

Primary Research Assignment - Part B: Research Findings

MGT 4350.251: Business Plan Development

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TABLE OF CONTENTS

Data Collected During Interviews	3
VyVy	3
Interview 1:	3
Interview 2:	4
Interview 3:	6
Interview 4:	7
Interview 5:	8
Marlee	10
Interview 1:	10
Interview 2:	11
Interview 3:	13
Interview 4:	14
Interview 5:	16
Analysis of Findings	18

Data Collected During Interviews

VyVy

- Interview 1:

1. What is your age and occupation?

21, student

2. What's Your Race/ethnicity?

Hispanic

3. What level of education do you have?

High school diploma, working towards bachelors degree

4. How do you feel about environmental sustainability in general?

"I feel really passionate about it, it is an important topic. It is part of my lifestyle and a big deal for me"

5. If You Had Time And Resources,what type of causes(in regards to environmental sustainability) would you donate to?

Plastic-free campaigns, to endorse reuse, reduce, and recycle

6. What causes have you donated to if any and what website do you use?

Greenbelt Alliance

7. What factors do you look for when deciding if a cite/cause is credible or reliable?

Looking at organizations values and what they stand for, and if it goes hand in hand with what they're actually doing. As well as, where their money is going because I know a lot of corporations make (charitable) projects on the side but the money is still going to the corporation, instead of what they say it would go towards. So, basically watching where the money is going.

8. How do you feel about watching ads if the time you spent went to a good cause?

"I would love that, I support that"

9. What is the biggest problem you encountered when donating to environmental causes?

Not seeing an outcome, or as much effort as expect put into the cause.

10. Do you know of anyone else that would relate or have a similar issue?

Yes

11. Sex/Gender:

Female

12. Location:

Zoom

● **Interview 2:**

1. What is your age and occupation?

21, graduate research assistance

2. What's Your Race/ethnicity?

Caucasian

3. What level of education do you have?

Bachelor's Degree, working towards a Masters

4. How do you feel about environmental sustainability in general?

It is something that is a hot topic within in any industry currently. Just the way we have been experiencing these crazy climate changes and

natural disasters, we need to be moving forward to a more sustainable future.

- 5. If You Had Time And Resources, what type of causes (in regards to environmental sustainability) would you donate to?**

Companies that are trying to instill more sustainable practices.

- 6. What causes have you donated to if any and what website do you use?**

I honestly haven't donated to much because we make barely a livable wage as grad research assistance. But I volunteer a lot with the river cleanups, trash collecting, and environmental landscaping. While I haven't donated money, I've donated my time.

- 7. What factors do you look for when deciding if a cite/cause is credible or reliable?**

doesn't donate

- 8. How do you feel about watching ads if the time you spent went to a good cause?**

I would totally watch them. I have no issues with ads if it went to a good cause, that would be even better.

- 9. What is the biggest problem you encountered when donating to environmental causes?**

doesn't donate

- 10. Do you know of anyone else that would relate or have a similar issue?**

Yes

- 11. Sex/Gender:**

Female

- 12. Location:**

Zoom

- **Interview 3:**

1. What is your age and occupation?

20, Student

2. What's Your Race/ethnicity?

Half white, Half Korean

3. What level of education do you have?

High School Diploma, working towards Bachelor's

4. How do you feel about environmental sustainability in general?

I like all the movements keeping the environment natural.

5. If You Had Time And Resources,what type of causes(in regards to environmental sustainability) would you donate to?

Organizations help combat global warming and deforestation.

6. What causes have you donated to if any and what website do you use?

I forgot the website's name, but it was an organization that helped with the melting glaciers.

7. What factors do you look for when deciding if a cite/cause is credible or reliable?

Who founded the organization, how professional their website and mission statement look. Other things I can find online, apart from their website.

8. How do you feel about watching ads if the time you spent went to a good cause?

I don't any problem with that.

9. What is the biggest problem you encountered when donating to environmental causes?

I haven't really encountered any problems, but I also haven't donated that much.

10. Do you know of anyone else that would relate or have a similar issue?

Yes, coworker.

11. Sex/Gender:

Male

12. Location:

Texas State Outdoor Center

- **Interview 4:**

1. What is your age and occupation?

20, Student

2. What's Your Race/ethnicity?

Hispanic

3. What level of education do you have?

High School Diploma, working towards Bachelor's Degree

4. How do you feel about environmental sustainability in general?

Very strongly and I support it a lot.

5. If You Had Time And Resources, what type of causes (in regards to environmental sustainability) would you donate to?

Ocean clean up and research to see what how the pollution is affecting our environment, such as microplastics and how it affects sealife. Also, protecting natural parks.

6. What causes have you donated to if any and what website do you use?

I donate my time to recycling organizations.

- 7. What factors do you look for when deciding if a cite/cause is credible or reliable?**

I typically don't. I usually believe what people tell me which is a problem and I probably should look more into things. I believe blindly which is a problem.

- 8. How do you feel about watching ads if the time you spent went to a good cause?**

I could watch ads.

- 9. What is the biggest problem you encountered when donating to environmental causes?**

Sometimes, organizations can be aggressive when they are asking for donations.

- 10. Do you know of anyone else that would relate or have a similar issue?**

Yes

- 11. Sex/Gender:**

Male

- 12. Location:**

ECO meeting at Sewell

- **Interview 5:**

- 1. What is your age and occupation?**

19, Student

- 2. What's Your Race/ethnicity?**

Caucasian

3. What level of education do you have?

High School Diploma, currently working towards Bachelor's Degree

4. How do you feel about environmental sustainability in general?

I feel strongly about it.

5. If You Had Time And Resources, what type of causes (in regards to environmental sustainability) would you donate to?

Cleaning the ocean.

6. What causes have you donated to if any and what website do you use?

Clean up after natural disasters but I don't know what websites I used.

7. What factors do you look for when deciding if a cite/cause is credible or reliable?

Other recommendations and reviews.

8. How do you feel about watching ads if the time you spent went to a good cause?

I wouldn't mind doing that at all.

9. What is the biggest problem you encountered when donating to environmental causes?

I have not really encountered any problems.

10. Do you know of anyone else that would relate or have a similar issue?

Yes.

11. Sex/Gender:

Female

12. Location:

ECO meeting at Sewell

Marlee

- Interview 1:

1. What is your age and occupation?

53, Marketing Manager for a green energy company (would not disclose the name of the company).

2. What's Your Race/ethnicity?

White/Caucasian

3. What level of education do you have?

Bachelor's Degree

4. How do you feel about environmental sustainability in general?

"I think it is very important, and it should be taught in schools at an early age and continued throughout their education."

5. If You Had Time And Resources,what type of causes(in regards to environmental sustainability) would you donate to?

"Probably recycling and awareness of recycling because I have family members that still don't recycle. I would like for the government to be more involved with recycling and awareness to recycling. Overall government promotion of recycling and sustainability is lacking in my opinion."

6. What causes have you donated to if any and what website do you use?

"I can't remember exactly the causes, but there has been time when people came and knocked on my door soliciting asking for donations to the greenbelt and surrounding aquifers. I have not used any websites though."

- 7. What factors do you look for when deciding if a cite/cause is credible or reliable?**

“What other credible organizations recognize/sponsor the cause at hand.”

- 8. How do you feel about watching ads if the time you spent went to a good cause?**

“Oh yeah, I wouldn’t have a problem with that.”

- 9. What is the biggest problem you encountered when donating to environmental causes?**

“I’ve never really had a problem, but it is kind of annoying when people come knock on my door when I am busy doing stuff around the house.”

- 10. Do you know of anyone else that would relate or have a similar issue?**

“Not that I can think of”

- 11. Sex/Gender:**

Female

- 12. Location:**

ISEA Sustainability Conference in Austin

● **Interview 2:**

- 1. What is your age and occupation?**

22, Student

- 2. What's Your Race/ethnicity?**

White/Caucasian

- 3. What level of education do you have?**

Some College

- 4. How do you feel about environmental sustainability in general?**

“I feel very strongly about environmental sustainability, I think it is absolutely critical at this time with planetary over populations, having this many people on the earth, and the level of consumption we are currently at.”

- 5. If You Had Time And Resources,what type of causes(in regards to environmental sustainability) would you donate to?**

“Reforestation and research on more sustainable energy.”

- 6. What causes have you donated to if any and what website do you use?**

“I haven’t donated to any specific websites.”

- 7. What factors do you look for when deciding if a cite/cause is credible or reliable?**

“Social Media suchs as Instagram, Tiktok, and Twitter”.

- 8. How do you feel about watching ads if the time you spent went to a good cause?**

“Uh, yeah, I guess. As long as it was managed properly. So many sites are not managed well.”

- 9. What is the biggest problem you encountered when donating to environmental causes?**

“The reason why I haven’t donated much is because the lack of accountability. The biggest problem I have encountered is making sure that the money is actually going to the places that it really need to go to and that the org/site is organized and managed well.”

- 10. Do you know of anyone else that would relate or have a similar issue?**

“People at health food stores”

- 11. Sex/Gender:**

Female

12. Location:

Environmental Conservation Organization (ECO) Student Organization Meeting

- **Interview 3:**

1. What is your age and occupation?

31, Assistant in Water Waste Management

2. What's Your Race/ethnicity?

Hispanic/Latino

3. What level of education do you have?

Bachelor's Degree

4. How do you feel about environmental sustainability in general?

"There needs to be a lot of work done to implement a system for it to be actually achievable ."

5. If You Had Time And Resources,what type of causes(in regards to environmental sustainability) would you donate to?

"I would probably volunteer vs. donate."

6. What causes have you donated to if any and what website do you use?

"I haven't donated to any causes before."

7. What factors do you look for when deciding if a cite/cause is credible or reliable?

"Looking at affiliate organizations to the cause and seeing how the public feels them through research and social media."

8. How do you feel about watching ads if the time you spent went to a good cause?

“Yeah, I would be ok with that.”

9. What is the biggest problem you encountered when donating to environmental causes?

“Charities and stuff like that in general I don’t really have a strong trust for, just because of like corporate greed. I feel most people just make nonprofits for the tax write offs and they don’t actually care about the causes.”

10. Do you know of anyone else that would relate or have a similar issue?

“The Refillery”

11. Sex/Gender:

Female

12. Location:

ISEA Sustainability Conference in Austin

● **Interview 4:**

1. What is your age and occupation?

21, Student

2. What's Your Race/ethnicity?

White/Caucasian

3. What level of education do you have?

Some College

4. How do you feel about environmental sustainability in general?

“I think it’s really important and that generally people should stay away from tossing things like, you know, cans or water bottles, and to make

sure that these things are being properly disposed of to protect our environment. My girlfriend and I both have metal straws that we use to help eliminate single use plastics, so yeah, I am a big supporter in environmental sustainability and all that stuff.”

5. If You Had Time And Resources,what type of causes(in regards to environmental sustainability) would you donate to?

“There is an organization called Team Seas, what they do is, if you donate a dollar, they remove 10 pounds of trash from the ocean. So, if you donate 5 dollars, that’s 50 pounds of trash removed from the ocean. They used advanced machines to collect and clean up the litter in the ocean. That’s probably where I would spend most of my time/resources. It’s founded by this really famous guy Jimmy Donaldson and he is MrBeast on YouTube. He is working with Mark Rober who is a NASA scientist/engineer to make these machines to be able to effectively and efficiently clean up the ocean. He’s got a large following and lots of people are interested in donating to that kind of stuff, but yeah, that’s the kind of thing that I like to do, the ocean is definitely one of the bigger things to me and that organization (Team Sea) I would like to donate as much as I could whether its physical labor or monetary value I would like to help out as much as I can. ”

6. What causes have you donated to if any and what website do you use?

“I have donated \$50 to Team Sea, but that is the only organization I have been involved in.”

7. What factors do you look for when deciding if a cite/cause is credible or reliable?

“Activity and social support on social media, and the break-down of donation distributions.”

8. How do you feel about watching ads if the time you spent went to a good cause?

“Yes, I would be interested in that.”

9. What is the biggest problem you encountered when donating to environmental causes?

“No I haven’t, the only thing is the barrier in regards to, lets say for example the Team Sea organization I have been talking about has put up a website for donations. Most people have an issue with like, I’ve noticed that a lot of people are like I can’t connect or I don’t know how to navigate the site. They want to donate money, but there is a barrier to be able to do so with website and technology errors now a days. Almost like, a communication barrier with the internet issues and also making the site available in various languages. And not a lot of people are moving their attention toward these kind of organization. There should be a way to better gain traffic to these types causes. Team Seas is the only organization where I really noticed how much they try to reach out to their audience to gain traffic, but I do feel like a lot of people still don’t really know about it and this is a big issue in my eyes.”

10. Do you know of anyone else that would relate or have a similar issue?

“Reach out to Team Sea Affiliates.”

11. Sex/Gender:

Male

12. Location:

Plant Biology Society Student Organization Meeting

● **Interview 5:**

1. What is your age and occupation?

52, Senior Professor

2. What's Your Race/ethnicity?

Asian

3. What level of education do you have?

Grad School

4. How do you feel about environmental sustainability in general?

"I feel that plastics are one of the biggest issues when it comes to environmental sustainability."

- 5. If You Had Time And Resources, what type of causes (in regards to environmental sustainability) would you donate to?**

"Re-purposing plastics."

- 6. What causes have you donated to if any and what website do you use?**

"I've donated to TerraCycle before."

- 7. What factors do you look for when deciding if a cite/cause is credible or reliable?**

"The percentage of donations that actually go to a cause."

- 8. How do you feel about watching ads if the time you spent went to a good cause?**

"Yeah, I would be willing as long as it is secure."

- 9. What is the biggest problem you encountered when donating to environmental causes?**

"I haven't experienced any issues."

- 10. Do you know of anyone else that would relate or have a similar issue?**

"Not that I know of."

- 11. Sex/Gender:**

Female

- 12. Location:**

The Refillery

Analysis of Findings

We learned that all customer segments feel that there needs to be more done to improve environmental sustainability including promotion or outreach for donating to causes in general, maintenance, and credibility. Most people in all customer segments are hesitant to donate because of the law of accountability (the biggest issues encountered when donating) and people want more transparency from charities and organizations. Although most interviewees had weak trust for these types of organizations, we did learn about organizations that our customer segments trust: Team Sea, Sierra Club, & TerraCycle. All customer segments (Gen Z, Gen X, and Millennial) look at social media, affiliates, impact, and what percentage of donations goes toward the actual cause when deciding if a cause is credible/accountable.

We also learned that as our interviewees increased in age, they were more likely to donate using money rather than time. Most interviewees in the Gen X customer segment prefer to donate with money rather than ad/time-based donating as they are busier and have more resources compared to other customer segments. We should think about focusing our customer segment to include only Gen Z and Millennials with minimal resources (money), but available time. All interviewees in customer segments Millennial and Gen Z would be open to ad-based donating.

From these findings, we will better position ourselves by using social media to our advantage to help eliminate the issue of lack of credibility/accountability. Transparency will also be increased by providing all distributions and percentage breakdowns of donations. We will also provide an easy user interface that allows for an opt-in subscription of your choice so you can be alerted of new causes in need. In addition, we will offer ad-based and regular donations to appeal to all customer segments.