

**THE INFLUENCE OF GREEN MARKETING MIX AND GREEN BRAND AWARENESS TOWARDS CONSUMER PURCHASE INTENTION AT STARBUCKS COFFEE MANADO***ANALISIS PENGARUH CAMPURAN PEMASARAN HIJAU DAN KESADARAN CITRA MEREK HIJAU TERHADAP MINAT BELI KONSUMEN DI STARBUCKS COFFEE MANADO*

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**Abstract:** This research aims to determine the influence of green marketing mix and green brand awareness towards consumer purchase intention at Starbucks Coffee Manado. This study uses quantitative methods and multiple linear regression to assess the impact of product quality and price on customer satisfaction. The sample for this study was 100 respondents. The sampling technique is the purposive sampling method, and the data collection method is a questionnaire run through Google Form. Testing and data analysis in this study using SPSS 26 software. This study shows that the Green Marketing Mix (X1) has an effect on consumers' purchase intentions, but Green Brand Awareness (X2) has no effect on increasing consumers' purchase intentions. This implies that Starbucks coffee shops in Manado must continue to maintain and improve their green marketing mix and increase the green brand awareness of their brand for consumers, so that a competitive advantage will be achieved.

**Keywords:** green marketing mix, green brand awareness, consumer purchase intention

**Abstrak:** Penelitian ini bertujuan untuk mengetahui pengaruh green marketing mix dan green brand awareness terhadap niat beli konsumen di Starbucks Coffee Manado. Penelitian ini menggunakan metode kuantitatif dan regresi linier berganda untuk menilai pengaruh kualitas produk dan harga terhadap kepuasan pelanggan. Sampel untuk penelitian ini adalah 100 responden. Teknik pengambilan sampel menggunakan metode purposive sampling, dan metode pengumpulan datanya adalah kuesioner yang dijalankan melalui Google Form. Pengujian dan analisis data dalam penelitian ini menggunakan software SPSS 26. Penelitian ini menunjukkan bahwa Green Marketing Mix (X1) berpengaruh terhadap niat beli konsumen, namun Green Brand Awareness (X2) tidak berpengaruh terhadap peningkatan niat beli konsumen. Hal ini menyiratkan bahwa kedai kopi Starbucks di Manado harus terus mempertahankan dan meningkatkan bauran pemasaran hijau mereka dan meningkatkan kesadaran merek hijau mereka mereka bagi konsumen, sehingga keunggulan kompetitif akan tercapai.

**Kata Kunci:** bauran pemasaran hijau, kesadaran citra merek hijau, niat beli konsumen

## INTRODUCTION

### Research Background

Recently, the issue of environmental preservation has become an international topic of discussion. Amid the severe environmental conditions that occur, awareness has emerged in the community about environmental preservation, which is marked by the emergence of organizations and movements that care for the environment such as Green Peace, Earth Hour, and Go Green. Consumers around the world do want to live more sustainably. Many expect businesses to play a positive role in society and feel that brands have so much responsibility for positive change for the nature.

With customers switching products or services when a company violates their values, there are without doubt growing market opportunities for companies willing and ready to respond. The term green marketing was

born from this phenomenon as a reaction from marketing and companies in responding to changes that occur in the business environment (Szabo and Webster, 2020). Green marketing develops along with the attention of the public regarding environmental issues and starts to demand responsibility from business people in carrying out business activities. Such consumer demand creates opportunities for companies to promote their green product offerings that are environmentally friendly, achieve top sales, create profits, and sharpen the company's image. Environmental or green marketing has become a new focus in business, namely a strategic marketing approach that has begun to emerge and become the attention of many parties in the late 20th century (Mukonza and Swarts, 2020). Green marketing develops along with the attention of the public regarding environmental issues and starts to demand responsibility from business people in carrying out business activities.

McCarthy in Kotler and Keller (2012:25) classifies the marketing mix in the 4Ps, consist of product, price, place, and promotion. The difference between the green marketing mix and the conventional marketing mix lies in the environmental approach. The new green innovations in marketing mix, like eco-friendly products, green logistics, etc. empowers them to access new markets, augment their market shares, and ultimately increase profits. This create green brand awareness of the existence of green products in increasing consumers' ability to remember environmentally friendly brands and realizing positive perceptions of environmentally friendly products (Doszhanov and Ahmad, 2015).

Along with many problems caused by environmental pollution today, consumers have a better understanding and start implementing environmentally friendly behavior by disposing of waste of products in its place, sorting waste before disposal or choosing products that environmentally friendly, safe for health, and other green products that minimize harshness to the environment, and it is also connecting with customer satisfaction where in the increase of satisfaction can guarantee to improve performance (Fakhri et al., 2019). This thing indicates a significant increase in green awareness of the consumption of environmentally friendly products and indicates readiness of the domestic market to absorb products that are produced sustainably.

Thus, organization must response to how the environment changes, and the leader must maintain their organization to adapt with the transformation itself (Fakhri et al., 2020). Environmental preservation has become a discussion in the international community, where several issues have become a critical concern for the whole world, along with the many problems that arise. Amid severe environmental conditions that occur, awareness has emerged in the community about environmental preservation (Purnomo, et al., 2020).

Among all the coffee shops in Manado, Starbucks as one of the biggest franchise in Manado already applies the green marketing concept. Starbucks is an international company engaged in Coffee Shop retail business realizes the importance of caring the environmentally. According to Anthony Cottan CEO of PT Sari Coffee Indonesia, Starbucks Indonesia will gradually replace plastic straws with paper straws starting from February 2020 at 430 outlets throughout Indonesia, including Starbucks Manado. This program also supports the socialization of the use of "For Here" glasses for every drink consumed in outlets and "Bring Your Own Tumbler" for takeaway drinks which have been running for 11 years. This program has the aim of educating and changing the consumption behavior of Starbucks consumers from consuming Starbucks beverage products which originally used regular disposable glass packaging to become consumers' personal tumbler glass packaging that can be purchased at Starbucks outlets. Starbucks utilizes the Starbucks application and as a campaign tool by teaching customers about the right ways to reuse, reduce and recycle product packaging. This research conducted to reveal the consumers' purchase intention on Starbucks' green marketing mix which conclude of 4ps (Product, Price, Place, Promotion) and green brand awareness of Starbucks coffee. This research was conducted in the Manado and the time of the research is approximately 2 (two) months.

## Research Objective

The aim of this research is:

1. To reveal the influence of green marketing mix and green brand awareness towards consumer purchase intention simultaneously.
2. To reveal the influence of green marketing mix towards consumer purchase intention partially.
3. To reveal the influence of green brand awareness towards consumer purchase intention partially.

## THEORITICAL FRAMEWORK

### Marketing



According to Stanton (2013), marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals.

### Marketing Management

According to Kotler and Armstrong (2017:4), marketing management is a human endeavor to achieve results desired exchanges and build close relationships with consumers in a way that is profitable for the company.

### Consumer Purchase Intention

According to Arslan and Zaman (2014), purchase intention can be defined as "a possibility that a consumer will intend to purchase a product or service in future".

### Green Marketing Mix

According to Geap, Govindan, and Bathmanathan (2018), green marketing can be defined as a environmentally friendly product marketing process.

### Green Brand Awareness

The relation to environmentally friendly products, green brand awareness can be defined as the consumer's ability to know and remember that brand shows environmental friendly products (Tariq, 2014).

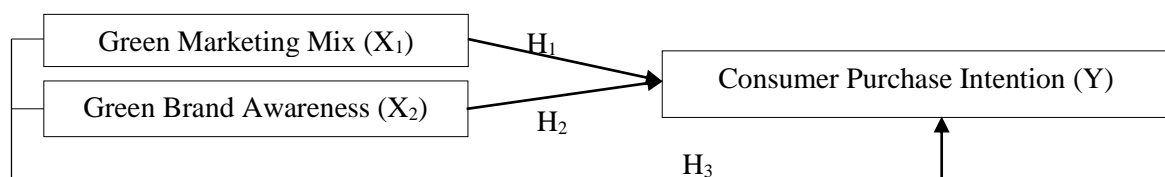
### Previous Research

Rambing, Tumbel, and Tawas (2015) aimed to find out the influence, either directly or indirectly, of green marketing and brand image towards purchasing decision. The research method is associative. The research instrument uses Likert scale and method of analysis uses Path Analysis. The sample research sample is as much as 120 respondents. The result shows that green marketing does not directly influence buying decision. Green marketing affects indirectly toward purchasing decisions with the brand image as the intervening variable.

Susilo (2021) aimed to determine the effect of Green Marketing on Purchase Intention through Brand Image. This research is a quantitative research with descriptive and explanatory research design. The population in this study is Zero Waste Indonesia s followers on Instagram. The sample taken in this study were 157 respondents. The instrument s feasibility test uses validity and reliability tests. The analytical technique used is descriptive statistical analysis and Partial Least Square (PLS) analytic. The results showed that Green Marketing had a positive and significant effect on Purchase Intention Brand Image had a positive and significant effect on Purchase Intention Green Marketing had a positive and significant effect on Brand Image and Green Marketing had a positive and significant effect on Purchase Intention through Brand Image

Rizwan, et al. (2013) aimed to know the role of green perceived value, green risk and green trust on purchase intention of green product. This study applies four basic concepts of green market i.e green perceived value, green perceived risk, green perceived trust and green purchase intention. In addition, this study emphasizes this use of green marketing in different big firms all over the world. There was a survey upon this research with the help of questionnaire taking the view of the people that how different people take green marketing. The empirical results show that green perceived value is positively associated with green trust. While green perceived risk has negative relationship with both, green perceived trust and green value. Moreover, this study discusses the relationship of purchase intention of the green product with all above mentioned term of green marketing. This research paper summarizes the literature on green marketing and purchase intention of green products. It utilizes the four important concepts of green marketing i.e green perceived value, green perceived trust, green perceived risk and green purchase intention. Therefore, this paper develops the research framework of green purchase intentions to fill the research gap.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed (2022)*

**RESEARCH METHOD****Research Approach**

The research method utilized by the researcher was quantitative research methods. Quantitative research methods, according to Sugiyono (2015), are research that analyzes specific populations or samples using random sampling and is founded on the scientific perspective. Data is collected quantitatively or statistically utilizing data analysis research equipment with the goal of testing hypotheses that have been established.

**Population and Sample**

According to Sekaran (2010), Population is the entire group of people, events or things of interest that the researcher wishes to investigate. Generally, this study focuses on consumers of Starbucks Manado. According to Sekaran and Bougie (2010), sample is a subset of the population. The sample size of this research is 96.04 and rounded up to 100 respondents

**Data Collection Method**

To collect the data this research was used primary data by using questionnaires as the instrument of the research. The questionnaire is a data collection technique that is done by giving a set of written statements that will be answered by respondents.

**Operational Definition and Indicators of Research Variable****Table 1. Operational Definition and Indicators of Research Variable**

Variable	Definition	Indicators
Green Marketing Mix	According to Ansar (2013), green marketing is essentially the same as marketing in general, but in green marketing combines environmental protection require by consumers in every marketing activity along the company	1. Green Product 2. Green Price 3. Green Place 4. Green Promotion
Green Brand Awareness	Green brand awareness can be defined as the consumer's ability to know and remember that brand shows environmental friendly products (Tariq, 2014).	1. Brand identify 2. Brand recall 3. Brand recognition 4. Brand knowledge
Consumers' Purchase Intention	According to Arslan and Zaman (2014), purchase intention can be defined as "a possibility that a consumer will intend to purchase a product or service in future".	1. Transactional interest, 2. Referential interest, 3. Preferential interest, 4. Explorative interest

**Data Analysis Method****Validity and Reliability Test**

The validity test is used to measure whether the questionnaires are valid or not. Besides being valid, the instrument must be also reliable. A questionnaire is said to be reliable if the respondents answer the questions consistently from time to time.

**Classical Assumption**

According to Sulaiman (2004:87), a multiple regression model should meet some basic assumptions seen from multicollinearity, heteroscedasticity and normality.

**Multiple Linear Regression**

Multiple linear regression analysis is used to estimate how the state (fluctuation) of the dependent variable is, if two or more dependent variables as a predictor factor increase their value decreases. The equation form of multiple linear regression is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Descriptions:

Y = Consumers' Purchase Intention

a = Constant

b = Regression coefficient X<sub>1</sub>, X<sub>2</sub>

$X_1$  = Green Marketing Mix  
 $X_2$  = Green Brand Awareness  
 $e$  = Error

**Hypothesis Testing**

The F-test is used to determine whether significant relationship exist between the dependent variable and the set of all the independent variables (Anderson et al., 2014). If the F-test shows an overall significance, the T-test is used to determine whether each of the individual independents variables is significant. A separate T-test is conducted for each of the independent variables in the model (Anderson et. al., 2014).

**RESULT AND DISCUSSION**

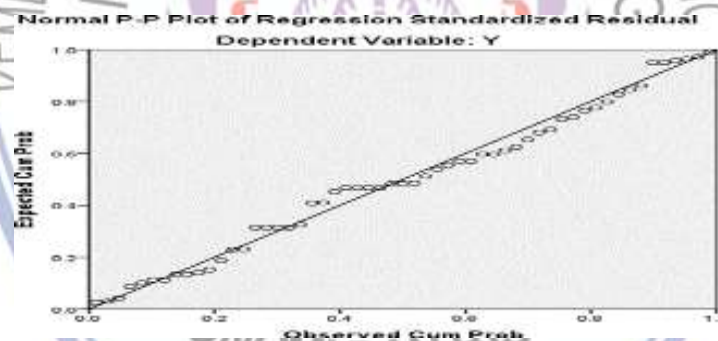
**Result**

**Validity Test and Reliability Test**

The correlation of Green Marketing Mix in statement 1 is 0.623, statement 2 is 0.770, statement 3 is 0.793, and statement 4 is 0.691. The correlation of Green Brand Awareness in statement 1 is 0.755, statement 2 is 0.826, statement 3 is 0.815, statement 4 is 0.753. The correlation of Consumer Purchase Intention in statement 1 is 0.754, statement 2 is 0.790, statement 3 is 0.824, statement 4 is 0.790. The the correlation indexes greater than 0.3 and below the significance level of 5% therefore the data is considered as valid. The Pearson Correlation value of Green Marketing Mix ( $X_1$ ), Green Brand Awareness ( $X_2$ ), and Consumer Purchase Intention ( $Y$ ) show that Alpha Cronbach of Green Marketing Mix (0.787), Green Brand Awareness (0.808), and Consumer Purchase Intention (.812). It means value of Alpha Cronbach is higher than the acceptance limit of 0.6 and indicates that the data is acceptable or indicates good internal consistency. Therefore, the research instrument is reliable.

**Classical Assumption Test**

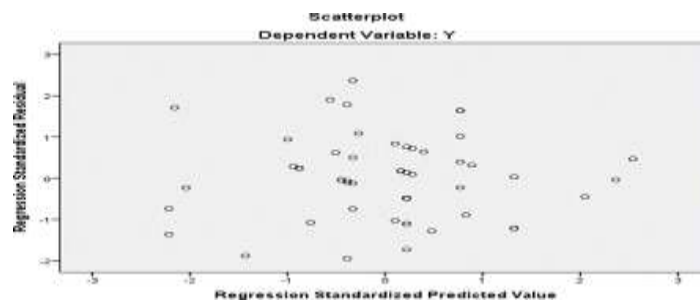
**Normality Test**



**Figure 2. Normality Test**  
 Source: Data Processed (2022)

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is complete.

**Heterodascity Test**



**Figure 3. Heterodascity Test**  
 Source: Data Processed (2022)



Figure 3 shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression.

### Multicollinearity Test

**Table 2. Multicollinearity**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Green Marketing Mix	.803	1.245
Green Brand Awareness	.803	1.245

Source: Data Processed (2022)

Table 2 shows that the value of tolerance and VIF. The tolerance value of Green Marketing Mix is 0.803, Green Brand Awareness is 0.803, means the tolerance value of variable is more than 0.2. The VIF value of Green Marketing Mix is 1.245, Green Brand Awareness 1.245, means the VIF value is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.

### Multiple Linear Regression Analysis

**Table 2. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	6.409	2.406		2.664	.010
	Green Marketing Mix	.586	.141	.534	4.162	.000
	Green Brand Awareness	.062	.151	.053	.413	.681

a. Dependent Variable: Consumers' Purchase Intention

Source: Data Processed (2022)

Based on the results of calculations with SPSS, which explains green marketing mix and green brand awareness on the volume of consumer purchase intention, it can be shown in the results of the multiple linear regression equation as follows:

$$Y = 6.409 + 0.586 X1 + 0.062 X2$$

The interpretation of the equation is:

1. Constant 6.409 shows the influence of Green Marketing Mix (X1), Green Brand Awareness (X2), to Consumer Purchase Intention (Y). 6.409 show the influence of Green Marketing Mix (X1), Green Brand Awareness (X2), to Consumer Purchase Intention (Y). It means that, in a condition where all independent variables are constant (zero), Consumer Purchase Intention(Y) as dependent variable is predict to be 6.409.
2. 0.586 is the slope of Green Marketing Mix (X1) meaning if there is one unit increasing in X1, while other variables are constant then Y is predicted to increase by 0.586.
3. 0.062 is the slope of Green Brand Awareness (X2) means that if there is one unit increasing in X2, while other variable is constant then Y is predicted to increase by 0.062.

**Table 3. The Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square
1	.559 <sup>a</sup>	.313	.287

Source: Data Processed (2022)

The value of R is 0.559 indicating a strong positive relationship between independent and dependent variable. The value of R<sup>2</sup> is 0.313 or 31.3% it means that Green Marketing Mix and Green Brand Awareness dependent variables are able to influence Consumer Purchase Intention as much as 31.3% while the rest 68.7% is other factors not included in this research.

### Hypothesis Testing

#### T-Test

**Table 4. The T-Test Result**

Variable	T <sub>count</sub>	T <sub>table</sub>	Description
Green Marketing Mix (X <sub>1</sub> )	4.162	1.68	Accepted
Green Brand Awareness(X <sub>2</sub> )	.413	1.68	Rejected

Source: Data Processed (2022)

1. Green Marketing Mix (X<sub>1</sub>) does not significantly influences Consumer Purchase Intention(Y)
2. From the table above, T<sub>count</sub> for each independent variable, which for Green Marketing Mix (X<sub>1</sub>) T<sub>count</sub> = 4.162 and T<sub>table</sub> = 1.68 which T<sub>count</sub> > T<sub>table</sub> . Therefore, Green Marketing Mix (X<sub>1</sub>) does significantly influences Consumer Purchase Intention(Y)
3. Green Brand Awareness(X<sub>2</sub>) does not significantly influences Consumer Purchase Intention (Y)
4. From the table above, T<sub>count</sub> for each independent variable, which for Rewards (X<sub>2</sub>) T<sub>count</sub> = 0.413 and T<sub>table</sub> = 1.68 which T<sub>count</sub> < T<sub>table</sub> . Therefore, In-Store Display(X<sub>2</sub>) does not significantly influences Consumer Purchase Intention(Y)

Generally, Green Marketing Mix (X<sub>1</sub>) significantly influences to Consumer Purchase Intention (Y) and Green Brand Awareness (X<sub>2</sub>) does not significant influences to Consumer Purchase Intention(Y).

### F-Test

**Table 5. F-Test Result**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	61.223	2	30.611	11.843	.000 <sup>b</sup>
Residual	134.413	52	2.585		
Total	195.636	54			

Source: Data Processed (2022)

In table 4.23 the value is 21.774, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 54 with level of significance is 0.05 ( $\alpha = 0,05$ ) and the level of confidence is 95% then F<sub>table</sub> is 3.23. The result is: F<sub>count</sub> (11.843) > F<sub>table</sub> (3.23). Since F<sub>count</sub> is greater than F<sub>table</sub>, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

### Discussion

#### Green Marketing Mix and Consumer Purchase Intention

The finding of this research demonstrates that four forms of green marketing mix namely: (green product, green price, green place and green promotion) have a significant positive relationship with consumer purchase intention. The findings point out that the green marketing mix in consumer of Starbucks has a positive relationship with consumer purchase intention, and this finding shows significant relationship between green products and green advertising with purchasing decision, and it also lined with Tang, Wang, and Lu (2014) who showed consumer attitude positively affects purchase intention to green product. In same context demonstrates that green price has a significant positive relationship with purchase intention (Weisstein, Asgari, and Siew, 2014). Wanninayake and Randiwela (2008) stated that environment friendly products and packages make the significant impact of customer buying decisions and friendly distribution, and promotion with the environment friendly product information will also significantly impact on the buying decisions in selecting products of foods. The results confirm the significant positive impact of green marketing mix on purchase intention. Boztepe (2012) proved the influence of environmental awareness, green products, green prices, and green promotion of significant purchasing decisions in Istanbul. Jeevarathnam and Tushya (2016) found that that green marketing mix influences purchasing decisions from South African consumers and Aldoko, Suharyono, and Yuliyanto (2016) explain about this influence, where the results of the research a significant influence of Green Marketing on purchasing decisions on Tupperware customers. Based on research conducted by Akbar et al. (2014), green awareness of a consumer to the environment has a positive effect on the increase of green purchase intention. This can be done by improving the green purchase intention through green marketing mix; items in green marketing also require knowledge of the environment. This knowledge will shape consumer perception that it will affect the green intention. Green marketing will guide consumers to know about green product, green place, green promotion and green price. In the creative industry, consumer knowledge about green product has started to develop. Thus, consumers with high knowledge will increase consumer interest to consume products of Starbucks Coffee Shop.

## **Green Brand Awareness and Consumer Purchase Intention**

The findings of this research show that there is no significant relationship between green brand awareness and consumer purchase intention. The reason behind this relationship is that even though companies use true environmental friendly and green claims in their advertisements and devise their marketing and advertising strategies in environmental concern there are other factors influence the consumer purchase intention of the environmental friendly products (Zhu, 2012). Green brand awareness is defined as a set of perceptions in the consumers' minds that they continue to commit to care for the environment (Chen, 2008). Awareness is characterized by the increasing care of the community towards the environment, resulting in consumer awareness of the efforts made by the industry to preserve the environment, by providing environmentally friendly labels to the creative industry products. The above behavior is induced by understanding each of the eco-friendly slogans on product packaging, and start remembering the eco-friendly symbols on the product. This makes people more aware those efforts to maintain the environment has been done. Not only limited to awareness, but also the conscious consumers are beginning to be interested in using or consuming creative industry products that they believe to be green product. The pattern is increasingly being done which in turn leads to the belief to continue to consume green product. However, the above does not happen in the Starbucks Coffee Manado, Starbucks Coffee has not tried to increase consumer awareness of its products. This happens because of the limitations that are still encountered in the small-scale market. That is why Green Brand Awareness has no influence on Consumer Purchase Intention. This indicates that most of the consumers in Starbucks Coffee Manado found that their Green Brand Awareness is not affected by their intention to purchase but is influenced by their Green Marketing Mix.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

There are three conclusions based on the result of this research conducted to analyze the influence of Green Marketing Mix and Green Brand Awareness towards Consumer Purchase Intention at Starbucks Coffee Manado.

1. Green Marketing Mix and Green Brand Awareness have significant influence on Consumer Purchase Intention at Starbucks Coffee Manado simultaneously.
2. Green Marketing Mix has significant influence on Consumer Purchase Intention at Starbucks Coffee Manado partially.
3. Green Brand Awareness has no significant influence on Consumer Purchase Intention at Starbucks Coffee Manado partially.

### **Recommendations**

In this research, there are some practical recommendations that can be concluded from overall result, which are listed as follows:

1. The management of Starbucks Coffee Manado may consider about the importance to manage their Green Marketing Mix and to create Green Brand Awareness, because according the result of this research, Green Marketing Mix has significantly influence to the consume purchase intention but Green Brand Awareness has no significantly to purchase intention. In the other hand, Starbucks Coffee should be more vigorous in create grand brand awareness. They can provide more information detailed and accurate about their values as green company especially coffee shop in Manado. Also by offering and educate consumers with applied green marketing. So that the information can be increase knowledge and awareness consumer. And make consumers easier to evaluate products and influence their purchase intention.
2. Starbucks Coffee is expected to maintain green marketing been done while continuing to find new innovations regarding promotion and place with green marketing. And evaluate each program carried out, as well as on services and employees working in each outlet. Evaluation is needed so that the application of Green Marketing is carried out in all parts.
3. Further research can continue this research by using analytical methods that different, using different variables other. Subsequent research can do research with interview techniques so that more answers and results deep. The next researcher can also choose a company other than Starbucks Coffee which also applies the concept Green Marketing in the company.



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