

GLASGOW CALEDONIAN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

Marketing Assignment
M3N520557

GROUP ASSIGNMENT

Team: Team M

Client: Glasgow Caledonian University (KeepCup Campaign)

Names: [REDACTED]

Program: BA (hons) Marketing Level 3

Seminar Tutor: Pauline Bell and Elaine Ritchie

Day and Time of Seminar: Tuesday 12pm and Thursday 1pm

Today's Date: 01/12/15



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Executive Summary

This report identifies barriers and facilitators towards consumption of KeepCups and gauges awareness levels of KeepCups around Glasgow Caledonian University to help remove barriers to consumption, help facilitate consumption, raise awareness levels and ultimately increase sales of KeepCups around the campus.

In 2011 GCU gained the commendable status of being a zero waste establishment. Savings of an estimated £10,000 per annum were made to the universities waste management costs. Recently the situation has begun to deteriorate due in part to the introduction of used paper cups into the DMR. To address the situation a KeepCup (reusable cup) was introduced that would provide incentives for students to purchase and so help reduce current levels of unrecyclable waste.

A working party was set up to assess student engagement and attitudes towards recycling. Secondary research comprised an internal evaluation of the 4P's currently in practice on campus, a PESTEC was completed to establish market strengths and competition for a KeepCup and a SWOT Analysis was undertaken to highlight internal strengths and weaknesses of the product and the external opportunities and threats that existed.

Primary data capture consisting of semi structured interviews with 10 students established attitudes, barriers and facilitators towards the KeepCup. The findings of the research concluded that students were unaware of the existence of the KeepCup due to lack of exposure to promotion around the campus. However a positive attitude existed towards the purchase of the KeepCup and evidence suggested that a campaign promoting the cup would find success.

A promotional campaign outlining below and above the line promotions to be undertaken was drawn up to be actioned. Roller banners and posters raising awareness of the product were to be displayed at locations where footfall was highest and would have the greatest impact. A KeepCup event to further promote the product and the potential to use the internal radio station are also planned to further raise awareness and generate sales. Time scales, budget costs and control methods were established to assist in the successful completion of the campaign.

Introduction

In 2011 GCU gained status as a zero waste campus. This laudable position was the result of the introduction of a new waste management system that allowed over 90% of GCU waste to be recycled from the previous 5% achieved. The gains made by the introduction of this system are at constant threat due in the main to the introduction of used paper cups into the DMR. The otherwise dry waste included in the DMR is contaminated with liquid residue from these receptacles rendering the waste unrecyclable. In response to this problem GCU have placed liquid bins at key locations on campus and have reduced the inclusion of these contaminants into the DMR. Although these bins have provided a certain level of success a problem still exists.

In response to this, incentives for consumers to purchase a KeepCup have been introduced. To gauge the success of the KeepCup, primary research in form of student interviews is to be undertaken to identify barriers and facilitators to the use of reusable cups on campus. A campaign has to be initiated and developed that would reinforce and compliment the existing incentives and advertising that are currently in use to encourage the uptake of the KeepCup among the student population. Estimates regarding cost to cover new resources to achieve the desired results will be provided and the effectiveness of the campaign will be measured, monitored and controlled. Before carrying out market research or planning a campaign a review of the current situation should be reviewed in the form of a situation analysis.

Situation Analysis

A situation analysis has been constructed to fully grasp the client's current situation in terms of environmental factors based on readily available market research.

Internal Evaluation

The internal environment has been split into four sections; product, price, place and promotion. To gain a full understanding of the current situation we have analysed internal factors surrounding these four areas.

Product

KeepCups are reusable coffee cups made of plastic, they can be washed and reused again and again. They come in various sets of different colours and are the first barista standard reusable cup. The KeepCups available on campus are branded with the GCU logo. The cups are all the same size, fitting a medium drink inside.

Price

On campus the cups are sold for £5 which is a discounted price as on the website they range from £7-£11 depending on the size.

Promotion

The Cups are currently promoted in the eating outlets they are available from, using different posters. There is also an incentive to buy the cups; students get their first drink for free and then a ten pence discount on every drink in the KeepCup after that.

Place

The Cups are sold on campus at all the various eating locations.

Environmental Scanning

PEST

To review the macro factors a PEST analysis has been created. This analysis reviews political, economic, socio/cultural and technological issues, environmental issues have also been added to this section. The PEST analysis is available in appendix 1.

Competitive Analysis

The market for this product is vast. In the UK alone more than 2.5bn cups are being thrown away each year many of which cannot be recycled due to plastics being used as lining in their manufacturing process. These cups end up in landfill sites where they release methane gas which is 25 times more harmful than CO₂. Environmental concerns make the reusable coffee cup a highly desirable product and one that millions are willing to invest in.

The market is dominated by a handful of different products the KeepCup being one.

KeepCup

This product has many positive features and is well received by the market. In Australia it is the cup of choice where it can be bought in cafes or online in a range of interesting colours. It has a tight fitting plastic lid and a closable mouthpiece that prevents leaks. It is made from BPA free plastic and has been tested for toxins. It is lightweight, durable and dishwasher safe but needs scrubbed if it has to be hand washed to eliminate stale coffee odour.

Negatives for the product centre around the slight plastic odour when the cup is first put to the mouth to drink. A new range of glass KeepCups is now available to buy online and come with a no-spill closable lid that would address the odour issue.
RRP £11.00 340ML

Joco Cup

This product comes out on top and is rated the coffee drinker's cup of choice. This accolade is given largely because the cup is made from tough, thin, lightweight glass with a hand width silicone sleeve to keep the coffee warm. Drinking from it is said to be a pleasure as it 'leaves no trace in terms of flavour'.

(downtoearthmother.com/2014/09/04/best-reusable-coffee-cup/) It has an easy clip on lid which is well liked by the consumer and comes with a 100% recyclable carrying case.

Negatives for the product are concerns with glass breakage and its lack of a plug for the mouthpiece making it not 'bag friendly'.

RRP £19.95 340ML

Cheeki Cup

This product is easy to clean, is made from unlined double walled stainless steel and has a BPA free plastic lid with a special no-spill closable mouthpiece. The coffee stays hot while the cup remains cool to the touch. The drinking hole is slightly larger than that in a standard cup but becomes a positive feature once gotten used to. Negatives are few for the product other than it being a little bulky in the hand.

RRP £7.78 355ML

BYO Cup

This cup is easy to clean, made of silicone and is designed to look like a real takeaway cup. It is not rigid like its competitors but bendy, making it like rubber and easy to squeeze into an already full bag. Negatives include concerns over careful handling when the cup is full of hot coffee and a fiddly difficult to put on lid.

RRP £11.95 340ML

The Eco Cup

This cup is easy to clean, is made of porcelain and has an anti-leak silicone lid. It is single walled, like an ordinary cup and has a protective silicone strip to help prevent the cup getting too hot to hold when full of coffee.

The negatives for this product outweigh the positives. The cup gets too hot to hold despite the protector and loses heat too quickly. The lid is difficult to fit and the strong smell of silicone ruins the taste of the coffee. Being made of porcelain the cup is also quite heavy to hold.

RRP £6.99 340ML

Starbucks Traveller

This product has a double wall construction that helps keep hands cool and drinks warm. It has a locking lid that minimises spills when secured properly. It has a 'grippy' rubber pad on the bottom to help prevent 'push over' accidents. It is quite bulky so not easily stored.

The main negative for this product is the need for hand washing.

RRP £11.95 355ML

(Buist, Erica. 'Five of the Best Reusable Coffee Cups'. The Guardian. N.p., 2014. Web. 10 Oct. 2015.)

SWOT Analysis

In order to summarise the findings of the internal evaluation, environmental scanning and competitive analysis a SWOT grid has been compiled. This analysis tool helps summarise the situation analysis by compacting the information into an easy to view chart.

SWOT Grid

Strengths	Weaknesses
<ul style="list-style-type: none"> • Durable product with a lifespan of at least 3 years. (KeepCup, 2015) • Responsible for diverting 3.5 billion disposable cups from landfill. (KeepCup, 2015) • Eco friendly credentials - energy saving, water saving and waste cutting. (KeepCup, 2015) • Feel good factor for user i.e. socially responsible environmentally aware. (KeepCup, 2015) Positive promotions and incentives for users. • 10 pence off on every drink purchased. (KeepCup, 2015) • Diverse product range i.e. color, size and composition options. (KeepCup, 2015) • Customize purchase option. (KeepCup, 2015) • Less impact on deforestation. (KeepCup, 2015) • Competitively priced. (KeepCup, 2015) • Compares well to other reusable cups on the market. (Buist, 2014) • Distribution through every café at university. • Reusable products are on the political agenda due to the throw away culture endemic (Fyall, 2012) and the rise of the Scottish Green movement. (TNS, 2015) 	<ul style="list-style-type: none"> • Cup size renders some machines inaccessible. (Buist, 2014) • Less flexible than other products creating port and storage issues. (Buist, 2014) • Cleaning issues - plastic requires more careful cleaning. (Buist, 2014) • Plastic smell on initial engagement with cup. (Buist, 2014) • Does not fit all drinks holders when in transit.
Opportunities	Threats
<ul style="list-style-type: none"> • Educate the public on the need to use more sustainable products. To be seen as protecting the environment by purchasing a Keep Cup. (MENA, 2014) 	<ul style="list-style-type: none"> • High level of competition from similar products on the market. (Buist, 2014) • Price fluctuations in raw materials i.e. coffee bean. (Skid, 2011)

<ul style="list-style-type: none"> • Appeal to consumer on a financial level. Initial outlay for long term saving. (Verghese, 2005) • Building self-esteem and positive self-image through the use of the Keep Cup and its ecofriendly credentials. (Lawrence, 2014) • Increase sales and awareness by advertising on social media. (Avci K., 2015) and (Jayaprakash, 2013) • Expansion of products within current portfolio • New 'greener' promotional message • Affiliate with environmental organisations 	<ul style="list-style-type: none"> • Customer confusion over differentiation between product choices • Customer preference changes • Suppliers price increases
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Primary Data Capture

Objectives

The purpose of the primary data capture was to undertake primary research with students (interviews or questionnaire) to identify barriers and facilitators to use of re-useable mugs on campus.

An initial hypothesis is that the main barrier to consumption would be awareness levels, therefore an objective gauging awareness levels has been added.

Based on these factors the following objectives for the primary data capture have been outlined:

1. Identify Barriers and facilitators towards consumption.
2. To gauge awareness levels of KeepCups around the campus.

Approach

To meet the objectives and identify barriers and facilitators to consumption and gauge awareness levels of KeepCups qualitative data will be collected relating to each objective. Qualitative research has been chosen because as Birn (Birn, 199) states in *The Effective Use of Market Research*:

"Qualitative information provides this important additional input to decision-making or information on the 'language' of the consumer, underlying reasons for using the products and the key marketing factors".

This report is looking to gauge reasons for using or not using KeepCups, i.e. facilitators and barriers to consumption, therefore qualitative data capture is suitable. Limited interviews that have some level of free response will be used to capture data to gain the key, direct information needed to gain awareness levels whilst having some scope for respondents to expand on topics (Chisnall, 2001). This expansion element will be useful when identifying facilitators and barriers of consumption. Transcripts of interview recordings will be created to ensure that no data is lost, transcribers will be instructed transfer words into a written script based on the way respondents are talking and not by converting words into writable language, hence keeping the data pure (Bradley, 2013).

Before participants took part they were asked to fill out a consent form which can be found in appendix 2.

Summary of findings

The transcribed results of the interviews can be found in appendix 3.

In order to explore student awareness of the KeepCup, establish trends and student attitude towards recycling, secondary data capture was initiated in form of a situation analysis. The situation analysis comprised an internal evaluation of current promotion, placement, price and product. Environmental scanning that reviewed political, economic, social/cultural and technological issues was carried out to establish external pressures effecting the success and the opportunities of sales promoting the KeepCup. A Competitor Analysis established that a huge market exists and competition in that market is strong. There are many reusable cups currently on the market with varying degrees of popularity. A SWOT Analysis highlighted the internal strengths and weaknesses of the product while outlining external opportunities and threats.

Primary data capture was undertaken in the form of semi structured interviews with 10 recipients on the GCU campus. The interviews were transcribed and the content analysed allowing identification of key themes that would facilitate the structure of the market plan (Miles & Huberman, 1994). The findings gathered from the research were as follows:

Barriers

Lack of awareness among the student population was the main barrier to sales of the KeepCup.

"This is the first time I've ever seen it. It looks very nice though." (Participant 1)

"No, I've never seen it." (Participant 5)

Students underuse the cafeteria facilities so are not exposed to the limited advertising of the KeepCup that currently exists.

'Don't really use the cafeteria facilities but I'm definitely going to try them.' (Participant 2)

'Not too much I usually go out with the campus to get food at lunch' (participant 3)

Lack of interest in supporting environmental initiatives.

'Not really, I mean I do what I can in the house and stuff like that, if there is a recycling bin nearby then I'll use it but I wouldn't go out of my way.' (Participant 8)

'Not particularly no. I put stuff in the recyclable bins at home but I wouldn't make the extra mile.' (Participant 2)

Facilitators

Participants understand the benefits of using a KeepCup if they are regular hot drink consumers

- 'Yes, I really would consider buying one. The free coffee and the money off.' (participant 9)

- 'Yeah definitely. I like the idea that you get a discount. I think that is a very good plan. It helps with the environment of course. It's a very nice marketing campaign. I would definitely look into getting one. Where would I get one?' (participant 1)

Money off discount acts as price incentive to buy.

- 'The money off after a few drink purchases would start to add up and also I like the fact it looks quite smart and you can put a lot of coffee in it.' (participant 2)

- 'yeah absolutely, if your saving money whilst getting your hot drink' (participant 8)

Appearance of the KeepCup was pleasing and would help facilitate purchase.

- 'yeah it's very nice. (participant 5)

- 'yeah it looks good' (participant 8)

Contributing to care for the environment incentive to buy for some participants.

- 'I think that is a very good plan. It helps with the environment of course' (participant 1)

- 'I want to be yeah, I feel like I think about it, I feel guilty about printing too much, and I', starting to notice how many cups I go through as I'm drinking more coffee, so I'm starting to be more conscious of it now yeah.' (participant 7)

Trends

Lack of awareness of the product existence.

- 'Nope I've never seen it before' (participant 8)
- 'No, I've not seen that before.' (participant 4)

On seeing the KeepCup participants were disposed to purchase.

- 'I think I would for the fact that I drink more coffee and tea when I'm at uni than when I'm at home...' (participant 6)
- 'Yes, I really would consider buying one.' (participant 9)

Money off incentives were attractive to all participants.

- 'The money off after a few drink purchases would start to add up and also I like the fact it looks quite smart and you can put a lot of coffee in it.' (participant 2)
- 'yeah absolutely, if you're saving money whilst getting your hot drink' (participant 8)

The results of the qualitative research clearly established the direction to be taken in the marketing planning and the work to be undertaken to establish and drive sales of the KeepCup in GCU.

Recommendations

After reviewing the data collected, recommendations have been made and a programme has been outlined to take this product forward.

Objectives

After gauging facilitators and barriers to consumption the client has expressed wishes to increase sales by 2,000 (the minimum) before trimester 2. The main problem regarding low awareness levels and a restricted budget will make this goal unrealistic. SMART objectives should be:

1. Raise awareness levels from 30% to 50% by May 2016.
2. Sell 2,000 KeepCups by January 2017.

These objectives tie in with one-another and the achievement of objective one will significantly assist the achievement of objective two.

Changes to the Marketing Mix

Based on the research carried out changes to the marketing mix have been recommended. These recommendations are outlined in this section of the report.

Product

The product was generally received very well by participants, with some highlighting an intent to purchase after seeing the actual product¹. KeepCups may wish to display their products out with the packaging, allowing customers to see the full product. Otherwise the core product should remain un-changed.

¹ See section 'Facilitators', P9, within 'Recommendations' section.

Price

Respondents reacted positively to both the price of the KeepCup and the cost saving incentive². The pricing of KeepCups should remain un-changed.

Place

KeepCups at present are sold via all on-campus catering outlets, therefore covering the full potential distribution scope³. No changes to the mix required.

Promotion

The main issue found is that the promotional material hasn't been received by many students on campus, even those who are using the catering facilities more than once a week⁴. The proposed on campus promotion is to include many more posters throughout all of the campus, not just in catering outlets, on both A4 and A3 posters, and the introduction of roller banners throughout the campus to increase awareness. A secondary promotion would be to use the social media⁵ aspects of the university to promote KeepCups further. A suggestion would be to create a 'KeepCups Day' where students could learn more about KeepCups and the environmental impact they have. A booth at the Fresher's fair could also boost awareness of KeepCups especially for new students at the university. Promotional messages should be focused more on financial benefits as these are highlighted as important by respondents themselves⁶.

People

Staff should be trained in product knowledge and price, benefits and features of KeepCups as staff were unaware of these aspects when approached⁷. It would be recommended to have a staff incentive scheme giving the member of staff who sells the most amount of KeepCups a £25 Amazon voucher (provision agreed).

² See section 'Trends' and 'Facilitators', P9, within 'Recommendations' section.

³ See SWOT P7.

⁴ See section 'Barriers', P8,9, within 'Recommendations' section.

⁵ See SWOT P7.

⁶ See section 'Trends' and 'Facilitators', P9, within 'Recommendations' section.

⁷ See SWOT P7.

Timetable of Activities

GROUP M TEAM TASKS

TASK	OCTOBER				NOVEMBER		
	w/c	12	19	26	2	9	16
SITUATIONAL ANALYSIS		█					
SECONDARY RESEARCH		█					
RESEARCH PROPOSAL			█				
RESEARCH METHODOLOGY			█				
PRIMARY DATA CAPTURE				█			
PROMOTIONAL BRIEF				█			
ACTION PLAN					█		

This timeline highlights internal activities carried out by Team M. The timeline shows each individual task and how long the task took to complete.

Conclusion

This report has identified the current situation through secondary research and carried out primary research that has gauged barriers and facilitators towards purchasing KeepCups and awareness levels of KeepCups around the University. Both secondary and primary research was used to create a marketing plan for KeepCups around the university that highlights significant changes to the marketing mix that are required to increase sales which will in turn increase use and will further drive the university's already outstanding environmental credibility forward.

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Appendix 1

PEST Analysis

Political

The issue of recycling is one that is prominent on the political agenda for all parties. Being one that cannot be ignored, effective waste management must have cost effective practical solutions to answer the practicalities of this massive and growing industry.

(MENA, 2014) States that a new cup recycling scheme is to be launched jointly by Closed Loop Environmental Solutions and Simply Waste Solutions. It will help provide a solution to the 2.5 billion paper cups sent to landfill or incinerations each year.

In Scotland there is a slow shift towards enforcing waste management solutions. The latest major bill passed was The Waste Scotland Regulations (Scottish Government, 2012), this regulation states that:

'from 1st January 2014, separately collected wastes are neither mixed with other wastes or materials where doing so would hamper further recycling, or burnt if capable of being recycled'

There is a definite shift towards environmental popularity in Scotland with The Scottish Green Party expected to win 10% of the regional vote (TNS, 2015). With this much support for a party with an environmentally friendly mandate it is likely that a future government could be influenced to introduce more green legislation

A political party that could find an alternative cost effective solution to this issue alone would find favor with the environmentally concerned electorate. A Keep Cup that would not require to be incinerated or sent to land fill would surely be an appealing solution to this costly process.

The potential for reuse is high on the political agenda and currently solutions are being sought to answer the throw away culture endemic in our society. (Fyall, 2012) States that according to Zero Waste Scotland within the three sectors of business, hospitals, schools and universities millions of pounds are being unnecessary wasted by landfill tax when 50% of what is disagreed i.e. 400,000 tons of waste could potentially be recycled.

This article further reinforces the evidence that the Keep Cup provides an excellent solution.

Economic

The economy is slowly recovering from recession. (Smith, 2014), states that an Income Tracker Survey initiated by Asda found that on average families enjoy an extra 6 pounds per week of disposable income when compared to the year previous.

This increase although significant would not allow the average family to enjoy a better standard of living. The Keep Cup would therefore still provide an economically attractive solution for the family who drinks take away beverages in any quantity.

The Keep Cup is economically attractive to business as well as consumers as any solutions that reduces raw material, production, packaging and energy costs would find favor in this industry. (Verghese, 2005)) states that societal and environmental impacts are of concern to regulators, customers and other stake holders. The packaging industry is under scrutiny and pressure to find waste solutions that are more cost effective and environmentally friendly.

Socio/Cultural

Projecting a positive self-image has never been more important in our society than it is today. As individuals due to social media we are more open to scrutiny and criticism by

others on a scale never before precedence. To be shown to be socially and environmentally responsible is intrinsic in the creation of a positive self-image. (Lawrence, 2014) States that Intrinsic to a happy, successful life is the development of an individual's positive self-image.

Being part of the throw away culture is regarded as negative, wasteful, selfish and irresponsible. Owning and being seen to use a Keep Cup would appeal to those individuals wanting to be regarded as 'Green'.

In her Green Expectations report (Yates, 2009) highlights the fact that:

'Consumers are increasingly aware and responding to environmentally responsible products.'

This introduces the social trend towards buying environmentally responsible products as consumers become more aware of the consequences of environmental damage.

Technological

The use of social media platforms would allow the marketing of the Keep Cups to be extensive, cost effective and timeous. (Jayaprakash, 2013), states that social media is an excellent tool in the promotional mix which allows businesses to talk to their customers and customers to talk to each other. The platforms for communication are numerous and the users prolific. This allows both customers and businesses to educate each other about new products.

Students and business people habitually use social media to connect with others. This group form a large part of the take away drinks market and would be susceptible to the marketing of the Keep Cup through these platforms. (Avci K., 2015) States that when sampled it was found that all students were using at least one form of social media networking.

Environmental

Protection of the environment is a huge issue concerning all industries within the UK. As a country we need to work together if concerns are to be addressed effectively. Individual business must be made accountable for the impact made by their systems of waste management on the rest of the country. Hyde, (Verghese, 2005) states that the food industry generates the most amount of materials requiring recycling due to packaging demands. Finding solutions to reduce this enormous waste is not straight forward and so a very difficult challenge.

The Keep Cup would be a solution to part of this recycling problem and would be promoted as such.

Landfill is still the preferred method of disposal in the manufacturing industry within the UK. (Price, J.L, 2001: 333-348) states that although the least sophisticated method of disposal landfill is still the main method of waste disposal accounting for 85% of municipal waste. Pressure from the EU Landfill Directive 2001 will increase household participation in the practice of more sustainable waste management.

By the purchase of the Keep Cup the consumer can help to reduce paper waste and help the government to achieve the EU Landfill Directive for the country.

Appendix 2

Consent Form

Consent forms were handed to participants prior to participation of the interviews. A copy of each signed consent form is available on demand.

KeepCup use across GCU Campus

Glasgow Caledonian University have launched KeepCups on campus this year in an effort to reduce the number of disposable coffee cups used on GCU Campus. Disposable cups are a real problem for our client, Facilities Management in GCU and our research will uncover the barriers and facilitators for students in regard to KeepCups. Interviews will be conducted with 10 GCU students who consume hot drinks on Campus; we will ask a series of relevant questions about your experience with re-usable cups and the interview should last no longer than fifteen minutes. Participants have the opportunity to abstain from answering any questions and can have their information removed from the study at any time.

For the duration of the study, information will be kept confidential and in a secure place and after the study is complete, all recordings and other data collected will be destroyed but excerpts from the interview may still be available. All personal information from participants will be omitted, which insures anonymity.

- My participation in this study is voluntary
- Of the intended purpose of this research
- I can abstain from answering a question
- The interview can be stopped at any time
- That the interview may be recorded.
- I can withdraw after the interview is complete at any time
- The data will be confidential with respect to my personal identity

If I have any questions regarding the study I can contact;

████████████████████@Caledonian.ac.uk

████████████████████@Caledonian.ac.uk

████████████████████@caledonian.ac.uk

████████████████████@caledonian.ac.uk

████████████████████@caledonian.ac.uk

████████████████████@gcu.ac.uk

I have been offered a copy of this consent form that I may keep for my own reference.

I have read the above form and, with the understanding that I can withdraw at any time and

for whatever reason, I consent to participate in today's interview.

Participant's signature

Date

Appendix 3

Interview Transcripts

Below is the transcripts for interviews.

Interview 1

Interviewer 1: Ok so we are doing a bit of research as part of our marketing assignment.

Participant 1: Ok.

Interviewer 1: We are looking into student engagement towards environmental issues, so we would like to ask you a few questions and we will get some feedback, try and expand whenever you can. So question number 1. What has been your experience with reusable coffee cups?

Participant 1: I've not really has much experience with reusable coffee cups.

Interviewer 1: Ok.

Interviewer 2: Have you ever seen the keep cup? (Shows keep up).

Participant 1: This is the first time I've ever seen it. It Looks very nice though.

Interviewer 2: So you've never seen it around campus or anything?

Participant 1: (Shakes head).

Interviewer 1: So the Keep cups are made from recycle materials, they are quite durable, you get 10 pence off every coffee that you get by using them, so you can save some money by using them. They are relatively secure. I wouldn't put a cup of coffee in it and put it in your bag. But the lid itself it keeps drinks quite secure. Would you like to hold the cup?

Participant 1: Yes sure, It's' really nice material. I like the rubber band. It gives the cup a good grip.

Interviewer 2: So after seeing the cup would you consider buying one and using it with your drinks?

Participant 1: Yeah definitely. I like the idea that you get a discount. I think that is a very good plan. It helps with the environment of course. It's a very nice marketing campaign. I would definitely look into getting one. Where would I get one?

Interviewer 2: Well you can get it from both canteens on campus. Either in the main hall or at the back of the one we are sitting in.

Interviewer 1: Most of the catering places within the University supply them. They are 5 pounds each but you get a free coffee with your first one. So you will end up saving a lot once you use them regularly.

Participant 1: Coffee's are about 3 pounds usually. So that's a bit of an investment.

Interviewer 1: Once you get your 20th coffee it pays for itself.

Participant 1: Ok.

Interviewer 1: So what is it about keep cups that attracts you. You said you liked the price?

Participant 1: I like how it's been marketed around environmental issues. It makes you feel like you're almost giving/contributing to a greater cause by purchasing one of these. Even though it's very convenient for the consumer. So for me, I do consume a lot of coffee. So it would personally be of great use for me to have one of these.

Interviewer 2: Great. Thank you. So would you consider yourself to be green conscious and by that I mean to be environmentally friendly.

Participant 1: Ehh.. When I can be you know the simple things, like not leaving the lights on or electricity on unnecessarily. Ehh... yeah.

Interviewer 2: so that's about the extent of..

Participant 1: Yeah that's about the extend of it.

Interviewer 1: How often do you consume hot drinks?

Participant 1: Daily.

Interviewer 1: so how many cups of coffee do you drink in a day roughly.

Participant 1: Maximum of 3.

Interviewer 1: Maximum 3?

Participant 1: Yeah, sometimes 2 hot drinks a day.

Interviewer 2: And finally. Do you use the catering facilities on the campus?

Participant 1: Not regularly. I've used them once. When I went actually I don't remember seeing these. So maybe something to consider is.. I don't know if they are new... but you should consider putting it somewhere where people can see it.

Interviewer 2: Ok.

Interviewer 1: Just before we finish up are you student at the university?

Participant 1: Yes I am a student here at Glasgow Caledonian University.

Interviewer 1: Thank you for taking part in the interview.

Participant 1: No worries.

Interview 2

Interviewer 1: So we're doing some research on behalf of the university. We're looking into students engagement towards environmental issues. So what has your been your experience of reusable cups around the campus?

Participant 2: I've not seen many reusable cups.

Interviewer 1: Not seen many?

Participant 2: Nope.

Interviewer 2: SO have you ever seen the Keep Cup. So here's the KeepCup here. (shows KeepCup). Have you ever seen this about the campus?

Participant 2: No that's actually the first time I've seen it.

Interviewer 1: So these are the Keep cups. I'll just go through them with you. So they are made from completely recyclable materials. They are sturdy and you can keep your drinks in them however I would be careful to put them in your bag full as they may leak slightly. You can replace the rubber bands on them. They cost £5 pounds and you get a free coffee upon purchasing one. You get 10 pence of every coffee you buy there after. So it pays for itself after buying 20 coffees.

Participant 2: so It's quite a good thing if you drink every day.

Interviewer 2: so after hearing that would you consider buying one and using one

Participant 2: yeah I would.

Interviewer 1: so what is it about the keep cups that attract you to it, if you now say you are considering buying one.

Participant 2: The money off after a few drink purchases would start to add up and also like the fact it looks quite smart and you can put a lot of coffee in it.

Interviewer 1: What do you mean by smart? The way it looks?

Participant 2: Yeah I like the design.

Interviewer 1: Ok. They come in different colours. you can mix and match.

Participant 2: Good.

Interviewer 2: So would you consider yourself to be green conscious by that I mean environmentally friendly.

Participant 2: Not particularly no. I put stuff in the recyclable bins at home but I wouldn't make the extra mile.

Interviewer 1: Is there any reason why you're not green conscious?

Participant 2: It's probably just laziness. I'm not sure of the next steps in being more green conscious.

Interviewer 1: Ok. If you knew more about being green conscious do you think you would be?

Participant 2: If it was easy to do. I wouldn't go out my way but there is a certain limit I would go to be green conscious.

Interviewer 1: Ok

Participant 2: Just because it's much easier not to be

Interviewer 1: Ok

Interviewer 2: So how often do you consume hot drinks?

Participant 2: Probably once a day.

Interviewer 2: Ok

Interviewer 1: Do you use the catering facilities in the campus?

Participant 2: Not really but I'm definitely going to try them

Interviewer 2: Great thank you very much.

Interview 3

Interviewer 1: Okay so we are doing some research into student engagement towards environmental issues. I will ask you a question and then the other interviewer will ask you a question. Is this okay?

Participant 3: Yeah.

Interviewer 1: So what has been your experience with reusable cups around the University?

Participant 3: I have seen them once or twice but I've not really heard too much about them although I have seen advertisements for them around the campus.

Interviewer 2: Have you ever seen the KeepCup? *produces KeepCup.

Participant 3: Saw advertisement for it but other than no.

Interviewer 1: Where did you see the advertisement?

Participant 3: Saltire Centre there was a poster.

Interviewer 1: Have you saw anyone using them?

Participant 3: No I haven't.

Interviewer 1: I take it you don't have one?

Participant 3: No I don't.

Interviewer 2: Would you consider buying one now you have seen it?

Participant 3: Depends on the price.

Interviewer 2: How much would you pay for one?

Participant 3: About £3-4

Interviewer 1: They are actually £5 and you get a free coffee when you buy it and you get 10p off every drink when you buy a coffee with it to save a bit of money

Participant 3: That is quite reasonable.

Interviewer 2: Would you consider yourself to be green conscious?

Participant 3: A little bit yea. But I sometimes don't bother, I just really turn off lights, stuff like that.

Interviewer 2: What sort of things do you do if anything?

Participant 3: Just try to save energy really, turning things off, just trying to get into the habit of doing it.

Interviewer 2: Do you do any actual recycling?

Participant 3: Yup, split it all up (meaning separating paper, food, metal etc.).

Interviewer 1: Why do you consider yourself green conscious? Is it a personal thing or...?

Participant 3: It's just something you need to do. You hear a lot about it in the news. It's one of those things you pick up as you go along, hearing a lot about it and instinctively become proud of doing your part and how much it means to the future.

Interviewer 2: How often do you consume hot drinks?

Participant 3: Once a day.

Interviewer 2: Do you usually buy that on campus?

Participant 3: In the morning before I come in.

Interviewer 1: Do you ever use the catering facilities in the campus?

Participant 3: Not too much I usually go out with the campus to get food at lunch.

Interview 4

Interviewer 1: We are doing a bit of research to do with student engagement towards environmental issues.

Participant 4: Okay

Interviewer 1: What has been your experience with reusable cups?

Participant 4: Use them once then toss them in the bin, they can't be recycled again so I'll use it once then put it in the recycling bin.

a bit of confusion here

Interviewer 1: What about ones that you recycle and don't throw away?

Participant 4: Like ones you keep yourself?

Interviewer: Yes

Participant 4: So you keep them, wash them and use them again. I've seen them but don't use them myself. I have seen people around the campus with them and you always get the ones from Starbucks that everyone seems to use, they are quite popular.

Interviewer 2: So have you seen these, the KeepCups? *produces KeepCup

Participant 4: No, I've not seen that before.

Interviewer 1: So these are the KeepCups, you can buy them anywhere on campus at the canteens. They are quite sturdy and made out of 100% recyclable material. They cost £5 and get a free coffee with them and every time you refill your KeepCup you get 10p off your coffee.

Interviewer 2: So after Interviewer 1 explaining the KeepCup to you would you consider buying one and using one? What are your impressions of it?

Participant 4: It's a good idea, I don't drink a lot of coffee myself but if I was going to [drink coffee] I would [buy one] because you get 10p off and get it cheaper with the cup. Its drink it if I drank coffee.

Interviewer 1: Out of interest would you ever put drinking water in it?

Participant 4: No I would just get a bottle of water.

Interviewer 1: And you wouldn't buy one because you don't drink coffee?

Participant 4: I drink it at work but not at university.

Interviewer 2: So would you consider yourself to be green conscious, like environmentally friendly?

Participant 4: A wee bit. I recycle in the bins when I have stuff to use but other than that don't really go out my way to be greener

Interviewer 1: If you didn't have to recycle, have the recycling bins at home would you recycle?

Participant 4: Not really, I wouldn't go out of my way to do it. Because it's easy to do that's why I do it.

Interviewer 1: Why wouldn't you go out of your way, laziness?

Participant 4: Laziness, I don't really see it affecting me if I don't.

Interviewer 2: The next question was how often do you consume hot drinks but you don't drink.

Participant 4: Every time I am working I'll have a coffee so maybe 2-3 times a week

Interviewer 1: Do you ever use the catering facilities in the campus?

Participant 4: I used them today

Interviewer 1: How often do you use them?

Participant 4: Once a day I'll get a snack between lectures.

Interview 5

Interviewer 1: We are doing research into students opinions towards environmental issues in the university. I'll ask the questions then Jack will ask a question and we'll take it from there. What's been your experience using recyclable cups in general? Have you ever used recyclable cups?

Participant 5: Yes, Yes.

Interviewer 2: So have you ever seen the KeepCup?

Participant 5: No, I've never seen it.

Interviewer 1: Okay, basically it's made from 100% recyclable material, quite secure, your drinks not gonna come out of it or anything, its rubbery outside is grippy. They are £5 from any of the catering facilities on the campus and with that you get a free coffee and then every time you bring it back you get a coffee for 10p off if you bring your KeepCup along with you.

Interviewer 2: So after hearing that would it be something you consider buying? If so why? What sort of aspects do you like or not like about it?

Participant 5: It's quite good the fact you get a free coffee and I guess it saves wasting more kind of cups.

Interviewer 2: So? 1 min 15 secs

Participant 5: Yes

Interviewer 1: Are you environmentally friendly? Is that something that would make you...?

Participant 5: I'd say so yeah

Interviewer 1: Just out of curiosity, do you like the design of it?

Participant 5: Yeah it's very nice

Interviewer 1: So would you consider yourself to be green?

Participant 5: Yes

Interviewer 1: Why would you consider yourself to be green conscious?

Participant 5: Because I stay at home myself and I've got all my recycling things I've just been used to doing it myself.

Interviewer 1: So you're into recycling yourself so do you know about the dangers to the environment etc?

Participant 5: I'm quite conscious of that just through learning about it through Uni and school.

Interviewer 2: How often do you consume hot drinks?

Participant 5: nearly every day

Interviewer 2: Every day, is that like coffee or tea or?

Participant 5: Coffee, Tea...

Interviewer 5: Is that usually on the campus when you buy these hot drinks?

Participant 5: Yeah in Uni or I sometimes make stuff at home as well.

Interviewer 2: So how do you bring it stuff you make at home?

Participant 5: Well I have a cup like that, or I bring it to work with me and I make it in work.

Interviewer 2: What brands of cup do you have right now?

Participant 5: It was just from a supermarket.

Interviewer 2: Is it the same sort of idea as the KeepCup?

Participant 5: Same sort of idea but taller.

Interviewer 1: How many would you drink at home roughly?

Participant 5: 2 or 3

Interviewer 1: 2 or 3 a day?

Participant 5: Yes

Interviewer 1: And do you use the catering facilities on campus for like food or drink?

Participant 5: Yeah

Interviewer 1: Yeah, well thank you very much.

Interviewer 2: Thank you very much.

Interview 6

Interviewer 1: We're doing some research into students views and aptitudes for environmental issues in the university. So I will ask you a question then Jack will ask you a question and we can go from there. So the first question is what has been your experience using reusable cups?

Participant 6: Not a lot apart from, actually never.

Interviewer 2: So here's the KeepCup (Shows KeepCup) have you ever seen this before?

Participant 6: No

Interviewer 2: Never seen it anywhere on campus?

Participant 6: Never no.

Interviewer 1: So basically it's 100% recyclable, it's pretty sturdy, it's made out of rubber do you want to feel it?

Participant 6: Yes please

Interviewer 1: The caps pretty secure but I wouldn't put it in your bag or anything, they cost £5 from any of the catering outlets on campus, and for £5 you get your cup plus a free coffee so your cups only costing you around £3 for what you get, and every time you bring it back up you get 10p off your hot drink, so you save a wee bit of money.

Interviewer 2: So after hearing about the cups credentials would it be something you consider buying? If so why or why not?

Participant 6: I think I would for the fact that I drink more coffee and tea when I'm in uni than when I'm at home, so the only reason I wouldn't would be if I was travelling out of uni and I couldn't put it in my bag when it was full because then it could potentially leak.

Interviewer 2: So it's something you would like to use in uni?

Participant 6: Yeah, if I was in uni because then every time you're saving money.

Interviewer 1: Do you consider yourself to be green conscious?

Participant 6: Not completely, no.

Interviewer 1: Why not? Just laziness or?

Participant 6: Yeah I am quite lazy. I'll need to be more green conscious.

Interviewer 2: How often do you consume hot drinks?

Participant 6: 2 or 3 times a day.

Interviewer 2: How often do you think you buy that within the university campus?

Participant 6: probably most, like 80% of it is bought here.

Interviewer 1: How often do you use the university catering facilities like for food and what not?

Participant 6: Mostly every day, I use it every day now.

Interviewer 1: Once or twice a day or just?

Participant 6: Just once

Interviewer 1: Alright that's us, thanks for helping us out.

Participant 6: No problem.

[Interview 7](#)

Interviewer 1: What has your experience with reusable cups ?

Participant 7: I have never used a reusable coffee cup before; i've bought them for people, for like presents but I've never actually used one myself.

Interviewer 2: Have you seen Keepcups before ?

Participant 7: Yeah, i've seen them being sold at different parts of the university, i've seen the GCU ones, but i've seen other ones as well (*outwith the university*)

Interviewer 1: Would you consider buying and using one ?

Participant 7: More leaning towards it now that they are getting really popular; i wasn't a huge coffee drinker when they first came out but now I am, and I would probably benefit from one yeah.

Interviewer 2: What do you like about them ?

Participant 7: That they are re useable I guess, don't have to keep worrying about binning coffee cups, because I am usually in my car and having a used coffee cup in your car is really annoying

Interviewer 1: So you wouldn't mind carrying it about in your bag ?

Participant 7: I'm not sure how dirty it would get, what if something splashes out, i'm not sure how I would feel about keeping it in my bag

Participant 7: Oh so you can close it ? and it won't leak out or your bag ?

Interviewer 1: if its full yes but the dribbles won't leak

Participant 7: Okay

Interviewer 2: What do you like about it? The design etc

Participant 7: This cup in particular ?

They look really handy, you can get them in different sizes depending on the coffee size; the KeepCups seem like a kind of perfect size, they don't seem too big, cause I've seen huge ones that I would just not want to buy

Interviewer 1: Would you consider yourself to be green conscious ?

Participant 7: I want to be yeah, I feel like I think about it, I feel guilty about printing too much, and i'm starting to notice how many cups I go through as i'm drinking more coffee, so i'm starting to be more conscious of it now yeah

Interviewer 2: Do you recycle at home and stuff ?

Participant 7: Yeah I recycle at home

Interviewer 1: Do you use the bins around campus ? the recycling ones ?

Participant 7: No, I don't think I do, I usually bring my own lunch in but at the same time i'm not sure if I would go out of my way to find one, it's easier to recycle at home

Interviewer 2: More convenient ?

Participant 7: Yeah, absolutely

Interviewer 2: Do you use the catering facilities on campus at all ?

Participant 7: I have used the cafeteria once,

Interviewer 1: Do you buy hot drinks on campus

Participant 7: No usually not, I would usually get it on the way to uni in the morning

Interviewer 2: with GCU keepcups you get 10 pence off hot drinks on campus would that entice you to buy them on campus ?

Participant 7: yeah, I saw a sign for that the other day but I didn't know what KeepCup was before that, so yeah it probably would be honest because it will be cheaper than going to Starbucks or costa, I drink at least one cup of coffee a day so that would save me like 70 pence a week

Interviewer 2: *you get your first drink free as well,*

Participant 7: do you ?

Interviewer 2: yeah its like £5 for the cup plus a free coffee than 10 pence off every coffee after *that*

Participant 7: Really? That's really good!

Interviewer 2: *You said you have seen the posters about campus whereabouts have you seen them?*

Participant 7: When I saw it it was in the cafeteria, I eat my lunch in the Building and there is a small cafeteria downstairs and I saw the poster in there

Interviewer 2: Do you know anyone that would use KeepCups? Do you think it would be something your friends would use?

Participant 7: Yeah, I know a lot of people here that buy hot drinks so yeah maybe they would

Interviewer 1: Do you know of any other coffee cup brands?

Participant 7: Maybe not brands but I've seen them in places like Clintons and stuff they sell them as gifts at Christmas; and I think they do them in Starbucks as well but I think they are really expensive there

Interview 8

Participant 8: What has your experience with reusable coffee cups been?

Participant 8: I've used them in the past, I'm not a regular drinker of hot drinks, I drink tea at home but not really outside the house and obviously I'm using my own cups at home, aye but there pretty decent and obviously they are good for the environment

Participant 8: (Graham's actually holding the KeepCup right now) Have you ever seen this before?

Participant 8: Nope I've never seen it before

Interviewer 2: So these are the KeepCups; describes KeepCups

Interviewer 2: Is it something you would consider buying? And if so what are the selling points?

Talks about the incentive

Participant 8: Yeah absolutely; if you're saving money whilst getting your hot drink, and it looks like a sturdy wee product as well

Interviewer 1: So aesthetically you think it's a nice product

Participant 8: Yeah it looks good

Interviewer 2: **Would** the fact that it's more environmentally friendly be a selling point?

Participant 8: Yeah definitely

Interviewer 1: Is it something you would consider owning?

Participant 8: Yeah

Interviewer 2: Would you consider yourself to be green conscious?

Participant 8: Not really, I mean I do what I can in the house and stuff like that, if there is a recycling bin nearby then I'll use it but wouldn't go out my way

Interviewer 1: So it's mainly convenience?

Participant 8: Yeah

Interviewer 2: How often do you consume hot drinks?

Participant 8: Probably every day of the week to be honest, just once a day. Usually tea in the morning

Interviewer 1: Do you use the catering facilities?

Participant 8: Every now and again

Interview 9

Interviewer 1: What has been your experience with reusable coffee cups?

Participant 9: I've never seen them before, I just know they can be reused

Interviewer 2: Have you seen KeepCups before?

Participant 9: I haven't no, never before.

Interviewer 1: (EXPLAINS KEEPCUP)

Interviewer 2: Would you consider buying and using one?

Participant 9: Yes, I really would consider buying one. The free coffee and the money off

Interviewer 1: Do you recycle at home?

Participant 9: I do try to but the last few times I've mixed the bins up and the recycling has ended up in general waste. But I try to normally

Interviewer 2: What about on Campus?

Participant 9: There aren't enough recycling bins, we actually sent a letter about this last year to get more recycling bins on campus.

Interviewer 1: Would you consider yourself 'green conscioues'?

Participant 9: Yes, I would. I ensure everyone at my work recycles when possible and if I see someone not recycling when they can I make sure they know that and ask them to do it.

Interviewer 2: How often do you consume hot drinks?

Participant 9: Twice a day, is that normal?

Interviewer 1: Do you use any of the catering facilities on campus?

Participant 9: I use this one (The Hamish Wood Canteen) and the Bistro in the Student Association

Interviewer 2: Have you seen the posters in the catering facilities for KeepCups?

Participant 9: Is there honestly? I have never seen a mention of these in my life. (ASKS HOW LONG KEEPCUPS HAVE BEEN RUNNING IN GCU)

Interviewer 1: What do you like about the KeepCup?

Participant 9: I'm guessing it's not going to scald you which is good. The design is very smart. I really like the colours and the spill stopper at the top.

Interviewer 2: If you were more aware of them before the interview, would you have purchased one?

Participant 9: I would have definitely got one, £5 is really cheap. I'll need to invest in one of these.

Interview 10

Interviewer 1: What has been your experience with reusable coffee cups?

Participant 10: My boyfriend uses his all the time, he bought one from our local coffee shop. I think my mum got me one for Christmas last year but it was kind of rubbish and spilled all the time.

Interviewer 2: Have you seen these GCU KeepCups around?

Participant 10: Yeah, I only noticed the poster yesterday at the Refectory. Ever since you mentioned them I've noticed so many other students using them though. Are they new?

Interviewer 1: Yes, the GCU KeepCups were only introduced at the start of the year, would you consider buying and using one?

Participant 10: I think so, these ones look a lot sturdier than the other cheap ones I've seen before. Can you buy them in unit?

Interviewer 2: Yeah, they are on sale at most of the catering facilities on campus, do you like the design of these GCU KeepCups?

Participant 10: Yeah I really like these ones, my boyfriend's cup is really small and can only hold a small coffee. The colours are fun too, does it keep the tea warm?

Interviewer 1: It's not insulated but doesn't scald your hand either. If you owned one, how would you transport it around?

Participant 10: I would probably just keep it in the side pocket of my backpack, it wouldn't drip or anything there. I would need to rise it out though because the milk would get disgusting inside the cup surely if you left it all day.

Interviewer 2: Would you consider yourself to be green conscious?

Participant 10: I would really like to be but I just don't have the time at the moment. I always leave the lights on and I never remember to separate the rubbish!

Interviewer 1: Do you use the catering facilities on campus?

Participant 10: Yeah, I use the refectory and the Govan Mbeki canteen every day for soup and tea. I think it works out a lot cheaper than going outside campus. How much do these cups cost?

Interviewer 2: The KeepCup costs £5 and that includes your first drink free, thereafter if you bring it back you get 10 pence off every hot drink

Participant 10: That's amazing, I thought they would have been like £10! A lot of the branded university stuff costs a fortune. That's really good.