The creation and consumption of water bottles has become an ever increasing cycle throughout our country. Beginning at the research and development stages, companies look to sell the most abundant resource on earth to a worldwide audience. The bottle must be able to be consumed and then easily disposed after use. There is no hassle or unneeded problems with carrying around a reusable water bottle. Though the process is not very ecofriendly and produces unfathomable amounts of waste the design of such a product produces much profit. The water bottle is made up of plastic. Plastic is a combination of oil, ethyl, and propylene that provides a sturdy and durable material for storage and transportation of the product. This cost efficient material is modified in the research and development stage to provide a certain appeal to the audience to which it will eventually be marketed. Leading into this process also includes the label on the bottle. Colors, slogans, company names, and a list of added minerals are all meant to facilitate the marketing stage and make their product stand out among the rest.

The marketing aspect of the water bottle becomes much more advantageous when finding a strong target audience. By using their developed product, companies manipulate the ideas of consumers through television ads, billboards, and internet websites. Children are often a main target audience as a multitude of “new” water products pop up in between cartoons. The label, the shape, and the flavor of the water all connect to the sensory appeal of this one particular product. Another audience impacted audience in the marketing of this product would be adults.
By advertising water with vitamins and minerals at an affordable price, parents are inclined not only to buy the water for themselves but for those surrounding them. Companies often capture these consumers with their slogans. "Straight from the mountains to you" or "The purest stuff on earth" all make the consumer believe that this product really is a good thing to buy. Medical facts and statistics may also be used in marketing to even further coerce someone into buying the product. "Drink 6 water bottles a day to live a happy and fulfilling life". To those that are concerned about the world's environment companies are advertising their bottles saying "30% less plastic" or "new lightweight cap". All of these slogans and bottle shapes and water flavors are ultimately meant to please one person who is the consumer.

Manufacturing of a water bottle consists of many steps. Water bottles are made from polyethylene terephthalate (PET) plastic, which is produced from crude oil. Petroleum oil is extracted from the earth and transported to refineries. Then a manufacturer creates plastic pellets from distilled oil and bottle producers melt down these pellets to begin forming a water bottle. The melted down plastic is then heated and expanded to the shape and size of a water bottle. After, the water bottles are sterilized and filled with water then capped, labelled and packaged. Packaging of a water bottle consists of primary packaging, bottles, caps and labels, and secondary packaging, cardboard boxes and plastic coverings. The packaging of a water bottle requires the extraction and transformation of raw materials as well.

The sales, distribution, and transportation of water bottles goes through a long thought process by the company, trying to make the product as profitable as possible to stay in business. Big water bottle companies tend to have a plan for every step. To make their product sell companies tend to lie to the costumer to some extent to make them buy their product. For example, Aquafina, one of the biggest water companies in the world has a logo of white-tipped
mountains which makes the costumer believe that the product is taken from melted glaciers found on mountain tops. However, Aquafina water is merely treated tap water. The bigger the water company the more it will be spread around a nation or even the world. Hence, the bigger the companies are the more will be seen all around grocery stores, coffee shops, and in advertisements on television too. Most water bottle companies provide delivery services to increase the number of sales they have, what’s better than having water delivered right to your place, especially if you have a large company or a coffee shop where large amounts of water bottles are needed. Water bottles are transported in various ways depending on the company itself. If the company and the consumer are in the same country, huge trucks carry large amounts of water bottles in a sealed truck. If the company and the consumer are in different countries huge ships carry the bottles overseas. Water bottles are very rarely transported on air because go its cost.

In the United States, people consume bottled water at an amazingly high rate. Despite the fact that clean tap water is available in most parts of the country, people just love the convenience of bottled water. The average U.S. citizen consumed around 167 bottles of water a year. Bottled water has a huge economic impact because the United States spends around $11.8 billion per year on it. In the United States, for a person to get there recommended 8 glasses of water per week, drinking bottled water for all of these would cost them about $1400 per year. Bottled water has become a common everyday item that just about every citizen used regularly.

When it comes to final disposal of water bottles, where they end up can vary in a lot of ways. An early 2014 study reported that only about 23% of the water bottles used in the world are recycled these days. This means that over 38 billion water bottles per year are being improperly disposed of. It takes over 1000 years for a water bottle to even begin to decompose,
so just throwing them away can be very harmful to the environment. Also, if bottles are burned or melted down, they release toxins that are very harmful to our bodies and the ozone layer. Recycling is a great alternative to throwing them away and is vital to the sustainability of the environment. Water bottles can be recycled into many useful things such as carpet, new bottles, electronic parts, car parts, and even clothing items. So although the final destination of water bottles can vary, recycling is clearly the best spot for them.
Works Cited


