

Simple Modern Final Research Project

Lucky Agency: Kobie Clark, Cithera Hinds, Rachel Smith,
Stephanie Vancourt, Trayton Acosta, Lily McWilliams
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RESEARCH QUESTION

What **motivates** consumers to **purchase** reusable water bottles and **trust** their brands?

SIMPLE MODERN INTRODUCTION

Simple Modern was co-founded by Mike Beckham in 2015. He was interested in selling products online, and eventually him and his friends landed on water bottles. Since their first product launch in 2016, the company has grown exponentially. (405 Business, 2022)



01

HEADQUARTERS

Based in Moore, Oklahoma.

PRODUCTS

Reusable water bottles, lunch bags, totes, and backpacks

ONLINE PRESENCE

- Instagram
- Facebook
- Twitter
- Youtube



SIMPLE MODERN



PERSONALIZATION

Collaborations with different brands and unique, colorful designs.

GIVING BACK

- 10% of profits donated annually
- \$2 million total given to charity
- \$1 million worth of bottles donated



SIMPLE MODERN

02

**SECONDARY
RESEARCH/ TARGET
AUDIENCE**



INDUSTRY ANALYSIS

COMPETITORS

- YETI
- Stanley
- Hydro Flask
- Nalgene
- S'well

INDUSTRY TOTAL REVENUE

2022: \$8.92 billion

(Grand View Research, 2022)

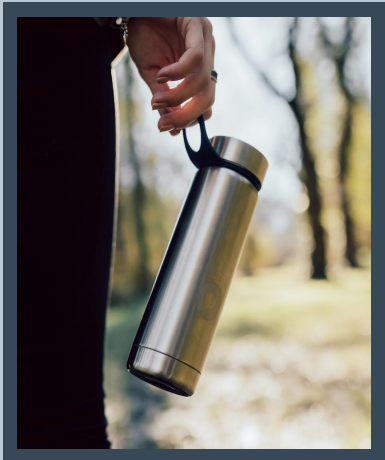
INDUSTRY PROJECTION

2030: \$12.6 billion

(Grand View Research, 2022)

FACTORS DRIVING GROWTH

- Environmental concerns
- Multiple sources of commerce, including online and in-person stores
- Increased personalization
(PR Newswire, 2021)

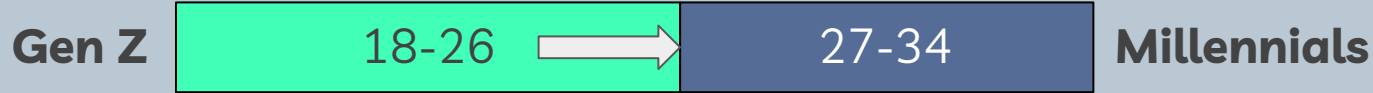


OBSTACLES TO GROWTH

- Single-use plastic water bottles are a convenient low-cost option
(Globe Newswire, 2023)
- Few consumers in favor of eco-friendly products actually follow through with purchasing them
 - “intention-action gap.”
(Harvard Business Review)



WOMEN 18-34



- *Gen Z* (1997-2013) will continue to push *Millennials* (1981-1996) out of this demographic.
- Gen Z will surpass Millennials as the largest consumer base by 2026 (Pinterest Business, 2022)
- 69% of Gen Z and 56% of Millennials purchased a reusable water bottle in 2021 because they are eco-friendly (Aguasana, 2021)

THE DIGITAL AGE



- Millennials and Gen Z regularly use Youtube and Instagram. Social media frequently influences purchasing decisions. (Statusphere, 2021)
- 2021 survey: 60% of Gen Z and 45% of Millennials have changed their loyalties to brands. They don't stick with companies that don't satisfy their needs and will happily switch to others. (Insider, 2022)
- Gen Z is 20% more likely than other generations to try new products (Pinterest Business, 2022)

TARGET AUDIENCE

A DESIRE FOR CHANGE



- Millennials and Gen Z believe brands should take stances on social issues.
- Gen Z is weary of institutional corruption and unethical business practices
- Gen Z gravitates towards companies that play an active role in social causes and advance the public good

(Forbes, 2021)

TARGET AUDIENCE

TARGET PERSONA



Studios Sofia

- Sophomore at the University of Oklahoma (124)
- Wants to work in health care (168)
- Loves her cat Sniffles (113)
- Her friends copy what she does or wears (151)
- Gets on Snapchat (152) and Instagram (123) to tell others about brands that she likes (167)
- Purchases items impulsively at stores (137)
- Switches up products she buys often for the sake of variety (167), often looking for something that will help her stand out from others (154)
- Likes companies that are eco-friendly (109) or donate to charity (117).

(MRI Simmons, 2020)

MEN 18-34

We want to see what motivates the male population's reusable water bottle purchases to see if there is a possible way to reach them.

Men also need to drink more water than women, so they should be a key demographic to look into.
(Mayo Clinic, 2022)



POTENTIAL AUDIENCE

POTENTIAL PERSONA



Down-to-Earth Dave

- He graduated from Norman High School (117)
- Works at a construction site (203)
- Plays his guitar in his free time (168)
- Interested in the NBA (177) and buying NBA merchandise (207)
- Likes purchasing from companies that partner with his favorite sports teams (136)
- Uses Twitter (119) to follow his favorite brands (147)
- A risk-taker (146) that likes to try new things (117)
- Gets his friends to try new things as well (112).

(MRI Simmons, 2020)

TAKEAWAY

- **Younger generations follow companies that reflect their identity and values**
- **Online shopping and social media gives them loads of product options at their fingertips, so they like to try different brands**
- **Young men are big sports fans, so a potential way to reach them would be through sports-branded products**



Glass

- +Customizable with silicone sleeves
- +No added chemicals
- Expensive
- Fragile



Stainless Steel

- +Insulated
- +Durable
- Expensive
- Heavy



Aluminum

- +Lightweight
- +Cheap
- Metallic taste
- Chemical leaching



Plastic

- +Lightweight
- +Cheap
- Vulnerable to extreme heat
- Chemical leaching (BPAs)

COMMON MATERIALS



Nalgene

\$17.99 (5%↓)

24 oz



Simple Modern

\$18.99

20 oz



Stanley

\$29.00 (52%↑)

18 oz



YETI

\$30.00 (57%↑)

18 oz



Hydro Flask

\$32.95 (73%↑)

20 oz



Swell

\$35.00 (84%↑)

17 oz

PRICES

as of May 2023

POSITIONING

Nalgene

Outdoors + Eco-friendly

*"We believe **what goes into making bottles** is as important as the **adventures** they fuel."*

(Nalgene, 2023)

Simple Modern

Lifestyle/Everyday use

*"We design products with your busy days in mind... you can incorporate S|M into every part of your **daily routine**."*

(Simple Modern, 2023)

Stanley

Outdoors

*"For us it's about ramping up your time **outdoors** with gear you can count on from dusk to dawn..."*

(Stanley, 2023)

YETI

Outdoors

*"One that was built for the serious **outdoor** enthusiast rather than for the mass-discount retailers."*

(Yeti, 2023)

Hydro Flask

Outdoors

*"We make go-anywhere gear that enables and elevates **outdoor** adventures."*

(Hydro Flask, 2023)

Swell

Eco-friendly

*"We hope to be a spark for change — the inspiration to live a little more **sustainably** in an unsustainable world."*

(Swell, 2023)

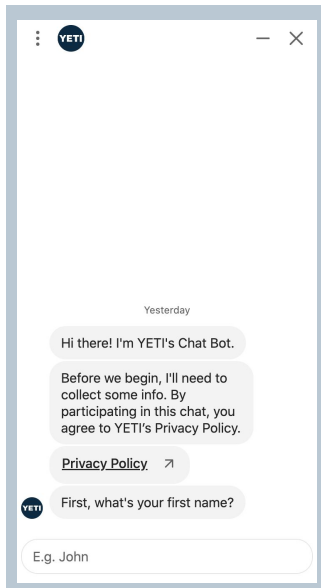
POSITIONING

TAKEAWAY

Simple Modern separates itself from its competitors with its lifestyle/everyday use positioning and lower prices.

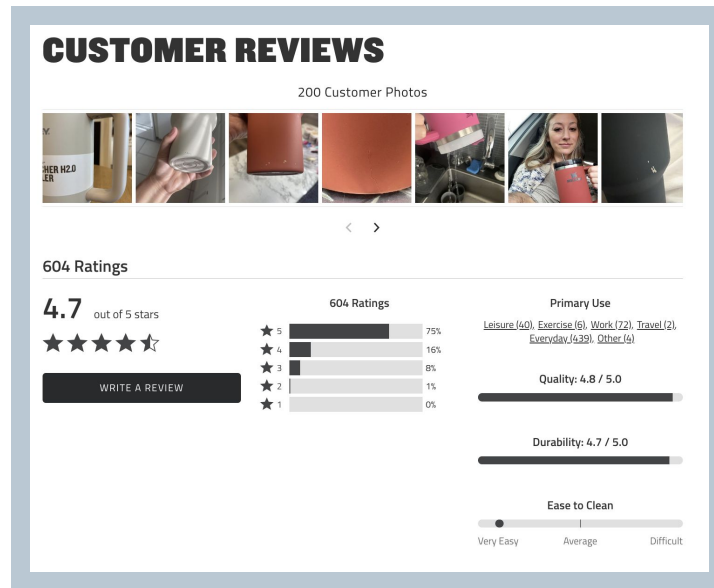
YETI

- Replies to bad customer reviews
- Chatbot for customer support
- “Used gear” section
- “Stories” section provides articles, brand ambassadors, & podcast links



Stanley

- Open Q&A section on product pages
- Very comprehensive customer reviews



Hydro Flask

- Replies to bad customer reviews
- Open Q&A section on product pages
- A “Trade in” section for recycling used bottles
- A “Sale” section to see all discounted items

S

Sam Verified Reviewer

02/17/23

★☆☆☆☆

Cap not durable

The little tab on the flip-up straw breaks too easily. Never had durability issues with other Hydro Flask products before.

Was This Review Helpful? 👍 1 👎 1

Store Owner

02/20/23

We apologize for the issue you are having. We'd be happy to replace your cap for you under our Lifetime Warranty. Please fill out a warranty claim via our website: hydroflask.com and choose Warranty at the bottom of the screen. Once you've submitted your warranty, you will receive a response within 2-3 business days.

Nalgene

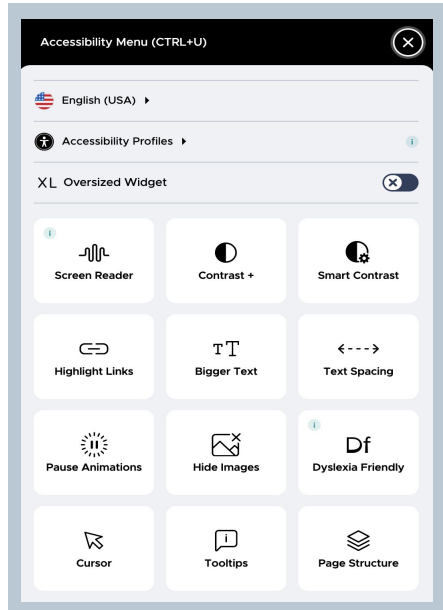
- A “Sale” section to see all discounted items

The screenshot shows the Nalgene website's 'TODAY'S SALES' section. At the top, there is a banner featuring a white Nalgene bottle with a blue lid against a background of yellow autumn leaves. Below the banner is a navigation bar with filters for Color, Lid Type, Material, Size, Activities, and Features. The main content area displays three products on sale, each with a red 'SALE' tag and a price reduction:

- 32oz Narrow Mouth Tritan Water Bottle**: Eggplant color, priced at \$8.99 (original \$11.99).
- 32oz Wide Mouth Tritan Water Bottle**: Clear Pink color, priced at \$4.99 (original \$11.99).
- 12oz Kids Grip-N-Gulp Graphic**: Purple and green color, priced at \$5.99 (original \$12.00).

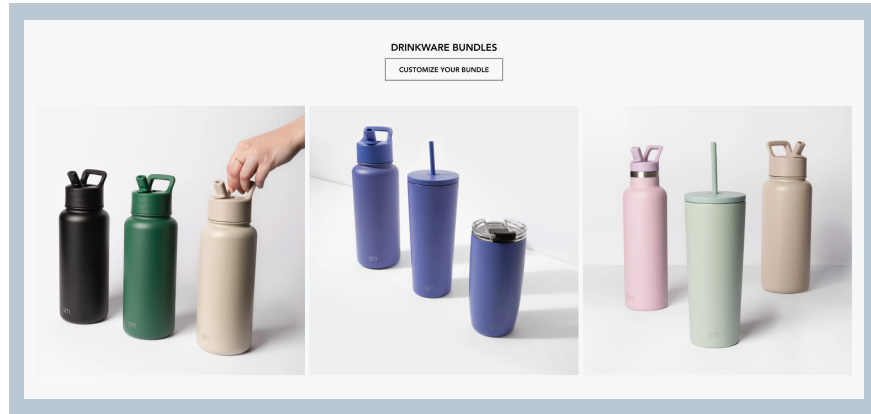
Swell

- Accessibility menu where those with visual impairments or other disabilities can be accommodated



Simple Modern

- A "Bundle & Save" section for buying products in bulk
- "Support" button but no chatbot

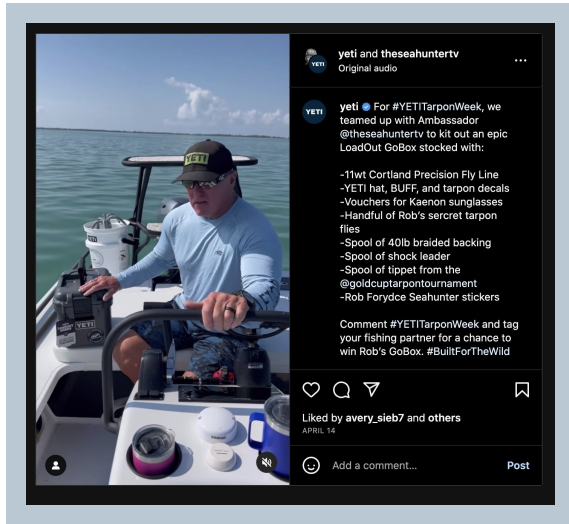


TAKEAWAY

- A quality customer experience is crucial for your online website
- Simple Modern's competitors do more to improve the customer experience
- Practices like direct responses to negative reviews leads to customers looking upon the company more favorably and being more likely to purchase from them.
(ReviewTrackers, 2022)

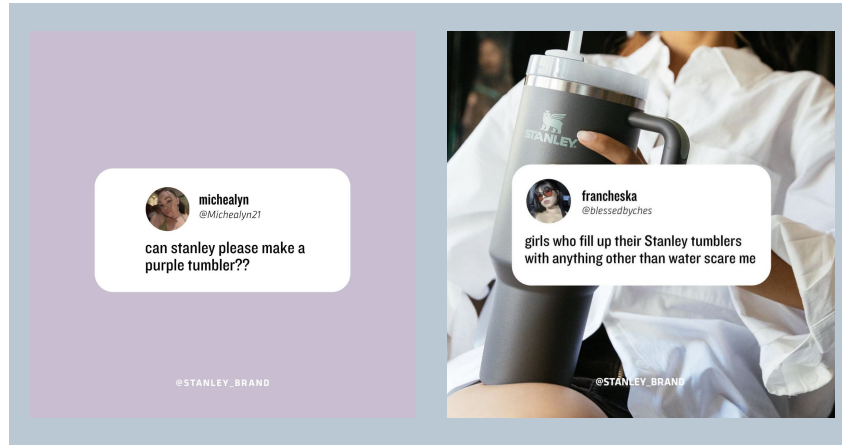
YETI

- 1.8M followers
- Collaboration posts with brand ambassadors



Stanley

- 394k followers
- Reposts fun comments and requests from customers



Hydro Flask

- 618k followers
- Food and drink recipes



Nalgene

- 111k followers
- Reposts photos from community, showing real customers using the product and tagging them in the post



SOCIAL MEDIA ANALYSIS

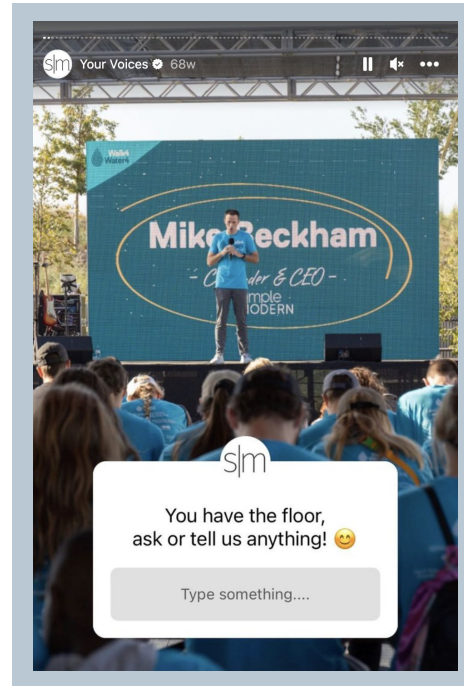
Swell

- 264k followers
- “Buzz” highlight shows re-posted Tweets





Simple Modern



- 95k followers
- “Your Voices” highlight allows direct interaction with followers







Simple Modern's Comment Section



- People frequently complain about how they miss old colors that are out of stock.
- Younger generations are impatient and quickly look for alternatives.
- Ignoring these responses could mean a potential loss of revenue.

 alexis_selena518 Not available to talk until Nimbus Cloud is back in stock 
1w Reply



 chelz_101 I love them but please provide a restock date and your other colors. 
2w 4 likes Reply



 itsceraaa_ We need the old colors back !! When will more colors be back I need muave me & riptide back I already hv the blush pink but I want the others too 
4w 3 likes Reply

 its.savvi If you guys are discontinuing past colors, please let your customers know so we can go elsewhere to find the shades that we like!!!! 
2w 3 likes Reply

 abbymc.whoppinree Can you let us know if Raspberry is coming back so I can order a different color if it isnt 😊 
1w 9 likes Reply

 moiraturner @abbymc.whoppinree Should we start a petition to bring raspberry back? @shopsimplemodern 
1w 4 likes Reply

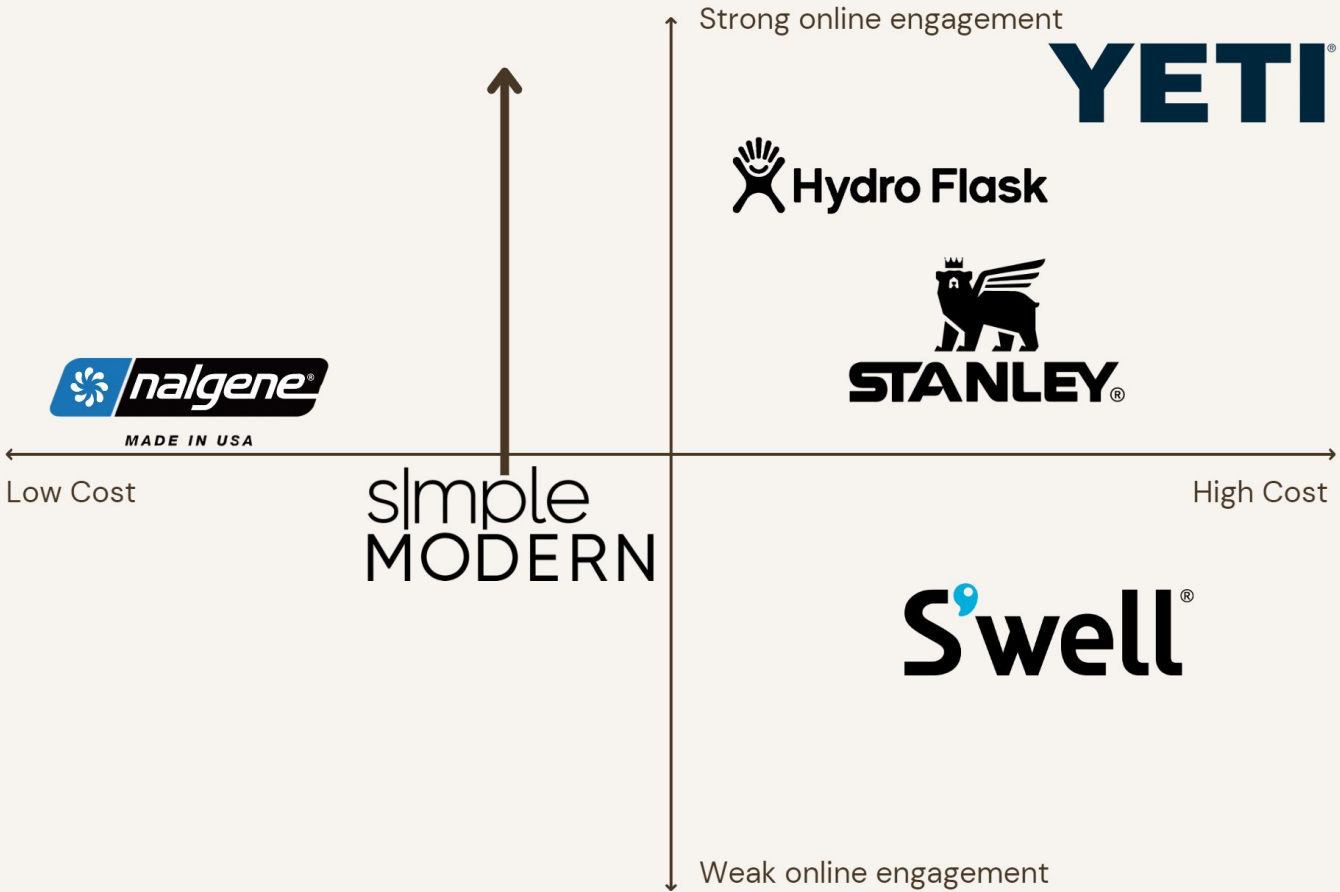
 ali_cat5 Please bring the sangria back! 
1w Reply

 martinez_lizz Y'all need to restock the other colors 😊 
5w 14 likes Reply

TAKEAWAY

- Consumers interact with countless brands on social media
- It's important to let the personality of the brand make a good impression
- Simple Modern's profile is smaller than competitors
- Their competitors have found other notable ways to engage followers
- Simple Modern could do a better job of responding to follower feedback

PERCEPTUAL MAP



SWOT ANALYSIS

Strengths

- Affordable products
- Charitable giving
- Personalization

Weaknesses

- Website
- Smaller social media following
- Frequent complaints of fan-favorite colors running out of stock

Opportunities

- Growing market
- Younger generations are using digital mediums to try new brands
- Lifestyle/everyday use positioning
- Demand for ethical companies

Threats

- The “intention-action gap” for eco-friendly products
- Single-use plastic water bottles

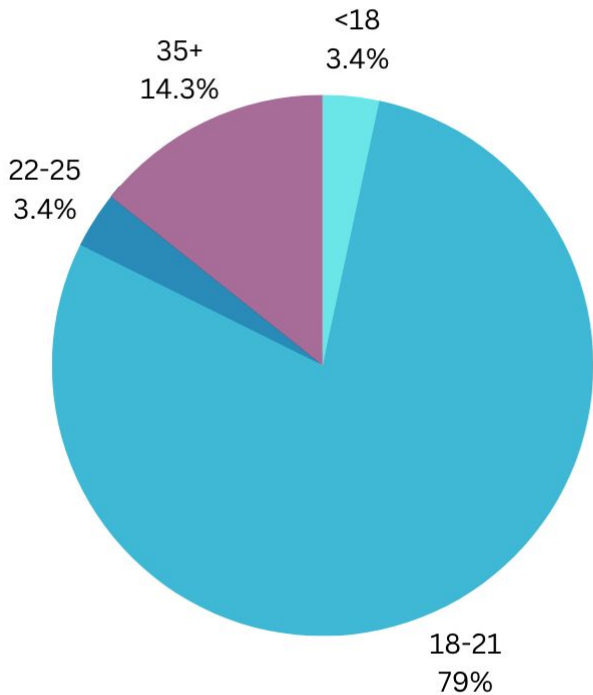
03

PRIMARY RESEARCH- QUANTITATIVE

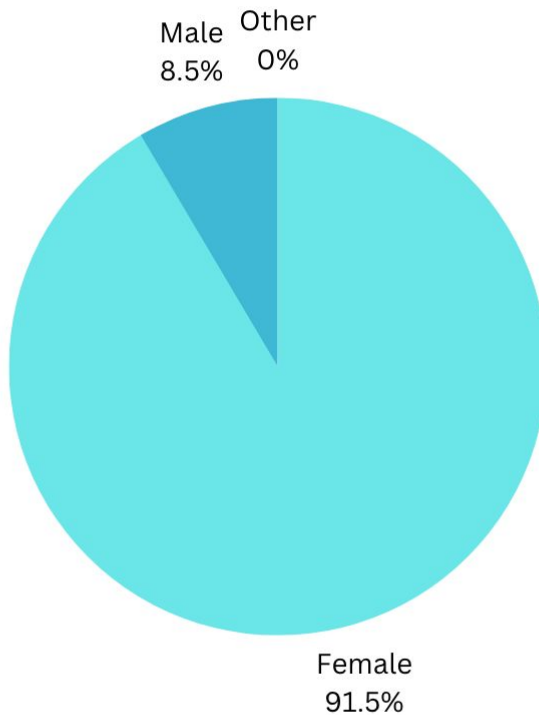


QUALTRICS SURVEY RESULTS: DEMOGRAPHICS

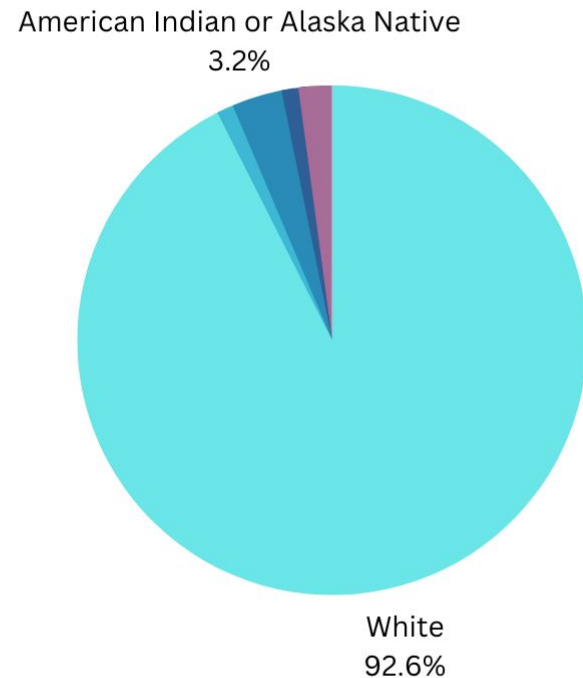
Total responses: 123



How old are you?

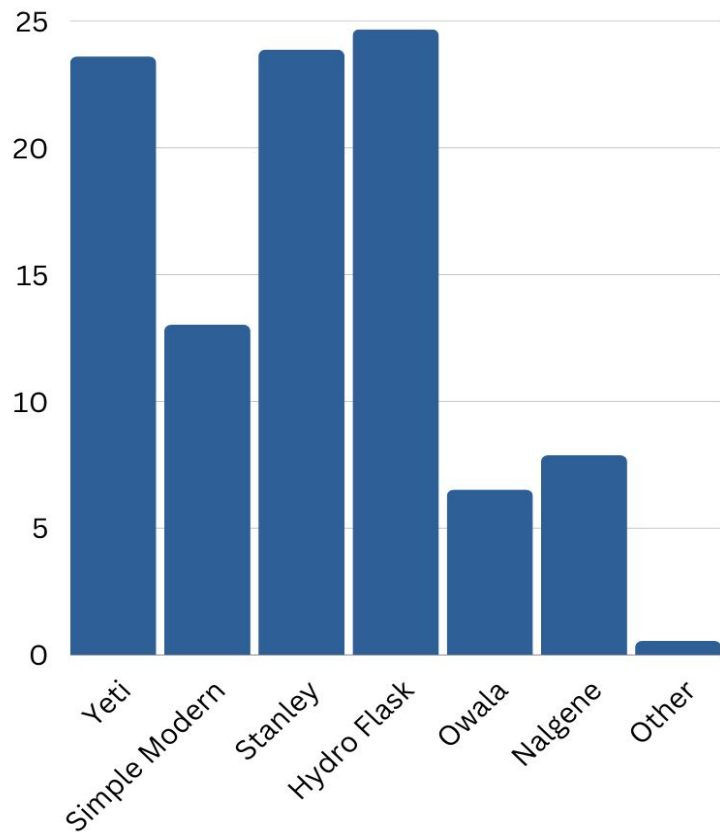


How do you identify?

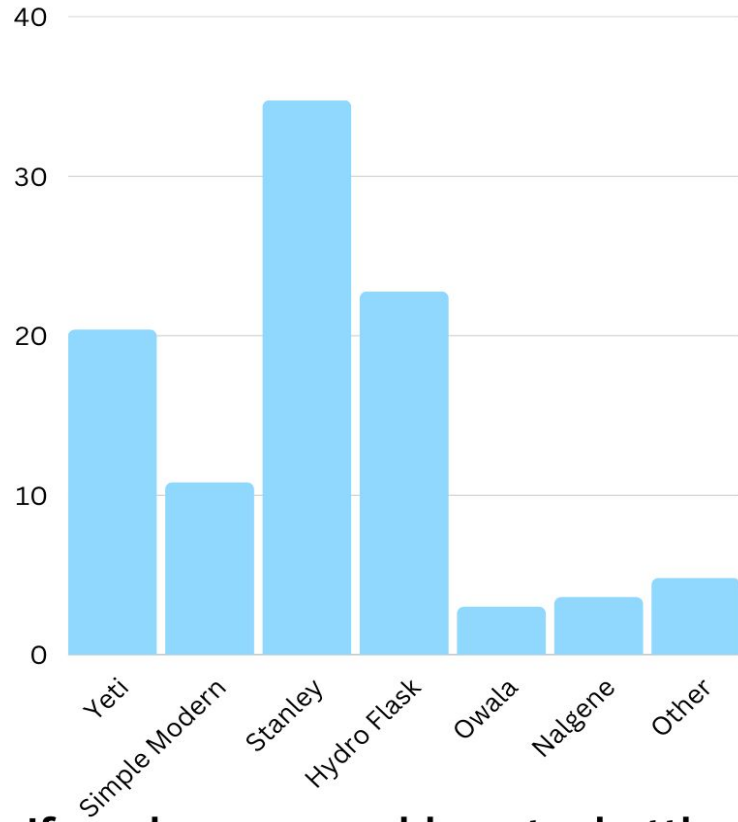


What race/ethnicity are you?

QUALTRICS SURVEY RESULTS:

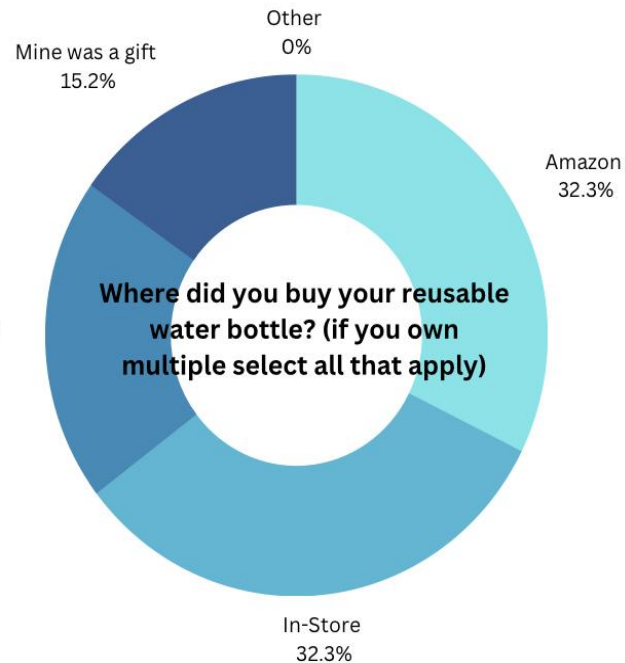
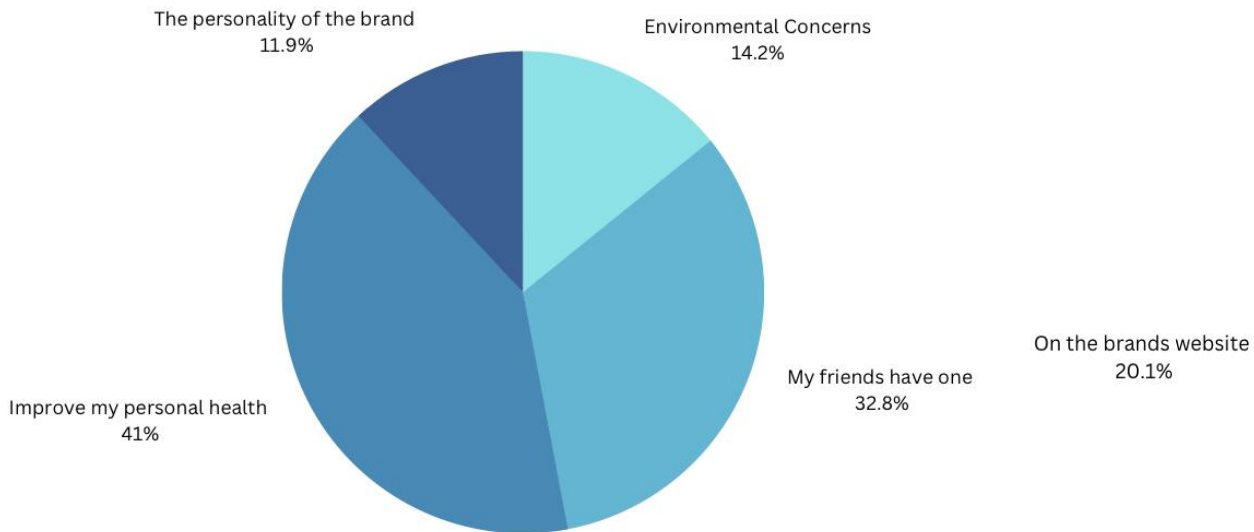


Brands respondents are familiar with



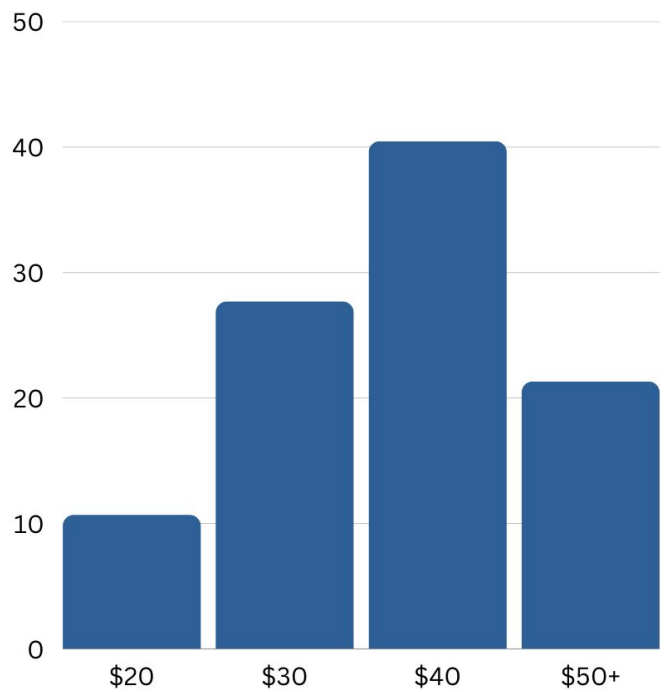
If you have a reusable water bottle, which brand do you own currently?

QUALTRICS SURVEY RESULTS:

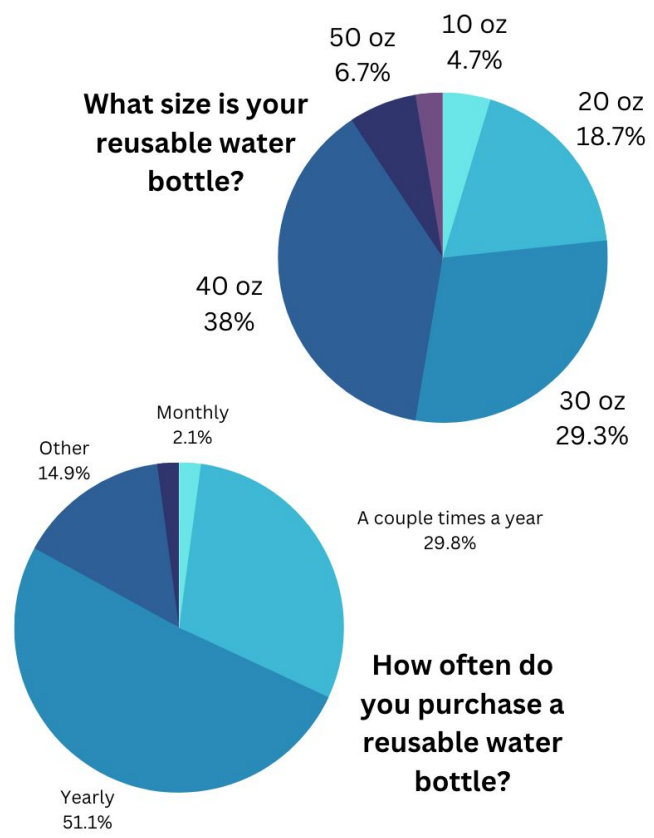


What factors fueled your purchase of reusable water bottles? (select all that apply)

QUALTRICS SURVEY RESULTS:



What is the maximum amount you are willing to spend on a reusable water bottle?



QUALTRICS SURVEY RESULTS:



What was your thought process of your reusable water bottle purchase(s)?

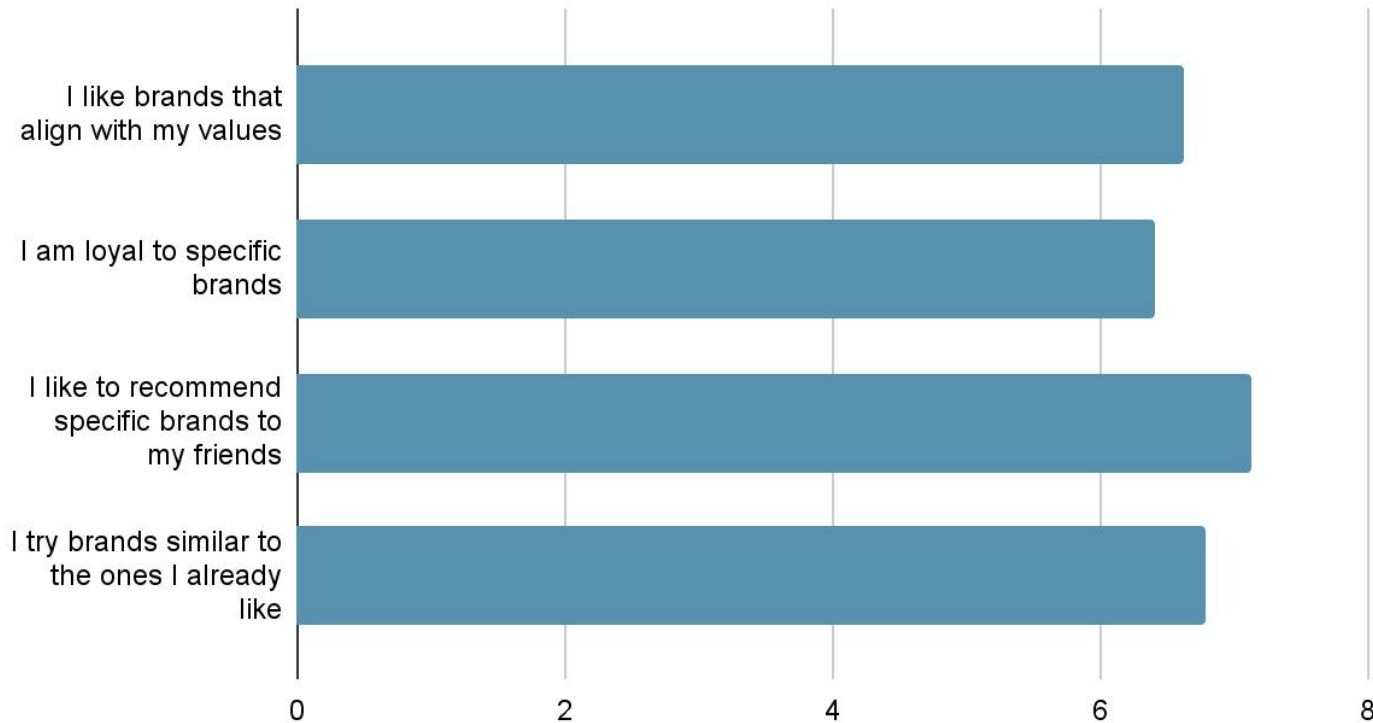
QUALTRICS SURVEY RESULTS:

Rank the following by what influences your purchase decisions the most

<u>Factor</u>	<u>Average Placement</u>
1. Friends	1.59
2. Family	2.78
3. Online Influencers	3.36
4. Customer Reviews	4.26
5. Advertisements	4.94
6. Articles/Publications	4.96
7. TV Personalities	6.10

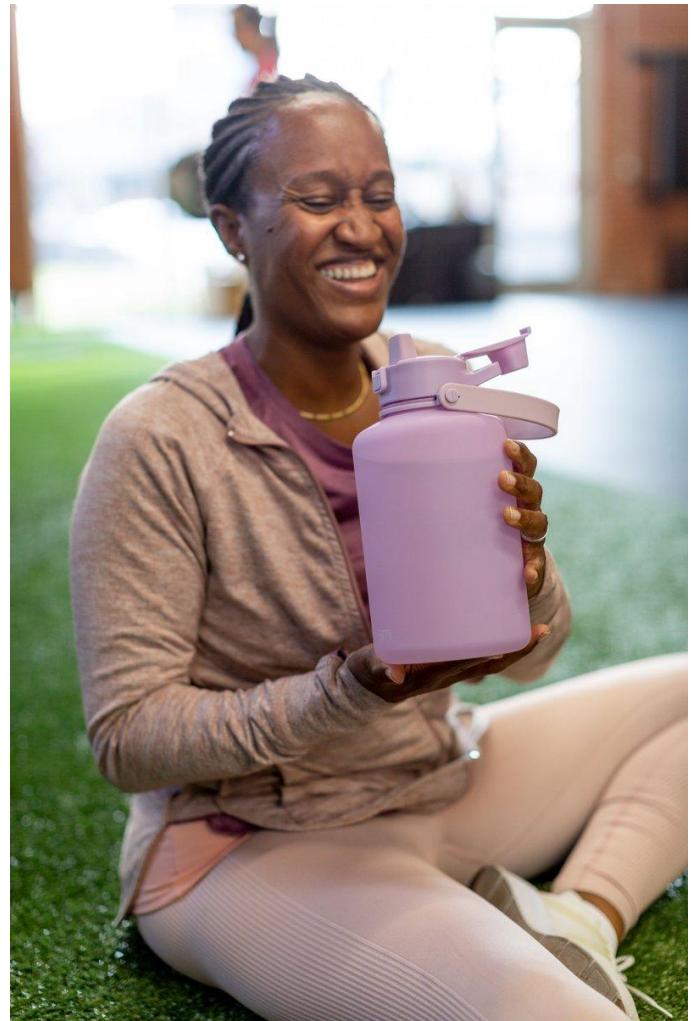
QUALTRICS SURVEY RESULTS:

Scale of 1-10



TAKEAWAY

- Simple Modern's price ranges fall within what younger generations are willing to purchase
- Peer pressure and personal health play a bigger factor in purchasing motivations than the environment
- People purchase water bottles from a variety of sources, including in-person stores, Amazon and company websites.



04 **PRIMARY
RESEARCH-
QUALITATIVE**

SHOPPING ANALYSIS

(TARGET) 24th Avenue NW, Norman OK

Kitchenware Section



- Products placed at eye level to grab attention
- Near the front of the kitchen section, not tucked away in a corner

Kids' Section



- Along the walkway so people can stop by and notice it
- “Simple Modern” banner and products at eye level

Customer Behavior

- Picked up bottle
- Examined design
- Twisted the top off and looked inside
- Discussed product with friend

TAKEAWAY

- Simple Modern has good presence in in-person stores
- Products and banners placed at eye level in smart locations will help drive sales
(Mobile Insight, 2020)
- Whenever shopping in-person, people don't just go off of looks alone. They want to feel it, interact with it, and even talk about it.

ETHNOGRAPHY

Participant: Kami Fryer, 21

Method: Had her use a **40 oz Simple Modern** tumbler for half a day, and a **40 oz Stanley** for the other half

First, Kami was asked to explain why she was loyal to Simple Modern.

“I am from Oklahoma, and I like that this is a **local brand** and that they **give back to the non-profits** in the community. Simple Modern is also **trendy**, but they **aren't flashy** and I know that their bottles are **durable** and will get me through my busy days.”

ETHNOGRAPHY

SIMPLE MODERN

“The **durability** of the Simple Modern bottle makes me trust them more. I trust the brand name, but I now know that I also can count on their products and **they are reliable.**”

“I like how the Simple Modern **straws are the same color as the bottle**, it makes the bottle look cleaner and sleek.”

“I didn’t like carrying around a brand name bottle with a big logo on the front. I **prefer the sleek look with the smaller logo.**”



STANLEY

“The Stanley **cup spilled** when I tipped over“

“Even though the bottles are the same size, the Stanley **felt bulkier** when I carried it”

“I **felt like I was cheating on my Simple Modern**, I couldn’t wait to have it back”



TAKEAWAY

- How people use their water bottles throughout the day will affect their preferences
- Simple Modern products have physical advantages over their expensive competitors
- Consumers loyal to Simple Modern may feel uncomfortable using other water bottles

FOCUS GROUPS

**16
People**

**2 Groups w/
8 each**

2 Men

14 Women

**Mainly
20-21
year olds**

SHOPPING BEHAVIOR:

- **Visualize you're out shopping for a new reusable water bottle. What is the first aspect of it that grabs your attention?**
 - Size and Durability
- **What features do you look for when choosing a reusable water bottle? Is it shape, size, design, and/or material?**
 - Straw or mouthpiece
 - Designs to choose from
 - Metal not plastic
- **If you own multiple water bottles do you use each frequently for different purposes?**
 - Use different ones for working out and going to class/at home/running errands
- **What brands are you loyal to and why?**
 - "Yeti- effectively keeps things hot and cold"
 - "I am not loyal to a specific brand"
 - "I only purchase what is trendy"
 - "I only buy Simple Modern for me and my kids"

WORD ASSOCIATION:

Yeti

- Outdoorsy
- Expensive
- Reliable quality

Simple Modern

- Simplistic
- Less expensive
- Not as cool

Hydroflask

- Versatile
- Quality
- Basic

Stanley

- Expensive
- Trendy
- Everyone has one

Swell

- Impractical
- Too small
- Hard to clean

FOCUS GROUP RESULTS

- **If an influencer uses products you're loyal to, would you be more willing to try a new product they recommend?**

"If I see an influencer use something, or mention it multiple times without it being an ad, I would be more likely to respond to that. I would still do personal research on the product."

- Daisy S.

- **How important are environmentally sustainable products?**

"I feel like most people do not care about the environment but they are more interested in convenience and the product itself."

- Ty J.

FOCUS GROUP FINDINGS

1 Product placement is better than product promotion

2 Different water bottles are used throughout the day to suit specific scenarios

3 When shopping for a bottle in-person, people want something that will feel like it won't break

4 More consumers are interested in convenience rather than environmental sustainability

IN-DEPTH INTERVIEWS:

**12
People
Interviewed**

**3 Men
9 Women**

**Mainly
20-21
year olds**

- Visualize you're out shopping for a new reusable water bottle. What is the first aspect of it that grabs your attention?

"The color. If it isn't a color I like, I won't buy it.

I want neutral colors. I want something sleek and simple. Depending on the color, I would buy it colorful, but I would prefer a neutral color that matches things"

- Emma Appling

- What features do you look for when choosing a reusable water bottle?

"I look at the **brand name** to see if it will be reliable"

- Madi P.

- Is there a reason guys may not use reusable water bottles?

"Guys don't see it as a daily need. **It's inconvenient** to keep filling it up."

- Deniz M.

PICTURE REACTION (from men)



“Hate the handle”

“Doesn’t look practical”

“Make it sporty and simple”

“I like tall skinny ones that can fit
in my bag”

➤ **How should companies respond to bad reviews?**

“I’m skeptical when companies try to make themselves look good. If there’s legitimate complaints and they say, ‘We’re sorry, we’ll send you a complimentary one,’ that won’t convince me. That’s practically bribery. **If they show a willingness to change** their product for more positive reviews then I’ll take that more into consideration.”

- Austin M.

➤ **Do you think you bought the brand Stanley due to the trend, or because you thought it was the best water bottle option?**

“Honestly, I bought it because it was what I was seeing. I wasn’t seeing anything from any other brand and it seemed like every time I got on instagram or tik tok, I felt like **I was constantly seeing the brand Stanley.** Because of this, I wanted to see what the hype was about and why I needed it”

- Caelan C.

➤ **What makes you more likely to trust a brand?**

“I am more likely to buy from a brand, and trust a brand, if I know and see their heart behind the product and **how they are impacting people**. If I know they are helping the community and giving back, I want to be a part of that”.

- Emma A

➤ **Would you want to try a new product recommended by an influencer?**

“No; most of the time **influencers only recommend products for money**. Influencers do help me learn about new products but I don't only take their word for purchasing it”.

- Madi P.

Simple Modern Word Association

A word cloud of simple modern word associations. The words are arranged in a roughly circular pattern, with some words being larger and bolder than others. The words include: Family, friendly, Easy, Reliable, Trustworthy, White, local, Feels like home, Sleek, Plain, Trendy, Cute, Clean, Keep, Convenient, Modern, Things, Cold, Affordable, and Diverse.

Family
friendly
Easy
Reliable
Trustworthy
White
local
Feels like home
Sleek
Plain
Trendy
Cute
Clean
Keep
Convenient
Modern
Things
Cold
Affordable
Diverse

IN-DEPTH INTERVIEW RESULTS

IN-DEPTH INTERVIEW FINDINGS

1

Reusable water bottles are purchased after constant exposure through peers/media

2

People can be skeptical of influencer promotions

3

Brand name carries weight because it implies quality

4

People want companies to be accountable and respond to criticism

05

SUMMARY



PROJECT LIMITATIONS



Results only applicable to the Southern U.S. region



Men & Millennials underrepresented in research

SUMMARY

“What motivates consumers to purchase reusable water bottles and trust their brands?”

- **The target audience builds trust with brands through interactions that feel genuine**
 - Companies responding to criticism and/or taking real action
 - Seeing peers/influencers actually *use* products, but not necessarily promoting them
- **Their purchases are motivated by factors that are directly immediate to them**
 - Personal health, lifestyle, convenience, affordability, reliability
- **Environmental concerns do not play as big of a role in purchasing decisions as originally thought**
 - Due to the “intention-action” gap
 - Simple Modern’s current “lifestyle” positioning is more appealing
- **Utilizing several markets is key to reaching the younger generation**
 - Website, Amazon, in-person stores, etc.

RECOMMENDATIONS

1

Organic influencer marketing

- Product placement
 - Influencer use the products in videos or posts but not necessarily promoting it.

2

Campus Ambassador Program

- School ambassador connects through people at local universities promoting SM.
 - Ambassador can set up on campus pop up shops that attracts potential consumers.



RECOMMENDATIONS EXAMPLES

EXTRA RECOMMENDATION

3

- Bigger emphasis on “Kona” style to reach young men
- This could potentially drive more sales from the male demographic.



THANK YOU!

Any Questions?

simple
MODERN

06

APPENDIX



A

B

C

D

CITATIONS

**QUALTRICS SURVEY
RESULTS**

**QUALTRICS SURVEY
QUESTIONS**

INTERVIEW QUESTIONS

APPENDICES

APPENDIX A

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APPENDIX A

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QUANTITATIVE SURVEY RESULTS

<https://drive.google.com/file/d/1jdMAWdUroAxqKpcPOW507w3KhQmDFNuM/view?usp=sharing>

APPENDIX C

1. How old are you?

- <18
- 18-21
- 22-25
- 26-29
- 30-34
- 35+

If age <18 or 35+, take them to a different part that tells them they don't meet the qualifications to take the survey

2. Do you own a reusable water bottle?

- Yes
- No

If no, take them to the demographics page

3. Select the brands that you are familiar with (select all that apply)

- Yeti
- Simple Modern
- Stanley
- Hydro Flask
- Owala
- Nalgene
- Other: _____

4. If you have a reusable water bottle which brand do you own currently? (select all that apply)

- Yeti
- Simple Modern
- Stanley
- Hydro Flask
- Owala
- Nalgene
- Other: _____

APPENDIX C

5. How many reusable water bottles do you have?
 - 1
 - 2-4
 - 5+

6. What's the maximum amount you're willing to spend on a reusable water bottle?
 - \$20
 - \$30
 - \$40
 - \$50+

7. What size is your reusable water bottle? (if you own multiple, select all that apply)
 - 10 oz
 - 20 oz
 - 30 oz
 - 40 oz
 - 50 oz
 - 60+ oz

8. How often do you buy one?
 - Monthly
 - A couple of times a year
 - Yearly
 - Other
 - I don't own a reusable water bottle

9. Where did you buy your reusable water bottle? (if you own multiple select all that apply)
 - Amazon
 - In-store
 - On the brands website
 - Mine was a gift
 - Other: _____

10. Rank the following by what influences your purchase decisions the most.
 - Friends
 - Family
 - Articles/Publications
 - Online influencers
 - Customer reviews
 - TV personalities
 - Advertisements (traditional or digital)

11. **What was your thought process of your reusable water bottle purchase(s)? (select all that apply)**
 - **Impulse buy (you saw it online or instore and bought it)**
 - **Strategic buy (you sought out to buy it for a specific purpose)**
 - **Influential buy (an influencer/social media influenced your purchase)**
 - **Peers (a friend/family member influenced your purchase)**

12. **What factors fueled your purchase of reusable water bottles? (select all that apply)**
 - **Environmental concerns**
 - **My friends have one**
 - **Improve my personal health**
 - **The personality of the brand**

13. **Rate each feature of a reusable water bottle based on how important it is to you.**
 - **Handle**
 - **Color**
 - **Insulation (keep it hot or cold)**
 - **Size**
 - **Need to fit in cup holder/backpack pocket**
 - **Leak proof**

14. Rate each lid type of reusable water bottles based on your preference.

(really dislike-somewhat dislike-neutral - somewhat like - really like)

- screw off
- Screw off w/ handle
- built in straw
- removable straw

15. Rate each material of reusable water bottles based on your preference.

- Plastic
- Metal
- Glass

16. Evaluate each statement based on how they apply to you.

- I am loyal to specific brands
- I like to bounce around to different brands
- I believe brands have my best interest in mind
- I follow brands I am loyal to on social media
- I like to browse new products of brands I'm loyal to
- I like brands that align with my values
- I like to recommend specific brands to my friends
- I try brands similar to ones i already like
- I am brand loyal to Simple Modern
- I would recommend Simple Modern products to other people
- I follow brands I like on social media

APPENDIX C

17. **Gender?**
 - **Male**
 - **Female**
 - **Non-binary**
 - **Other: -----**

18. **What race/ethnicity do you identify as? (select all that apply)**
 - **White**
 - **Black**
 - **Asian**
 - **Latino**
 - **Pacific Islander**
 - **Other: -----**

19. **What is the highest level of schooling you have completed?**
 - **No high school diploma**
 - **High school diploma, no college**
 - **High school diploma, attending college**
 - **Associate's degree**
 - **Bachelor's degree**
 - **Master's degree**
 - **Doctorate**
 - **Other: -----**

APPENDIX C

20. Marital status:

- Single
- Married
- Widowed
- Prefer not to answer

21. Employment status:

- Employed full-time
- Unemployed
- Employed part-time
- Student

1. **Ice breaker**
 - **Have everyone go around and introduce themselves and answer a fun question to “break the ice”**
 - **“what’s your favorite movie”**
 - **“what do you like to do in your free time”**
 - **etc.**
 - **Engages participants and eases them into the conversation**
2. **Visualize you’re out shopping for a new reusable water bottle. What is the first aspect of it that grabs your attention?**
3. **What features do you look for when choosing a reusable water bottle? Is it shape, size, design, and or material?**
4. **What word(s) do you associate with each brand?**
 - **Yeti**
 - **Simple Modern**
 - **Hydro flask**
 - **Stanley**
 - **Swell**
5. **What are the strengths and weaknesses of a simple modern/yeti/hydro flask/Stanley/etc.?**

6. **If you own multiple water bottles do you use each frequently for different purposes?**
7. **Thinking of brands you are loyal to how do you find staying updated with brands?**
8. **If you don't own a reusable water bottle, what is your reasoning for not having one?**
9. **If you own a reusable water bottle, what inclined you to purchase it?**
10. **How important is the cost for you when purchasing a reusable water bottle?**
11. **If you don't use a reusable water bottle, what do you use instead? And is there a reason?**
12. **Do you view some sources of water as more trustworthy than others? (tap, filtered, single-use plastic, etc.)**
13. **Where did you see a reusable water bottle advertised?**
14. **How important is environmental sustainability to you when it comes to purchasing everyday items like reusable water bottles?**
15. **How do you think using a reusable water bottle contributes to your personal values and lifestyle?**

16. **Are you concerned about the safety of reusable water bottles? If so, what measures would you take to ensure safety?**
17. **Do you only use your reusable water bottle for water, if so what?**
18. **Is there a preference for how you drink out of your water bottle?**
19. **Is there cost-effectiveness to reusable water bottles over single-use water bottles?**
20. **Have you ever had difficulty cleaning or carrying your reusable water bottle? If so how did you combat these challenges?**
21. **Do you feel that reusable water bottles are easy to carry around?**
22. **If an influencer uses products you're loyal to, would you be more willing to try a new product they recommend?**