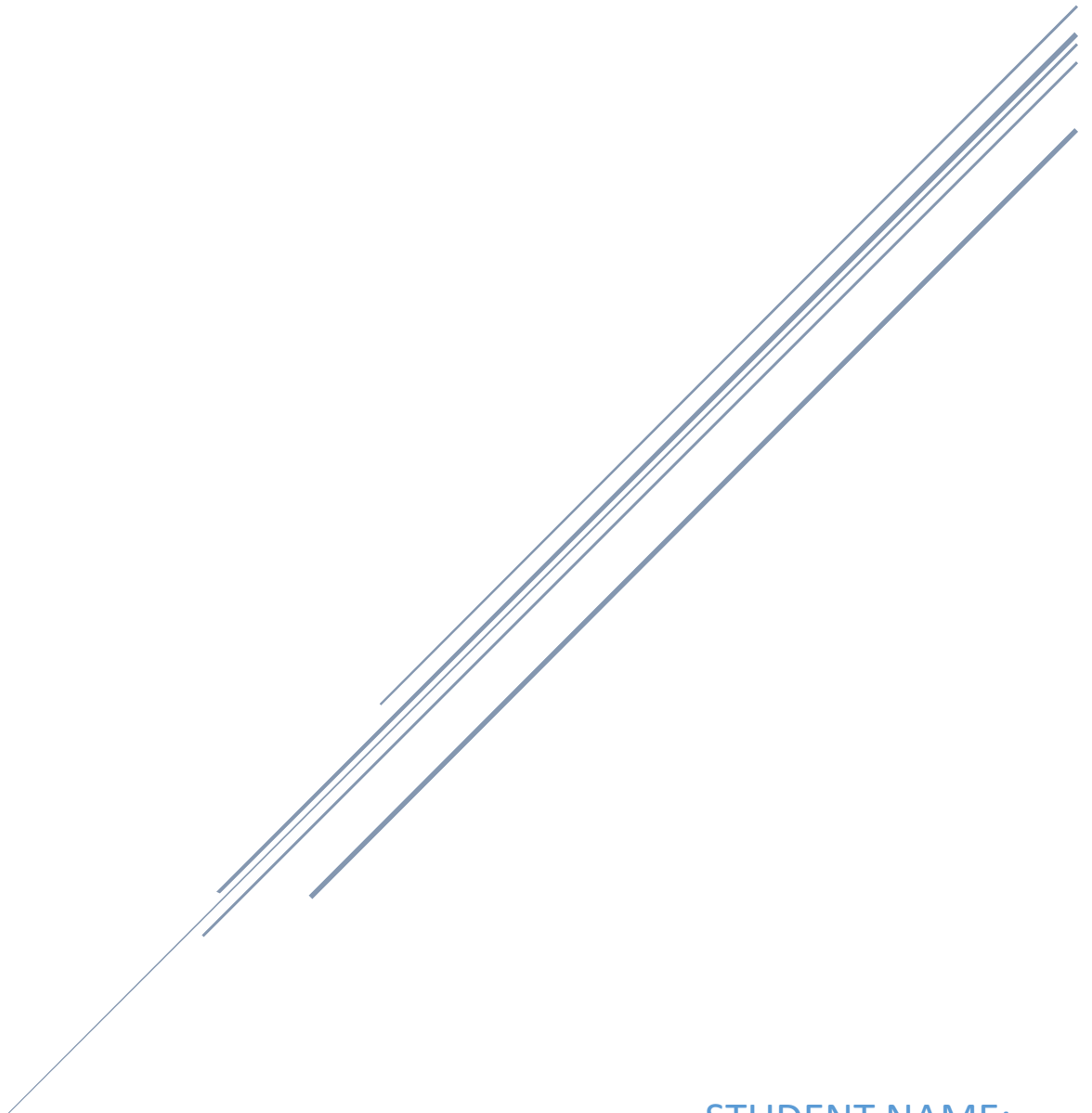


PREFERNECE OF USING PAPER COFFEE CUPS AND ITS IMPACT ON SUSTAINABILITY

DISSERTATION



STUDENT NAME:

STUDENT ID:

ABSTRACT

This research aims to understand the preference for paper coffee cups and their impact on sustainability. This study determines the preference of consumers towards the usage of paper coffee cups in the contemporary world. Then this study identifies the reasons compelling consumers to use paper coffee cups. Afterwards, the study evaluates the potential impact of being created by paper coffee cups on sustainability. Finally, the study determines the strategies using a behavioural change approach through which it shall be possible to raise the awareness of the individuals towards the non-recyclable paper coffee cups. This research is based on Qualitative research methodology taking value from Interpretivism Philosophy. The data in the current research has been collected from the case studies of Starbucks and Costa Coffee by following an inductive approach. The content analysis technique has been used for the data analysis. The researcher has reasonably managed all ethics, conformability, dependability, credibility and transferability requirements in the current study. The study findings reveal that the action taken by Costa Coffee and Starbucks are certainly effective; however, each has its pros and cons. Apart from managing these issues to reduce the consumption of paper coffee cups, the companies must carry out continuous research and development, increase awareness amongst the public, collaborate effectively with the sustainability partners, and use the behavioural change model to gain decent support from all the relevant stakeholders to reduce the environmental impact in case of paper coffee cups.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Over the past three decades, there has been a marked increase in the popularity of drinking coffee and other hot beverages while on the go, and disposable coffee cups have become increasingly common to accommodate this trend (Doward, 2020). The annual consumption of disposable coffee cups in the UK is predicted to range between 2.5 and 10 billion cups (Helmer, 2019; Maye, Kirwan, and Brunori, 2019)

The use of plastic in everyday life has become ubiquitous, and our reliance on it is only expected to increase. Nowadays, everyone is accustomed to having their every whim catered to at their earliest convenience. Online shopping, fast food, portable beverages, and smartphones are just a few examples of how much of our culture has become globalised (Green-Match, 2015). People today also generally assume that they can get a cup of coffee on the go and dispose of the cup in any garbage can they pass. Even if the bin was a designated on-street facility specifically designed for disposable coffee cups, the problem is that the facility often becomes too contaminated to recover any recyclable material. (Coelho *et al.*, 2020)

Most people start their mornings with a hot cup of coffee. It's a great way to get up and get going. So whether they brew their own at home or stop by their local café for a takeaway cup, there are ways to make their coffee greener and kinder to the environment, and they may even save some money (Maye, Kirwan, and Brunori, 2019).

Coffee has a detailed record in terms of its environmental impact. Coffee is grown in Columbia or Ethiopia and shipped across the oceans by cargo ships. Energy is used to roast, grind and brew the beans, served in usually noncombustible cups and stirred by plastic or wood stirrers (Foteinis, 2020). And that doesn't consider the human factor of coffee farmers who earn little for their hard work (Coelho *et al.*, 2020). But as coffee consumers, the author states that we need to make conscientious choices in how we purchase, brew, and takeaway cups we use and do with the cup once the beverage drinks.

“Recycling is a valuable sustainability initiative in today’s climate. Recycling saves energy, reduces waste sent to landfill, and creates jobs along with a list of other things” (Sandhu *et al.*, 2021).

The single-serving mobile coffee market has recently undergone a profound surge in popularity, opening the floodgates to the use of Poly laminate materials that are a major part of the coffee cup construction but the most difficult item to manage and recycle. The requirement to manually separate the various components that make up the cup before recycling is a major challenge (Foteinis, 2020). The human desire for convenience has heralded astronomic growth in single-use takeaway coffee, thus increasing the disposal of coffee cups. The incorrect removal of coffee cups by the end user is not only unsightly but is posing a serious hazard to the environment and the consumer's health.

The exponential growth in on-the-go coffee drinking is highly visible in our daily lives, as is the residue left behind by incorrect disposal methods (Sandhu *et al.*, 2021). All industry players urgently need to look at methods to curb the incorrect disposal of the cup by the end user and work together to find a solution to this unsightly and hazardous problem. It is easy to understand how the disposable coffee cup is the preferred worldwide choice of billions of people with busy lives. Still, the author finds it difficult to understand the lack of awareness about the aftereffects of the incorrect disposal of said cup, a cup lined with a thin layer of polythene plastic.

1.2 Background

Each hour, 22,000 coffee cups are thrown away in Ireland. That's the equivalent of 200,000,000 cups per year, or 528,000 cups per day. It is not possible to recycle these cups in Ireland because they are not approved for recycling (Sandhu *et al.*, 2021). While the cups feature a recycle logo, they are not recyclable and should be thrown away with regular garbage. However, due to the polythene lining, most coffee cups cannot be recycled. Instead, they end up in landfills, where they eventually decompose into microplastics that can enter the food chain and have a negative effect on organisms (Ferreira, 2018). This is especially alarming due to the extensive usage of paper coffee cups worldwide. As a result, many global companies have been searching for an eco-

friendly cup that eliminates the use of polythene, a challenge that remains unresolved to this day (Poortinga, Nash, and Hoeijmakers, 2019). While the search continues, many businesses have relied on temporary strategies to reduce polythene production until a design that eliminates its use is developed. Two major methods include public awareness and the promotion of reusable cups (White, Hardisty, and Habib, 2019). However, these approaches have only resulted in minor changes due to their reliance on customer cooperation.

“The only part of the recyclable cup is the rigid plastic lid and the cardboard sleeves on some cups, which must be removed and placed separately in the recycling bin”. (Poortinga, Nash, and Hoeijmakers, 2019)

A recent study in the UK highlighted that only 1 in every 400 coffee cups was recycled. Coffee cups, like many other items used on the go, are often discarded carelessly and end up in landfills as litter. No one has any reason to forego the convenience of paper cups at the register, as their use is completely gratis (White, Hardisty, and Habib, 2019). Research conducted by the UK government predicts that 3.75 billion disposable coffee cups will be used each year in the country by the year 2025. Although Ireland's share of the market is much lower, similar growth rates relative to population suggest that the country's annual disposable coffee cup consumption will rise to well over 300 million (White, Hardisty, and Habib, 2019)

Coffee is a globally traded commodity and integral to many people's lives. It is consumed in huge quantities, second only to water consumption. Some people cannot start their day without freshly brewed coffee. The average coffee cup weighs 18.5 grams. With 300 million coffee cups per year predicted, Ireland's coffee cup waste will reach 5500 Tonnes by 2025. (Gama, Ferreira, and Evtuguin, 2022)

Looking back, we can see that coffee is not just a drink but a means of social interaction. People often meet to share a cup of coffee and chat. Coffee drinking has become an immersive experience for the drinker, coffee with friends, coffee and snacks, coffee and work, and the concerning one for the author, take-away coffee.

1.3 Research Problem

Producers and consumers of coffee can be found in almost every country. Coffee is grown successfully in specific regions, but it is consumed all over the world. As a result of such high demand, the coffee industry's supply chain, from bean to cup, faces a number of sustainability challenges (Gama, Ferreira, and Evtuguin, 2022). Additionally, there are significant sustainability issues associated with the widespread use of disposable paper cups for coffee, which are being acknowledged and addressed by businesses around the world. "Less than 1% of takeaway coffee cups get recycled". Peter Goodwin, co-founder of the UK's only paper company (Fetner and Miller, 2021).

1.4 Study Rationale

Coffee drinkers believe they are using disposable and recyclable cups that can be thrown in the bin. "A majority of consumers are unaware of the recycling limitations and associated sustainability issues of using these coffee paper cups lined with thin plastic." (Potting and van der Harst, 2015). Therefore, the key issue, people's perceptions and preferences, needs to be explored, and awareness raised through marketing strategies that could prove efficient in changing consumer behaviour.

"Inappropriate recycling may even lead to more household waste ending up in landfill when disposable coffee cups get mixed up with other recyclable materials, such as paper" (Sundqvist-Andberg and Åkerman, 2021).

It is not just the end of its life that makes the disposable coffee cup so bad for the environment. Even before the consumer uses a single cup of coffee, it is a true ecological problem (Fetner and Miller, 2021). Many disposable cups are made from virgin paper pulp rather than recycled paper pulp. Trees had to be felled, then the paper shipped globally, and cups and lids had to be manufactured, ending up in a landfill. There is no recycled material in virgin paper; it is produced entirely from tree or cotton fibre pulp. A high-quality paper, as evidenced by its reputation (Sundqvist-Andberg and Åkerman, 2021). "From an environmental perspective, reducing the number of disposable coffee cups is preferable over increased recycling." (Arcese *et al.*, 2015)

The production of environmentally friendly coffee on a farm with a high level of biological diversity and minimal use of chemicals has been the subject of several studies. To improve resource management, environmental stewardship, competitiveness in the coffee market, and farmers' and communities' quality of life, governments have launched initiatives and partnered with farmers and other stakeholders (Molloy, Varkey, and Walker, 2022). But problems arise when this environmentally friendly coffee is served in disposable cups that don't measure up to green criteria. (Arcese *et al.*, 2015). To get people to stop using disposable cups and start bringing their own reusable mugs to coffee shops is a major obstacle.

The effects of plastic and other disposable materials on environmental sustainability have been the subject of numerous studies (Yun and Kim, 2019). A better understanding of whether or not people are conscious of their impact on the environment is important in light of the rising popularity of paper coffee cups, which consumers generally view as disposable and completely recyclable (Borg, Curtis, and Lindsay, 2020). The widespread use of single-use paper coffee cups has a negative effect on the environment, and people's habits should change. This study was motivated by this need, as it aims to inquire into the ways in which consumers view the environmental effects of their use of single-use paper coffee cups (Molloy, Varkey, and Walker, 2022). The research will aid in gathering information about people's perspectives and knowledge and raising awareness about the environmental risks associated with using disposable paper cups.

1.5 Research Aim and Objectives

The key aim of this research is

“To understand the preference for paper coffee cups and its impact on sustainability.”

The key study objectives include

- To determine the preference of consumers towards the usage of paper coffee cups in the contemporary world
- To identify the reasons compelling the consumers to the usage of paper coffee cups

- To evaluate the potential impact created by paper coffee cups on sustainability
- To determine the strategies using a behavioural change approach through which it shall be possible to raise the awareness of the individuals towards the non-recyclable paper coffee cups

Apart from accomplishing the research objectives mentioned earlier, the key research question of the study is

What measures can be taken to change the mindset of the on-the-go coffee drinker to mitigate the incorrect disposal of coffee cups?

1.6 Scope of the Research

This study majorly focuses on determining why individuals worldwide are highly attracted to the usage of paper coffee cups. The study evaluates the potential consequences of their paper-coffee cup consumption. Then, the study discusses the actions using which it is possible to bring a change within the behaviour of individuals for transitioning from disposable paper cups usage to reusable cups. The study also evaluates these measures to ensure offering clear suggestions to the relevant organisations in this regard to bring a positive change within the behaviour or approach of the individuals.

1.7 Dissertation Arrangement

The rest of the dissertation has been arranged accordingly

Chapter 2: Literature Review: This chapter majorly focuses on conducting a literature review related to the topic, i.e. “What Measures Can Be Taken to Change the Mindset of the On-the-go Coffee Drinker to Mitigate the Incorrect Disposal of Coffee Cups” of the study to develop a conceptual understanding and collect critical information about the same topic from another research area. The present literature review starts by analysing the increasing popularity of paper coffee cups in the market.

Chapter 3: Research Methodology: This chapter is responsible for providing complete information used by the researcher to select the methodology to complete this dissertation study. This chapter has been organised in a structured manner using Saunders Research Onion to reflect on all the methodological aspects adapted in this research. This chapter begins with the critical evaluation and selection of research philosophy, research approach, and research methodology adapted by the researcher to collect and analyse the data to achieve the targeted study objectives by remaining aligned with the study aim. This chapter also focuses on determining the methodology used by the researcher for collecting data in this research.

Chapter 4: Key Research Findings: This chapter intends to present the study's data from primary and secondary sources. This chapter focuses on the responsibility of organisations and sustainability issues rising because of the increase in the consumption of paper coffee cups. The study focuses on the key reasons existing behind the high usage of paper coffee cups amongst individuals and the linked benefits to identify the measures using which it shall be possible to modify or alter the behaviour of the individuals in this regard to take decent support from them.

Chapter 5: Data Analysis and Discussion: In the previous chapter, the study informed about the key findings collected by the researcher using primary and secondary research mechanisms. However, it is now imperative to critically evaluate these findings with the literature review. For this reason, this chapter incorporates the literature review data and results collected within this study to identify the areas of conformance and non-conformance.

Chapter 6: Conclusion and Recommendations: This is the last chapter of the dissertation study. The key purpose of this chapter is to bring the entire findings of the study to the same platform by linking with the objectives defined at the initial level.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

A literature review related to the study's research topic, i.e. "What Measures Can Be Taken to Change the Mindset of the On-the-go Coffee Drinker to Mitigate the Incorrect Disposal of Coffee Cups", is carried out in this chapter. This chapter supports the researcher in developing a conceptual understanding and collecting holistic information about the research topic for proceeding effectively in the research. The present literature review starts by analysing the increasing popularity of paper coffee cups in the market. The literature review not only evaluates their growing usage in the market; instead, the literature review also puts light on the advantages of using these paper cups. Regardless of these benefits, this study is interested in changing consumers' perspectives toward paper coffee cups. Therefore, the study reviews the literature discussing the change of behaviour amongst consumers involving the process of learning and decision-making. Continuing the same aspect, the study focuses on the theories of behavioural changes, including stages of change theory, theory of planned behaviour, and theory of reasoned action, for gaining a theoretical understanding of the key actions needed by the governments or relevant organisations across the world to take decent actions for bringing change within the consumption of paper coffee cups by the consumers.

2.2 The construction of a typical coffee cup.

Wood chips are used to make the standard paper cup. After being ground up into "wood pulp," these wood chips become the raw material for making paper. The Royal Society of Chemistry reports that 33 grammes of wood pulp and bark are needed to make one paper cup (Yun and Kim, 2019). The pulp is then bleached using chlorine, sodium hydroxide, and other chemicals before flattening it into sheets. A thin layer of plastic, poly laminate, is applied to the sheet before it is finally rolled into a cup. Finally, the

manufacturers heat the plastic coating and press the joins together, making the cup waterproof (Kim and Kim, 2018).

2.3 Increasing usage of paper coffee cups in the market

Paper coffee cups are non-recyclable cups used once to consume a coffee product (Doward, 2020). These products are also easy to carry and dispose of from a consumer perspective; however, it does not offer similar convenience at the environmental level. Kim and Kim (2018) share a rationale for the same that these paper coffee cups are used for a single time; therefore, it becomes quite difficult for governments and even for the organisations operating in this sector to generate decent value or productivity from these paper coffee cups contributing directly to the disposition of carbon emissions. Helmer (2019) agrees, adding that these paper coffee cups are made after cutting the trees, due to which the green level within the earth is also affected, creating implications for the living organisms in the world to live freely. Although these issues shall be discussed later in detail, it was necessary to provide their overview at this moment. From now on, the study focuses on consumers' increasing usage of paper coffee cups worldwide.

Paper coffee cup usage is increasing worldwide, showcasing limited attention towards sustainability (Poortinga and Whitaker, 2018). It could be argued here that present-day consumers are more aware of the environmental and sustainability issues in recent times as compared to the earlier times because they have witnessed havoc being created because of environmental pressure like the melting of glaciers in the Asian countries, Amazon fire, and others (Sandhu *et al.*, 2021). It is agreeable; however, it must be counter-argued here that despite the proper level of awareness, the approach of consumers or individuals worldwide towards environmental sustainability is still casual. Doward (2020) supports that the economic conditions in the contemporary world have become quite tough, creating an implication for businesses around the globe to come up with competitive and cost-effective strategies to remain relevant in the market. Companies always focus on lowering costs to target and attract maximum audience attention worldwide to exploit the same opportunity to increase or boost their business sales (Helmer, 2019). Due to the same reason, disposable products like paper coffee

cups or any other form of plastic and paper products are highly attentive amongst organisations because it allows them to offer portability and convenience benefit to the consumers at low pricing to keep them satisfied. Poortinga and Whitaker (2018) criticise this approach, informing that this behaviour showcases that consumers worldwide are gaining awareness about environmental sustainability and its need; however, they are not taking effective or preventive actions to reduce this issue to a reasonable limit.

The increasing usage of paper coffee cups across the world could be guessed from its increasing market size in the United States of America, as per figure 1. From figure 1, it is quite clear that the size of paper coffee cups in the USA has been consistent for the last 06 years; whereas it is expected to remain constant at the same level for a period of the next six years as well (Maye, Kirwan, and Brunori, 2019). One of the interesting aspects in figure 1 is that the high usage of paper coffee cups belongs to commercial products as the consumers feel more convenient carrying paper coffee cups instead of manufactured products in the same area.

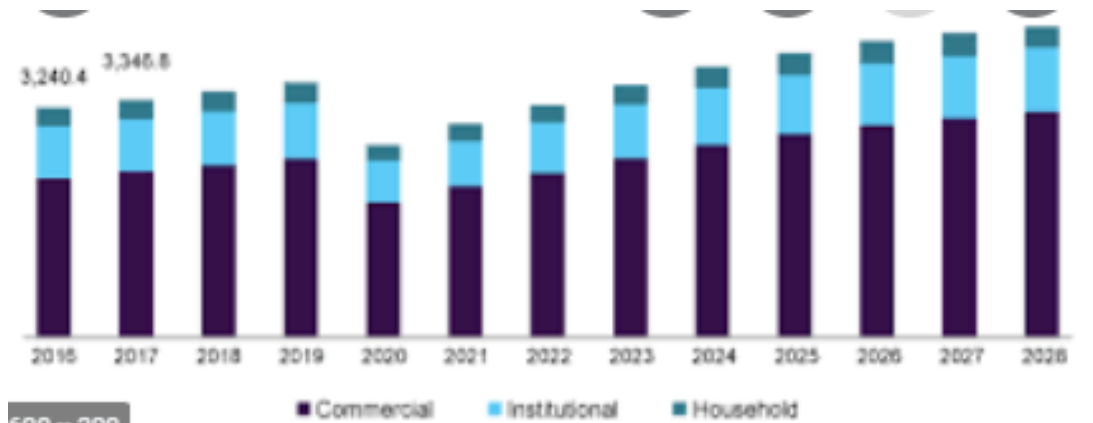


Figure 1: Increasing usage of paper coffee cups in the USA (Maye, Kirwan, and Brunori, 2019)

It is imperative to mention here that figure 1 showcases the high size of the paper coffee cups market in the USA; however, it is essential to mention that this trend is consistent across the globe, as evident in figure 2 (Maye, Kirwan, and Brunori, 2019). Figure 2 shows that the worldwide paper coffee cups market is constantly increasing and is expected to surpass the valuation of \$300 billion, which is quite huge for such a complimentary product (Foteinis, 2020).

Global Paper Cups Market

Historical Market and Forecast
Billion Units

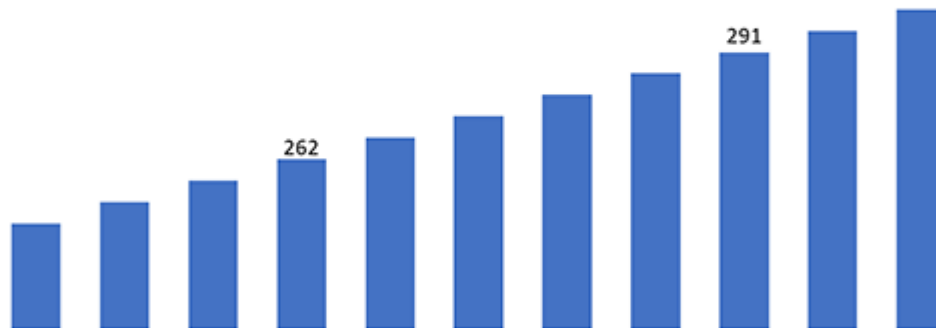


Figure 2: Increasing size of paper coffee cups globally (Foteinis, 2020)

According to Foteinis (2020), about 16 billion paper coffee cups are used annually worldwide; this percentage is expected to increase two times by 2050 due to the rising population worldwide.

2.4 Advantages of using paper coffee cups

The last section clarified the increasing usage of paper coffee cups worldwide; however, it is now imperative to discuss some of the benefits being offered by these paper coffee cups causing attention amongst consumers.

2.4.1 Sanitation

One of the key reasons behind the start of paper coffee cups was their sanitation benefit, which is still relevant in the modern world (Poortinga, Nash, and Hoeijmakers, 2019). According to Sandhu *et al.* (2021), when high-temperature liquid or coffee product comes into contact with paper coffee cups, it kills all the bacteria and other substances, making the paper coffee cups most sterilised and easy to drink. Apart from that, they are handled suitably as they are completely dried, and the consumers can carry and move freely with the feel of the same level of sanitisation. White, Hardisty and Habib's (2019) findings reveal that another common reason for the high usage of paper coffee cups

among consumers is that they find the ceramic or plastic-made products quite non-hygienic because they are not sure that either the products have been washed clearly or not; however, there is no such issue existing in case of paper coffee cups. Gama, Ferreira, and Evtuguin (2022) agree, adding that this perception has increased massively amongst the audience, especially after COVID-19, because of the social isolation and distancing measures needed by them to avoid the contraction of the virus.

2.4.2 Cost-Effective

Another key reason for creating attraction amongst consumers toward paper coffee cups is their cost-effectiveness. Poortinga, Nash, and Hoeijmakers (2019) agree, adding that plastic or ceramic utensils cost approximately 3 to 5 times more than paper coffee cups. Apart from that, the operational cost is also linked with the usage of these utensils in the form of water consumption, energy consumption, dishwasher, labour, and another aspect, enhancing the overall end-cost for the consumers (Gama, Ferreira, and Evtuguin, 2022). However, this issue is certainly counter-arguable because a study conducted by White, Hardisty, and Habib (2019) revealed that the overall cost of using paper coffee cups is high as they are used for one-time; however, the plastic or ceramic material is used constantly showcasing their consistency usage level. However, this issue becomes ignorable for the consumers as they do not pay the paper coffee cups cost for one-time; instead, they spend it in phases as they purchase paper coffee cups from their favourite coffee chain (Potting and van der Harst, 2015).

2.4.3 Convenience

It is one of the key benefits existing for both seller and customer. The reason is that the store requirement becomes reasonably lower for the seller as he does not have to purchase huge crockery and manage its operations (Fetner and Miller, 2021). As far as the consumer is concerned, it becomes easier for him to buy paper coffee cups and travel freely. Sundqvist-Andberg and Åkerman (2021) provide a rationale for the same approach using the notion of “To-go”, in which the usage of paper coffee cups is fast as

compared to the “for-here” in which the usage of ceramic or plastic crockery products is quite tough as the consumers could not travel freely with those cups.

2.5 Cost of Disposable paper coffee cups

The last section showcased that consumers enjoy a wide range of benefits with paper coffee cups. However, it is imperative to highlight the cost or expenses incurred by the consumers to experience these benefits. For instance, Potting and van der Harst (2015) inform that paper coffee cups are made by cutting trees which is one of the biggest causes of global climate change. It means that paper coffee cups are contributing directly to the creation of environmental sustainability issues. According to Fetner and Miller (2021), a consumer needs to use the paper coffee cup at least 1000 times to justify the wastage of energy caused by using this cup. Deforestation, transportation, disposal, and packaging are the key energy losses incurred by the consumer with a paper coffee cup (Arcese *et al.*, 2015).

Starbucks, i.e. a leading coffee store, conducted a study to compare disposable paper coffee cups and reusable products (Sundqvist-Andberg and Åkerman, 2021). The study findings informed that reusable ceramic products are far better than paper coffee cups in terms of environmental sustainability. It is imperative to mention here that this aspect comprised the costs incurred by the ceramic crockery items like dishwashing, labour, and others. Therefore, the study findings suggested that consumers pay more attention to reusable cups than paper coffee cups (Molloy, Varkey, and Walker, 2022).

The production of paper coffee cups and transportation is one of the biggest issues contributing negatively to the creation of ozone depletion cases. For instance, Arcese *et al.* (2015) inform that a single paper coffee cup emits about 0.11 KG of CO₂, involving the entire process of arranging its raw material, production, and transportation. Disposing paper coffee cups is also involved in this gas emission as these cups require a strong reaction with methane gas to dispose of, creating an additional release of the ozone depletion gases. According to Molloy, Varkey, and Walker (2022), about 20 million trees are cut down each year to produce these paper coffee cups. It means that the overall

amount of CO₂ released in the market reached millions of tons, becoming a significant cause of environmental pollution and global climate change.

2.5.1 Deforestation

As the demand for disposable coffee cups increases, deforestation and wild forest habitats decrease. The shrinking forests lead to far-reaching issues that include soil erosion, greenhouse gas emissions, biodiversity losses and water cycle disruption (Yun and Kim, 2019). These four issues affect not only human beings but also plant and animal welfare. The author states that the water cycle is the process by which all water on earth is distributed. The ocean's water and freshwater bodies evaporate and condense into clouds. Plants, especially trees with big roots, extract groundwater they release into the atmosphere during photosynthesis (Molloy, Varkey, and Walker, 2022). After falling from the sky, rain replenishes aquifers and the seas. Water extraction during the water cycle is hampered by deforestation because there are fewer trees from which to draw moisture. As a result, the cleared forests, which previously had moist, fertile soil, become barren and dry, increasing the risk of fire and causing massive loss of life among the plants and animals that had previously thrived in such conditions. Deforestation is thought to be responsible for as much as 30 percent of annual emissions of greenhouse gases (Borg, Curtis, and Lindsay, 2020).

2.5.2 Greenhouse Gases

To effectively filter out greenhouse gases, a tree needs to be alive and well. Deforestation contributes to the buildup of greenhouse gases because the carbon dioxide that had been sequestered in the tree's trunk and leaves is released immediately upon death (Yun and Kim, 2019).

Trapping heat in the Earth's atmosphere, greenhouse gases like methane and carbon dioxide cause global climate change and an increase in the frequency and severity of natural disasters. Over 30 million acres of forests and woodlands are lost yearly due to deforestation, approximately one and a half times the size of Ireland (Sundqvist-Andberg

and Åkerman, 2021). Scientists now believe that deforestation may account for as much as 10% of annual global greenhouse gas emissions (EPA.ie).

It is abundantly clear that further action is required to minimize the incorrect disposal of coffee cups. An effective framework for prioritising actions according to their environmental impact is provided by the Waste Hierarchy model, which ranks waste prevention, reuse, recycling, and final disposal in that order of preference (Kim and Kim, 2018)

2.6 Behavioural Change Model

The previous section informed that paper coffee cups offer a wide range of benefits to consumers; however, at the same time, it is one of the key causes creating environmental challenges like ozone layer depletion and global climate change because of the release of CO₂ gases (Whitmarsh, Poortinga, and Capstick, 2021). Taking the cost-benefit analysis into consideration, then the usage of paper coffee cups amongst consumers is completely not justified as the issues are not just being created for the current community; instead, the future communities are equally being affected by the problems created as a result of dramatic usage of paper coffee cups (Keller *et al.*, 2021). Therefore, it is necessary to change the behaviour of consumers towards the consumption of paper coffee cups to maintain a sustainability balance across the world. To achieve the same benefit, Poortinga and Whitaker (2018) inform about the behavioural change model as per figure 3. As per figure 3, the first part of the model is inked with the learning process of the individuals involving stimulus, sensory systems, and recorded memories. Whereas the second part of the model comprises decision-making and experience elements. Finally, the third part of the model discusses the consumers' expected to change or modify behaviour after taking all the necessary actions in a suitable manner (Novoradovskaya *et al.*, 2021).

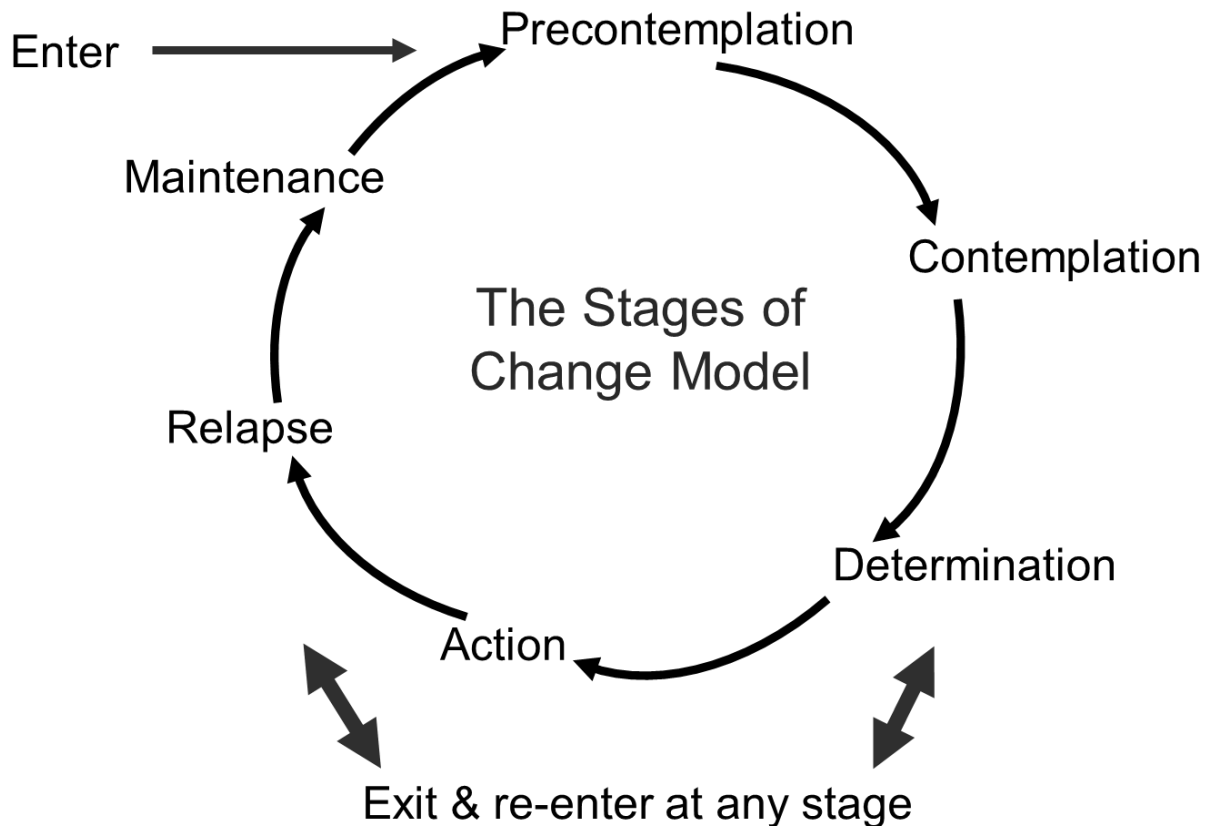


Figure 3: Behavioural Change Model (Whitmarsh, Poortinga, and Capstick, 2021)

2.6.1 Learning Process

The learning process tends to carry high importance within the behavioural change amongst the consumers. However, Borg, Curtis, and Lindsay (2020) argue that the learning process is altered with the usage of a wide range of stimuli comprising internal as well as external situations to put a strong impact on the individual's sensory system, including vision, olfactory, tactile, auditory, and taste. When individuals experience the issue using these stimuli, a message is recorded within their memory (Loschelder *et al.*, 2019). In the future, whenever the individual comes across a similar situation in the external environmental scenario, this message is repeated to the consumers, compelling them to take the right action depending upon the situational instances.

From the above discussion, it is quite clear that the stimulus plays a significant role in changing the individual's behaviour by impacting his learning style (Keller *et al.*, 2021). It strengthens the relationship between the neurons and impulses so that the individual

takes the right action, even unintentionally. Whitmarsh, Poortinga, and Capstick (2021) agree, adding that as all the information is available to the individual; therefore, it becomes possible for him to take the right action or stance as per the situation required for producing the best possible results.

2.6.2 Decision-Making Process

The decision-making process refers to considering all the key aspects of information by the individual for proceeding in the right direction. However, Novoradovskaya *et al.* (2021) inform that this process is often complex because the number of factors considered by the individual could be quite high in numbers. Given this consideration, it becomes highly imperative for the individual to effectively use his long and short-term memory affected by the familiar situations and stimuli as discussed earlier (Keller *et al.*, 2021). Taking the same aspect into consideration, Borg, Curtis, and Lindsay (2020) argue that the feedback from the mind provides information to the consumer or individual that either they should be making the same action again or changing their approach. However, it is argued here that the individual's change of direction in such a situation is rare or uncertain unless the individual has experienced the drawbacks of his last action (Loschelder *et al.*, 2019). For instance, if the individual takes a step, but does not come to know about its consequences, then there is a little chance that his mind will be giving him feedback to change his approach as he still considers the same action appropriate. Therefore, it becomes imperative for governments or relevant organisations to make consumers realise the consequences of using paper coffee cups (Whitmarsh, Poortinga, and Capstick, 2021). It shall be stored within the long-term memory giving them feedback to change their action or approach in the future.

2.7 Theories of Behavioural Change

The study discussed the behavioural change model, which governments or relevant organisations must use to alter the behaviour of consumers towards the usage of paper coffee cups. However, it is not a straightforward process. Therefore, the literature

review analyzes different theories in these areas, including the Stages of Change Theory, Theory of Planned Behaviour, Theory of Reasoned Action, and Social Cognitive Theory.

2.7.1 Stages of Change Theory

Taking value from the behavioural change theory, the key aspect for bringing change within the approach or behaviour of a consumer is related to creating awareness amongst them about the actual issue. For instance, it is necessary to inform them about the environmental implications being developed as a result of paper coffee cups being used by them regularly (Lee, 2015).

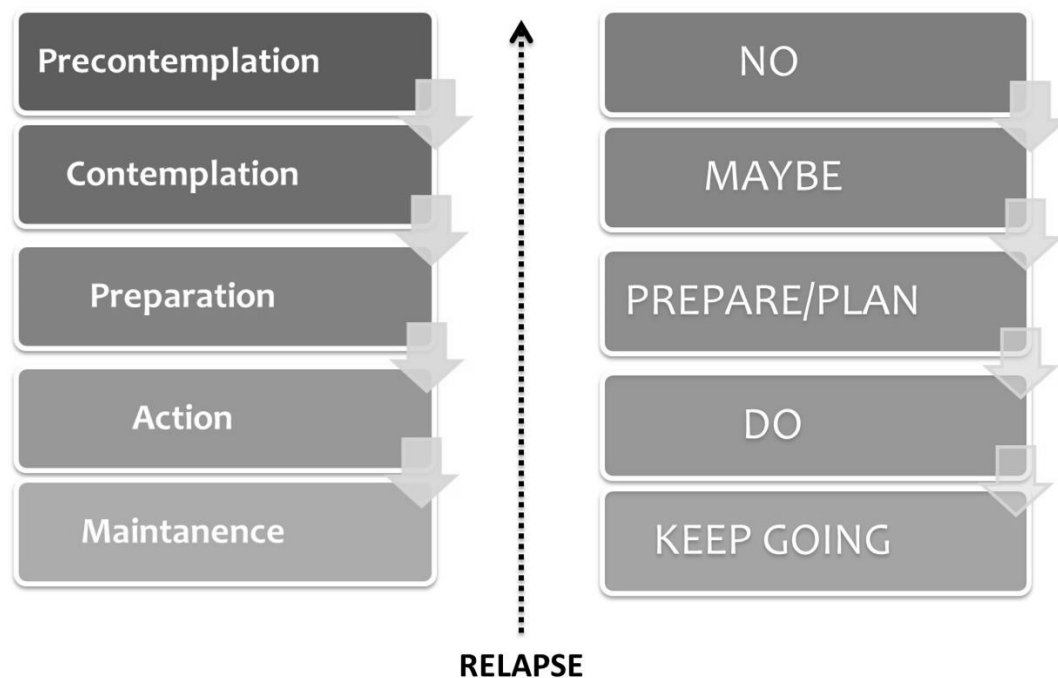


Figure 4: Trans theoretical Model of Change (Tsai et al., 2022)

Taking value from figure 4, it is imperative to initiate an effective intervention amongst the targeted consumers by promoting it to bring a change in their behaviour. As per this model, the individuals will only restrain from the action if they realise that the action is not positive and there are different issues linked with it, like the environmental issues in the case of paper coffee cup consumption (Tsai et al., 2022). Moreover, it is also possible to make individuals understand the dark side of paper coffee cups by

informing them about the psychological and physical issues caused by these cups (McKay, McMahon, and Bloniarz, 2018).

The above-mentioned model effectively brings behavioural change; however, it is imperative to say that this change could not be obtained directly. Instead, several steps must be managed to get the desired change, as shown in figure 5.

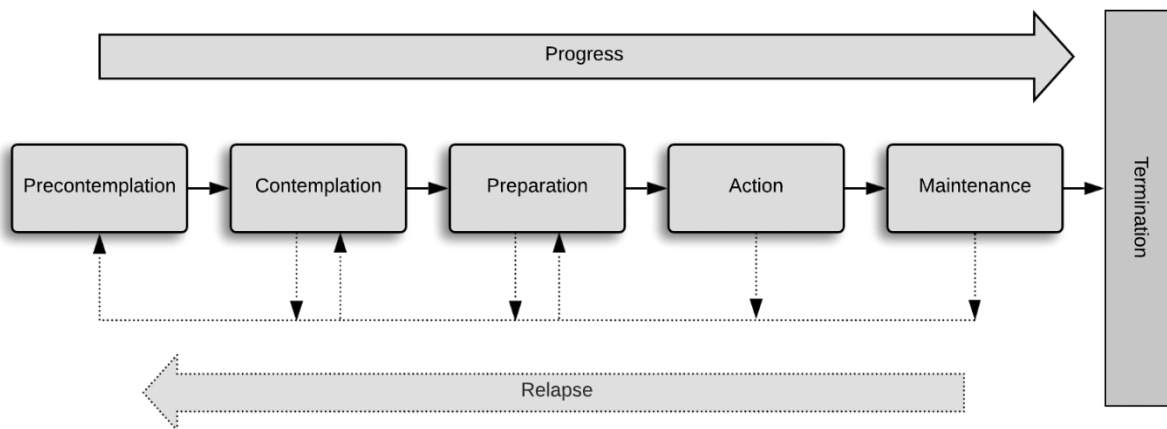


Figure 5: Stages of Change Theory (Tsai et al., 2022)

Pre-Contemplation: In the first step, the individuals are not ready to bring the change. They are reluctant to change their behaviour as it falls within their comfort zone, like convenience and cost-effectiveness existing in the case of paper coffee cups (McKay, McMahon, and Bloniarz, 2018).

Contemplation: The stage where the individuals could be compelled to think about the change by encouraging re-evaluation. According to Lee (2015), it is possible to positively reinforce this step by informing the audience about the merits and drawbacks of their existing and future potential behaviour. It is possible to perform this step by highlighting or promoting the disadvantages of paper coffee cups to individuals to make them realise its short and long-term consequences (McKay, McMahon, and Bloniarz, 2018).

Preparation: After evaluating the merits and demerits of their existing actions and identifying the flaw, the individuals are ready to change; however, they cannot change instantly. For instance, consumers could not switch directly from paper coffee cups to ceramic ones. According to McMahon (2018), a trial setup for bringing the change tends

to deliver better results, like quitting the usage of paper coffee cups, carrying their cups, and others.

Action: This final step is carried out by transforming people's behaviour. All the necessary sources are offered to the individual to overcome the obstacles and improve self-efficacy (Tsai *et al.*, 2022). Essential support is also provided to the individuals to avoid any results related to lose and frustration.

Maintenance: Now, it becomes necessary for the individuals to retain this change to focus on the changed behaviour positively. A proper follow-up must also be made in this regard by the offering of initial rewards as well as a discussion of coping issues must be carried out in this regard (McKay, McMahon, and Bloniarz, 2018). It shall support reinforcing their behaviour positively so that they continue to use their changed behaviour completely.

2.7.2 Theory of Planned Behaviour

The theory of planned behaviour takes value from the socio-psychological model, which supports understanding and predicting human behaviour, as shown in figure 6.

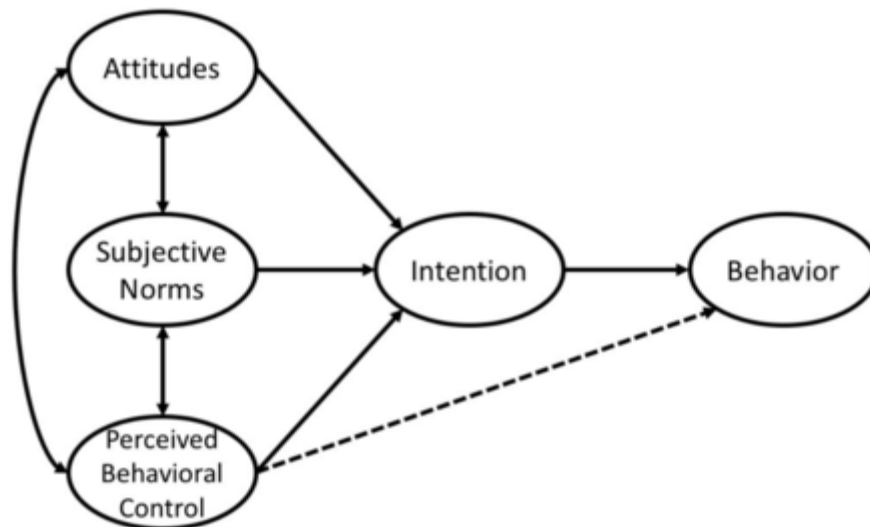


Figure 6: Theory of Planned Behaviour (Dionysis, Chesney, and McAuley, 2022)

As per this theory, three beliefs play a critical role in impacting an individual's consideration and action, including behavioural, normative, and control beliefs.

Behavioural belief refers to the individual's perceived negative or positive consideration as a result of an action carried out by him (Dionysis, Chesney, and McAuley, 2022). In other words, his behaviour's negative or positive consequences are stored within the individual's mind, impacting his future action. At the same time, the second half of the model takes value from the individual expectations of his actions (Gregorio-Pascual and Mahler, 2020). For instance, the individual expects that taking a particular activity shall deliver the desired amount of benefit to them. According to Kim and Yun (2019), normative belief is generated amongst individuals due to perceived social pressure or subjective norm. It is imperative to bring a decent and positive change within both areas of behaviour to attain and sustain the targeted positive results. At the same time, the control part of the model provides a great opportunity for the individual to maintain his belief in the effectiveness of new action (Dionysis, Chesney, and McAuley, 2022). For instance, Cessa *et al.* (2020) argue that if individuals start realising the benefits available to them by skipping the usage of paper coffee cups, their attention will certainly increase towards the ceramic or reusable products playing a great role in positively sustaining their behaviour.

2.7.3 Theory of Reasoned Action

The theory of reasoned action extends the idea of planned behaviour, as shown in figure 7.

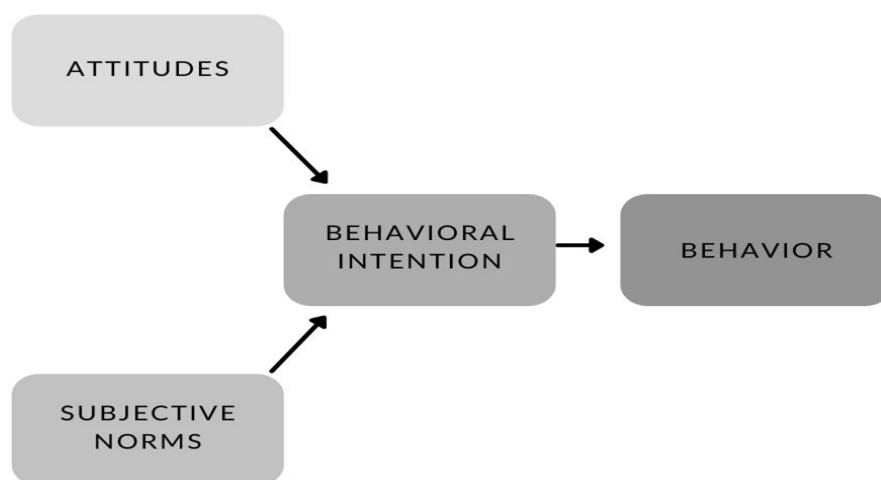


Figure 7: Theory of Reasoned Action (Selamet and Simpson, 2019)

As per figure 7, the rationale is quite important for an individual to realise the scenario's implications for making the right decision. For instance, Selamet and Simpson (2019) argue that if we encourage people to stop using paper coffee cups, we need to provide them with a rationale for the same recommendation so that they develop a good feeling in this regard for making the right decision.

This theory takes value from the idea of planned behaviour in which the individual assumes that the actions being taken by him are good and justified. Therefore, he possesses a rationale for continuing the same effort, as no one ever clarified the consequences he created with the current action (Walters, 2021). In other words, it is necessary to make the individual realise the implications of his behaviour to divert his attention towards the right direction for bringing a positive change within his behaviour. Here, Kim and Yun (2019) use the Rationale Decision-Making Model in which an individual always considers all the concerning issues or incidents to evaluate whether the action being taken by him is effective or not. However, Selamet and Simpson (2019) counter-argue here that this process is not repeated all the time by the individual as most of the time, behavioural beliefs are developed by the individual, and he tends to continue with the same practice as no one has ever informed him about the implications resulting as a result of his actions. This model explains that if a behavioural change is sought necessary within the individual, then it is required to provide a decent rationale to the individual as well so that he exerts his efforts in the right direction to attain and sustain the best possible results (Choi, Lee, and Friske, 2018).

Walters (2021) conducted research evaluating the potential of change in behaviour amongst individuals for bringing a difference within. As per the study findings, it is much easier to get a real change in an individual's behaviour by informing them about the possible results of his actions so that he directs his efforts in the right direction. In other words, bringing a change within an individual's behaviour becomes possible by providing a clear rationale linked with the benefits of the evolution of behaviour (Kim and Yun, 2019).

2.7.4 Social Cognitive Theory

Social cognitive theory focuses on the reasoning existing behind the behaviour of people. Anderson (2017) appreciates this theory playing a great role in understanding and predicting the behaviour of people and groups, as shown in figure 8.

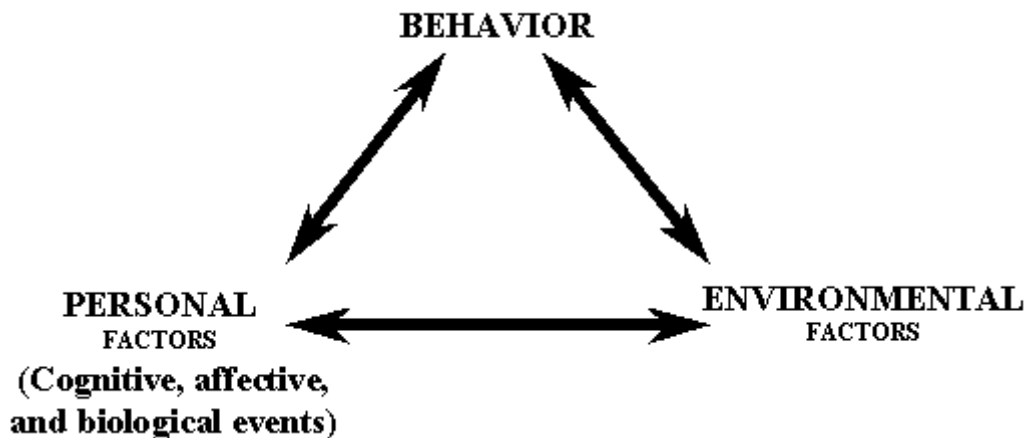


Figure 8: Social Cognitive Theory (Anderson, 2017)

Taking value from figure 8, the personal elements, behaviour, and environment tend to play a critical role in changing people's attitude or reinforcing it. It means that the individual cognitive and self-belief personal factors have a massive and strong impact on behavioural influence (Anderson, 2017). Therefore, it is possible to bring change within the behaviour or approach of the individual towards a particular area by providing him with a rationale and moving systematically to bring the change.

As per the model of social cognitive theory, there are five key assumptions related to individual learning as follows:

- Observation plays a critical role in individuals' learning
- Learning is a unique process, and it could lead to a change in the behaviour of an individual (Cox, 2019)
- There is a mutual as well as direct relationship existing between the individual and the environment (Borg, 2022)
- The directed objectives tend to play a critical role in modifying the individual's behaviour

- The self-regulation of an individual's behaviour is a time-consuming process (Nicolau *et al.*, 2022)

Taking value from these assumptions, it is quite clear that some restrictive intervention imposed by the government could significantly reduce the usage of paper coffee cups worldwide (Cox, 2019). However, this approach is not sufficient or effective in bringing a change in their behaviour. For instance, if people view someone watching them, then they are certainly going to avoid the usage of paper coffee cups. However, they shall not be doing the same in case of isolation (Nicolau *et al.*, 2022). The use of social cognitive theory explains this issue by informing us that learning is an individual process and could lead to a change in an individual's behaviour. Given the same consideration, Borg (2022) applies this theory in the public health sector, informing that a positive difference in the conduct of individuals in society is only possible by building self-efficacy among them. In other words, it is necessary to make people realise the consequences and benefits of their actions, which they must manage to generate and sustain a suitable change in their behaviour.

2.8 Corporate Social Responsibility Motives

One of the key reasons for the rising interest of the MNCs and other organisations across the world towards reducing the usage of paper coffee cups is their Corporate Social Responsibility Motives. Blenkhorn and MacKenzie (2017) agree the same informing about the Three Domain Model in which businesses in the modern world need to comply effectively with the CSR aspects to remain competitive in the market, including ethical, legal, and economic, as per figure 9. Bradley and Botchway (2018) provide a rationale for the same concerning the UK market, in which about 67% of the consumers are interested in purchasing products from a company fulfilling its CSR responsibilities effectively.

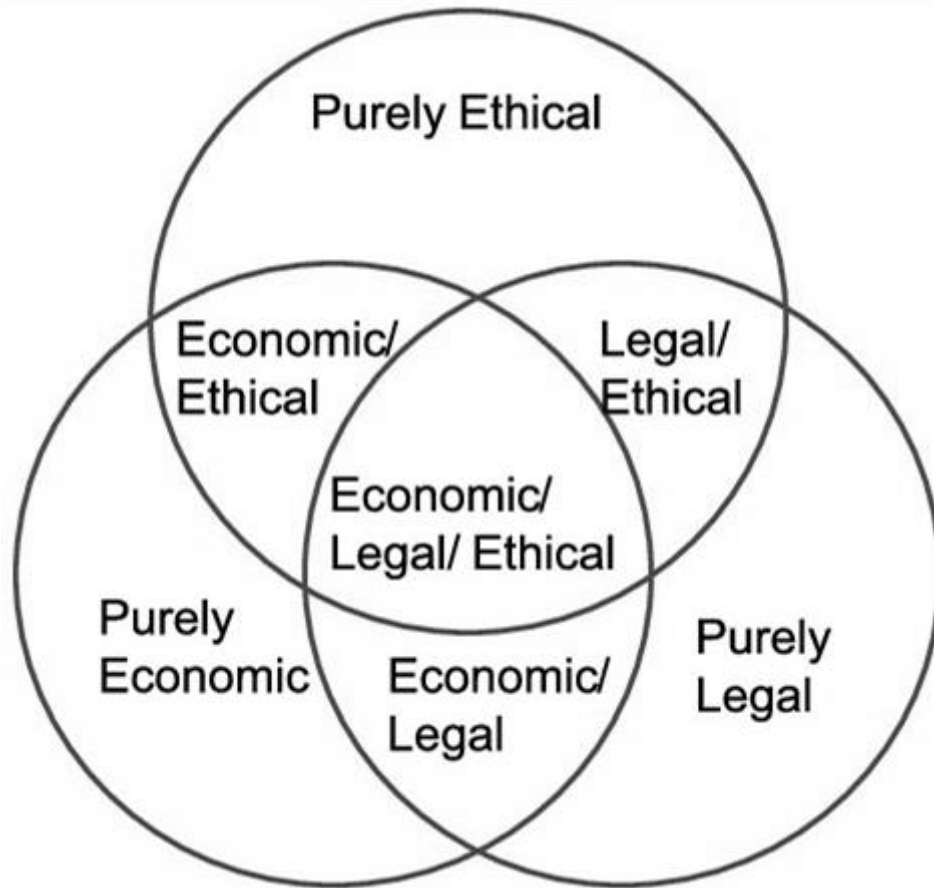


Figure 9: Three Domain Model (Bradley and Botchway, 2018)

The usage of paper coffee cups is certainly impactful on the environment in a negative sense by releasing ozone depletion gases, global climate change, and others. Given this consideration, Blenkhorn and MacKenzie (2017) argue that it is highly necessary for businesses operating in the contemporary world to pay attention to reducing the usage of paper coffee cups enabling them to offer their products and services sustainably and reasonably to consumers. Afsar and Umrani (2020) relate this aspect with the ethics in which the reduced usage of paper coffee cups shall provide a great opportunity for organisations to protect the environment so that they shall be able to offer a better atmosphere or setting to the coming generations which is an ethical approach as well. Blenkhorn and MacKenzie (2017) agree on the same using Kent's Ethical Theory, in which the actions are not considered ethical if they even come with long-term consequences. This aspect is certainly applicable in the case of paper coffee cups, as they are responsible for damaging the environment and creating long-term

implications for the coming generations. However, Afsar and Umrani (2020) counter-argue here using Three Domain Model in which the economic or profit is another key consideration for the businesses. With the replacement of paper coffee cups, Afsar and Umrani (2020) anticipate an increase in the operational cost of the companies with a reduction in sales as they would not be offering the benefits like portability and convenience to the customers. However, Blenkhorn and MacKenzie (2017) counter-argue that the value of paper coffee cups is only recovered if used 1000 times. It means that the profitability of the companies shall be affected positively. However, Cha and Jo (2019) raise a concern that these benefits shall not be experienced by businesses instantly; instead, they shall pass through a rigorous process to generate this benefit. For instance, businesses need to raise awareness amongst the public regarding the benefits available to them with the usage of reusable coffee cups as compared to paper coffee cups (Cha and Jo, 2019). They can integrate key elements like environment, cost, and other ethical aspects into the consumers' consideration to make a decent change within

2.9 Literature Review Gap and Theoretical Framework

Taking value from the literature review, it is quite clear that the usage of paper coffee cups is increasing hugely across the world. This consumption increase comes from the benefits offered by these paper coffee cups, like low pricing, portability, convenience, and others (Afsar and Umrani (2020). However, using these paper coffee cups involves many environmental and long-term costs and ethical issues. The literature review discussed in the study certainly focuses on the negative sides of paper coffee cups; however, no detailed information is provided regarding the change in consumer behaviour regarding the usage of such paper coffee cups (Poortinga, Nash, and Hoeijmakers, 2019). The literature review certainly informs about a wide range of theories using which it is possible to bring a strong as well as a sustainable transition within the behaviour of the consumers towards the consumption of paper coffee cups. However, the literature review does not acknowledge or highlight the firm actions required in this regard by the communities, governments, and organisations to lessen the usage of paper coffee cups

(Sandhu *et al.*, 2021). Regardless of the literature review focus, this matter is of critical importance because the use of paper coffee cups is increasing, which is quite aligned with the creation of environmental consequences across the world (Gama, Ferreira, and Evtuguin, 2022). Therefore, it is imperative to conduct this study to identify the key actions using which it shall be possible to reduce the usage of paper coffee cups amongst individuals across the world.

As per the literature review gap, it is quite clear that this study needs to focus on determining the actions using which it shall be possible to reduce the usage of paper coffee cups across the world. For this reason, this study has developed a theoretical framework using the findings from the literature review in figure 10.

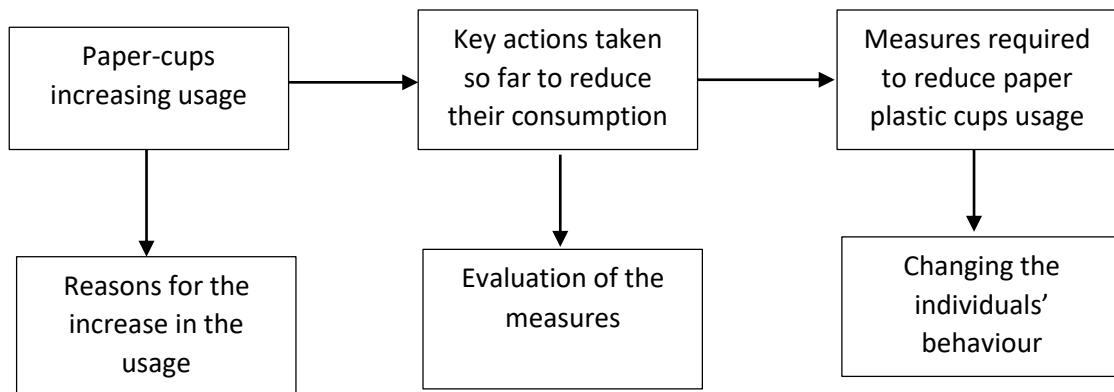


Figure 10: Research Theoretical Framework (Author)

As per figure 10, this research tends to focus on gaining information about the actions being taken in recent times by relevant organisations and governments to mitigate the usage of paper coffee cups. The study not only determines these actions but also evaluates them to identify the key sort of actions to identify strengths and weaknesses of the actions made so far. Using this information, it shall become possible for the researcher to remember the key actions through which it shall be possible to reduce paper coffee cup consumption across the world by changing the behaviour or approach of individuals towards this product.

2.10 Literature Review Summary

Overall, the usage of paper coffee cups is increasing worldwide, showcasing people's limited attention towards sustainability. Disposable products like paper coffee cups or any other form of plastic and paper products are highly attentive amongst organisations because it allows them to offer portability and convenience benefit to the consumers at low pricing to keep them satisfied. The study also discussed some of the benefits these paper coffee cups offer, causing attention amongst consumers, including sanitation, cost-effectiveness, and convenience. At the same time, it is one of the key causes creating environmental challenges like ozone layer depletion and global climate change because of the release of CO₂ gases. The study discussed the behavioural change model, which governments or relevant organisations must use to alter the behaviour of consumers towards the usage of paper coffee cups. However, it is not a straightforward process. Therefore, the literature review analyzes different theories in these areas, including the Stages of Change Theory, the Theory of Planned Behaviour, the Theory of Reasoned Action, and the Social Cognitive Theory. The study also positively discussed the CSR motives of taking action against the usage of paper coffee cups amongst consumers worldwide.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter is responsible for providing complete information used by the researcher to select the methodology to complete this dissertation study, as per figure 11.

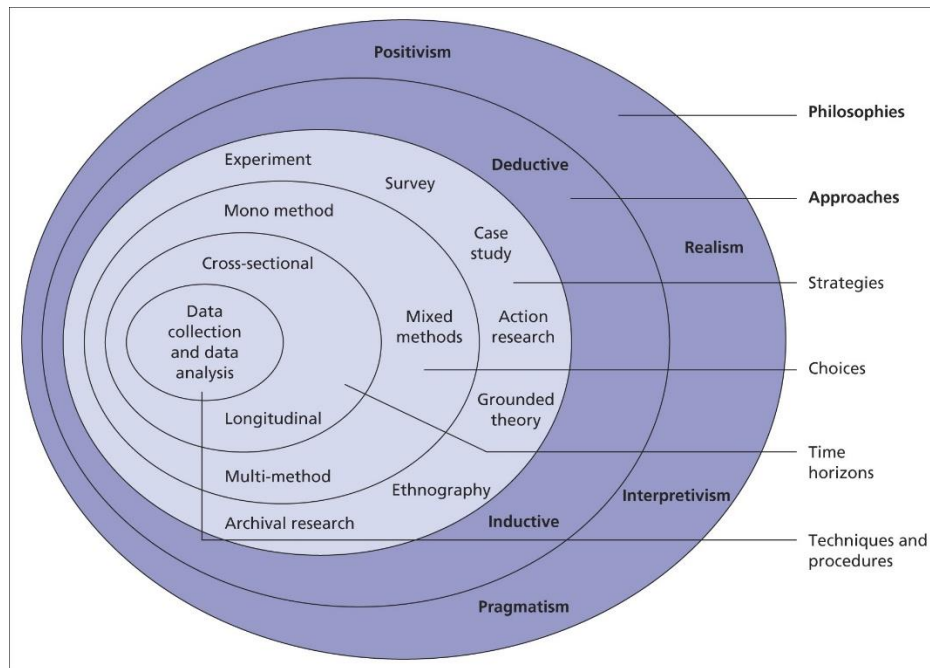


Figure 11: Saunders Research Onion (Saunders et al., 2018)

This chapter has been organised in a structured manner using Saunders Research Onion to reflect on all the methodological aspects adapted in this research. This chapter begins with the critical evaluation and selection of research philosophy, research approach, and research methodology adapted by the researcher to collect and analyse the data to achieve the targeted study objectives by remaining aligned with the study aim. This chapter also focuses on determining the methodology used by the researcher for collecting data in this research. Afterwards, the chapter informs about the techniques used by the researcher to collect data from the study participants. This chapter also tells about the strategies used by the researcher to manage the reliability and validity

requirements involved in the dissertation. Finally, this chapter highlights the methods used by the researcher to manage the ethical implications of this research.

3.2 Research Philosophy

The researcher selected the Interpretivism philosophy to complete this research study. It was chosen by taking value from its Epistemology which allows the researcher to develop a new understanding by collecting data from a wide range of sources (Saunders *et al.*, 2018). The axiology of Interpretivism philosophy also validates it because this approach shall provide a key opportunity for the researcher to gain all the key aspects of the paper coffee cups' sustainability challenges and devise strategies to raise awareness amongst the people (Chandra and Shang, 2017). This philosophy was also appropriate because it provided a great opportunity to understand human behaviour for improving sustainability, as per figure 12 (Saunders *et al.*, 2018). However, this benefit would not have been available to the researcher when selecting a Positivism research philosophy (Chivanga, 2016). The reason comes from its Epistemology in which Positivism is a scientific approach focused on one true reality, i.e. aspects affecting the paper coffee cups' sustainability (Daniel, 2018). The casual relationship identified in this manner would not have supported the researcher in identifying the behavioural challenges amongst the consumers to modify them positively (Fletcher, 2017). Therefore, Interpretivism was the most suitable and selected philosophy for this study.

Ontology (nature of reality or being)	Epistemology (what constitutes acceptable knowledge)	Axiology (role of values)	Typical methods
Positivism			
Real, external, independent One true reality (universalism) Granular (things) Ordered	Scientific method Observable and measurable facts Law-like generalisations Numbers Causal explanation and prediction as contribution	Value-free research Researcher is detached, neutral and independent of what is researched Researcher maintains objective stance	Typically deductive, highly structured, large samples, measurement, typically quantitative methods of analysis, but a range of data can be analysed
Critical realism			
Stratified/layered (the empirical, the actual and the real) External, independent Intransient Objective structures Causal mechanisms	Epistemological relativism Knowledge historically situated and transient Facts are social constructions Historical causal explanation as contribution	Value-laden research Researcher acknowledges bias by world views, cultural experience and upbringing Researcher tries to minimise bias and errors Researcher is as objective as possible	Retroductive, in-depth historically situated analysis of pre-existing structures and emerging agency. Range of methods and data types to fit subject matter
Interpretivism			
Complex, rich Socially constructed through culture and language Multiple meanings, interpretations, realities Flux of processes, experiences, practices	Theories and concepts too simplistic Focus on narratives, stories, perceptions and interpretations New understandings and worldviews as contribution	Value-bound research Researchers are part of what is researched, subjective Researcher interpretations key to contribution Researcher reflexive	Typically inductive. Small samples, in-depth investigations, qualitative methods of analysis, but a range of data can be interpreted

Figure 12: Research Philosophies option (Saunders et al., 2018)

3.3 Research Approach

The researcher had the option of using either an Inductive or Deductive Approach to complete this study. The deductive approach was unsuitable for the current research because it focuses on testing a particular theory to accept or reject it, as per figure 13 (Chandra and Shang, 2017). It means that this approach would have tested whether sustainability issues are being created by the use of paper coffee cups or not (Fletcher, 2017). Whereas it is an already established notion, the purpose of this research is to extend this notion by evaluating the consumers' behaviour towards paper coffee cups

and positively changing it (Daniel, 2018). Given this research need, the inductive approach was well-aligned because Gabriel (2015) informed about this approach which benefits the researcher in extending the existing theory positively by generating key insights. Gear, Eppel, and Koziol-Mclain (2018) agree with the same highlighting the data-driven nature of the Inductive approach through which the researcher could accomplish the research's targeted aim and objectives.

	Deductive Reasoning	Inductive Reasoning
Premises	Stated as <u>facts</u> or general principles ("It is warm in the summer in Spain. ").	Based on <u>observations</u> of specific cases ("All crows Knut and his wife have seen are black. ").
Conclusion	Conclusion is more <u>special</u> than the information the premises provide. It is reached directly by <u>applying logical rules</u> to the premises.	Conclusion is more <u>general</u> than the information the premises provide. It is reached by <u>generalizing</u> the premises' information.
Validity	If the premises are true, the conclusion <u>must be true</u> .	If the premises are true, the conclusion is <u>probably true</u> .
Usage	More difficult to use (mainly in logical problems). One needs <u>facts</u> which are definitely true.	Used often in everyday life (fast and easy). <u>Evidence</u> is used instead of proved facts.

Figure 13: Research Approaches (Saunders et al., 2018)

3.4 Research Methodology

As this research study is based on Interpretivism Philosophy; therefore, it is quite clear that the key focus of the current research relied on exploring the subject matter. Instead of determining the causal relationship between paper coffee cups and sustainability as a characteristic of quantitative research methodology, this study focused on exploring the relationship between paper coffee cups and sustainability issues (Daniel, 2018). The quantitative research methodology was not viable for this research because of its high emphasis on establishing a causal relationship between the key study variables (Gabriel, 2015). Instead, the study focused on exploring the relationship between paper coffee cups and sustainability challenges, a key characteristic of qualitative research

methodology (Gear, Eppel, and Koziol-Mclain, 2018). Therefore, the researcher used qualitative research methodology to complete this study.

3.5 Data Collection Technique

The researcher had various options for collecting data in this research to accomplish the targeted aim and objectives. However, the primary data collection technique was not suitable because this technique might have benefitted the researcher in understanding the people's perspective towards paper coffee cups (Hadi and José Closs, 2016). However, it would not have helped the researcher gain suitable value regarding the initiatives that could improve consumer sustainability awareness (Gear, Eppel, and Koziol-Mclain, 2018). Given this consideration, the researcher preferred using a secondary data collection technique so that it is possible to meet the research study.

As a part of secondary data collection, the researcher majorly had two key options: data collection via systematic literature review or case studies. Both of these techniques had pros and cons (Ingham-Broomfield, 2015). For instance, the systematic literature review would have benefitted the researcher in collecting data from various sources and articles to achieve the targeted objectives. However, the evidence provided within this methodology would not have been sufficient to validate the research study findings (Koro-Ljungberg, 2015). Due to the research validity issues, the researcher focused on using the Case Study technique for data collection. It was an appropriate technique as it allowed the researcher to evaluate the initiatives made by the companies related to sustainability and evaluate them as well to identify the strong and weak parts existing within those strategies to come up with better solutions in the future (Mayer, 2015). Given this consideration, the case study methodology was a better data collection technique for the researcher and was selected to meet the study findings.

As the researcher selected a case study methodology for data collection; now, the researcher needed to choose some appropriate options in this regard. The researcher could focus on one company regarding its sustainability initiatives and challenges; instead, the researcher decided to evaluate the actions of two companies to draw a fair comparison and conduct an effective evaluation (Ingham-Broomfield, 2015). This

consideration was quite supportive in understanding the consumers' perspective towards sustainability and identifying the key actions using which the consumer's approach towards sustainability could be improved (Koro-Ljungberg, 2015). Given this consideration, the two key companies selected by the researcher for data collection in this study include Starbucks and Costa Coffee. These are the two major coffee offering brands operating across the world. Both are multi-national companies and have been working for the last 30 years in more than 80 countries around the globe (Mayer, 2015). As the spectrum of these companies is quite high; therefore, the initial investigation also revealed a high amount of paper coffee cup consumption in these companies (Mey, 2022). Given this consideration, it became supportive for the researcher to evaluate the actions being used by these companies to counter the paper coffee cups' sustainability challenges and achieve the targeted objectives in this regard.

As the researcher finally selected Starbucks and Costa Coffee as case studies in the current research for data collection; therefore, it was not imperative to identify the key sources from where this data would have been available (Mohajan, 2018). For this reason, the researcher decided collection of data from the company websites, company annual reports, newspaper articles, magazines, and academic research papers. All of these sources were sufficient for the researcher to identify all the initiatives these two companies have, including Starbucks and Costa Coffee, to evaluate their actions and bring the desired level of improvement within them by modifying consumer behaviour (Ngozwana, 2018). It is imperative to mention here that the researcher did not rely on the data from these sources; instead, the data collected from these sources was then integrated with the literature review to collect necessary findings aligned with the research objectives (Saunders and Bezzina, 2015).

3.6 Data Analysis

This research study used qualitative research methodology based on Interpretivism Research Philosophy; therefore, the major portion of the data collected by the researcher was influenced by the observations and experiences (Mey, 2022). To analyse this data, the researcher used the content analysis technique. In the first stage,

the researcher synthesised the data by collecting and arranging all the initiatives made by Starbucks and Costa Coffee on the same platform to understand their seriousness and adapted approaches towards sustainability (Mohajan, 2018). Then these actions were evaluated against different scholars' data to determine their efforts' strengths and weaknesses. Then, the evaluation of both companies was contrasted against each other to identify their success and failure points towards the sustainability of paper coffee cups (Ngozwana, 2018). Afterwards, the researcher had a clear idea about the key strategies supporting countering the sustainability challenges in the field. However, this data was still insufficient to meet the research's targeted aim and objectives (Saunders and Bezzina, 2015). Therefore, the researcher countered this issue by comparing the collected data after the case studies evaluation with the information coming from the literature review (Sim *et al.*, 2018). This integration of the literature review with the case study findings allowed the researcher to generate key themes identifying the key sustainability awareness challenges which could be countered in the contemporary world to accomplish the targeted aim and objectives of the research (Tuffour, 2017). The connection between the key study findings and the study's research objectives was made through an iterative process to showcase the accomplishment of the research aim.

3.7 Ethics Management

Regardless of being secondary research, some ethical implications were still existing in the current study, which was managed by the researcher using different strategies as follows:

Honesty: One of this research's primary challenges was biases. The researcher's personal beliefs or perceptions affect the study's progression. To counter this challenge, the researcher developed and updated a reflective diary throughout the research to avoid any impact of personal beliefs on the study findings (Saunders and Bezzina, 2015).

No Bias: The researcher analysed the case studies data from different academic articles to avoid any sort of biases in evaluating the actions taken by Starbucks and Costa Coffee to counter the paper coffee cups sustainability challenges being faced by them (Sim *et al.*, 2018).

Informed Consent: The researcher only collected data from those academic sources, which gained proper consent from the participants before data collection (Tuffour, 2017).

Anonymity: The researcher ensured using scholarly articles which did not share the personal or private information of the study participants (Ingham-Broomfield, 2015).

Confidentiality: The researcher used data sources complying effectively with the Data Protection Act 2018 (Mohajan, 2018). It means that they did not share any intellectual information about the operations of Starbucks or Costa Coffee.

3.8 Research Evaluation

The research reliability and validity are the traditional aspects to determine the credibility of current research. Both parts take value from the instrument developed by the researcher for collecting data and generating standardised results aligned with the study objectives (Tuffour, 2017). However, the nature of this research was quite different and focused on continuous data collection using non-random samples instead of standardised instruments (Ingham-Broomfield, 2015). Therefore, the quality evaluation criteria of reliability and validity were not applicable in the case of the qualitative paradigm in the current research. Another reason for this rejection is that the researcher was more interested in understanding the people's perception towards the paper coffee cups' sustainability and key strategies to alter this attitude (Mohajan, 2018). Given this consideration, Ngozwana (2018) argue that the key aspects affecting the quality of such research include conformability, dependability, credibility and transferability. All of these aspects determine the investigation's internal and external validity, allowing the researcher to meet the targeted aim and objectives of the study positively.

In the current research study, the researcher ensured the credibility of the data by collecting data from academic articles, industry reports, company annual performance reports, and credible magazines published in the market. To accomplish the transferability requirement in the current research, the researcher explained the adopted research methodology and the data collection and analysis technique to meet the targeted objectives (Mohajan, 2018). In addition, the researcher kept and updated a reflective diary throughout the study to eliminate the possibility of bias. The final key requirement for

research quality in this study was dependability which is analogous to the reliability required in the current study (Ngozwana, 2018). It was difficult to meet because this research study was based on qualitative research methodology taking value from Interpretivism Philosophy focused on collecting human perceptions and behaviours (Saunders and Bezzina, 2015). Therefore, it was difficult to guarantee research reliability because of the potential changes in the human behaviour or approach used in future studies. Thus, the researcher managed this implication by providing a complete methodology for the data collection and analysis in the research so that it is possible for future researchers to verify the research dependability up to the maximum extent (Saunders *et al.*, 2018). The final quality requirement in the current research is conformability. Normally, this objective is accomplished by the researchers using objective or statistical nature of data to support the study findings. However, as this study was based on qualitative research methodology; therefore, the statistical figures were not possible (Sim *et al.*, 2018). Thus, the researcher countered this challenge and fulfilled the conformability requirement of the current research by providing all the research results in a well-organised and clear manner to ensure a better and proper understanding for the research audience.

3.9 Chapter Conclusion

Overall, this research is based on Qualitative research methodology taking value from Interpretivism Philosophy. The data in the current research has been collected from the case studies of Starbucks and Costa Coffee by following an inductive approach. The content analysis technique has been used for the data analysis. The researcher has reasonably managed all ethics, conformability, dependability, credibility and transferability requirements in the current study.

CHAPTER 4: KEY RESEARCH FINDINGS

4.1 Introduction

This chapter intends to present the data collected by the study from primary as well as secondary sources. This chapter focuses on the responsibility of organisations and sustainability issues rising because of the increase in the consumption of paper coffee cups. The study focuses on the key reasons existing behind the high usage of paper coffee cups amongst individuals and the linked benefits to identify the measures using which it shall be possible to modify or alter the behaviour of the individuals in this regard to take decent support from them. This study presents all the study results in a thematic form so that it is possible to generate maximum thesis value from this chapter.

4.2 Sustainability Issues and Initiatives of Starbucks

Starbucks is a famous coffee brand with more than 300 company stores worldwide. The key geographic where the company is currently existing and performing include Australia, The United Kingdom, The United States of America, Asia, the Middle East, Africa, Europe and Latin America (Ferreira, 2018). Starbucks was designed to offer a relaxing and comfortable sitting and coffee experience to people who are quite busy with their regular tight schedules. For this reason, the company pays great attention to its ambience so that people can enjoy and have their coffee in a relaxing atmosphere (Kamenetz, 2010). Regarding the usage of paper coffee cups in the case of Starbucks, the company acknowledged that its spectrum of operations is quite huge and spread across different countries across the world have different cultures (Maye, Kirwan, and Brunori, 2019). Therefore, they cannot use a “one-size-fits-all” approach in this regard because of the differing needs and behaviours of the customers in each region (Gallicano, 2011). Given this consideration, the level and nature of initiatives taken by Starbucks to manage its sustainability issues are quite huge and diversified.

Taking value from the Starbucks website, they have been showing a clear commitment to their corporate social responsibilities over the website. In the same aspect, the company acknowledged the application of the Stakeholder Theory by mentioning that they understand that various stakeholders are linked with Starbucks and must keep all of these stakeholders satisfied (Ferreira, 2018). Some of these key stakeholders existing in the case of Starbucks include communities, Consumers, Suppliers, Vendors, Shareholders, Governments, and others (Maye, Kirwan, and Brunori, 2019). To manage the requirement of these stakeholders in the area of CSR, Starbucks has shown commitment to Diversity and Equality, Environmental effectiveness, and Ethical Sourcing. Using these initiatives, Starbucks has focused on creating and sustaining a strong relationship and connection between all the stakeholders in their case across the world to make a strong planetary impact (Nastiti and Indriani, 2021). For instance, Starbucks is currently using ethical sourcing practices across the globe in which they are being able to benefit the partners by using the latest techniques for effective harvesting.

Moreover, Starbucks always focus on reducing the waste being produced by them by bringing regular and positive improvement within its process and operations (Dwipamurti *et al.*, 2018). Starbucks has been able to design and implement these sustainable initiatives by using its continuous research and development by partnering with other sustainable players to remain competitive and effective in the market (Dowding, 2020). The key focus of these initiatives by Starbucks is to tackle climate change, improve the recycling process, and save water and energy by conserving natural energy sources. The other initiatives related to the diversity of people brought by Starbucks include the provision of opportunities for the people to learn and perform, offering ideas to improve productivity, hiring employees using diversity and equality principles, and maintaining strong relations with all the key stakeholders of the business (Gozdan and Sudolska, 2019).

Although Starbucks was focused on bringing a recycling program to counter the usage of paper coffee cups; however, the company also managed this challenge on a short-term basis as a part of environmental stewardship by using environmental friendly cups (Tsai *et al.*, 2020). These cups were used for recycling material; however, they were disposable, and it was impossible to recycle them again (Valuiskaya, 2019). However,

the company managed this implication by setting up recycling facilities to store these cups and dump them properly at designated places to avoid polluting the environment for the world's benefit.

Starbucks launched many initiatives to manage its sustainability commitment in the last couple of years. One of the key areas focused on them in this regard was the reduction of the usage of paper coffee cups in the market. In 1997, the company introduced recycled-content cups to protect people from hot beverages and avoid double cupping (Wang, Dargusch, and Hill, 2022). This initiative proved quite effective for Starbucks by lowering their demand for paper coffee cups by half as the double cupping requirement was shed because of the better heat insulation offered by new recycled coffee cups. However, Starbucks did not settle on this initiative, bringing further improvement to their coffee cups in 2006, offering recycled fibre cups to consumers with better finishing and heat insulation (Kim, 2017). In 2008, Starbucks launched new plastic coffee cups with less environmental impact. In 2009, the company arranged a Summit in Seattle where the company compared the other players in the market regarding the usage of paper and plastic cups with their evaluation (Kim and Yun, 2019). The key result obtained from the value chain analysis of both cups was that introducing a temporary recyclable solution is needed to curb the need for disposable cups in the market (Czaika, 2010). The recycling of plastic or paper material is certainly a time as well as cost-consuming activity; therefore, Starbucks often supports or coordinates with the local governments to explore and find new ways through which the usage of disposable coffee cups could be curbed in the commercial market (Warren *et al.*, 2020).

Starbucks' initiatives made the world realise that there are many acceptable ways of bringing used paper cups to the recycling system, and the company also made different efforts for practical demonstration in different countries, including the United Kingdom, Canada, the United States, Germany, and others (Wang, Dargusch, and Hill, 2022). These actions benefited Starbucks in making a decent effort towards developing recycling material and infrastructural solutions to ensure the access of recyclable cups to customerworldwideld (Czaika, 2010). Starbucks did not take these actions in isolation; instead, they collaborated with multiple players in the market, like non-governmental

organisations, policymakers, competitors, and other stakeholders, to showcase positive results (Warren *et al.*, 2020).

According to Warren *et al.* (2020), the consideration of recyclable coffee cups is also imperative for the companies like Starbucks because the lifestyle of consumers in the contemporary world has become highly rigid, making on-the-go coffee solutions most convenient for them. In such a competitive environment, companies like Starbucks need to offer effective solutions to customers to remain competitive in the market (Le Rouzic and Yum, 2021). Given this consideration, Starbucks also made an initiative in 2008 from their stores in the USA and Germany in which they installed a recycling bin in front of their stores to view the customer's behaviour and perception (Shivaram, 2022). According to Starbucks (2022), these bins restored about 78% of the cup of the hot beverage sold in the market, providing significant evidence to the company for taking this initiative at the international level to meet its sustainability-related objectives positively.

In 2012, Starbucks agreed that countries, including the United States of America and Germany, have developed strong recycling process management mechanisms and no longer need to install recycling canisters in front of their stores (Nastiti and Indriani, 2021). However, the situation was not similar in the United Kingdom; therefore, Starbucks continued to use recycling canisters in the country (Dwipamurti *et al.*, 2018). The disposable cups collected by Starbucks were sent to the segregation facility. Only 50% of the cups were made suitable for reuse; however, the other 50% were wasted or dumped into the designated facilities (Dowding, 2020). Despite this moderate result in the selected countries, Starbucks continued to conduct effective research and development to ensure that this recycling number within the selected countries' market could be improved further.

As Starbucks was operating across the world; therefore, it became possible for the company to regularly come up with new and innovative solutions to curb the need for disposable cups in the market. It is evident through the proactive measures already taken by the company in the market, like back-of-store recycling and in-store waste segregation process, to improve the overall efficiency of the disposable cups (Dowding, 2020). For instance, according to Starbucks (2022), about 78% of the 3,178 stores the company in 2012 were managing all the waste removal and recycling activities using cardboard boxes

using their internal resources with a minimum level of intervention coming from the government. However, the situation was not uniform from a profitability and operations perspective for Starbucks in all the stores (Gozdan and Sudolska, 2019). For instance, about 30 stores of the company operating in the USA and Canada complained about the limited space available to them for practising waste segregation or removal practices. To counter this issue, Starbucks maximised its efforts on research and development activities through which they focused on reducing the recycling issues and positively meeting its sustainability objectives in this regard (Tsai *et al.*, 2020).

The reduction in the usage of disposable paper coffee cups has been one of the key elements focused on by Starbucks as a part of their sustainability drive to improve the planetary impact on the environment. For instance, in 2010, the company also announced a cash or discount reward to the customers for bringing their usable cups or using the ceramic mug available to them for enjoying their beverage (Gozdan and Sudolska, 2019). However, this initiative was not successful in the case of Starbucks because it was able to bring a decline of just 5% for the company in terms of reducing the usage of paper coffee cups. Apart from these actions, Starbucks also installed more than 20 bins across London to collect paper coffee cups, whether they belong to their logo or not (Tsai *et al.*, 2020). It was a great initiative made by the company to showcase their proper attention and approach towards curbing environmental issues worldwide because of one-time plastic or paper usage (Valuiskaya, 2019). Despite these aggressive actions, Starbucks has achieved average results in reducing the use of paper coffee cups. The reason is that the same aggressive or rational approach is required from the customers in this regard which is possible through their behavioural change only (Wang, Dargusch, and Hill, 2022).

4.3 Sustainability Issues and Initiatives of Costa Coffee

Costa Coffee started as a white bread company in the United Kingdom. However, the company became much more famous for its coffee products afterwards. The reason is the company's offering of high-quality coffee products (Ferreira, 2018). As it is a leading coffee brand in the UK market and has a strong existence in other parts of the world;

therefore, it becomes necessary to evaluate the carbon footprint issues being created by the brand (Maye, Kirwan, and Brunori, 2019). Being a coffee brand, disposable coffee cups are also evident in its operations. It needs to be evaluated by considering the action taken by Costa Coffee and the key challenges it faced.

Costa Coffee initiated a nationwide recycling initiative in the United Kingdom in 2011. The company encouraged all its customers to bring used cups for storage and recycling by offering some rewards to them at their stores (Ferreira, 2018). It was an appreciable effort made by the company to reduce the consumption of disposable coffee cups in the market and minimise their usage to the optimum level.

Costa Coffee also offered an opportunity for the customers to leave their cups at the store for recycling to contribute to the sustainability action. However, Costa Coffee did not demand this support from the customers free of cost (Maye, Kirwan, and Brunori, 2019). Instead, decent rewards or incentives were offered to the customers against this action. Along with that, Costa Coffee also offered coffee in ceramic utensils with additional discounts to the customers (Hassard *et al.*, 2014). The key purpose behind this action for Costa Coffee was to reduce or curb the usage of disposable coffee cups up to an appropriate level. Apart from that, the company also focused on reducing its operational cost through this action by lowering its transportation cost to the landfills (Filimonau, Krivcova, and Pettit, 2019). To achieve this objective, Costa Coffee also partnered with Veolia, i.e. An environmental science company, to make recommendations for their sustainability program to bring improvement in 2011 (Yun and Kim, 2019). Apart from these actions, the company continued upgrading its processes for diverting the waste generated from the stores to the landfill site, achieving 100% success in 2012 (McNicholas and Cotton, 2019). Costa Coffee was also able to reduce the usage of paper coffee cups at its stores due to the regular discount offering to the customers, experiencing a decline of 10% in its use within its customer base (Laing and Frost, 2010).

Costa Coffee was aware that they could not rely totally on their actions and initiative to reduce the usage of paper coffee cups in the market; instead, they required decent and effective support from other stakeholders. Therefore, Costa Coffee partnered with Rainforest Alliance in 2008 to ensure that they outsource sustainable raw materials only (Yun and Kim, 2019). Furthermore, the company provided clear and effective

communication and coordination amongst all the key sustainability stakeholders to remain competitive in the business market. These stakeholders included customers, suppliers, vendors, governments, and non-gain organisations (McNicholas and Cotton, 2019). The key purpose of this initiative and regular communication was to keep all the stakeholders engaged in all the initiatives or actions being made by the company to magnify the results of these actions to the maximum possible extent. Instead of spending heavily on advertising, regular communication provided a great opportunity for Costa Coffee to arrange all the key stakeholders on the same platform to achieve the targeted objectives (De Figueiredo Tavares and Mourad, 2020).

According to Burt (2019), Costa Coffee was the least sustainable company in 2010 compared with other direct competitors or players in the market. However, this CSR implication was taken seriously by the company, after which it improved its efforts to reduce the carbon footprints in the environment; however, the actions made by the company at the store level were not aligned positively with the sustainability requirements (Chauhan, 2020). Therefore, the company adopted other strategies to counter this challenge and improve its contribution to sustainability. For instance, the company initiated a self-service bar in the UK as a practical step to regularly demonstrate the usage of paper coffee cups to reduce their behaviour and approach towards its consumption. Costa Coffee partnered with Hubbub, Which Is a sustainable development company, in 2017 (De Figueiredo Tavares and Mourad, 2020). This partnership focused on building small-scale recycling facilities across London to contribute to the environment (Costa, 2022) positively. Apart from that, Costa Coffee also partnered with Paper Cup Manifesto, which focused on building sustainable and recyclable cup designs to attract customers completely without negatively impacting the environment.

Costa Coffee made a key initiative in 2015 in which the company partnered with Closed Loop Environmental Solutions and Waste Solutions to build a strong supply chain for developing sustainable design paper cups. The cups produced by Costa Coffee due to this collaboration were named “Simply Cups” (Costa, 2022). These cups reduced the overall pricing of the coffee cups, due to which the operational cost of the company was reduced massively (Mace, 2022). Apart from the reduction in operating expenses, the

company was also able to improve its contribution to sustainability by adopting a holistic approach towards the environmental management of the paper coffee cup (Chauhan, 2020). This initiative made by Costa Coffee showcase that the interest and approach of the company regarding sustainable solutions go beyond the sustainability programs. The company not only initiated recycling programs to curb the growing issue of paper coffee cups in the market (Wentworth, 2018). Instead, the company focused on using some practical actions followed by the integration and collaboration of all the concerned or related stakeholders to put the efforts in the right direction to attain and sustain the best possible results in terms of environmental management. However, the landfill dumping rate of the company is still high, whereas the key target of the company in this area is to achieve a zero landfill rate (Mace, 2022). Given this consideration, it is quite clear that Costa Coffee still needs to improve its actions and approach towards the management of paper coffee cups in the market to become completely sustainable with a positive contribution to society.

4.4 Chapter Conclusion

This chapter provided information about the initiatives and actions taken by two leading coffee chain stores worldwide, including Starbucks and Costa Coffee. The study also evaluated the efforts of these coffee chains to identify the benefits these companies experienced and the key failures embraced by them which need to be improved in future actions.

CHAPTER 5: DATA ANALYSIS AND DISCUSSION

5.1 Introduction

In the previous chapter, the study informed about the key findings collected by the researcher using primary and secondary research mechanisms. However, it is now imperative to critically evaluate these findings with the literature review. For this reason, this chapter incorporates the literature review data and results collected within this study to identify the areas of conformance and non-conformance. In other words, this chapter supports evaluating whether it is possible to implement the study findings directly due to their relevance in the real-time world or whether some changes are required within it to align it perfectly with the consumer behaviour change across the globe.

5.2 Discussion over Starbucks Initiatives

The case study of Starbucks reveals that the company is engaged in a wide range of initiatives actively related to CSR. Their ambitions are focused on a wide range of aspects showcasing their commitment to the local community, operations by complying effectively with the CSR standards offered to them by the United Nations, supporting the farmers to produce good quality coffee beans, embracing diversity and practising equality at the workplace (Le Rouzic and Yum, 2021). The company's culture and business strategy complement its CSR initiatives, which play a critical role in the sustainable growth and success of the company (Shivaram, 2022). With such an integrated approach, Starbucks is also making a visible and effective effort to reduce the consumption of paper coffee cups in the market by offering a wide range of recycling options to the customers so that this environment maniac could be eradicated positively.

Starbucks undertakes the initiatives since 2000 showcase that Starbucks is aware of the environmental crisis issues and is serious about reducing its contribution towards ecological damage (Shivaram, 2022). These actions of the company are aligned with the stakeholders' expectations and requirements in the market. It is evident through the

spectrum of areas Starbucks targets as a part of environmental management, including community, ethical sourcing, environmentally friendly materials, diversity and people wellness (Kim and Yun, 2019).

Engagement with the community is a key aspect in the case of Starbucks when they take actions to promote awareness amongst the public for minimising the usage of paper coffee cups and start using the recycling ones (Kim and Yun, 2019). The ethical sourcing feature is also evident in the case of Starbucks when they compel their suppliers to use sustainable activities to offer necessary raw materials without harming or negatively impacting the environment (Tsai *et al.*, 2020). The concentration and commitment of Starbucks to the environment are clear from the usage of recyclable cups at their stores (Dowding, 2020). They are also regularly spending on research and development to ensure that they can manufacture and offer better designs and environmentally friendly cups to customers to overcome the environmental implications of paper coffee cups (Gozdan and Sudolska, 2019). Moreover, Starbucks is also making regular efforts to improve its waste management process by dumping all the waste in the designated landfill area; however, the company is interested in reducing this number further in the future for the world's benefit (Valuiskaya, 2019).

Using the CSR Three Domain Model here, it is quite evident that the approach being used by Starbucks to manage its sustainability motives is a collaborative and engaged one. It comprises economic actions integrated with ethical ones to generate the best possible results for all the relevant stakeholders (Tsai *et al.*, 2020). The initiatives like "Simply Cup" introduced by Starbucks are the perfect example of this mentality of the company in which they did not hinder collaborating with different other organisations operating in the market, like NGOs and environmental specialist organisations, to curb the increasing usage of paper coffee cups in the market (Starbucks, 2022). The same approach is evident within the value chain process of Starbucks as well. For instance, Starbucks is not carrying out all the sustainability-related activities; instead, they have completely integrated their suppliers for this process and offered clear instructions to use the sustainable process for raw material production and delivery (Dowding, 2020). However, the key challenge was the suppliers' awareness and resources issue. Starbucks was aware of this issue and managed to reduce it by providing proper guidance

and support to them (Gozdan and Sudolska, 2019). For instance, Starbucks supported farmers to improve their harvest and produce good coffee beans to experience mutual benefits. These actions showcase the long-term commitment of Starbucks to sustainability actions and positive intention towards the reduction in the usage of paper coffee cups in the market (Valuiskaya, 2019). Starbucks must continue these actions by bringing necessary improvements within it.

5.2.1 SWOT Analysis of Starbucks Initiatives related to the paper coffee cups

Strengths	Weaknesses
<p>Effective partners' collaboration (Starbucks, 2022)</p> <p>Regular engagement with the stakeholders to accomplish the sustainability objectives (Tsai <i>et al.</i>, 2020)</p> <p>Aggressive focus on innovation for improving recycling activities (Starbucks, 2022)</p> <p>Focus on sustaining the recycling initiatives through continuous improvement</p>	<p>Less stress on curbing the usage of paper coffee cups in the market (Kim and Yun, 2019)</p> <p>Less interest in exploring new materials to replace the use of paper coffee cups</p> <p>No effective sustainability initiative to manage recycling opportunities (Warren <i>et al.</i>, 2020)</p>
Opportunities	Threats
<p>Working with sustainable third-party companies to identify proper sustainable material for replacing paper coffee cups (Wang, Dargusch, and Hill, 2022)</p> <p>Developing relationships with partners or third-party companies in the market to build awareness amongst customers</p>	<p>Limited awareness about sustainability issues among the customers</p> <p>Little attention among customers regarding the health issues potentially caused by paper coffee cups usage (Wang, Dargusch, and Hill, 2022)</p>

regarding the little usage of paper coffee cups (Kim and Yun, 2019) Making effective collaboration with governments and NGOs to build and implement strong sustainability standards (Warren <i>et al.</i> , 2020)	No effective initiatives to reduce the use of paper coffee cups in the market with the identification of an alternative approach No engagement of stakeholders in managing the CSR applications
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Table 1: SWOT Analysis of Starbucks Initiatives related to the paper coffee cups (Author)

5.3 Discussion over Costa Coffee Initiatives

The process of waste management within the operations of Costa Coffee is difficult and complex at the same level because a wide range of store ownership models is operating for the company across the targeted regions (Wentworth, 2018). The company's adaption of the two-stream waste solution This action had the potential to support Costa Coffee in achieving its objective of zero landfill. However, the different ownership business models being used by Costa Coffee created constraints in this regard by challenging integration and collaboration between all the company's business activities (Chauhan, 2020).

Costa Coffee's business operations revolve around a mission of saving the world from medicated coffee. Taking CSR Three Domain Model in the case of Costa Coffee, it is revealed that there is no proper code of conduct available to the company against which it could organise its stakeholders' efforts and actions (Tucker, 2017). Considering the legal aspects, the company has innovatively introduced a recycling solution at every store to reduce the consumption of paper coffee cups (Tucker, 2017). Over that, the company comes with a claim that they are doing everything possible to reduce the usage of paper coffee cups (Wang, Dargusch, and Hill, 2022). However, the situation is not the same in the case of Costa Coffee because they could improve their usage of paper coffee cups by engaging in regular research and development from where they could bring better solutions to replace the paper coffee cups in the market (McNicholas and Cotton, 2019).

Costa Coffee's efforts to be a corporate citizen are certainly appreciable in this regard. For instance, Costa Coffee partnered with Hubbub, Which Is a sustainable development company, in 2017 (Wang, Dargusch, and Hill, 2022). This partnership focused on building small-scale recycling facilities across London to contribute positively to the environment. Apart from that, Costa Coffee also partnered with Paper Cup Manifesto, which focused on building sustainable and recyclable cup designs to attract customers positively without negatively impacting the environment (McNicholas and Cotton, 2019). However, the weak aspect existing here is the lack of engagement evident from the initiatives made by Costa Coffee (Filimonau, Krivcova, and Pettit, 2019). The company is interested in using an innovative approach to reduce the usage of paper coffee cups in the market; however, they are not carrying out such actions in an integrated fashion. Instead, they only focus on using innovative approaches (Yun and Kim, 2019). However, Costa Coffee cannot achieve the best possible results in this regard by not focusing on coordination between the key stakeholders, as evident results could only be achieved by boosting collaboration between all the relevant stakeholders to curb the usage of paper coffee cups (Wagner, 2021).

5.3.1 SWOT Analysis of Costa Coffee Initiatives related to the paper coffee cups

Strengths	Weaknesses
<p>Strong collaboration with key manufacturers or third-party companies in the market to design decent cups for replacing paper coffee cups with minimum resources consumption (Costa, 2022)</p> <p>The offering of opportunities to the franchise partners to ensure effective waste management services (Ferreira, 2018)</p>	<p>Limited engagement with the key stakeholders of the sustainability program, like customers to reduce the usage of paper coffee cups (Wagner, 2021)</p> <p>Less interest in raising awareness amongst the public regarding the dark side of paper coffee cups</p> <p>No solid integration of CSR principles within the business activities (Yun and Kim, 2019)</p>

Focus on sustaining the recycling initiatives through continuous improvement The target of achieving zero landfill rate (Yun and Kim, 2019)	Less commitment to the legal sustainability standards
Opportunities	Threats
Exploiting the opportunities to provide the necessary level of education to the customers for reducing the usage of paper coffee cups (Wagner, 2021) Developing relationships with partners or third-party companies in the market to build awareness among customers regarding the little usage of paper coffee cups (Yun and Kim, 2019) Making effective collaboration with governments and NGOs to build and implement strong sustainability standards	Limited awareness about sustainability issues among the customers Little attention among customers regarding the health issues potentially caused by paper coffee cups usage (Wagner, 2021) No effective initiatives to reduce the use of paper coffee cups in the market with the identification of an alternative approach No engagement of stakeholders in managing the CSR applications

Table 2: SWOT Analysis of Costa Coffee Initiatives related to the paper coffee cups (Author)

5.4 Results Benchmarking and Key Themes generated from the research

The key focus of the research study here is to carry out a strong integration between the findings from the case studies of Costa Coffee and Starbucks with the literature review. Different models shall be applied in this case which have already been discussed and explored in the literature review. This section shall now benefit the research in understanding the key mechanisms using which suitable awareness regarding the usage of paper coffee cups could be increased amongst the public to generate and sustain the best possible results related to the environment.

5.4.1 Key theme 1: Need for Continuous Research and Development

Every organisation is almost aware of the implications of paper coffee cups on the environment. They are managing these issues at the individual level through recycling or similar processes. However, there is a need to bring continuous improvement within these actions and activities to develop innovative solutions to counter the usage of paper coffee cups in the market (Kim and Yun, 2019). The innovative solutions can potentially change people's behaviour towards the consumption of paper coffee cups. It requires strong collaboration and coordination with the key stakeholders like the community members and consumers in the market to offer necessary value to them for the reduction in the usage of disposable coffee cups (Wang, Dargusch, and Hill, 2022). The process of learning, as per The Learning Theory, follows five key senses tactile, taste, visual, auditory, and feeling (Tsai *et al.*, 2022). The business players must focus on all of these key aspects of sense to offer a unique yet effective solution to the consumers against paper coffee cups to receive a positive response from their side (Tsai *et al.*, 2020).

5.4.2 Key Theme 2: Increasing awareness amongst the public

The evaluation of the Costa Coffee and Starbucks case study reveals that these giants are certainly interested in bringing a change within the environment by reducing the usage of paper coffee cups. However, their actions are not integrated clearly with the requirements of the consumers (Kim and Yun, 2019). They did attempt going for offering some rewards to the employees for bringing their paper coffee cups back to them; however, these actions were carried out in the willingness of favour, not as a behavioural change because the determination element was missing here using Behavioural Change Model (Borg, Curtis, and Lindsay, 2020). Given this consideration, giant players like Costa Coffee and Starbucks must spend sufficiently on creating awareness amongst the masses regarding the key implications of paper coffee cups to reduce their usage in the market (Novoradovskaya *et al.*, 2021). In other words, there is a need to generate a habit amongst people of using recyclable coffee cups instead of paper ones without wanting to get some reward (Warren *et al.*, 2020).

Using the Social Cognitive Theory within the study results, it is quite clear that the interaction of people with their community and environment tends to play a considerable role in their usage of paper coffee cups in the market (Anderson, 2017). In other terms, people learn from their environment or other people. If they find a good-looking guy drinking coffee in a paper coffee cup, they shall follow the pattern for looking cool (Wang, Dargusch, and Hill, 2022). However, it is the area where it is necessary to make people realise the ethical implications of their blind following (Warren *et al.*, 2020). Moreover, a consistent level of change in this regard shall benefit changing the entire community's behaviour to achieve better results.

It is imperative for the government as well as leading coffee chains to realise that they cannot bring change directly within the people in a limited period. Instead, they need to pass through a complete process by taking value from the Trans-Theoretical Model of Change in which they need to provide a clear and abstract plan to the people to make them realise the negative implications of paper coffee cups and improve their attitude and behaviour in this regard to achieve better results (Choi, Lee, and Friske, 2018).

5.4.3 Key Theme 3: Collaborative Efforts with the sustainability Partners

Apart from raising awareness amongst all the consumers, the other key stakeholders involved in the eco-system of coffee houses also tend to play a key role in reducing the usage of paper coffee cups in society. The coffee chains need to realise these players in the market and ensure strong collaboration with them to achieve the best possible results (Wang, Dargusch, and Hill, 2022). For instance, using the Theory of Planned Behaviour in this regard, the attitudes, subjective norms, and behavioural control supports positively changing the intentions to achieve the desired level of behaviour (Dionysis, Chesney, and McAuley, 2022). In the current case, the coffee chains need to collaborate with only those partners having a better understanding of the sustainability issues existing at the present moment (Ferreira, 2018). Afterwards, the coffee companies need to focus on providing decent support to the coffee suppliers and vendors to bring a positive and proper change in their attitude towards the production and supply of paper coffee cups in the market (Maye, Kirwan, and Brunori, 2019).

It is necessary to mention that if the coffee chains go for compelling the suppliers or vendors to follow the strategy they provided to manage sustainability, then they shall certainly lose their competitiveness along with the innovation. It must be a prime responsibility for the coffee chains to integrate the players like suppliers, producers, and others in reducing the usage of paper coffee cups instead of compelling them. Selamet and Simpson's (2019) findings are consistent here by using the Theory of Reasoned Action in which the rationale is quite important for an individual to realise the scenario's implications for making the right decision. For instance, Selamet and Simpson (2019) argue that if we encourage people to stop using paper coffee cups, we need to provide them with a rationale for the same recommendation so that they develop a good feeling in this regard for making the right decision. Therefore, the partnership must be carried out on mutual understanding to witness a positive change in behaviour with the integration of necessary innovation (Maye, Kirwan, and Brunori, 2019).

5.4.4 Key Theme 4: Applying Behavioural Change Model

As per the study analysis, it is quite clear that there is a clear need to bring a decent change in people's behaviour to curb the usage of paper coffee cups. For this reason, the coffee chains must collaborate with different NGOs in the market to bring a positive and decent change in the behaviour of the people by applying the behavioural change model (Dionysis, Chesney, and McAuley, 2022). Taking the cost-benefit analysis into consideration, then the usage of paper coffee cups amongst consumers is completely not justified as the issues are not just being created for the current community; instead, the future communities are equally being affected by the problems created as a result of dramatic usage of paper coffee cups (Keller *et al.*, 2021). Therefore, it is necessary to change the behaviour of consumers towards the consumption of paper coffee cups to maintain a sustainability balance across the world. To achieve the same benefit, Poortinga and Whitaker (2018) inform about the behavioural change model as per figure 3. As per figure 3, the first part of the model is inked with the learning process of the individuals involving stimulus, sensory systems, and recorded memories. At the same time, the second part of the model comprises decision-making and experience elements. Finally, the third part of the model discusses the consumers' expected to change or modify

behaviour after taking all the necessary actions in a suitable manner (Novoradovskaya *et al.*, 2021).

5.5 Chapter Findings

Overall, the chapter findings reveal that the action taken by Costa Coffee and Starbucks are certainly effective; however, each has its pros and cons. Apart from managing these issues to reduce the consumption of paper coffee cups, the companies must carry out continuous research and development, increase awareness amongst the public, collaborate effectively with the sustainability partners, and use the behavioural change model to gain decent support from all the relevant stakeholders to reduce the environmental impact in case of paper coffee cups.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Chapter Introduction

This is the last chapter of the dissertation study. The key purpose of this chapter is to bring the entire findings of the study to the same platform by linking with the objectives defined at the initial level. Apart from providing clear information about the reason for the high usage of paper coffee cups and the related benefits, the study offers key measures using which it shall be possible for the communities, governments, and commercial organisations to mitigate the usage of paper coffee cups amongst the individuals to generate the best possible results. This study presents some key recommendations as well in this regard to the relevant stakeholders so that they could showcase their positive attitude towards CSR. Finally, this chapter presents the weaknesses existing in the current research, which must be managed effectively in future research.

6.2 Conclusion

Objective 1: To identify the reasons compelling consumers to the usage of paper coffee cups

There is a lack of awareness amongst the people regarding their environmental implications and the regular usage of paper coffee cups. Moreover, the customers are also unaware of the health hazards potentially existing for them with paper coffee cups. Consumers are also unaware of the sustainability crisis being contributed by paper coffee cups. They prefer these cups for hygiene, cost-effectiveness, and convenience. They find it easier to purchase a coffee in a paper cup and travel freely to their destination without worrying about its storage or return as they could dump it in any nearby bin. They also find it effective to use these cups for trendy purposes by viewing other people's actions similarly.

Objective 2: To evaluate the potential impact created by paper coffee cups on sustainability

The usage of paper coffee cups is increasing worldwide, showcasing people's limited attention towards sustainability. Disposable products like paper coffee cups or any other form of plastic and paper products are highly attentive amongst organisations because it allows them to offer portability and convenience benefit to the consumers at low pricing to keep them satisfied. The size of paper coffee cups in the USA has been consistent for the last 06 years; it is expected to remain consistent at the same level for the next six years as well. The production of paper coffee cups and transportation are among the biggest issues contributing negatively to the creation of ozone depletion cases. For instance, a single paper coffee cup emits about 0.11 KG of CO₂, involving the entire process of arranging its raw material, production, and transportation (Arcese *et al.*, (2015). Disposing paper coffee cups is also involved in this gas emission as these cups require a strong reaction with methane gas to dispose of, creating an additional release of the ozone depletion gases. About 20 million trees are cut down yearly to produce these paper coffee cups. It means that the overall amount of CO₂ released in the market reached millions of tons, becoming a significant cause of environmental pollution and global climate change.

Objective 3: To determine the strategies using a behavioural change approach through which it shall be possible to raise the awareness of the individuals towards the non-recyclable paper coffee cups

There is certainly a requirement to bring a positive change in the behaviour of consumers towards the consumption of paper coffee cups. For this reason, the coffee chains and other key stakeholders involved in the eco-system, like suppliers, NGOs, and others, need to collaborate effectively to bring a change within the consumers' approach and behaviour to curb the usage of paper coffee cups. However, it is impossible to take this action directly; instead, the coffee chains need to collaborate with different NGOs in the market to bring a positive and decent change in people's behaviour by applying a behavioural change model. It could be made possible by making the consumers realise the dark side of paper coffee cups to achieve a better response from them. The coffee chains must learn the practical consideration for the consumers in this case. They should

focus on investing sufficiently within their research and development activities to bring a better alternative solution to the customers.

Moreover, they must focus on educating the people to make a viable contribution to sustainability. Apart from that, the organisations must continue working on their sustainability initiatives to achieve their CSR goals related to paper coffee cups. Along with the required innovativeness in the approach, the big players must also focus on integrating all the key stakeholders to implement this process. The provided actions must not only focus on recycling solutions; they must be complemented by regular research and development to develop better coffee cup solutions that are attractive to customers.

6.3 Recommendations

Based on the study findings, the key recommendations emerging here are as follows:

Creating awareness: The coffee chains must realise that it is impossible for them to just rely on the incentives offered to the customers to curb the issue of paper coffee cups in the market. Instead, giant players like Costa Coffee and Starbucks must spend sufficiently on creating awareness amongst the masses regarding the key implications of paper coffee cups to reduce their usage in the market (Maye, Kirwan, and Brunori, 2019). In other words, there is a need to generate the habit amongst people of using recyclable coffee cups instead of paper ones without wanting

Provision of alternatives: One of the primary solutions available to the coffee chains for reducing the usage of paper coffee cups is to compel the consumers to bring the cups from their homes. However, this solution is not viable from a commercial aspect. Therefore, the coffee chains must realise the practical issues of this approach and should focus on investing sufficiently within their research and development activities to bring a better alternative solution to the customers (Wagner, 2021). For instance, Starbucks launched a Fibre-made cup with less environmental impact.

Training employees: The employees could play a key or vital role in the coffee chains to change people's behaviour towards using paper coffee cups. The coffee companies could arrange training for the employees to carry out decent informal communication with

the customers to highlight the drawbacks of paper coffee cups. If they are not ready to use any alternative solution, the employees must encourage the customers to recycle the cup instead of dumping it (Yun and Kim, 2019). This approach shall benefit at least informing the customers about the dark side of coffee cups.

Combinative incentives: Offering economic benefits is certainly not the most effective way to change people's behaviour. However, it is an effective approach to make an initiative. For instance, the coffee stores could offer some discounts or referral points to the customers for using the recyclable cup, bringing back the paper coffee cup and similar other actions (Filimonau, Krivcova, and Pettit, 2019). This approach shall at least benefit the coffee chains in making an initiative towards reducing the usage of paper coffee cups.

A collaborative approach to sustainability: The other key stakeholders involved in the eco-system of coffee houses also tend to play a key role in reducing the usage of paper coffee cups in society. The coffee chains need to realise these players in the market and ensure strong collaboration with them to achieve the best possible results (McNicholas and Cotton, 2019). For instance, using the Theory of Planned Behaviour in this regard, the attitudes, subjective norms, and behavioural control supports positively changing the intentions to achieve the desired level of behaviour. In the current case, the coffee chains need to collaborate with only those partners having a better understanding of the sustainability issues existing at the present moment (Burt, 2019).

6.4 Study Limitations and Future Recommendations

The current research study followed a case study approach by taking value from Qualitative research methodology and Interpretivism philosophy to meet the study's aim and objectives (Daniel, 2018). It was a decent selection allowing the researcher to explore people's perception of paper coffee cups and the actions leading coffee chains to curb it with its evaluation (Gear, Eppel, and Koziol-Mclain, 2018). However, it is recommended that future researchers complete this study by collecting data directly from the individuals to evaluate their perception and understanding of the environmental issues created by paper coffee cups and their desire to bring a necessary change in this regard (Mey, 2022).

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