



# -Plastic-Free? We Need You! - Green Marketing: Starbucks vs. McDonald's



## Motivation for the Study

**This study examines how plastic-reduction marketing (Starbucks vs. McDonald's) impacts brand image and consumer purchase intentions from a CSR perspective.**

**Starbucks and McDonald's align with the SDGs.**

SDGs	Starbucks	McDonald's
SDG 12	BYOC discounts, Replace plastic straws with paper straws.	Reduce plastic packaging.
SDG 13	Promote sustainable farming via water and waste management.	Commit to reducing carbon emissions in line with SBTi targets
SDG 14	Reduce marine litter by removing plastic straws. Raise awareness of ocean conservation.	Use MSC-certified seafood for sustainable fisheries and plastic reduction.



**Consumer Attitudes**  
**Eco-issues influence purchase decisions .. 42.9%**  
**Willing to change habits for the environment .. 36.1%**  
**Consumers' responsibility to reduce plastic .. 48.7%**

## Advice for Starbucks and McDonald's Plastic Reduction Strategies

**Starbucks - Digital & Operational Optimization**  
 App rewards for reusable cups (green points system).  
 Automated cup washing to improve efficiency.

**McDonald's - System & Tech Upgrade**  
 Global supply chain-driven plastic reduction.  
 Smart recycling stations with automated sorting.

### Future Outlook: Three Core Plastic-Reduction Strategies

- **Awareness:** Strengthen environmental education and promotion.
- **System:** Simplify reusable cup return and borrowing processes.
- **Marketing:** Integrate CSR into brand image and promote sustainable lifestyles.

