

**How Does the EcoDine Armenia campaign
influence Armenian consumers' willingness
to pay more for sustainable products?**

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Introduction

Morleos is a German company that was established in 2022. It is one of the brands of JB Products company. Morleos produces products such as glasses, vases, cake plates, and any other tableware product that can be made of glass. The products are made of polycarbonate, an unbreakable material, and the product was developed for Morleos is more innovative-the raw material they use is made of white sand and crystals. The brand's most important key is that the product is fully recyclable and BPA-free.

The brand intended to revolutionize both hotel, restaurants, and caterings (HoReCa) and retail sectors to preach and prove that traditional glass-made products are not as practical and comfortable as polycarbonate ones because of one simple reason-polycarbonate never breaks. In many spheres of life, it is really crucial and needed, for instance, in seaside restaurants, pools, spa centers, catering, etc. However, is it essential for the retail sector as well? This question needs thorough research to be answered as many factors influence; for instance, for centuries, glass-made products have been the prestigious ones, and it may not be very easy to change this perception, and this is only one reason.

As Armenia is a small country with a small market, it is hard to introduce a new kind of product, as the consumers are accustomed to some types of products. Moreover, nowadays, online shopping is very popular, and it is far cheaper than in-store shopping, and people need

more time to be ready to buy products they don't know. Therefore, this campaign aims to promote products and understand the Armenian consumers' perceptions and approach towards eco-friendly products and whether they are ready to pay more for durability and sustainability.

Luxus Haus is a tableware store established in 2001 in Yerevan. It represents various European high-class brands and has a good position in Armenian tableware stores market with more than 5000 registered clients. The store's motto is to provide the Armenian client with only quality products and all those clients who made a purchase even once from the shop assert that Luxus Haus is always about quality, as they use their goods even for twenty years. From the beginning of the store's functioning its clients are not only the retail sector but also HoReCa representatives, such as the Alexander Hotel, Marriot Armenia, Seasons restaurant, Radisson Blu Hotel, Golds Spa and many more.

Collaboration with Morleos is not an exception in choosing the highest quality; as mentioned above, the brand uses only high-quality raw materials for its products, and the products do not contain toxic substances. Thus, it was decided to collaborate with Morleos to provide retail and HoReCa sector with innovative products.

After thoroughly researching the market and concluding that there are no such kinds of products, in June 2023, it was decided to order the first load. During the time when the load was

on its way, many meetings were held with various restaurants, cafes, and hotels. The representatives were interested in the products but when they heard the prices they were surprised. Even though the high prices were justified due to the raw materials' expensiveness, etc., most people did not want to start a partnership as they did not have an efficient budget. By the time the load arrived, there were only two businesses that had sealed an agreement to buy the products.

When it comes to the retail sector, everything is even more complicated. The clients are accustomed to glass-made products, and most of them don't even want to hear that polycarbonate is not plastic. People find it not prestigious to buy "plastic" glasses for their house and are surprised by high prices. After months of introducing the products to the clients and telling them about their advantages, there were only several purchases, and feedback show that those who bought are very satisfied as they have kids, and they are not afraid the kids would break.

This project aims to build a PR and marketing campaign, the ultimate goal of which is to spread awareness about polycarbonate products among Armenian consumers and to change their opinions about PCG glasses, to modify people's preferences and try to make them choose more eco-friendly and sustainable products. Consequently, having good results and succeeding will lead to an increase in retail sales. Consequently, having good results and succeeding will lead to an increase in retail sales.

Literature Review

Over recent years, customers' interest in sustainable products has made characteristic changes in purchase decisions. This section of the proposal analyzes previously done research studies and reports on consumers' willingness to pay more for sustainability to comprehensively understand diverse factors that impact it. This literature review includes various studies that explore consumers' financial behavior toward sustainability. These reports analyze factors such as customer preferences and economic concerns that form purchasing sustainability behavior. The thorough investigation of this literature and identifying its gaps and strengths will shed light on the further needed research and define the aspects that need to be explored by running the EcoDine Armenia campaign, which will identify its impact on consumers' willingness to pay more for sustainability.

The results of recent collaborative studies conducted by IBM, NRF, and the University of Pennsylvania's Baker Retailing Center demonstrate the consumers' attitude toward sustainable products, showing that customers of younger age groups from 18 to 34 years are highly willing to pay more for sustainability; the percentage of the willingness of this ages group reaches up to 80% (Loughlin, 2023).

Similar results have been shown in another study by Doshi et al. (2023), which emphasizes that the aspect of sustainability has become an inseparable characteristic of consumer purchase behavior. The study included more than 10,000 participants from 17 countries, and it showed that there were fundamental changes in customers' attitudes towards sustainability; 85% of that significant number preferred to make more sustainable purchases over the last few years. The study also found that this tendency is more likely to be "young"-specifically Millennials and Gen Z- and tends to encourage sustainable products.

Because the positive opinions of consumers about sustainability are gradually developing and spreading, they go beyond personal borders and begin to outline connections between generations and the progress of that culture because the main supporters of the movement are the youth (Northen et al., 2023). Thus, in a global context, 60% of consumers continue to care about sustainability development, and this coincides with the pattern of consumer habits and choices, which emphasizes the importance of making purchasing decisions (Petro, 2022). A major challenge for businesses is to show their positive attitude and commitment to the topic in order to satisfy customers who are willing to pay more and not lose customers who are not willing to pay extra.

The study done by Doshi et al. (2023) unequivocally asserts that a large percentage of consumers worldwide are willing to pay more for sustainable products. Among the countries, the USA stands out in particular, with 42% of consumer readiness. It is worth noting that the central

part of this percentage is youth, which shows that young people give more importance to the development of sustainability. As well as syntheses of previous research, this also shows that the development of sustainability can have significant positive consequences on the economy, which is why the authors draw the attention of the US to create more favorable conditions to develop this movement.

Despite the convictions made as a result of various research that the majority of consumers are definitely ready to pay more for sustainability, however, in times of financial crisis, consumers' behavior may change, and they care less about this issue and the desire of paying more may decrease (Mace, 2023). This emphasizes the fact that this trend is directly related to favorable or unfavorable economic conditions. Another study by Naidu and Reid (2023) found that often, a large number of manufacturers and sellers face the problem of "persuading" the customer to choose in favor of a sustainable product, a more expensive one. These results prove that even if, for example, consumers in 17 countries generally tend to pay more for sustainable products, the picture may be completely different in the 18th country. This issue needs in-depth study and analysis to understand what particular factors influence consumer decisions and what can change them.

A survey conducted by Blue Yonder shows very detailed data related to customers' eco-friendly wishes, choices, and practices (Fibre2Fashion, 2023). Most of the participants, 69%, state that they strongly support the movement and are definitely ready and willing to pay more.

Last year, 48% of participants showed a strong interest in the topic, noting that awareness of the importance of sustainability is rapidly spreading and influencing customer behavior. However, despite this great enthusiasm, only 4% of participants are willing to pay an additional 20%, while the rest's willingness is only 5% more. This in-depth research prompts brands and draws their attention to the fact that pricing policy should be reviewed, as this is the most significant factor that affects the development and dissemination of sustainability (Fibre2Fashion, 2023).

Despite the indisputable fact that the international literature on this topic is quite rich, it is still important to point out a few weaknesses. For example, there needs to be more information on the extent to which economic conditions influence customers' purchase decisions, as Mace (2023) points out in his research. Then, there is an essential point about consumer behavior depending on cultural characteristics, which is discussed by Naidu and Reid (2023), but this point also needs to be explored more deeply. The studies by GfK and Doshi et al. reveal that economic factors are very crucial in terms of consumer behavior; in other words, businesses have to accommodate some things to those factors to achieve more growth and encourage sustainable shopping so that it becomes usual, not an exception. Thus, filling these gaps and fixing the problem can lead to maintaining trust and loyalty towards sustainable shopping. All these points are extremely important for a complete understanding of the topic, and as a result of the EcoDine Armenia campaign, detailed answers to all questions will be given, and these gaps will be filled.

An experimental study by Zara Anderson, Gayle Whelan, Karen Hughes, and Mark A Bellis (2009) is an excellent example of polycarbonate glasses (PCG) usage in relevant places such as bars, where glass breakage is a usual story. Thus, the study's methodology will also serve as an example of this study, as the products should be tested by a large audience, which cafes, restaurants, and spa centers can provide. Moreover, this is the only study done concretely on polycarbonate glasses to understand the consumers' perceptions. Thus, this can also serve as a basis for comparison of Armenian and British consumers' perceptions and attitudes towards polycarbonate glassware. Even though this research shows the need for PCG glasses in bars, it is only one of those numerous places where PCG glasses can be used, and my research will fill this gap as well.

All these conclusions and syntheses clearly show that consumers in various countries support the development of sustainability and are ready to pay more for sustainable products. However, the attitude of Armenian and other countries' consumers towards particularly polycarbonate tableware and paying extra for it still needs to be studied. For this reason, the PR campaign to be implemented within the framework of this project will provide answers to all these questions.

The unstudied attitude of the Armenian customer towards sustainable products and polycarbonate tableware and the willingness to pay extra is a big gap not only from the point of view of literature but also in the development process of this movement in Armenia itself. The

lack of data and studies led to the non-implementation of several important projects, for example, the creation of laws (for instance, such as the law that bans the use of polyethylene bags) that will force the replacement of non-eco-friendly products with sustainable products. The EcoDine Armenia campaign recognizes an excellent opportunity to spread the word about this product and its relevance. Thanks to this campaign, the factors that stimulate or hinder the Armenian buyer to pay more for sustainability will be deeply studied and analyzed. The results and data obtained from the campaign will play a significant role in supplementing the literature of the given field and providing strategies, which, in turn, can be very useful later in various fields, such as business.

The research and the obtained results will provide an opportunity to fully understand how such campaigns can solve economic problems related to sustainability, specifically in the case of the Armenian customer and market. Finally, the main goal of the project is to gain a complete understanding of the attitude towards sustainable products in Armenia, to fill academic gaps on the subject and to provide clear images and examples to interested parties to carry out various sustainability-related projects in the future.

Preliminary Market Research

After getting acquainted with the product, it was decided to research the market and learn if such types of products are already in sale. After thoroughly studying the market in Yerevan, it was revealed that there is no polycarbonate tableware products there. Only one shop offered the HoReCa sector alternative of glass-made products, called Complex Bar; however, the products there are made of plastic and cannot be considered competitors or similar products. After the process, it was finally decided to start cooperating with the brand.

First order and Marketing Steps

The first order's products were chosen on the principle that they should be as similar as possible to the glasses used in various Yerevan cafes at that time. Following this trend, we ordered a variety of stylish glasses, decanters, lemonade containers, and cake serving plates. As I mentioned, all products were selected in detail and compared to dishes in restaurants and cafes so that they would be easier to sell, and restaurateurs would be more interested in buying without thinking that the appearance is in any way inferior to the appearance of glass glasses.

While the first order was on its way, there were many meetings with many representatives of the HoReCa industry. Since glassware is prohibited in spas, we decided to meet with a representative of Alexander Spa, which is owned by the most expensive spa in Yerevan, Alexander Hotel, to introduce the products. The meeting took place right in the spa,

where there were plastic cups and plastic lemonade bottles. The cups looked worn and faded, which was totally out of keeping with the values of the spa. Based on these and several other important points, for example, that the use of plastic dishes in the spa center can have irreversible consequences on human health because they contain toxic substances that are released when in contact with heat and harm a person, we started negotiations, and not having a physical sample, we were able to sell them some products. Months later, the hotel's general manager thanked them and said this was what they were looking for.

The next meeting was with the Radisson Hotel, and when they learned that the Alexander Hotel had made a purchase of the products, the negotiations did not take long, and they also made a purchase. This proves the products should be presented from the perspective of "prestige" at the initial stage because a new product needs to be presented in this way to inspire confidence. Though the beginning was quite promising, sales began to decline, and more was needed. To take clear and big steps to make the product popular in the market.

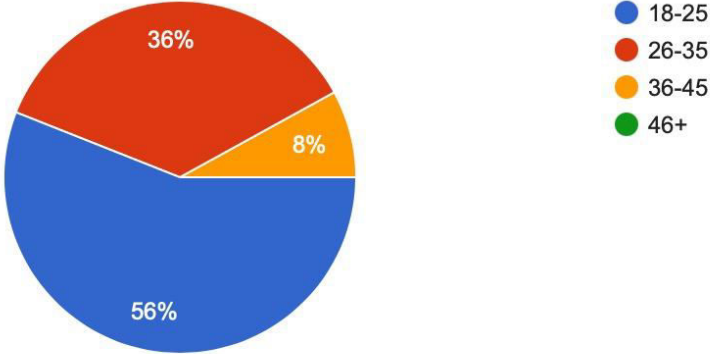
Thus, in order to promote the product in the market, the EcoDine Armenia advertising campaign was created, which is a social media campaign. The most important goal of the campaign is to spread the brand from the most positive point of view - its eco-friendliness because the products not only do not contain toxic elements but are also easily recycled and never break.

In order for the campaign to have the right course, the right target audience, sales methods, and marketing tools, two types of surveys were conducted: online and offline (in the store, among customers). A total of 217 people participated in the online survey, and 90 people participated in the offline survey. The surveys were conducted between mid-January and the end of February, and any details of the campaign were built based on the results of the survey itself. You can see the survey questions and results below.

Online Survey

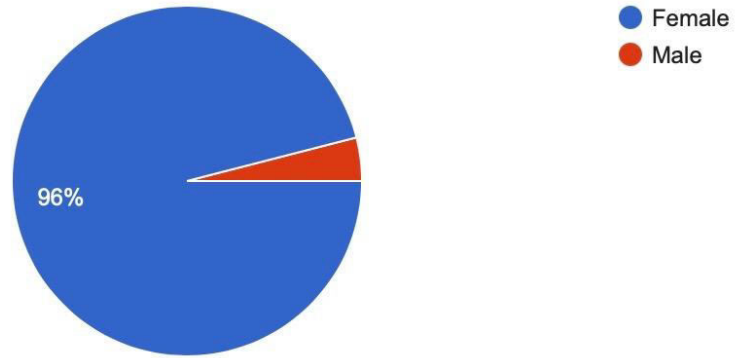
What is your age?

100%



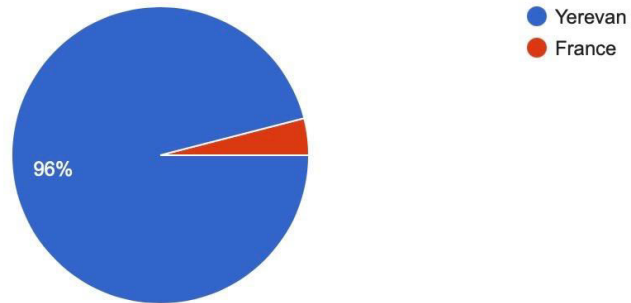
What is your gender?

100% (n=10)



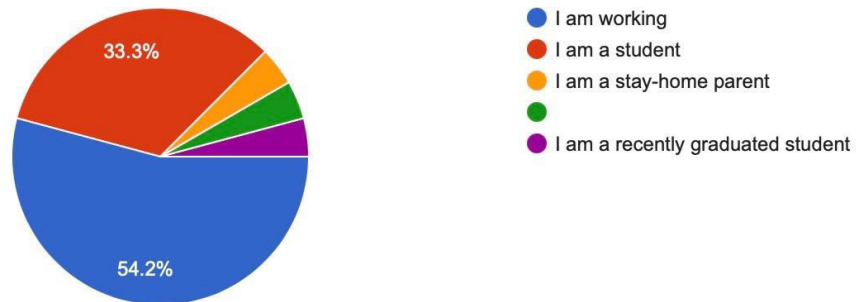
Where do you live?

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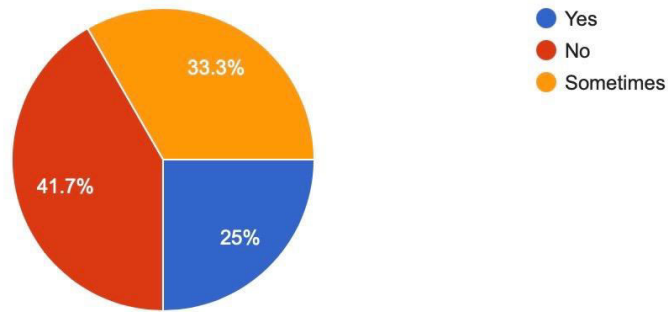


Could you tell us about your lifestyle?

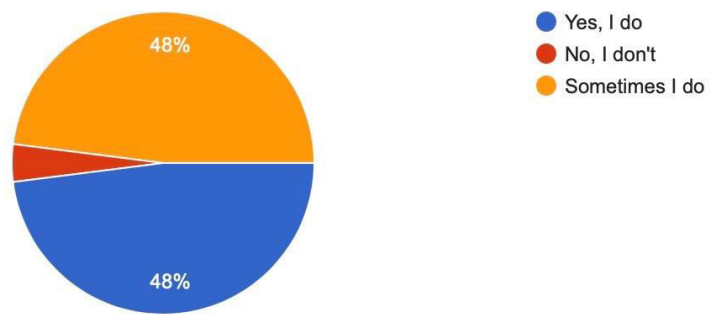
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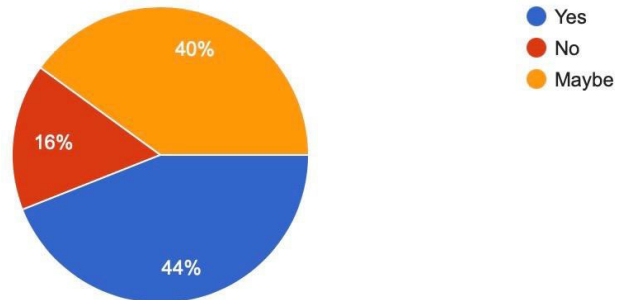
Do you buy plastic-made drinking glasses for you?



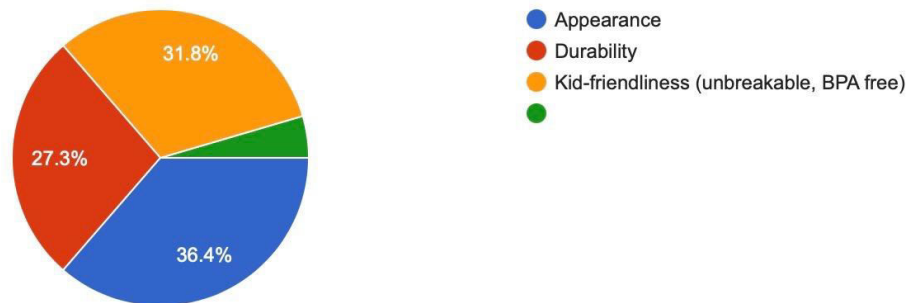
What do you think about sustainability? Do you care about it at all?



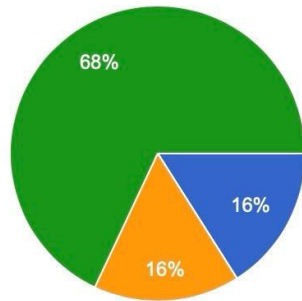
Would you pay more money to replace plastic-made drinking glasses with more eco-friendly ones?



What factors could influence you to pay more for sustainable products if you don't care?

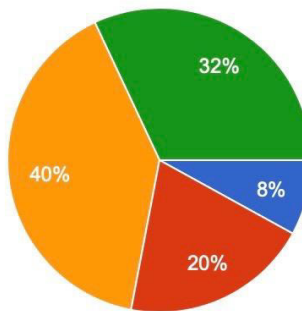


Do you have children?



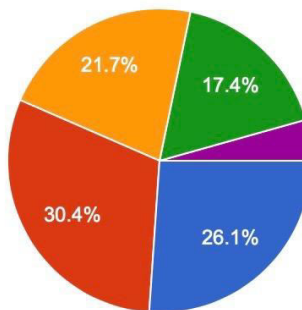
- Yes, I have one small child
- Yes, I have a big child
- Yes, I have multiple children
- No, I don't have a child

My purchase decisions are based on...



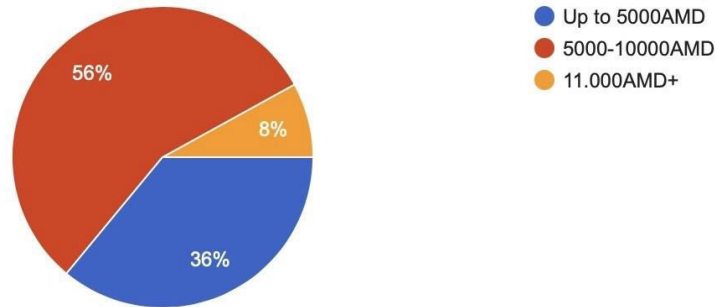
- Social media influencers
- Sustainability
- Appearance
- No harmful chemicals

If you are willing to pay more, what is the amount of money you would pay more?

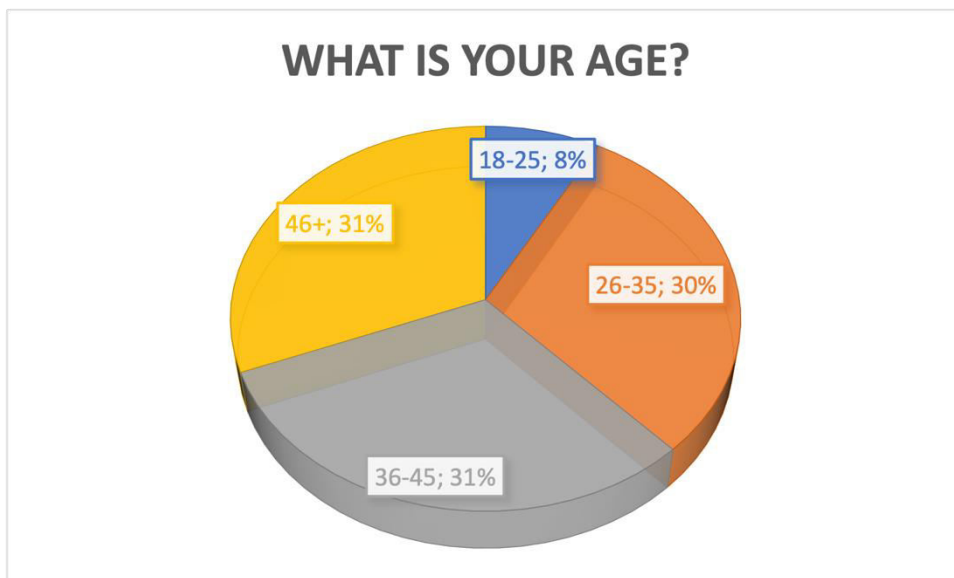


- Up to 2500AMD
- 3000-5000AMD
- 5000-10000AMD
- 10000AMD+
- 1000-4000AMD

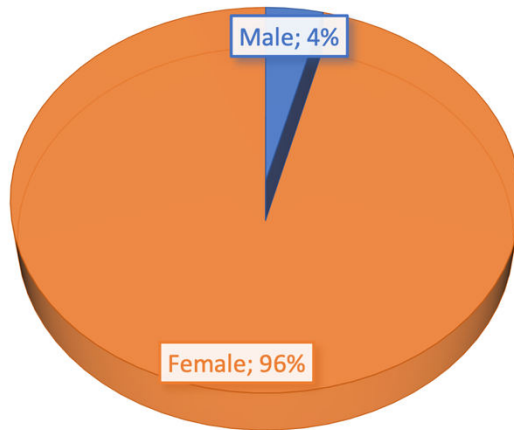
How much money are you ready to spend on one glass?



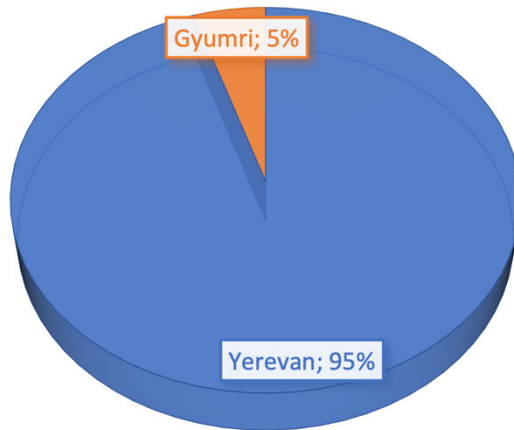
Offline Survey



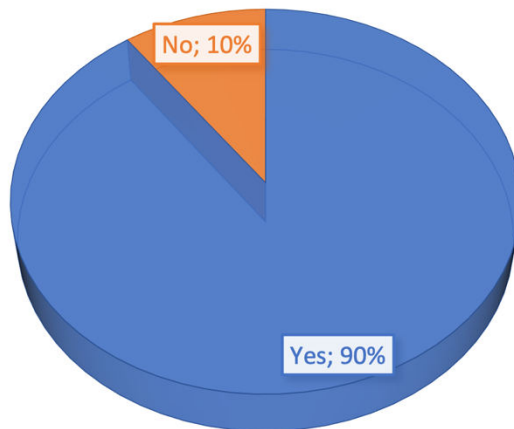
WHAT IS YOUR GENDER?



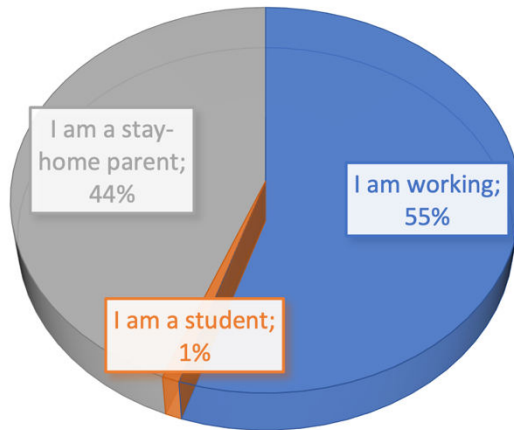
WHERE DO YOU LIVE?



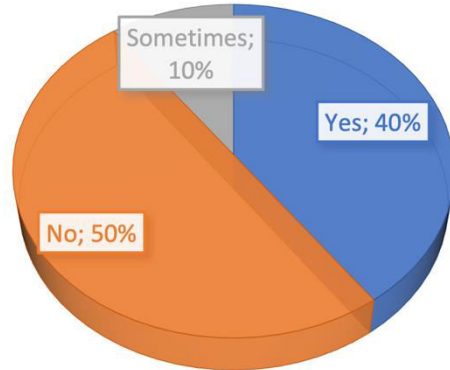
DO YOU HAVE CHILDREN?



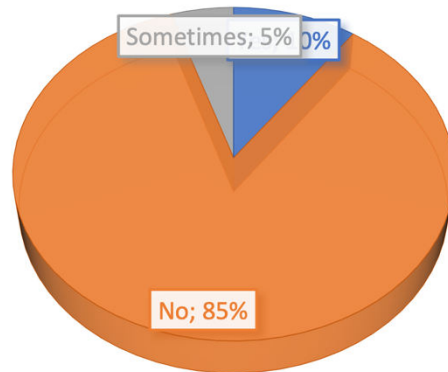
TELL US ABOUT YOUR LIFESTYLE



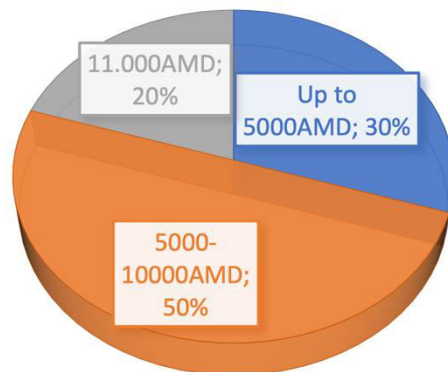
DO YOU CARE ABOUT SUSTAINABILITY?



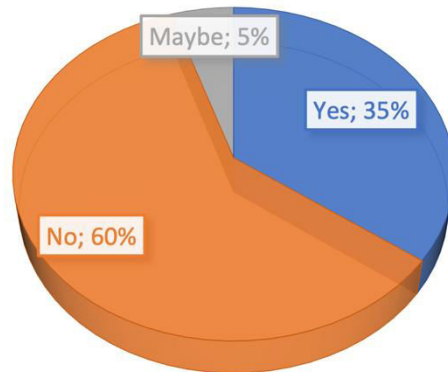
DO YOU BUY PLASTIC-MADE GLASSES FOR YOU?



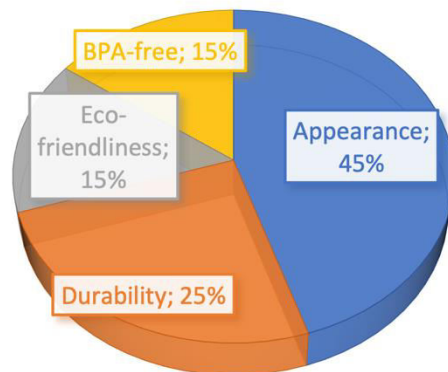
HOW MUCH MONEY ARE YOU READY TO SPEND ON ONE GLASS?



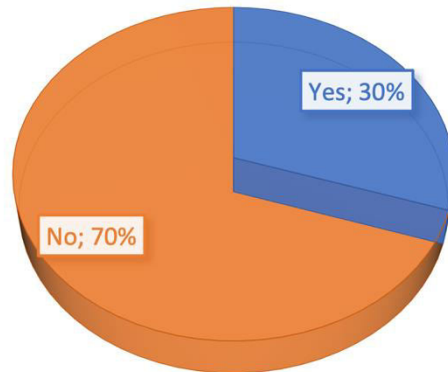
WOULD YOU PAY MORE FOR ECO-FRIENDLY PRODUCTS?



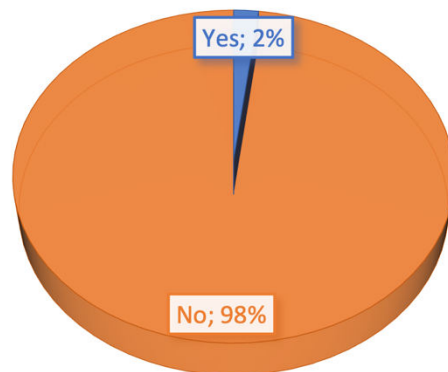
WHAT FACTORS MAY INFLUENCE YOU TO PAY MORE?



DID YOU KNOW ABOUT LUXUS HAUS BEFORE THE CAMPAIGN?



DID YOU KNOW ABOUT PCG GLASSES BEFORE?



The online and offline survey results are similar and different; however, for defining the target audience, both results are considered. For instance, the percentage of readiness to pay more in offline survey is higher, and this is because those clients were already old clients of the store who are always willing to buy expensive products. However, as the products are new and allow engaging new customers, it was important to clarify via advertising materials the high cost of the product. Overall, both surveys were extremely beneficial for defining the target audience.

The survey results are one of the most important components of creating precise and successful PR or marketing campaign, as the surveys can give the most information about definition of target audience, and the right target audience is the key for the campaign success. To clarify, from the selection of marketing channels-social media or traditional marketing (billboards, radio etc) to the selection of the most little nuances-the colors of the video, the scenario and the music depend on the age, gender and other preferences of the target audience. In this case, both online and offline surveys were useful as it was possible to reach the broadest spector of the consumers and collect the largest number of opinions.

As mentioned above, based on the survey results the campaign was built. For example, as the predominant age group was 25-45, it was decided to choose modern, a bit serious and classical style. However, during the conduction of offline surveys, it was noticed that more and more interested people have children, thus it was decided to film a video with a child's participation.

The survey results also gave an understanding about how much are the clients ready to pay more for the product, which in future can serve as a good argument for negotiating with the partners and asking to reduce the price for us as a distributor. Overall, the surveys play one of the most impactful roles in the campaign's development as they help build a right plan and reach the target audience.

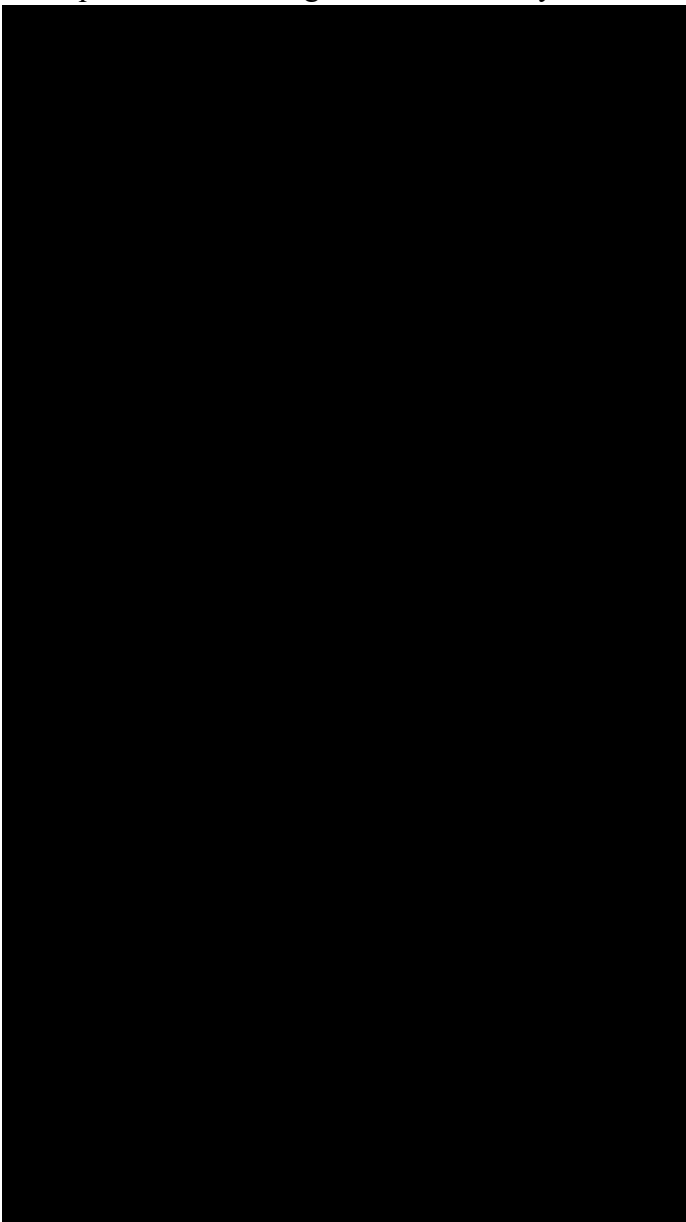
Marketing Plan Development and Implementation

Taking into account the popularity and relevance of social platforms, it was decided to start the campaign from social platforms, choosing Facebook and Instagram because the concept of the campaign implied the placement of visuals and texts, and these two platforms were the most suitable. TikTok was not chosen because the platform's audience is mostly teenagers, and many studies have shown that TikTok is not very suitable for selling expensive products. According to the survey results, the target audience of the campaign are; women, 18-25 years old, mostly from Yerevan, ready to pay more because of appearance. Thus, it was important to use the products' appearance as a tool for promotion and create visuals that will be appropriate to the products' high price.

Creating visuals plays an important role in this campaign, as people remember visuals first. That's why it was decided to use several types of visuals - videos (shot by us), photos (shot by us), and design posts that will include the brand's colors and the relevant descriptive words that make the product unique - unbreakable, eco-friendly, BPA-free. It should be noted that the #ecodinearmeria hashtag was used in the description of all posts within the campaign.

In order for the audience to see more vividly the advantage of the product - being unbreakable, it was decided to shoot a professional video as a reel for posting. A scenario was

developed for the video; a person is working, wants to pour water into a glass, and suddenly touches the glass carelessly with his hand, and it falls. A detailed, slow-motion shot shows the moment of the fall and the final result: the glass falls to the ground and does not break. The man picks up the glass from the ground, puts it on the table, calmly fills it, and drinks. At the end of the video is written the word unbreakable and the logo of the store. The video is accompanied by a remix version of a classic tune, which in turn makes the atmosphere of the video serious and conveys several moods: classy, cool, stylish, aesthetic, and prestigious. The color scheme in the video is also specially chosen: white, brown, and black, and the interior is minimalistic. All this also conveys a cool, comfy, stylish & serious mood. Paid advertising on Instagram was used



for this reel. The target audience is women aged 21-51 from Yerevan. \$72.11 was spent, and the ad had the following effectiveness: 28,507 initial plays, 5791 replays, overall 36,267 views, 48 likes, five shares, five saves, one comment, and 494 profile visits. Despite the fact that a video of an already well-known brand has double the statistics for the same amount, still, considering that

the product and brand are completely new and unfamiliar, this can be considered a pretty good result.

After the video, professional photos were posted, again taken in a studio. Delicate pink flowers were chosen as the backdrop for the photos, and the overall style of the photo is delicate, unlike the video. The whole point of diversity is to try different methods and styles and understand what works best in this situation for these products. In the case of the first, we also included paid advertising on Instagram, which again gave quite a good result: target audience was 21-51 years old women from Yerevan, spent \$7.47, 48 profile visits, three messaging conversations started, 1832 accounts reached, 18 likes, eight saves, two shares, and one comment. For this photo, a short but hooking caption was used in Armenian- "when elegance and durability merge (tr.)."







The third type of visual used is a visual that has design elements, created with the help of a graphic designer. The visual is as follows: the picture of the product is placed on a white background, the colors of the brand, and the keywords: unbreakable, eco-friendly, and BPA-free are used. The meaning of this type of image is to draw the viewer's attention to the product, as well as to use brand colors and important defining words that the viewer will remember and associate with the product after seeing it somewhere.

JB
PRODUCTS

LUXUS
HAUS
-Since 2001-



unbreakable

JB
PRODUCTS

LUXUS
HAUS
-Since 2001-



BPA-free

JB
PRODUCTS

LUXUS
HAUS
-Since 2001-



unbreakable

JB
PRODUCTS

LUXUS
HAUS
-Since 2001-



eco-friendly

During these three months, along with the posts, more and more stories have been made via Instagram and Facebook because the audience generally pays more attention to the stories. The stories were also made in different versions: in the form of videos with sound, in the form of demonstration videos, where, for example, the product falls to the ground, with pictures, through which there was storytelling, etc. Page story views vary between 500-1000 views, and most

customers have shown interest by responding to the story and asking some questions, for example, about the price.

Another video that was filmed and posted was one with a child's participation. As the survey results have shown that many parents are interested in the products, it was decided to film a video where a little girl is drinking from a PCG glass and then throws it to the ground, and, of course, the glass doesn't break. To fully show the advantages of the product, the video was filmed in the backyard of a house, and



the girl throws the glass to the ground, which is made of stones, showing the glass's durability. The video's sound is a rhythmic song; it is not a kids' song as the audience is not children, but it is a happy and trendy sound.

The video's tone is happy; the background is bright green grass, which makes the video more delightful and transfers a warm mood. The little girl is smiling and laughing, and it adds more warmth to the video as other parents will get sweet emotions thinking of their children, and it can be a "call to action" video for them. Moreover, even though every post mentioned the products' unbreakableness, for the audience, it is more visible and clear to see an example, especially with children, as breakable glasses are incompatible with little kids.

The video's bio is: "Glasses that can be trusted by the child; unbreakable, environmentally friendly, made of high-quality raw materials. It is NOT plastic! #ecodinarmenia." A paid ad on Instagram was used for this video; the overall budget was 25\$ for five days. The insights are 3K initial views, 1,5K replays, 150 profile visits, 20 likes, four comments, 10 shares, five saves, and more than ten messages. Also, more than five people visited the store and showed this video to buy the glass.

Initially, it was planned to include at least three Armenian influencers in the implementation of the campaign because influencer marketing is becoming more and more

important in Armenia. That's why, after looking at more than 30 influencers and choosing a few, it was decided to collaborate with two of them, one of whom has children and runs a lifestyle blog, and the other shoots aesthetic home videos. In general, influencers were considered according to several criteria: those who have children, promote a healthy lifestyle and the use of eco-friendly products, or have a page format that includes interior design, aesthetics, and beautiful tableware. In the influencer consideration phase, audience research was important because, for example, the primary audience for mom influencers was 25+ moms who might be interested in the product.

Although, as I already mentioned, there was an agreement to collaborate with two influencers; unfortunately, it did not work out with both of them. Despite the initial agreement, the first influencer completely refused to cooperate, and the second said that he preferred another product from the store to promote. Although cooperation with influencers could completely change the results of the campaign, it was not possible to do it at this stage. However, this point is not left out of the marketing plan and will be implemented in the future.

Results of the Campaign

Even though the campaign is a complex and lengthy process and its final results are more visible after a long time, some results are already visible.

First of all, brand awareness has definitely increased. The period between not promoting the brand at all and starting the campaign lasted five months, and during those five months, there was absolutely no interest in the products; even the customers who saw the products in the store were not interested, and for five months not a single polycarbonate product was sold. Not long after the start of the campaign, even in the survey phase, people, after participating in the survey, were interested in what the product; they wanted to see it, and after seeing it, there was a case that it was even sold immediately. A new phone number was placed on the Instagram and Facebook pages so that when customers call the store, it would be clear that they saw the advertising and wanted to call. During the whole period, all the calls about PCG glasses were received only to that phone number.

Then, during the stage of posting visuals and storytelling, sales increased. Even those customers who had already seen the products in the store a long time ago, and had a clear idea about the products' advantages, came to the store and bought, even though before that the sales consultants told them in detail about the benefits of the products. Sales in early May doubled compared to mid-March, which tells about the campaign's effectiveness. Also, a huge order was

made by one of the significant restaurateurs in Armenia, and the glasses of his new cafe will be only polycarbonate glasses because he was attracted by their unbreakableness and appearance, which are indistinguishable from glass cups.

As for retail customers, every customer was asked the following question after purchase; What factor motivated you buy the product? There are several answers; unbreakableness, eco-friendliness, not containing toxic substances; however, the most spread answer is, of course, unbreakableness, and even for those who bought it for other reasons, they firstly were attracted by durability. When asked if they would purchase the cups if they were simple and without any design, 95% consumers' answer was no.

Summarizing the results of the campaign, we can record the fact that Armenian customers are ready to pay more for polycarbonate glasses. Still, the most crucial point is that the majority is ready to pay not because the product is eco-friendly or does not contain toxic substances, but because it does not break and has beautiful appearance indistinguishable from glass-made cups. The majority of buyers are parents with one or more children. Most of the consumers or those who were just interested in the product visited the store for the first time, but their visit was repeated, and they bought other products, which proves that this campaign also attracted new consumers and raised awareness about the store.

The campaign dedicated to polycarbonate products can be considered successful up to this point; it should be noted that the campaign will continue, and new tools will be

gradually included; influencers, events, billboards, etc. Polycarbonate cups can make a big difference in the tableware and HoReCa sectors of Armenia; that's why the campaign will continue until the moment when polycarbonate glasses become a widely spread and trusted product and associated with Luxus Haus. The campaign will continue till the moment when the products' eco-friendliness will be highly valued, as it is crucial to promote the products that can reduce harm to our planet.

Personal Conclusions

During these months when starting planning and implementing this project I delved deeper into aspects such as study research, market research, creative concepts development and many more. Even though during those four years of studying at AUA I have had an experience doing such things, this was completely different; it demanded more thorough learning, research, time, planning and other efforts I put with a great pleasure. I felt the real interesting moments of creating a campaign. I faced challenges such as failing to arrange an agreement with influencers, trying various types of content to find the most suitable and effective one etc.

This project was a real-life experiment for me; I have studied thoroughly not only about PCG glasses but also about PR and marketing tools, even psychology as it is one of the most important components to influence people and their decisions. Also, it was challenging to develop a PR campaign plan for a new product in the market because it is impossible to predict the people's reaction. In the beginning it seemed impossible to sell this kind of product, but now I am sure everything is possible if done correctly, and I have learned many things to do everything

correct. However, even though this was a very exciting journey, I learned maximum and now I am ready to continue the campaign and make it even more professional and effective. I am glad that I chose the option of PR campaign implementation as I will do hundreds of campaigns throughout my career. I will always remember those challenges and experience I gained during this project.

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