that's what I think their thought of process was, maybe (laughs)

Moderator: I think it's very interesting. Thank you for noticing and sharing.

Participant 1: yeah, because the colour red is bad or alarming, but orange seems more friendly and asks for attention. I can see they used this method of colour throughout the website with certain information such as the numbers. I think it's a similar strategy.

Moderator: And what about the images? let's look at the images of the section Ocean Impact. What is your first impression?

Participant 3: I am assuming that they involve an community. I mean that's what it looks like. I actually appreciate that there are not the typical images of, oh look a third world country and poor people, darker skin people, because that's what they usually use and its always feel very racist. I really appreciate that and I think the images look really good. But I also wanted to mention, for the previous question, I appreciate that their transparency chart is actually a bottle. It's a very clever way of structuring a boring chart.

Moderator: thank you participant 3, also for mentioning your second point. I also noted that and thought it was clever. Participant 2, I saw you agreeing about the images.

Participant 2: yes, I agree. For example, the last image of a woman smiling and I think it helps. It's another vibe than the standard images most, other companies would use.

Moderator: What is the difference for you, between the typical third world country images to get emotion and the images on the Ocean Bottle images?

Participant 2: I think the typical images are overused. The images of the Ocean Bottle give a positive vibe, its different. The whole website has a positive vibe from what I've seen so far.

Moderator: yes, I understand. Thank you. Now, an extra question from the co-founder Nick Doman. I want an answer from each of you. Let's begin with participant 4.

4. Extra question from Nick Doman one of the co-founders of the Ocean Bottle: What do you like about the Ocean Bottle, and would you buy it? If not, why not:

Participant 4: I think they look really nice. However, I already have a lot of reusable bottles at home so that's why I don't think I would buy it. But I really like what they look like and the colors. If you don't have a reusable bottle yet, I think it would be a really nice option.

Moderator: yes, thank you. Feel free to be as honest as you want.

Participant 1: I absolutely love the design, it happens to have two of my favorite colors. I would definitely go for a dark green or black bottle. I like that they don't just go with common colors such as green, blue or white. They have interesting names and style for the bottle. However, for me it's a bit on the high price point, but I understand sustainability cannot be cheap. But I would think once or twice before purchasing the bottle even though I know it would be a great investment. But

the price in my case might stop me a little bit from jumping and buying it. The design and mission might be the factors to win me over. For me it's something to consider.

Moderator: Thank you for being honest and I hope that the discount code can help you and convince you (laughs)

Participant 3: I totally agree with participant 1, because it's a bit on the expensive side. I was just looking at the colours and it would definitely be an improvement from my plastic Doppo bottle (laughs). I am considering buying an isolated bottle, so I might purchase the Ocean Bottle. But I was just looking at the website and noticed that currently you cannot buy the Ocean Bottle.

Moderator: yes, that is the surprise. During the first focus group we noticed that the shop is offline. Let's go to the shop for a minute.

Participant 1: (reads out loud the notification about the shop currently being unavailable)

We are sorry to tell you that our online store is temporarily closed for new customers due to recently introduced tariffs. Totally understandable. I am not surprised.

Participant 3: Yes, exactly.

Moderator: okay. I contacted the customer service and they informed me they are working on it as fast as they can. But they can't give me an indication or date when the shop is back online for new customers. But good to hear participant 1 that it does not bother you to read that.

Participant 1: no, definitely not. For me, I would be expecting this from a lot more brands now. There is Brexit and the pandemic, many factors that might influence the production or shipment. I am actually happy that they don't suggest a not sustainable alternative, because it is so easy to create other ways of shipping a product which might be less sustainable. It could even be damaging for the environment. That's why I am happy to read about their transparency about China, you would think oh China that's not sustainable, but in their case it's a huge difference so, I am not upset that they are not shipping at the moment.

Participant 2: I just saw the price, its 46 euros? I think the price would be an obstacle if I'm being honest.

Moderator: for the next question we are going to look at the user-friendliness of the website. Take some time to navigate through the website, keep doing this during the answers if you like.

Dimension 3: user-friendly

The visitors are capable of navigating the website regardless of their educational background and interact with the available tools provided on the website.

1. Is the website easy to find through a search engine and to use, understand and navigate?

Participant 3: when I looked up the website, it was the first website that appeared on my search on Google. This is good if you are looking for the bottle.

Participant 4: it's easy to use.

Moderator: everyone agrees or would like to add something?

Other participants: yes, I agree.

2. What are the elements of the website that make it difficult?

Participant 4: I don't see anything wrong. Everything is easy to find. I don't see any problems.

Moderator: no recommendations or suggestions to improve?

Participant 4: no, not at first glance. It's easy to use and looks good.

Moderator: would anyone like to add something or agree?

Participant 3: I agree. I am not sure if I just found a glitch or something, but it could be because of the device I am using. I don't know if this could come up in another question and its best to wait.

Moderator: there is a question about using different devices. But go ahead, what do you want to share?

Participant 3: (laughs) okay. Well you know on the homepage it shows you how many kilograms of plastic bottles has entered the oceans and it's a rising count. Well the thing is when its get to maybe like 50.000. oh yeah there it is, the page starts moving. I'll try to show you now on the screen.

Participant 4: I saw that too.

Participant 3 : oh it's not doing that anymore. I don't know, it was just there (laughs)

Moderator: oh wait, I see it too. It could be a glitch, because it has a moving effect.

Participant 3: If you want to look at the customer reviews or anything below that it is not possible, because it keeps on moving.

Moderator: Thank you. That's interesting and could be an answer for the next question which is okay. However, this also answers the question of elements that could make using the website difficult. Anyone also experiencing this glitch or would like to add something?

Participant 4: yes, I saw it too. I am using my laptop. I think that if you are using full screen, the horizontal screen it does not happen. With a smaller screen it does not happen, then the word kilograms go under the amount of numbers. It then just keeps going back and forwards.

Participant 3: Yes, this happened with me indeed and was resolved when I put it in horizontal.

Moderator: Does that bother you? Should the rising amount be implemented in a different way?

Participant 4: yeah I guess they could have put the word kgs under the amount of numbers so it wouldn't happen. It was a little annoying at first, but then I changed the size of my screen and it was gone and it was fine.

Moderator: okay. So your frustration was short.

Participant 4: (laughs) yeah I guess so.

Moderator: it could be important. I am not patient, to take the time and change my screen setting. Some visitors might not want to do that and leave the page.

Participant 3: I agree with participant 4, maybe they could change the placement of the word Kg. by putting it under the changing numbers. Maybe not make it a moving element then this wouldn't have happened. It's not too bad, but happens when showing a rising number. I guess this also shows the urgency of the problem(laughs).

Moderator: that is true. You can go ahead and use a different device to look through the website.

We have a tablet, phone, laptop. Participant 3, what does the website look like on your tablet?

3. How does the website work on various devices with diverse screen settings ?

Participant 3: I am comparing them and I think they look the same. I think I like it more on the laptop than on a tablet.

Moderator: how come, what makes it more pleasant on the laptop version?

Participant 3: If you look at the section of Co-brand and Partnerships part, on the tablet it looks like the division between Want to collaborate and Your brand-Our bottles looks just like a straight line, but on the laptop version it looks nicer with the waves. Again, a very minor change of aesthetic, but I like the waves better.

Participant 2: I like it more on my phone.

Moderator: Why do you like the mobile version better?

Participant 2: it's a personal preference. Well I use my phone more often to search for things. Maybe that's the reason.

Participant 4: I am using my laptop, but I am changing the screen every now and then so I can see the different screen settings. I can also make it smaller, its then basically the same size as on a phone. I like the laptop version better, but it's just a personal preference. When you use the mobile version you can click on the menu, then it opens and shows a tab with the options of the sections you can chose from. I honestly like the laptop version one better, because the sections are already there you don't have to click another tab. It just looks more spacious than the menu part that appears from the side. Again just a personal preference.

Participant 1: I like the mobile version, its user friendly. it's done well and easy to read.

Moderator: thank you everyone for taking the time to grab different devices.

Dimension 4: social influence

The social influence of customers can be significant in forecasting the usage and satisfaction of a website and their provided products and services.

1. What do you think of the use of social media on the website?, is it easy to find and use ?

Participant 3: I found their social media ,of course on the bottom of the page. I think it's very smart they put their Instagram posts separate on the bottom of the homepage, because you can already see what they stand for and show on their Instagram page.

Moderator: yes indeed. Let's take a look at their Instagram posts. Try to click on the posts and see what happens.

Participant 4: When you click on the posts on the bottom of the homepage is does not navigate you directly to their Instagram page. It just shows you the posts of their Instagram page. This is good and easy to then only see the posts without going to Instagram, but think it would be better for the company to lead the person directly to Instagram to show the other posts as well and gain faster followers for their page.

Participant 3: I actually really appreciate it does not directly sent you to Instagram, because sometimes it's very annoying when you re browsing a page and I just want to see that specific thing,

but it sends you to a whole other app. But I agree with participant 4, but maybe where the @ symbol is, they could just insert a hyperlink that directs to their Instagram page. Because you can also go to the bottom of their page and select Instagram to go to their page. It works I just tried. But if you add the hyperlink on the @symbol it would be visible and easier to find. I don't think all of us would normally scroll to the very end of a page.

Participant 1: I have a very similar opinion as participant 3. I tried their Instagram link on the bottom of the page, it gives you a very smooth transition to their page. Whereas, if you go to an Instagram post sometimes it might make it more difficult or ask if you want to switch to the Instagram app. In this case it only shows the posts and a description which I think is great. However, I do agree for people to follow them easier, it would be better to have a very small hyperlink to go to their Instagram page. All of the other social media links work great, very visible. Their Facebook page even shows the prices of the bottle with a tag on the photos which is visually very easy to process. The only thing that could be adjusted is to add a hyperlink for Instagram somewhere above the homepage.

moderator: Thank you for sharing and taking a look at the other social media links. I know Instagram to be the most popular social media platform. Facebook is no longer used as actively among millennials.

Participants 4 and 3 nodding, participant 1: yes, I agree. I don't really use Facebook anymore.

Participant 1: All of the links work which is good, sometimes brands have some links, but they are outdated. In the case of the Ocean Bottle all of their posts are updated, you can see that they are posting simultaneously across all their platforms which I think is great. It's a bit sad that their Twitter only has 300 followers, their LinkedIn page has a lot more followers which I guess for their professional environment is great. Very smooth transition on the phone to their social media links.

Moderator: thank you participant 1 for your elaborate answer.

2. What do you think of the customer reviews placed on the website?

Participant 3: I think it's really good that the reviews are there, because if we go back to the price point I think you really have to think about it. I don't think everyone has 46 euro or more to invest in a reusable bottle. Its good they already provide you with some insight to make an informed decision. The reviews speak for themselves. I only found two, four star reviews and the rest are five star reviews. For example, one of the four star review says that they received the wrong bottle,

they reminded the company, who then send the right bottle to the customer and refunded them the whole shipping costs ,so that is really nice and speaks volumes of the company.

Moderator: Does anyone agree with participant 3 or would like to add something? Participant 1, I see you nodding in agreement. Participant 2, what do you think about the customer reviews. Is it important to you?

Participant 2: yes, I am someone that reads the customer reviews.

Moderator: for the next question, let's take a look at the section Ambassador projects. Take some time to look at this page.

3.How would you feel more connected to the Ocean Bottle brand and part of its community?

Participant 3: I am guessing the answer to that, would be to join their Ambassador project? (laughs)

Moderator: for example.

Participant 3: I would say it is important when it comes to such a brand, not for every brand of course. If you are already interested in sustainability I guess its natural to be interested into doing more related to plastic and ocean pollution. I don't know what else they could do, from what I can see the Ambassador projects already seems to be very involving with the community and the brand itself.

Participant 1: I am glad that they don't have some big famous face slapped on their Ambassador project. In some cases, it really depends on the famous or known person selected to be the ambassador. If they are too famous it can actual backfire and have a negative impact for the promotion of the brand. Potential customers might think that due to the big famous name or person they would not be able to join as they are a young, active adult who lives in the Netherlands. It would be better to have not famous people join as an ambassador to show to be more relatable and approachable. It can also be a clash with the expansion of the brand, if they want to expand do they want to use a few smaller influencer or do they use bigger ones to promote internationally.

Moderator: Now please go to the section About, then select 2020 Impact report. Take some time to look through it. When you are done go ahead and look at the other sub sections of the About.

Dimension 5: Information quality

The information on the website is relevant, timely, and accurate.

1. What does the information of the company's objective, customers and services tell you?

Participant 3: Maybe I don't have that much knowledge on technology. For example, on the page How it works the eight point that says Smart chip activated. I know what NFC is, but I don't understand how is it involved in this situation with the bottle. Maybe there could be more information for that, because the three lines are not telling me enough.

Participant 1: A suggestion for the page How it works, the parts can not be clicked on to receive more information. However, step 5 can be selected that then directs you to a Google map. If they could make clickable links in a way to explain the eight steps. I don't know what NFC is, for me this makes no sense. It does not have to be a lot of information a few sentences would be sufficient. Something that opens or directs to a different page to give more information on each.

Moderator: I understand your suggestion. Can everyone see the fifth step with the Google map that show the locations where the Ocean Bottle operates? What do you think of this map?

Participant 3: it is important to know. If you are trying to fund their mission, which someone is doing by buying their bottle. Then you should know where and how exactly the money is being spent. I wanted to add, Brazil is seen on the fifth step, but not shown on the map that opens when you select the fifth step. So I don't know if that means they are no longer operating in Brazil, the step and map don't say the same thing. Maybe something to look into.

Moderator: yes indeed, you are right. I see that as well.

2. How do you discern whether the information on the website is up-to-date?

Participant 3: I would say you can find proof for it in their Opinion section, because their most recent article in news is from two days ago, that's already very positive.

Participant 1: it shows they are working, they are active.

3. How and what type of updates would you like to see about the Ocean Bottle organisation and product?

Participant 1: I think due to the recent trend of more companies becoming sustainable and Greenwashing plus the pandemic, maybe it would be cool if they could update about how their factories, manufacturers are doing. For example, how are the people that are collecting the plastic bottles doing. I know it sounds a bit superficial to ask how they are doing, but often brands don't show the manufacturing side. I think now with all the awareness that has been going around everyone talks about it. You start thinking I would like to see the behind the scenes as well. It is

great that they are getting awards and the press talks about them, but I also want to see or hear from the manufacturers. The manufacturers could tell the company they are doing great, but is the company keeping up with them to make sure that what they are telling them is also the great. To be sure that they are truly sustainable and not just adding a name, because it's the trend.

Moderator: okay I think I understand. You would like to hear or see more about employees. Once a week or once a month. For example, a blog or video, to make it more transparent and reliable.

Participant 1: yes, especially now with COVID. Some examples of updates could be, did the factory stop working or are the people that are working treated well. Do they have supplies to stay safe. Just some examples and it shouldn't be too often, but it would be an added value. I think to see things like that.

Participant 4: I think it would also be nice to see or receive an update on their progress and what other projects they are working on.

Moderator: Thank you. To follow up I would like to ask you to take a look at the 2020 impact report in a pdf format for the next question. What do you think of this report ?

Participant 4: I think the report looks really well made. It is important to have this information on the website to know exactly what is going on and what they are working on. It looks really good.

Moderator: Does this report cover the information you were missing for the updates you would like to receive?

Participant 4 : I haven't been able to read the whole report, but from looking at the table of contents I think it covers important aspects that are good to know. I am not sure if it covers information about the future projects they are working on.

Moderator: What do you think of the format of the report? Is it user friendly?

Participant 4: yeah, it's easy to find and the contents are listed very clearly.

Moderator: Does anyone agree or would like to add something?

Participant 3: I agree and I also think it's quite good that at the end of the report they put their goals. They already set goals for 2021. I think that shows you some commitment. The report is about what they did in 2020, but they are already looking into doing more in 2021. That's great.

Participant 1: totally agree.

Moderator: I have four more questions about the dimension Trust. For these questions you can review all the sub sections under the main section About.

Dimension 6: trust

The customers can have uncertainty, because, websites are hosted by unknown parties.

1. What do you think when you look at the sources and suppliers on the website?

Participant 3: I actually have a question for the press and awards section. In the Making the headlines I appreciate that they actually linked the articles, because most of the times when you see these it's just on sentence and you don't know in what context they made that statement. But, if they did that for all the them then why not for the You magazine and The Times, because it's not done there and I would really like to see it. Because those two quotes are very cryptic, some would say.

Moderator: Good that you noticed. Are you curious why they don't have link to the article, should this be added to take your doubt away?

Participant 3: yes, exactly. Also from a methodology or something stand, point of view, why would you put a link with all except those two. Why wouldn't you just scrap them for all if you don't have a link for all of them. Yeah, it looks more suspicious if you don't have it for those other two that are quite a statement. I mean, "Build to last a lifetime" is a strong claim and "if Apple designed a drinks container for life, this would be it" . I would like to see the whole thing, the article.

Moderator: yes, I understand. Does anyone agree or would like to add something?

Participant 1: yes

Participant 4: yes. I am just thinking maybe they don't have an online version of the article. I wouldn't necessarily think that they are hiding something. I understand the two are pretty bold statements so maybe have something to back it up from the same magazine or something.

Participant 3: yeah, I mean of course, maybe not suspicious in oh what are they hiding, they are being shady. Because I am pretty sure that's not the case, but I mean it really strikes you as it seems odd to see it like that.

Participant 4: yes, I understand and agree.

Participant 1: yeah and I thought maybe its only as printed press. But otherwise I think the company Ocean Bottle are quite open and straightforward. For me it does not come to mind that they would

be lying to you. They give so much information. It's usually when the company does not give enough information that you have questions. Here you have quite a lot of information you don't think about it, oh they are definitely lying. Of course my first thought when I saw that they are manufacturing in China hmm interesting, but then they describe how they are manufacturing in China and I thought no okay that's great, it's one of the best manufacturing companies. They are very open which makes you want to believe them.

2. Does the website look trustworthy in terms of authorities, physical address, sponsors, manager and copyright ?

Participant 2: well I don't see something that doesn't make me trust them, if that makes sense.

Moderator: I am not sure who mentioned it the beginning, but someone pointed out the certificates placed on the bottom of the website. Could that be a symbol of trust or the press and awards?

Participant 1: yes, it gives me a feeling that I can trust the company. I am searching for their address on Google. But yeah everything looks legit to me.

Other participants: yes, I agree.

3. How can the website reduce your uncertainty about the Ocean Bottle product and your purchase?

Participant 3: I don't think so, all the information is already pretty clear with the report, with the facts and also I found at the bottom of the website that they have the Returns and Guarantee information, so everything seems very transparent.

Moderator: do we all agree ?

Other participants: yes.

Moderator: then now for the last question, still about the dimension Trust, an extra question from Nick Doman. I would like everyone to give an answer to this question. Who would like to go first?

4. extra question from Nick Doman, one of the co-founders of the Ocean Bottle:

On a scale of 1-10, how much do you trust the Ocean Bottle mission and product ? please explain your grade of trust:

Participant 4: I think I would give it an 8 I guess. Of course, I have not tried the product myself so I could never be a 100% sure whether I would be satisfied with the product. I probably would. I think

the mission is very good and there is a lot of information with proof to back it up. They really are working on things and I don't have a reason to not trust what they are doing, because it seems they know what they are doing. The products look really good. The website of course looks trustful.

Participant 2: I think I would give it an 7.5.

Moderator: okay. Thank you. Can you explain your grade?

Participant 2: well this is just based on what I've seen today, because I haven't heard from the Ocean Bottle before today. The mission statement is clear, you know what it is about. I haven't used the bottle, but it looks good. The price, well I already mentioned that. Overall it's for a good cause. Between a 7.5 or 8 yeah.

Participant 3: I am going to agree with participant 4 and also give an 8. Because only based on what I've seen today I would really trust them, but of course I would have to look more into it. I really like that the information that is there and that is also why I am giving them a higher grade. If you didn't want to look more into it, even if you didn't want to look elsewhere for information, it's already on their website. That's useful.

Participant 1: I also will go with an 8. I was debating maybe an 8.5. but I am quite happy with the company Ocean Bottle is representing. I have also never heard of them before, but I think more people should hear about them. It's a great new way of doing things, collectors that are receiving money for the things they collect, it's an interesting option. Creating a bottle that you will be able to use for a long time, they are quite transparent on the website, so what else do we need (laughs). Maybe an 8 or 8.5.

Moderator: Thank you all for sharing, explaining your answer and your honesty. That were all my questions. I want to end the discussion by thanking you for participating, I appreciate it. I will send you an mail with the discount code you can use once the shop is online again. Now you know about the Ocean bottle, if you like share it with others and thank you.

8.4. Appendix 4: Transcript 2nd Interview with the Cofounder of the Ocean Bottle

Cofounder of the Ocean Bottle: Nick Doman

Date: 5th of February 2021

Duration: 30 minutes

System: Microsoft Teams

OB= Ocean Bottle

Interviewer: Good evening, how are you ? can you hear and see me?

Nick Doman: Hello, good evening, yes I can and I am good. Can you hear and see me?

Interviewer: yes. Thank you for joining me again. Today I wanted to share the most interesting findings from the focus groups and see if they could be useful for the website of the Ocean bottle.

Nick Doman: yes, I am curious to hear what they said (grabs paper and pen and starts writing).

Interviewer: I want to begin with the positive, the things they liked about the website and the bottle. OB being an impactful company is clear for the focus groups. As the website looks clear, looks europeanish, a participant said that she thinks of water, air, nature, quality bottles. The message is clear and seems to be on the front. Looks sustainable, well designed, looks millennial orientated. Modern, message is clear. They immediately think of water, the ocean, looks very calm, the used colours, the design makes an impact-quite straightforward. Website looks minimalistic; well made. Good images people with the bottle. Well done. It looks neat. You can tell it is about the environment. Immediately think of the question: what is it made of?. The website looks minimalistic which is a positive aspect. It gives the website a clear overview. The website looks like an activism/environmentalist website, it does not look like a commercial website that sells a product. This is innovative. It looks professional. It is clear its about their mission and not about the bottle. The colours used are not too bright or dark. One respondent said the use of orange with the numbers is interesting. As it does not seem alarming as red, but orange is to warn and that is smart and pleasant. Is that true about the orange colour?

Nick Doman: yes, actually. That's what we were trying to do.

Interviewer: well, that's good then. Furthermore, most of the respondents agree that they like that the bottle comes in different colours, especially colours that are not common but good to match with their lifestyle and outfits/bags etc. enough colours to choose from for different types of people. They agree that it is good that there is information on the bottle is made, the number of how much kg plastic is in the ocean. This is something they want to see and how the process of the OB works. The material, the price and percentage of the profits donated to their goal is important to know for the consumer. Furthermore, they want to know how they recycle and who works for the company. The size of the bottle is important, will its fit in her bag and the price. For some respondents it was not clear how the OB is helpful for the planet, focus group 1. The website looks suitable for a sustainable company and one respondent said the logo is connected to the topic, environment and the mission.

Nick Doman: That's good to hear(continues to take notes).

Interviewer: Now some suggestions they had for improvements, good to know none of the respondents dislikes or had something negative to say about the company, OB, website or mission. Focus group 1, a respondent suggested to change or add images that shows more emotion. For example the pollution of the ocean. Impactful images to show the cause of the mission. On the other hand, respondents of focus group 2. However, another respondent said they prefer the website does not show images of emotion such as people in poverty, third world country, as this is common for certain products to try and emotionally manipulate their customers. The respondent said images of the community, employees shows a positive vibe and perspective on the website, which is different and nice to see. A respondent said they would like to see the location of the images placed on the website, to give them the feeling that they can go to the country or know where they are helping or contributing by purchasing the bottle. Another respondent suggested to use Dutch influencers to raise awareness of the Ocean Bottle in the Netherlands. None of the respondents heard about the product. But do think it should be more known in the Dutch market. Another respondent said the opposite about using Dutch influencer to raise awareness. She said she thinks "it's good and wont not want the influencer of a big famous face slapped on the project". Because this makes it seem that anyone can be a part of the brand, as an ambassador choosing big names can also be negative or clash with the expansion of the brand."

Nick Doman: yes, I don't think we would want to go use Dutch influencers, we already have influencers promoting the OB.

Interviewer: Some respondents noticed that the language of the website cannot be changed or adapted to a different language except for English. This should be changed in order to reach a larger target group. One suggestion that both focus groups agreed on, the categories on the page, How it works, has blocks with the steps of the process with one sentence and an animation. There should be more information, three lines explaining that block. For example; suggestion to be able to select the block, that then opens to another page with more information. All respondents agreed that the block that mentions the placement of the NFC chip seems vague and not clear due to the lack of information. Besides, the map that shows the locations where the OB operates could be more clear by sharing more information about the locations. Also, the conference video placed on the page is good, but seems odd to only show a conference. Instead add a video that seems more suitable for the website with the similar content as the conference video. Furthermore, most of the respondents would like to see the circumstances of the employees working for the Ocean Bottle; their salary, work conditions, how has the pandemic COVID-19 impacted the factories and work conditions. Most respondents agreed on this part and said having this information is important to them. The page about the ambassador projects seems random to some respondents: the images seemed to be of random people or models. Suggestion to add more information with for example a short video of the ambassador explaining their reason and experience being an ambassador for the OB. One respondent said: "it seems a bit cold" keeps it us at an arm's length". "The page and information looks very minimalistic which can be good, but not when you want to create a brand or community". Suggestion to add real life information, video montage of people using the bottle. Make it more relatable. Almost both of the focus groups agreed with this suggestion.

Interviewer: Good to mention that focus group 1 was not sure about the amount of information on the OB on the website. On the other hand, focus group 2 repeatedly complimented the website and the OB company for being transparent with the information shown on the website. Respondent of focus group 2 about the impact 2020 report: "The 2020 impact report has a good, clear design. The goals put for 2021 shows their commitment". However, both focus groups agreed that the customer review is placed at the bottom of the homepage, almost all of the respondents went to the tab "Opinion" to find the customer reviews as they assumed that would be part of the customer reviews and not of the press opinion. They suggested to have the customer reviews posted on a different page and not on the bottom of the page. One respondent said, the reviews do not show the country of origin of the reviewer, a suggestion to add the country which can show the international aspect of the visitors and buyers of the OB.

Nick Doman: (nods in agreement).

Interviewer: Also, the Instagram photos placed on the website, they suggested to put a hyperlink next to the Instagram posts that immediately directs a visitor to the Instagram page of OB, as most people would not scroll to the bottom of the website. This was suggested by most but at the same time they did not mind it.

Interviewer: Now, one of your questions, probably the most important one for you to know, would they be interested in buying the bottle and why? Well for this question most of the respondents said no, due to the price. However, that does not mean they do not like the product, because they do. They want to support, but would prefer a price category of 25-30 max. euro. excluding the shipping costs. A few respondent said they would like for the OB to be available in a physical store, this would make it easier to consider and buy it. They agree that it's a good mission to support, but still would prefer to buy a bottle in a store and cheaper. Some respondents said they already have a lot of bottles, they really like the colours, looks well designed, mission is to be supported and raised awareness. When able to afford a few would consider and buy the OB. Some are already considering. They do want to support products like this though. Especially if the company uses a certain percentage of their earnings to their mission.

Nick Doman: yeah we would not want to sell it in physical stores due to keeping it, the production sustainable.

Interviewer: okay. I understand. For your second question about trust, the first focus group 1 three respondents gave a 7 and one respondent a 6. They said that there is a lot of information on the website, but they still have some questions or information they would like to know more. Not transparent enough. On the other hand, focus group 2 , three respondents gave an 8 and one respondent a 7.5. They would probably be satisfied with the OB, mission is good and a lot of information is available which seems very reliable. They don't see any reason why not to trust, continuously complimented the website for looking and the company for being transparent.

Nick Doman: Could you sent this information to me via mail?

Interviewer: yes of course, I will also add the other interesting findings I didn't mention. What did you think of the suggestions? Is there anything you could use?

Nick Doman: yes, definitely. About the price being the reason most would not buy the bottle. I mean I understand ,but we won't be able to make it cheaper, it's difficult as we try to be as sustainable as possible and our bottle is actually cheap compared to others if you look at the production, the high quality of the bottle and the percentage of revenue we donate to our mission. It surprises me, because I remember at university, students spending more on Nike sneakers, yeah its interesting. I think it has to do with our brand not being known, if we can increase the popularity, they might feel easier to buy the bottle, the price wont bother them as much.

Interviewer: could be definitely. As I said they all support and like the cause and mission. I also believe working on making the OB more known and popular would be a possibility to decrease the influence of the price. Sometimes it has to do with priorities, as you mentioned, what are the things someone would like to spend a bit more money on, invest. I myself want to spent more money on these products, sustainable, I see it as an investment, my way of contributing. But its different for everybody.

Nick Doman: yes indeed. But it's very interesting. Thank you.

Interviewer: you're welcome, is there anything else you would to comment on, the suggestions or remarks? Does this information help a bit?

Nick Doman: no, I'm good. If you can sent the information via mail. I don't have any questions or anything to add.

Interviewer: okay. well thank you and I will sent the information to you soon.

8.5. Appendix 5: Informed Consent Form



Informed Consent Form

Informed Consent Form

1) Research Project Title: Website effectiveness for The Ocean Bottle

2) Project Description

The Ocean Bottle is a relatively new company that focuses on a global issue of plastic pollution with their own mission and product of a reusable bottle. The mission statement of the Ocean Bottle is based on a long term and sustainable plan with focus on the social-economic impact in affected communities. This requires an adequate marketing strategy with focus on their product in combination with the perception of potential buyers. Hence, it is crucial to focus on expanding their access to the market and improve their lack of exposure to reach a larger target group. In addition, they can be an example for European companies to become more environmental. This study researched how the Ocean Bottle can increase its website effectiveness.

If you agree to take part in this study please read the following statement and sign this form.

I am 16 years of age or older.

I can confirm that I have read and understood the description and aims of this research. The researcher has answered all the questions that I had to my satisfaction.

I agree to the audio recording of my interview with the researcher.

I understand that the researcher offers me the following guarantees:

All information will be treated in the strictest confidence. My name will not be used in the study unless I give permission for it.

Recordings will be accessible only by the researcher. Unless otherwise agreed, anonymity will be ensured at all times. Pseudonyms will be used in the transcriptions.

I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Name: Susana Jose

Signature: Susana Jose

Date: 29/01/2021

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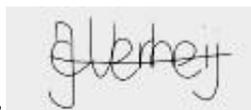
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Name: Chantal Verheij

Signature:



Date: 29-01-2021

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Name: Irina Strugaru

Signature: Irina Strugaru

Date: 29/01/2021

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I consent to take part in the research on the basis of the guarantees outlined above.

Name: Weronika Adamska

Signature: Adamska

Date: 29.01.2021

**Informed Consent
Form**

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I consent to take part in the research on the basis of the guarantees outlined above.

Name: Bernice van Aalst

Signature:



Date: 01.02.2021

Informed Consent Form

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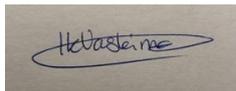
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I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Name: Iida Vaskimo

Signature:



Date: 01-02-2021

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I consent to take part in the research on the basis of the guarantees outlined above.

Name: Myrna de La Peña

Signature:



Date: 01.02.2021

8.6. Appendix 6: European Studies Student Ethics Form

Section 2 Complete this section only if you answered YES to question (iii) above.

(i) What will the participants have to do? (v. brief outline of procedure):

the participants will join an online focus group, take a look at the website of the Ocean Bottle and answer questions formulated from theory models about website effectiveness to give their opinion and perspective. The researcher will be the moderator and guide the discussion.

(ii) What sort of people will the participants be and how will they be recruited?

the participants that will be invited to join the focus group should meet the criteria of millennials living in Europe. The researcher will use social media platforms and their own network to recruit potential participants.

(iii) What sort of stimuli or materials will your participants be exposed to? Tick the appropriate boxes and then state what they are in the space below

- Questionnaires
- Pictures website of the Ocean Bottle
- Sounds
- Words
- Other focus group

(iv) Consent: Informed consent must be obtained for all participants before they take part in your project. By means of an informed consent form you should state what participants will be doing, drawing attention to anything they could conceivably object to subsequently. You should also state how they can withdraw from the study at any time and the measures you are taking to ensure the confidentiality of data. A standard informed consent form is available in the Dissertation Manual. Appendix the Informed Consent Form to your Final Project/Dissertation as well.

(vi) What procedures will you follow in order to guarantee the confidentiality of participants' data?

I will not share their full names or contact information in my research. The information or perspective given by the participants will be done anonymously. The participants will be asked to fill in an informed consent form if they agree to be recorded during the discussion or interview.

Student's signature:



Date 08/02/2021

Supervisor's signature: dr. Agota Szabo

Date 08/02/2021

(if satisfied with the proposed procedures)