

The Extent of Implementation of the Green Marketing Mix on Selected Coffeeshops

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Abstract:- Green marketing has emerged as a significant corporate approach as countries' environmental awareness has increased globally. As public awareness of global warming and climate change grows, people have grown more cautious about their purchases, particularly the nature of acquired products. It was discovered that certain coffee businesses are employing green marketing practices. This study sought to determine the level of green marketing mix in a selected coffeeshop business industry. This study was participated in by 220 coffeeshop customers in Baguio City, Philippines.

Keywords:- Green Marketing, Green Marketing Mix and Coffeeshops.

I. INTRODUCTION

The concept of green marketing has become an added dimension in analyzing the trends of customers' ever-changing needs. Green marketing has been researched and found to have evolved, moving from being a traditional marketing tool to becoming a company-wide strategy. They ranged from focusing on specific environmental problems to considering global sustainability issues and from affecting particular products and industries to affecting the entire market (Dangelico & Vocaleli, 2017).

Solaiman et al. (2015) provides an overview of green marketing from the lens of the marketing mix. Green marketing aims to integrate environmental issues into the firm's marketing efforts.

Organizations must integrate holistic green marketing activities to survive in a competitive market. Marketers must inform consumers about their green products, which will guide them in buying decisions. The extreme green strategy incorporates business strategies and a marketing mix that addresses environmental issues and challenges (Soliman et al., 2015).

The role of green marketing in the green movement is crucial for the business environment to meet global sustainability challenges (Juwaheer et al., 2012; Santos et al., 2019). From the green marketing mix view, the literature presents a positive correlation between effective green marketing strategies and green consumption. Beyond consumers' satisfaction and company profitability, green marketing is regarded as the third aim of environmental

sustainability (Dangelico & Vocaleli, 2017). The literature shows the need to promote green marketing strategies in developing countries to encourage greener patterns of consumption among consumers. (Juwaheer et al., 2012; Dangelico & Vocaleli, 2017). However, marketing communications through advertisements of companies have environmental claims which contain false claims or greenwashing, as revealed in the literature (Ginsberg & Bloom, 2004; Fernandes et al., 2020)

II. REVIEW OF RELATED LITERATURE

➤ Green Marketing

While Green Marketing only rose to prominence in the early 1990s, there were talks about green consumers and green consumerism as early as the 1970s and 1980s. The first definition of Green Marketing is Ecological Marketing, which emphasizes marketing activities relevant to providing solutions for environmental problems (Hennion & Kinnear, 1976). Many additional definitions have been offered throughout the years. The concept has grown and becomes Sustainable Marketing (Fuller, 1999) which is more focused on the management of the green marketing mix, such as "the development, pricing, promotion and distribution of products' to achieve customer needs, organizational goals, and eco-systems based process.

Liao et al. (2020) found a significant positive influence of green marketing value on attitudes toward green products. Green marketing is found to moderate the relationships between customer value, attitude towards a green product, and green purchase intention.

Kumar (2013) posits that green marketing, also known as environmental marketing and sustainable marketing, bridges brand marketing messages and captures more of the market by convincing people and making them desire products and services that are good for the environment.

Peattie & Crane (2005) reviewed and critiqued the history of G.M. and even identified and analyzed five forms of misguided green marketing: green spinning, green selling, green harvesting, enviropreneur marketing, and compliance marketing. This is why there is a need to identify and streamline what green marketing consists of, and through this, the firm can enhance its brand value (Kumar, 2013).

➤ *Green Marketing Mix*

An earlier study by Constantinides (2006) argued that the 4Ps-Marketing Mix framework plays a dominant role as a marketing management paradigm to determine market developments, trends, and environmental changes.

In the coffee shop’s context, Jirakunsombat’s study (2015) focused on the frequency of visits and brand choice. The price was found to be associated with the recurrence of visits to the coffeehouse. Also, it has a moderate association with the brand choice of the coffee shop. In addition, the correlation between place and the recurrence of visits to coffee shops has a moderate association. Moreover, the place has a low association with the choice of coffee shop brand. Furthermore, brand image is not associated with the recurrence of visits to the coffee shop but is moderately associated with brand choice (Jirankunsombat, 2015).

Sustainable green marketing has been adopted by companies to highlight the features of green products, capture the market, and entice customers to patronize that product or service (Cosma et al., 2015, as cited in Santos et al., 2019).

Green marketing mix elements (product, price, promotion, and place) appear more relevant to green consumers (Dangelico & Vocaleli, 2017; Aguirre, 2019). A product’s packaging, for instance, has an essential role in decreasing the environmental effect of both green products and logistics. Ecolabels are frequently integrated into packaging, which can be used as a promotional tool. That is

why companies should pay special attention to choosing or designing environmentally-friendly packaging that also uses environmentally-friendly materials, i.e., recycled, recyclable, biodegradable, and compostable (Dangelico & Vocaleli, 2017).

The previous study (Soliman et al., 2015) also revealed that every aspect of the product (design, production, and packaging) provides the company an opportunity to help save the environment and to benefit from consumers' positive attitudes towards protecting the environment.

The literature shows that green marketing elements lack effective use, particularly in green products and promotion. Regarding green prices, they strive to reduce overprices to attract more consumers. About the green place, all have a lot to improve. In sum, the strategies of the green marketing mix communicate the company's eco-friendly products (Dangelico & Vocaleli, 2017).

III. THEORETICAL AND CONCEPTUAL FRAMEWORKS

The notable trends in the number of Green Marketing studies and varying definitions prompted Dangelico and Vocaleli (2017) to analyze the contents of the research and the changes through time. Figure 1 presents the foundation of this study based on the Green Marketing Mix Model presented in the study of Dangelico and Vocaleli (2017).



Fig 1 Green Marketing Mix Model

The theory of green marketing explains how customers are influenced to purchase green products (Juwaheer et al., 2012). This study adopts the Green Marketing Model of Dangelico and Vocalleli (2017), which originated from the traditional marketing mix of Kotler (2017) that emphasizes the elements of the green marketing mix and green marketing strategy in analyzing the attitude and behavior of green consumers.

Thus, the green marketing model employed in this study consists of the four elements of the green marketing mix (product, price, promotion, and place.) The role of business and marketing professionals is "indispensable in safeguarding the environment by developing and delivering a socially responsible green marketing mix" (Aguirre, 2019, p. 5).

As companies strive to differentiate their brands' marketing, adapt to the changing times, and tailor their approach to understand consumer behavior and their expectations, they invest in creating original content (Schwartz & Savage, 2019). The green marketing mix of businesses comprises the 4Ps that help in determining what products to offer and how to offer them to customers (Kotler et al., 2017) and is influenced by the growing number of innovations and marketing managers willing to integrate environmental sustainability in developing and implementing Green Marketing Strategies.

IV. STATEMENT OF THE PROBLEM

The power shifts experienced by people living in a whole new world with all the connectivity brought about by the internet (Kotler et al., 2017) have led the researchers to this study which investigated the extent of green marketing mix.

- *What is the extent of implementation of green marketing mix on selected coffeeshops in terms of:*

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion; and
- ✓ People

The rising environmental and sustainable development issues have shifted traditional marketing and forced companies to practice a green marketing mix (Mehraj & Qureshi, 2020). Tripathi (2009) explains that customer engagement is essential for any effort of brand building.

The basis of green marketing is the 4Ps: green product, green price, green place, and green promotion (Aguirre, 2019). Scholars have found that consumer purchase behavior is associated with green marketing mix strategies (Dangelico & Vocalleli, 2017).

Therefore, this study centralizes on examining the factors or important antecedents in determining the extent of implementation of green marketing mix of selected coffeeshops in Baguio City.

V. METHODOLOGY

The extent of implementation of green marketing mix of selected coffeeshops was investigated utilizing online survey method. Before data collection "informed consent" was solicited from the respondents of this study. In the online survey, the participants must indicate if they would like to participate voluntarily. Data gathered were kept confidential, specifically for research purposes only.

➤ *Research Design*

Descriptive Correlational Research Design were employed to gauge the extent of the green marketing mix of selected coffeeshops.

This quantitative research method aimed to describe two or more variables and their relationships. A descriptive correlational method focuses on discovering whether a relationship exists between two or more factors or variables and focuses on the nature of the connection (Rcragun, 2015).

➤ *Respondent of the Study*

The researcher used purposive sampling as a method of gathering the data. Questionnaires were used and structured to attain the information objectives of the research. Thus, the primary respondents of this study are coffee drinkers or customers of coffeeshops.

The participants of the study involved 220 customers of coffeeshops in Baguio City.

➤ *Research Instrument*

Item Scale adopts a 4-point Likert scale indicating the degree of response for each statement.

The instrument of the study is divided into two parts: profile and green marketing mix. Table I shows Cronbach's Alpha values, summary, counts, sum, average and variance.

Table 1 Reliability and Validity Measures

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.907	17

The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is better, and .90 and above is best.

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Row 1	17	65	3.823529412	0.154411765
Row 2	17	51	3	0
Row 3	17	68	4	0
Row 4	17	55	3.235294118	0.316176471
Row 5	17	62	3.647058824	0.242647059
Row 6	17	53	3.117647059	0.610294118
Row 7	17	62	3.647058824	0.242647059
Row 8	17	58	3.411764706	0.257352941
Row 9	17	64	3.764705882	0.191176471
Row 10	17	64	3.764705882	0.191176471
Column 1	10	35	3.5	0.277777778
Column 2	10	36	3.6	0.266666667
Column 3	10	37	3.7	0.233333333
Column 4	10	36	3.6	0.488888889
Column 5	10	31	3.1	0.322222222
Column 6	10	33	3.3	0.455555556
Column 7	10	31	3.1	0.1
Column 8	10	33	3.3	0.233333333
Column 9	10	38	3.8	0.177777778
Column 10	10	37	3.7	0.233333333
Column 11	10	37	3.7	0.233333333
Column 12	10	36	3.6	0.488888889
Column 13	10	38	3.8	0.177777778
Column 14	10	36	3.6	0.266666667
Column 15	10	36	3.6	0.266666667
Column 16	10	34	3.4	0.488888889
Column 17	10	38	3.8	0.177777778

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	16.91764706	9	1.879738562	9.994787142	7.71681E-12	1.94545019
Columns	8.211764706	16	0.513235294	2.728931364	0.000796955	1.714194999
Error	27.08235294	144	0.188071895			
Total	52.21176471	169				

Cronbach's alpha is commonly used to evaluate the reliability of constructs. All Cronbach's values are greater than 0.7, which means the constructs are reliable (Nawi et al., 2020).

VI. RESULTS AND DISCUSSION

Table 2 represents the weighted mean of the green marketing mix. Data analysis revealed that green marketing mix was fully implemented by the coffeeshops. It means that the product source is environmentally friendly. Place or distribution channel uses less carbon footprint. Hence, the place promotes fewer carbon emissions, in other words, eco-

friendly stores (Dangelico & Vocaleli, 2017). In terms of promotion, G.M. strategies can utilize how coffee brands communicate, or the place or store can be a communication tool for its eco-friendly products. Finally, in pricing strategies, customers are willing to pay for products that support the environment, as indicated in the work of Rosenbaum and Wong (2015).

Green marketing efforts are essential in effectively educating customers, according to Kumar (2013).

Table 2 Summary of Results

Indicators	Weighted Mean	Interpretation
Product	3.52	Fully Implemented
Price	3.29	Fully Implemented
Place	3.56	Fully Implemented
Promotion	3.53	Fully Implemented
People	3.67	Fully Implemented
Overall Weighted Mean	3.51	Fully Implemented

VII. CONCLUSION AND RECOMMENDATION

This paper examined and confirmed the extent of green marketing mix on selected coffeeshops. Green marketing mix elements play key roles in communicating a sustainable environment and help the companies adopt more sustainable business practices as it helps promote the environmental benefits of their products and services. Furthermore, green marketing can raise awareness among consumers about the importance of sustainability and the environmental impact of their purchasing decisions.

By implementing sustainable practices, proper implementation increases the green product practices and can show their dedication to social responsibility. Coffee businesses that support green pricing policies may benefit both their customers and themselves. Customers are typically greatly impacted by coffee businesses' decisions on where and when to offer their products. In general, coffee shops support sustainable methods that can effectively educate their patrons and raise awareness of environmental issues. By bolstering their image as socially conscious businesses, coffeeshops are supporting green people practices.

This study suggests that the coffeeshops should conduct more market research to predict future client preferences. Coffeeshop operators should continue to use green marketing to explain why their prices are higher than others. Coffeeshops should employ materials for furniture and décor to create a lovely and sustainable atmosphere. Coffeeshops should focus on improving their environmental practices and communicating them to the public and online. Create a sustainable culture at your coffee shop by training staff on green practices, encouraging eco-friendly choices, and including them in decision-making.

This study suggests that the authenticity of companies and their green marketing strategies help build brand affinity. Key findings of this study have implications for the indispensable role of business leaders, and marketing professionals are also confirmed (Ottman, 2011, cited in Santos et al. 2019). Customers need to be sure about the sincerity of firms in utilizing green marketing as a strategy (Rosenbaum & Wong, 2015). Therefore, the public needs to be educated by highlighting the company's contribution to sustainability. Hence, this study suggests that business should focus on improving their green marketing mix that influences digital advertising content that adds value to their customers and help build brand affinity (Schwartz & Savage, 2019). Hence, this will, in turn, create customers' affinity with the brand.

➤ *Extent of Green Marketing Mix - Product*

Based on the result of the test, the significant value of product variable is 3.52 therefore it can be concluded that the product variable has been fully implemented by the coffeeshops which it implies that they are strengthening the green product practices by adopting sustainable practices and can demonstrate their commitment to social responsibility and establish themselves as leaders in the industry.

➤ *Extent of Green Marketing Mix - Price*

Based on the result of the test, the significant value of price variable is 3.29 therefore it can be concluded that the price variable has been fully implemented by the coffeeshops which implies that they are strengthening the green price practices can be a win-win for consumers and coffeeshops, since consumers are more likely to trust if the shop is transparent with sustainability effort. By implementing discounts for the customers.

➤ *Extent of Green Marketing Mix - Place*

Based on the result of the test, the significant value of place variable is 3.56 therefore it can be concluded that the price variable has been fully implemented by the coffeeshops which implies that the choice of where and when to make product available by a company will have a significant impact on the customers.

➤ *Extent of Green Marketing Mix - Promotion*

Based on the result of the test, the significant value of promotion variable is 3.53 therefore it can be concluded that the promotion variable has been fully implemented by the coffeeshops which implies that they are promoting environmental awareness and encouraging sustainable practices that can effectively educate the customers.

➤ *Extent of Green Marketing Mix - People*

Based on the result of the test, the significant value of promotion variable is 3.67 therefore it can be concluded that the promotion variable has been fully implemented by the coffeeshops which implies that they are strengthening the green people practices by enhancing their reputation as socially responsible companies.

➤ *Limitation of the Study*

Given the limitation of this study in terms of the number of respondents, we recommend replicating this study in different industry settings using a larger sample size and a broader scope of regional areas.

➤ *Declaration Statements*

The authors declare that there are no conflicting interests in this research's completion, dissemination, and publication.

ACKNOWLEDGMENT

The authors fully acknowledge the participants who contributed to the completion of this study.

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