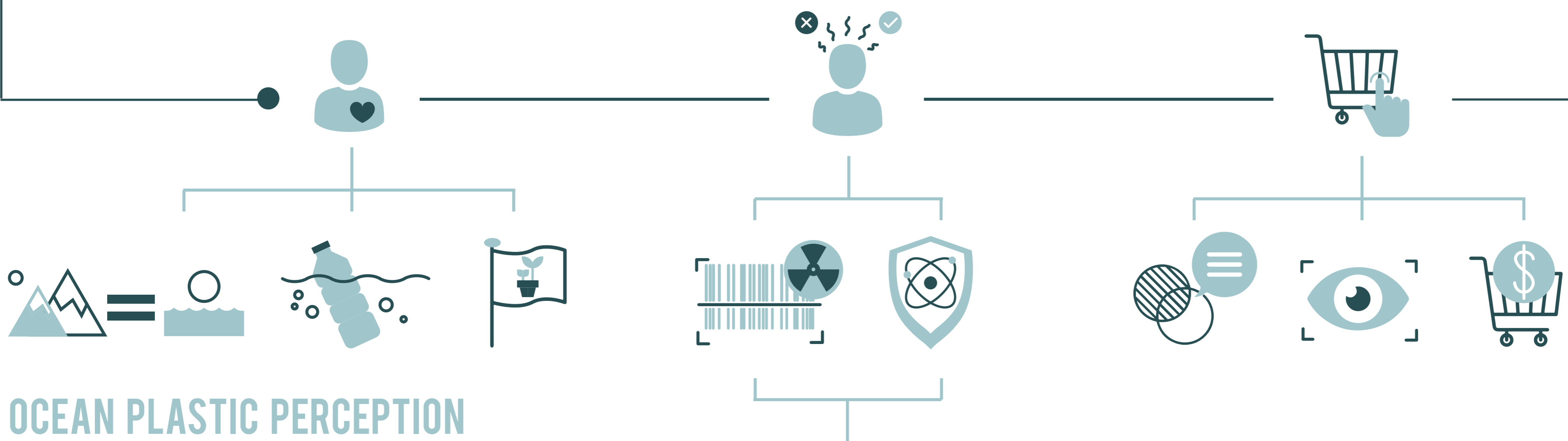


FUTURE DESIGNS OF OCEAN PLASTIC PRODUCTS



OCEAN PLASTIC PERCEPTION

In general people have a strong positive attitude towards recycled ocean plastics, however currently people still feel somewhat confused in how to behave pro-environmental since they lack of knowledge about pro-environmental actions. This also causes reserved feelings towards ocean plastic products which make to direct contact with people. Therefore they want to be made aware of the fact that it is made from this material during purchase. Despite this, they do trust the recycling process and its supervisors and are positive about its future potentials. This creates an opportunity to design ocean plastic products which communicate that they are made from recycled ocean plastic.



SHAPE TYPICALITY

The shape typicality of products has different effects. For ocean plastic products, typicality has an effect on the perceived distinctiveness, the amount of oceanic feelings evoked, the perceived expensiveness, and purchase intention. Typical products positively influence the evoked oceanic feelings and the purchase intention for the products. Atypical products on the other hand positively influence the perceived distinctiveness and expensiveness of the products.

FUTURE DESIGNS

In order to design ocean plastic products which create consumer enhancement, two options are most valuable. People currently have a higher desirability for typical, less durable products with oceanic patterns/textures which increases one's purchase intention for these products. Yet promoting typical, durable products with an oceanic pattern is also of interest. Hereby the recognisability of oceanic patterns/textures has an additional effect which probably increases the purchase intention.



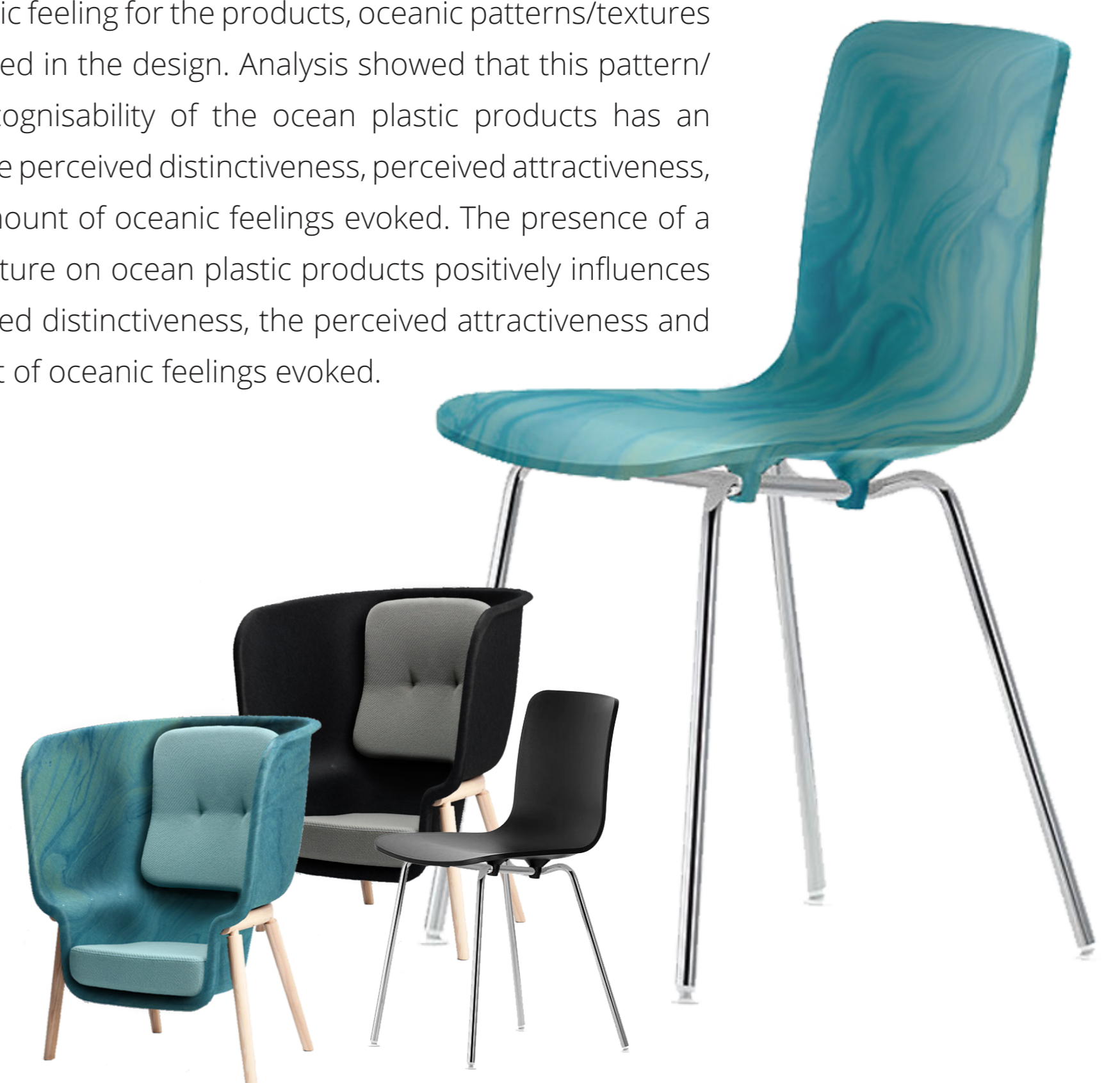
TYPE OF PRODUCTS

During a qualitative study it was found that people have most positive feelings about using recycled ocean plastics for two different types of product categories. These were packaging and furniture (represented by a bottle of dishwashing liquid and a chair). These product categories are a good fit in examining consumers' perceptions of recycled ocean plastic products since they life up to most of the guidelines constructed from the qualitative study (which are listed below). Also it is now possible to make more generalized assumptions on how ocean plastic products should be designed in order to be adopted by consumers which apply for multiple products/product categories. This is very valuable for promoting large scale implementations of ocean plastic products.

- Accessible on the large scale
- Big quantities
- Easy accessible (approachable)
- Long lasting
- No direct contact

RECOGNISABILITY

People are currently not quite able to distinguish recycled (ocean plastic) products from other products. In order to convey an ocean plastic feeling for the products, oceanic patterns/textures can be added in the design. Analysis showed that this pattern/texture recognisability of the ocean plastic products has an effect on the perceived distinctiveness, perceived attractiveness, and the amount of oceanic feelings evoked. The presence of a pattern/texture on ocean plastic products positively influences the perceived distinctiveness, the perceived attractiveness and the amount of oceanic feelings evoked.



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