Green Marketing Attributes of Coffee Shops, Purchasing Interests, Lifestyles: What Really Affects Consumer Satisfaction?

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ABSTRACT

Green marketing strategies continue to grow as public awareness of environmental issues increases. Green marketing is applied to the marketing of environmentally friendly products including packaging and labeling with environmentally friendly standards. This study aims to learn the impact of green marketing strategies on purchasing interests and consumer satisfaction with coffee drinks in Malang, Indonesia. This study also explores the role of lifestyle in mediating the effect of green marketing on purchasing interest and consumer satisfaction. The sample is determined using the accidental sampling method with a sample size of 100 customers of Starbucks in Malang, Indonesia. The analytical method used is PLS (Partial Least Square). The findings show that green marketing strategies positively and significantly influence lifestyle, purchasing interest, and consumer satisfaction. The mediation variable (lifestyle) also positively and significantly influences purchasing interest and consumer satisfaction. Better green marketing strategy used will impact on how the community behaving in a healthy lifestyle, undoubtedly affecting the increase in buying interest and consumer satisfaction.

INTRODUCTION

Malang is the second-largest area in Indonesia's East Java Province. Due to the vast number of universities there, it is also referred to as a college town. This condition has an impact on increasing the population of Malang City. Malang contributes 600 tons of waste, equivalent to 130 trucks per day (Yuswantoro, 2019), with the plastic waste inside. Plastic waste is a type of waste that is difficult and takes a very long time to decompose.

Indonesia does not have adequate waste processing technology to decompose this waste. The Ministry of Environment and Forestry said that Indonesia is currently in plastic waste emergency (Mufarida, 2019). Habits and practicality are the reasons for

choosing packaging that is not environmentally friendly, so this type of packaging survives to this day (Setiawan, 2019).

The Indonesian government has formulated and implemented policies that prioritize the environment. As of February 2016, the Government of Indonesia, under the purview of the Ministry of Environment and Forestry, has enacted a novel policy pertaining to the utilization of plastic bags within the retail sector, encompassing supermarkets and hypermarkets. Numerous marketers and corporations have begun leveraging ecological concerns as a means to captivate public interest. One of the methods employed is the adoption of green marketing as a marketing strategy, which is also recognized as an environmentally conscious approach to marketing management and business efficacy (Osman et al., 2016). In addition, it will improve the company's good image (Hasan & Ali, 2015), social responsibility (Hasan & Ali, 2015; Kumar, 2015), and ecological responsibility (Simão & Lisboa, 2017).

Market transformation is still being driven by consumer motivation and awareness, particularly with the development of more environmentally friendly products. Green marketing is a brand-new and emerging concept aimed at endorsing environmentally friendly and sustainable products that adhere to clearly defined ecological criteria. It includes a variety of eco-friendly goods that comply with requirements for eco-labeling and eco-footprinting (Sarkar, 2012).

Green marketing is a trend that is quickly gaining attention in current markets. It has changed how products are marketed and packaged, and there is a growing trend among businesses to use this idea to present themselves as socially and environmentally responsible. Even customers are growing more concerned about how the products they use affect the environment, which has caused them to incorporate environmental concerns into their purchasing decisions (Agrawal & Das, 2013). Green product innovation performance positively correlates with the company's competitive advantage (Chen & Lee, 2015). Hence, there exists a significant drive for corporations to endorse the strategies of green product promotion, green labeling, and green packaging in order to stimulate the adoption of ecologically conscious consumption patterns by individuals. The concept of green marketing by the company is also a corporate responsibility to the environment and the fulfillment of consumers' desires for eco-friendly products. This is due to the fact that the concept of "sustainability" necessitates that both consumers and organizations carefully evaluate the effects of their actions on the natural environment (Kumar & Polonsky, 2017).

The efforts made by the company were welcomed by various elements, which began to invite consumers to be actively involved in the environmentally friendly awareness movement and save the earth (Royne et al., 2016; Rana & Paul,

2017).

The results of previous studies suggest that green practices can affect environmental sustainability (Simão & Lisboa, 2017; Chen & Lee, 2015; Zubair et al., 2020; Dangelico & Vocalelli, 2017), and business effectiveness (Osman et al., 2016). The practice also improved the corporate image (Hasan & Ali, 2015; Chen & Lee, 2015), increased sales and revenue (Suki et al., 2016), and social responsibility (Kumar, 2015; Confente et al., 2020). Impact on green consumer lifestyles (Domegan, 2021; Nadanyiova et al., 2015; Rana & Paul, 2017; Barbulescu, 2017) will increase purchase intention (Suki et al., 2016; Ling et al., 2021; Narula & Desore, 2016; Royne et al., 2016; Bailey et al., 2016) and consumer satisfaction on environmentally friendly products (Lunde, 2018; Dangelico & Vocalelli, 2017; Kumar & Polonsky, 2017; Rana & Paul, 2017).

Consumer enthusiasm for the implementation of green marketing has increased (Kumar & Polonsky, 2017). However, many consumers in Indonesia still have not implemented *green consumer* behavior.

Coffee shops, specifically, have responded to customer demands by offering organic or responsibly sourced coffee and tea, along with locally sourced products and ingredients, in response to rising consumer concern over green products/services (Jang et al., 2015). Based on its claims, the Starbucks Corporation has embraced many eco-friendly initiatives in addition to recycling paper cups, the endeavor to minimize waste by offering reusable mugs and tumblers, the reduction of energy and water consumption, and the establishment of eco-friendly locations that are officially certified by LEED.

Recent study identified that the development of emotional attachments to a coffee shop among customers was greatly influenced by coffee shops' environmentally friendly policies. This research suggests that store managers should take into consideration the importance of green practices in encouraging customers to form long-term relationships with their enterprises. This study also demonstrates that consumers who are environmentally conscious have considerably stronger store affiliations than consumers who are not. Customers with high levels of green awareness may therefore react positively to a store's green activities, and their positive attitudes can create stronger emotional ties to the green store (Jang et al., 2015). Previous research at Starbucks Malang revealed that Green Marketing has a positive and significant effect on brand image. Furthermore, brand image has a positive and significant effect on consumer buying interest (Windiana et al., 2020). Another investigation was carried out in order to ascertain the consequences of environmentally friendly practices in restaurants as seen by customers. The findings revealed that customers' perceptions of environmentally friendly practices have a positive impact on a restaurant's reputation for

being environmentally friendly, which in turn has a positive effect on customers' attitudes towards the restaurants. Furthermore, this fabricated verdant depiction can aid patrons in cultivating a favorable disposition towards the eatery, consequently influencing their choices when it comes to dining (Jeong et al., 2014).

Based on this background and phenomenon, the purpose of this study is to learn the crucial attributes for consumers from green marketing strategies, such as green products, green prices, green places, and green coffee shop promotions in Malang City. This study also explores the role of lifestyle (Zhu & Sarkis, 2016) on moderating the impact of green marketing on the intention to purchase and the satisfaction of consumers. These green attributes may be attractive to consumers, especially those aware of environmental sustainability and who prioritize their health as it shapes their purchase interest and satisfaction based on these attributes (Kwok et al., 2016).

METHODS

The selection of the research site was intentionally made at a coffee establishment that had deliberately implemented a marketing approach focused on promoting environmental sustainability in the vicinity of Malang City, i.e., Starbucks. Starbucks was chosen as the research location because it has implemented a green marketing strategy, as evidenced by the ownership of each store's LEED (Leadership in Energy and Environmental Design) certificates. Not only in products but the concept of "green" in Starbucks stores has also been applied in the shop furniture that uses recycled wood and the use of lighting systems with energy-saving lamps. The sample is determined using the accidental sampling method. To collect data from 100 respondents, we conducted interviews with Starbucks coffee shop customers in Malang City.

The study's results were obtained using data analysis with the Partial Least Square (PLS) approach. PLS is used to explain the effect of green marketing strategies on buying interest and consumer satisfaction, mediated by lifestyle. Testing in Partial Least Squares (PLS) encompasses two distinct components. (1) the outer model aims to elucidate the connection between latent variables and their observable counterparts. (2) the innermodel delves into the relationship model that exists between latent variables; (3) the evaluation of the PLS model and Structural model by measuring index tests, composite reliability, convergence validity, discriminant validity, and R^2; and (4) the hypothesis test for the outer model, inner model, t test, and path coefficients. The measurement model, also known as the outer model, delineates the connection between the latent variable and its manifest variable, which is commonly referred to as an indicator:

$$\eta_1 = \gamma_1\xi_1 + \gamma_2\xi_2 + \varsigma_1$$

$$\eta_2 = \beta_1\eta_1 + \gamma_3\xi_1 + \gamma_4\xi_2 + \varsigma_2$$

The following are variables used in this study:

1. Exogenous Latent Variable $X_{1.1}$-$X_{1.4}$(*Green Product*)
   $X_{1.1}$ =safe product, does not contain chemicals
   $X_{1.2}$ =the product commits to the environment
   $X_{1.3}$ =products with reusable packaging
   $X_{1.4}$ =safe tumbler

2. Exogenous Latent Variable $X_{1.5}$-$X_{1.7}$(*Green Price*)
   $X_{1.5}$ =the price includes the cost of enviromental preservation
   $X_{1.6}$ =an environmentally friendly effort promo
   $X_{1.7}$ =Eco-friendly products are more affordable at discounted prices

3. Exogenous Latent Variable $X_{1.8}$-$X_{1.9}$(*Green Place*)
   $X_{1.8}$ =The shop offers convenience by showing a natural concept
   $X_{1.9}$ =Recycled furniture

4. Exogenous Latent Variable $X_{1.10}$-$X_{1.11}$(*Green Promotion*)
   $X_{1.10}$ =product information dis played in advertisements is precise and accurate
   $X_{1.11}$ =environmental messages displayed on advertisements

5. Exogenous Latent Variable $X_{2.1}$-$X_{2.3}$(*Lifestyle*)
   $X_{2.1}$ =products labeled green (Starbucks) are more prestigious
   $X_{2.2}$ =Starbucks products are more than other brands because they are more environmentally friendly and in follow the current topic of global warming
   $X_{2.2}$ =visited Starbucks because of being influenced by social media

6. Endogenous Latent Variable Y_1(*Buying Interest*)
   $Y_{1.1}$=wants and needs
   $Y_{1.2}$=benefits
   $Y_{1.3}$=decided to buy
   $Y_{1.4}$=Feel happy after purchase

7. Endogenous Latent Variable Y_2(*Consumer Satisfaction*)
   $Y_{2.1}$ = satisfaction after Consuming Starbucks products
   $Y_{2.2}$ =repurchase at Starbucks

RESULTS AND DISCUSSION
Measurement Model (Outer Model)

The outer model was evaluated using three criteria, i.e., convergent validity, discriminant validity, and composite reliability.

Convergent Validity

There are eleven indicators that form X_1. The data processing results show that the eleven X_1 indicators meet the criteria for convergent validity with a p-value of <0.001 (<α =0.05) for all indicators. There are three indicators that form X_2. Data processing results show that the three X_2 indicators meet the convergent validity criteria with a p-value of <0.001 (<α=0.05) for all indicators. There are four indicators that form Y_1.

Data processing results show that the four Y_1 indicators meet the convergent validity criteria with a p-value of <0.001 (<α=0.05) for all indicators. There are two indicators that form Y2. Data processing results show that both Y2 indicators meet the convergent validity criteria with a p-value of <0.001 (<α=0.05) for all indicators.

Based on the Cronbach's Alpha and composite reliability values of each variable, which are greater than 0.50, it can be concluded that the four variables are reliable to be modeled.

Inner Measurement Model

The R-square of the regression of X_1 to X_2 variable is 0.07 (Figure 1). It shows that the X_1 variable has a weak predictive power against X_2, which is 7%, while the remaining 93% is explained by other variables outside the model. The R-square of the regression of X_1 and X_2 variables to Y_1 is 0.12, it shows that the predictive power of X_1 and X_2 variables to variable Y_1 is 12% and the remaining 88% is explained by other variables outside the model. The R-square of the regression of X_1, X_2 and Y_1 variables to Y_2 is 0.35 which has a predictive power of 0.35, it shows that the X_1, X_2 and Y_1 variables to Y_2 are 35%, while the remaining 65% is explained by other variables outside the model.

Based on the above calculation, the Q_2 value for the SEM-PLS analysis model in this study is 0.468, or in other words, the contribution value of the X1 and X2 variables affects Y1 and
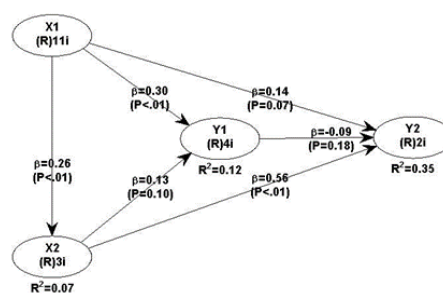
Fig. 1. SEM Structural Mo-

Table 1. Path coefficients and P values

Effect	Path coefficients	P Values
X_1 to X_2	0.257	0.003***
X_1 to Y_1	0.302	<0.001***
X_1 to Y_2	0.141	0.073*
X_2 to Y_1	0.127	0.095*
X_2 to Y_2	0.555	<0.001***
Y_1 to Y_2	-0.089	0.183

Note: ***, **, * significant at 99% (a=1%), 95% (a=5%), 90% (a=10%), respectively

Y_2 by 46.8% while the remaining 53.2% is a contribution from other variables that are not discussed in this study. Because the value is more than 0.35, it can be concluded that the *predictive relevance* in this study is strong.

Based on the analysis results, it is known that the X_1 variable (green marketing strategy), as measured by the $X_{1.1}$-$X_{1.11}$ indicator, has a significant effect on X_2 (lifestyle) with a significance value of 0.003. The coefficient value is 0.257, indicating that the green marketing strategy yields a favorable impact on individuals' lifestyle. The better the green marketing strategies applied

by the company, green products, green prices, green places, and green promotions, it will impact the healthy lifestyle perceived by consumers. The implementation of governmental regulations pertaining to the utilization of plastic bags within the retail sector, encompassing supermarkets and hypermarkets, exerts a profound influence on marketers and corporations who currently employ environmental concerns as a means of captivating public attention. Because consumers will be able to respond to the environmentally friendly advertising stimulus (Bailey et al., 2016), this is proven by the research results showing that the green marketing strategy impacts people's lifestyles to buy environmentally friendly products. The results align with the research of Dangelico & Vocalelli (2017),   which states that three factors influencing the lifestyle of environmentally conscious consumers are energy economy, energy conservation, and environmental activism. This environmental activism includes marketers or companies that implement green marketing strategies. According to Zhao et al. (2014), educated consumers possess a higher capacity to effectively address environmental issues, demonstrate a heightened level of concern for the well-being of the environment, and exhibit a greater willingness to engage in pro-environmental actions. The research by Gordon-Wilson & Modi (2015) adds that consumers with the openness personality trait have a positive relationship with greenbehavior. Consumers who have a lifestyle like this belong to a society that cares about the environment (Kwok et al., 2016; Tan et al., 2016). They care for the environment and are ready to buy eco-friendly products when they can afford them. Mainly motivated by personal well-being (Rana & Paul, 2017), social interaction (Confente et al., 2020; Suki et al., 2016), and environmental problems (Chen & Lee, 2015; Zubair et al., 2020).

The green marketing strategy (X_1), as measured by the $X_{1.1}$-$X_{1.11}$ indicator, has a significant effect on buying interest (Y_1) with a significance value of <0.001. The coefficient value of 0.302 illustrates the positive influence of green marketing strategy on buying interest. The better the green marketing strategy applied, the more consumers' interest in buying will increase. This data aligns with Majerova's (2015) research that increasing the company's green marketing performance impacts consumer buying interest. It is also supported by research which states that companies should focus on developing green marketing strategies and influencing consumer interest in green products (Bailey et al., 2016). Dangelico & Vocalelli (2017) adds that environmental sustainability is on the rise and has been acknowledged as a crucial catalyst for innovation. Consequently, there is a proliferation of companies engaged in the development of eco-friendly products, which in turn affects consumers who have displayed a heightened

inclination towards these goods .

The green marketing strategy (X_1) significantly affects consumer satisfaction (Y_2), with a significance value of 0.073. The coefficient value of 0.141 indicates a positive influence of green marketing strategy on consumer satisfaction. The better the green marketing strategy is implemented, customer satisfaction will also increase. This phenomenon occurs due to respondents' preference for products that prioritize the safety and well-being of both consumers and the environment. In addition, consumers also like Starbucks, which has furniture made from environmentally friendly recycled materials. In green promotion, Starbucks effectively communicates information pertaining to the environment and exhibits a steadfast dedication to the preservation of the environment which indirectly encourages consumers to be environmentally conscious. The green price is also deemed satisfactory, as consumers concur that the price they remunerate encompasses the expenses of upkeep and the preservation of the environment. As per the consumers, as long as they obtain the eco-friendly green products they desire, they have no qualms with the price proffered.

According to research by Majerova (2015), an overall positive correlation exists between an effective green marketing strategy and customer purchasing patterns for green products. This statement is reinforced by Dangelico & Vocalelli (2017), who explained that applying a green marketing strategy, both advertising content and ecolabels is essential in influencing consumer satisfaction.

The lifestyle (X2), as measured through the X2.1-X2.3 indicator, has a significant effect on buying interest (Y1) with a significance value of 0.095. The coefficient value of 0.127 indicates a positive influence of lifestyle on buying interest. The healthier the consumer's lifestyle, the consumer's buying interest will also increase. For consumers, products labeled as green are more prestigious, more environmentally friendly and follow the current topic of global warming. This finding is in line with the results of research by Murin et al. (2015), which states that consumers concerned about global warming, sustainability and other effects on natural resources have decided to buy environmentally friendly products. Consumers will be willing to pay a premium price according to the product's functional attributes (Tong et al., 2020) and their responsibility to the natural environment (Dangelico & Vocalelli, 2017; Kumar & Polonsky, 2017; Tong et al., 2020). Consumers are equally inclined to embrace environmentally-friendly products when their fundamental requirements for efficacy, standard of living, ease of use, and economic viability are met (Chen & Lee, 2015) and health are met (Nadanyiova et al., 2015; Kwok et al., 2016). This phenomenon happened because consumers will consider the risks of non-existent environmental justice in green marketing practices and will be

willing to bear the costs of conservative risks that will restore environmental equity.

Lifestyle (X2) has a significant effect on consumer satisfaction (Y2) with a significance value of <0.001. The coefficient value of 0.555 indicates a positive influence of lifestyle on consumer satisfaction. The healthier the consumer's lifestyle, the more customer satisfaction will increase. Some consumers utilize eco-friendly products as a means to convey their identity to their peers, thereby adopting it as a lifestyle choice and a symbol of social standing (Aagerup & Nilsson, 2016). In addition, the presence of eco-green advertisements on social media impacts consumer satisfaction with purchasing green products. The statement is in line with the results of research by Kao & Du (2020), which states that green promotion affects the attitudes and lifestyles of consumers and their satisfaction with being friendly to the environment. They add that advertising designs with solid arguments and positive moral and social emotions have a better effect. The buying interest (Y1) variable, as measured by the Y1.1-Y1.4 indicator, does not have a significant effect on consumer satisfaction (Y2), with a significance value of 0.183. Although consumers' interest in the environment is increasing, consumers do not necessarily buy environmentally friendly products regularly. This finding is in line with the research of Groening et al. (2018), which statesthat there is a discrepancy between consumer buying interest

and consumer satisfaction with the purchase of environmentally friendly products. According to Windiana et al. (2021), Tan et al. (2016), and Narula & Desore (2016), this phenomenon occurs due to the fact that consumers are obligated to incur additional expenses when purchasing goods and services from corporations that demonstrate dedication towards generating positive social and environmental effects. On the other hand, it is also due to the lack of consumer income to buy environmentally friendly products. Government subsidies play a crucial role in incentivizing consumers to make informed choices when it comes to purchasing environmentally sustainable products, by facilitating reductions in product prices (Narula & Desore, 2016; Zhu & Sarkis, 2016).

CONCLUSION AND SUGGESTION
Green marketing strategy has a positive and significant effect on lifestyle, purchasing interest, and consumer satisfaction. The mediating variable, namely lifestyle, also has a positive and significant effect on purchasing interest and consumer satisfaction. This result demonstrates how coffee shops' green marketing strategies influence consumer behavior by raising awareness of how to reduce waste and combat global warming. Thus, it will certainly increase consumer interest and satisfaction in purchasing green products, because from the consumer's perspective it is a prestigious thing. It is highly recommended that an effective green marketing strategy

needs to be further developed and implemented by coffee shops in Indonesia as a business opportunity in meeting the needs and desires of consumers, and as an effort to reduce waste and global warming.

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