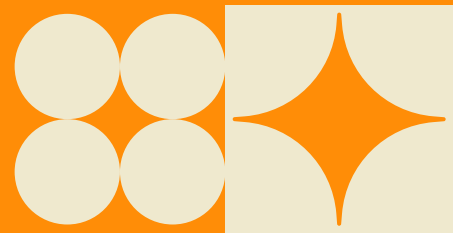


# **SUSTAINABLE PACKAGING WITH CASON COUTURE**

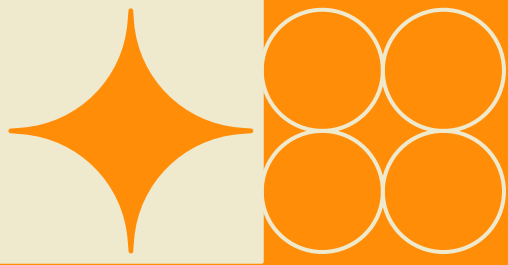
KATIE CASON, MARIAM GERMANYAN, BEN CHU, ARDA MARK





# RESEARCH QUESTION

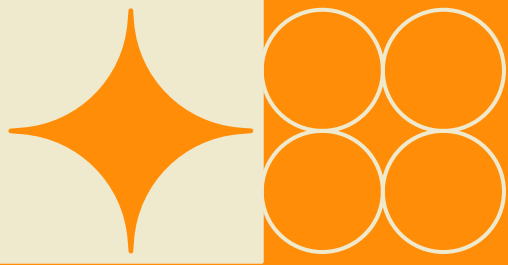
*“Does transitioning to sustainable packaging methods impact how many orders are placed at an ecommerce company?”*



# OUR PREDICTION

We predict if a company transitions to environmentally conscious packaging materials, customers will view them as socially responsible and ethical and be more inclined to give that company business.





**CLICK THROUGH RATES !**

## **NULL HYPOTHESIS**

$H_0$  = Sustainable packaging email advertisements  
have no effect on increasing click through rates

## **ALTERNATIVE HYPOTHESIS**

$H_A$  = Sustainable packaging email advertisements  
have an effect on increasing click through rates

**REVENUE !**

## **NULL HYPOTHESIS**

$H_0$  = Sustainable packaging email advertisements  
have no effect on increasing revenue

## **ALTERNATIVE HYPOTHESIS**

$H_A$  = Sustainable packaging email advertisements  
have an effect on increasing revenue

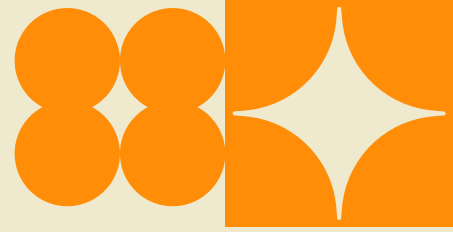


# BACKGROUND

- The onset of the global pandemic has increased online shopping.
- Online shopping produces a large carbon footprint because of single use plastic mailers.
- Companies are apprehensive to transition to sustainable packaging because compostable mailers cost double that of single use plastic mailers.

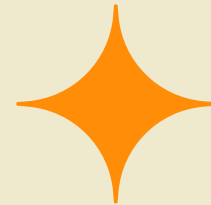


**the compostable  
mailer**





## OUR SUBJECTS

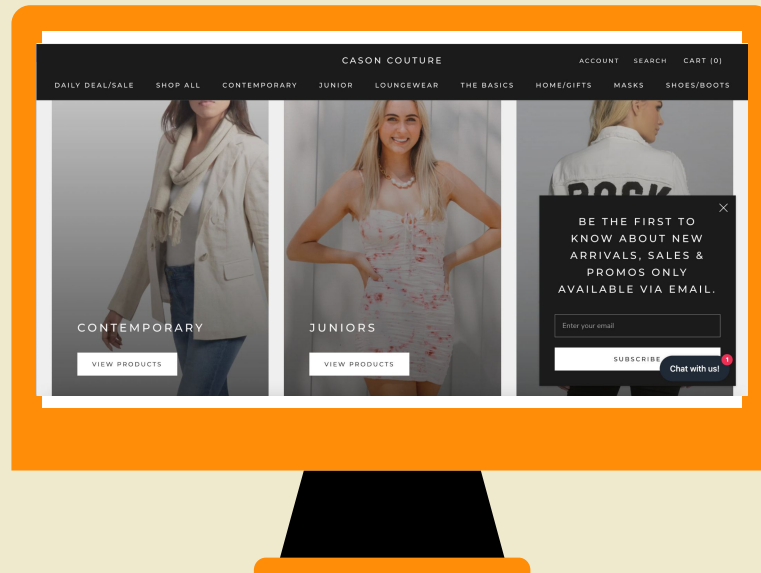


# CASON COUTURE

A small ecommerce retail clothing company in Huntington Beach, CA

## CONSIDERATIONS

- Targeting high school to middle aged women
- The customer segment's care for the environment
- Covid-19 has impacted business



# RESEARCH DESIGN



**01**

## CONDUCT A SURVEY

We conducted a survey using Qualtrics to better understand the type of language we should use in the treatment emails.

**02**

## RANDOMIZE CONTACTS

Randomize 4,000 email recipients. 2,000 received the treatment, and 2,000 received the control.

**03**

## SEND OUT TREATMENT & CONTROL EMAILS

Treatment emails will be the same as control- but they will include a blurb about sustainable packaging.

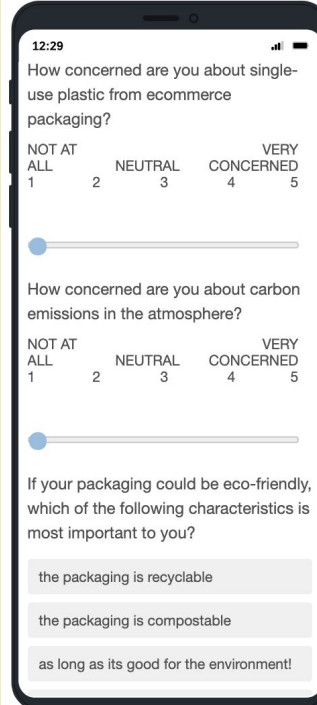
**04**

## ANALYZE RESULTS!



# QUALTRICS SURVEY

- 93 responses
- MAIN TAKEAWAYS
  - People would rather give a company business that has made the transition to eco-friendly practices
  - People care if companies are focused on decreasing their environmental impact
  - No specification on recyclable over compostable



12:29

How concerned are you about single-use plastic from ecommerce packaging?

NOT AT ALL 1 2 3 4 5 VERY CONCERNED

How concerned are you about carbon emissions in the atmosphere?

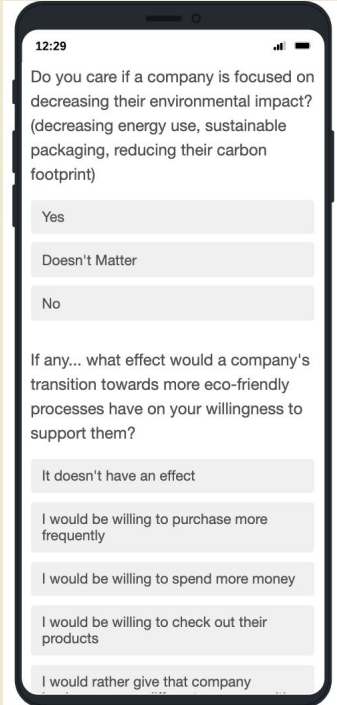
NOT AT ALL 1 2 3 4 5 VERY CONCERNED

If your packaging could be eco-friendly, which of the following characteristics is most important to you?

the packaging is recyclable

the packaging is compostable

as long as its good for the environment!



12:29

Do you care if a company is focused on decreasing their environmental impact? (decreasing energy use, sustainable packaging, reducing their carbon footprint)

Yes

Doesn't Matter

No

If any... what effect would a company's transition towards more eco-friendly processes have on your willingness to support them?

It doesn't have an effect

I would be willing to purchase more frequently

I would be willing to spend more money

I would be willing to check out their products

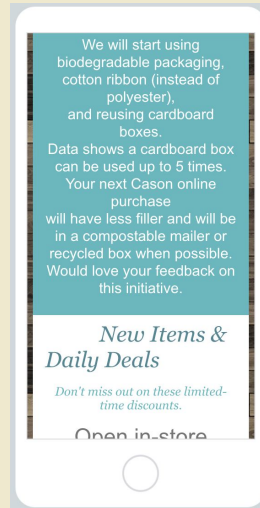
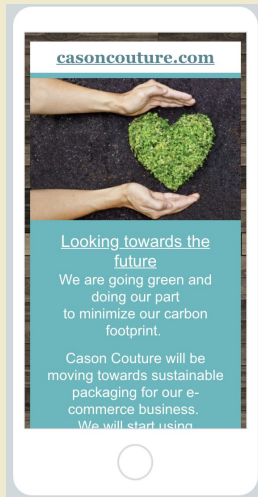
I would rather give that company ...



# ADVERTISEMENTS

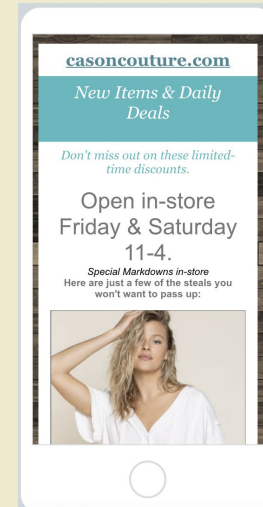
## TREATMENT

1/2 of the email recipients received the usual Cason Couture advertisement-with a blurb about the transition to sustainable packaging



## CONTROL

1/2 of the email recipients received the usual Cason Couture advertisement-without the sustainable packaging blurb



# AVERAGE TREATMENT EFFECTS

**# of ORDERS**

8 orders

**REVENUE**

\$156.44

**CLICK THROUGH  
RATE**

0.01857143

ATE

# RESULTS



## p-value

revenue

0.2763

click through

0.03968\*\*

### Welch Two Sample t-test

```
data: shopify_orders$Total[shopify_orders$treatment == 1] and
shopify_orders$Total[shopify_orders$treatment == 0]
t = -1.101, df = 48.369, p-value = 0.2763
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 -49.35893 14.42460
sample estimates:
mean of x mean of y
 87.24026 104.70742
```

### Welch Two Sample t-test

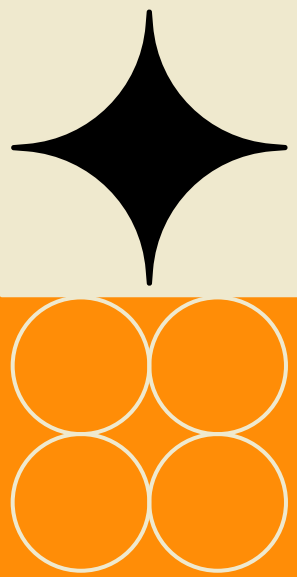
```
data: constant_contact$click_rate[constant_contact$treat_or_control == 1] and
constant_contact$click_rate[constant_contact$treat_or_control == 0]
t = 2.4865, df = 10.747, p-value = 0.03068
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 0.002085457 0.035057400
sample estimates:
mean of x mean of y
0.10428571 0.08571429
```

# CONCLUSIONS

**We fail to reject our null hypothesis that the transition to sustainable packaging does not have an effect on the amount of revenue**

**We reject our null hypothesis that the transition to sustainable packaging does not have an effect on the click through rate.**

**It is unlikely that these results can be generalized, though, since the subjects are likely not representative of all businesses and all consumers.**

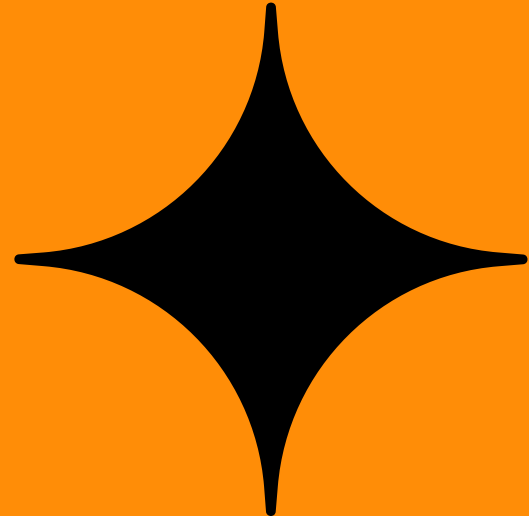
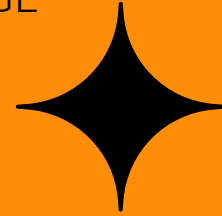


# CONCLUSIONS

**CASON**  
C O U T U R E  
HAUTE STYLE

# FUTURE IDEAS

- MORE INTERPRETABLE IF THE COMPANY WE PERFORMED THE EXPERIMENT ON WAS LARGER & HAD A WIDER RANGE OF SUBJECTS
- COVID-19 IMPACTED SALES REGARDLESS OF THE SUSTAINABILITY BLURB
- RANDOMIZE SOCIAL MEDIA ADVERTISEMENTS TO TREATMENT & CONTROL
- CARRY A SIMILAR EXPERIMENT DURING A NON-COVID TIME TO SEE IF THE EFFECTS ARE DIFFERENT



# THANKS

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

# THANKS

