

Greening Starbucks: Investigating the Relationship between Consumer Green Awareness and Purchase Intentions in Malaysia

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ABSTRACT

Starbucks, a prominent player in the F&B industry, has integrated sustainability into its marketing strategies. Starbucks encourages environmentally and socially responsible behavior among customers. This research examines the impact of green awareness on consumer purchase intention. A survey was conducted with 120 Starbucks consumers in Malaysia, and the data was analyzed using SPSS. The findings reveal that environmental concerns, green price awareness, and social influence positively influence purchase intention. However, the study finds no significant association between green brand image, green products, and purchase intention. This research provides valuable insights into consumer perception of green awareness and its influence on purchasing decisions. It underscores the importance of genuine environmental action alongside marketing tactics. The study emphasizes the industry's role in advancing sustainable development aligned with the SDGs.

Keywords: Environmental Concern, Green Awareness, Green Brand Image, Green Price, Green Product, Purchase Decision, Social Influence, Starbucks, Sustainable Development Goals (SDGs)

INTRODUCTION

In response to the growing global awareness of the critical importance of environmental sustainability and the urgent need to address ecological concerns that threaten our planet's future, companies spanning various industries are progressively investing in adopting eco-friendly strategies. Environmentally friendly innovation needs to be considered further since it plays an essential role in strengthening the company's image positively (Okadiani, Mitariani, & Imbayani, 2019). This strategic shift aims to secure and enhance their competitive edge in the dynamic market landscape. Besides that, positive brand reputation or image also affects customer satisfaction (Aryani et al., 2021). These forward-thinking companies are not only adapting but are actively seeking out advanced environmentally friendly technologies and sustainable inventories to wholeheartedly align themselves with the burgeoning green trends that have taken center stage in recent years. This deliberate and conscious alignment with environmentally conscious practices not only serves to promote and propagate green awareness but also stands as a testament to their active participation in contributing significantly to the attainment of overarching sustainable goals that resonate on both local and global scales (Shinde, 2023).

Starbucks, a renowned player in the domain of coffee chains, has served as an example of this paradigm shift by actively embracing and supporting numerous Sustainable Development Goals (SDGs) through its sustainability initiatives. One prominent SDG that Starbucks aligns with is SDG 12. This goal recognizes the paramount importance of emphasizing sustainable consumption and production patterns in order to safeguard the well-being of both existing and forthcoming generations. By diligently treading the path of sustainable practices, Starbucks aims to safeguard livelihoods, resources, and the environment for a sustainable and prosperous future (United Nations, 2023). This commitment becomes tangible through tangible measures such as the expansion of plant-based options and the phased transition from single-use packaging to more environmentally friendly reusable alternatives. This multifaceted approach not only promotes environmentally conscious consumer behavior but also endeavors to substantially curtail waste generation in the food and beverage sector (Starbucks, 2022).

In alignment with its broader commitment to sustainability, Starbucks has undertaken active measures to address SDG 13, which focuses on the urgent need to address climate change and its far-reaching impacts, by setting ambitious targets to achieve carbon neutrality and investing in renewable energy sources. The company's commitment to SDG 15, dedicated to preserving terrestrial ecosystems and promoting sustainable agriculture, is evident through its efforts to implement sustainable farming practices and support biodiversity conservation. Central to Starbucks' sustainability journey is its recognition of the pivotal role played by partnerships, as encapsulated in SDG 17. The company's willingness to actively engage and collaborate with a diverse array of stakeholders underscores its commitment to addressing sustainability challenges on a larger canvas. This cooperative approach serves as a powerful reminder that the pursuit of sustainability is a collective endeavor, demanding the active participation of all stakeholders, from businesses to consumers and beyond (Starbucks, 2021).

Through the introduction of green products into its inventory, Starbucks does not merely showcase its unwavering commitment to sustainability and aligns itself with a growing cohort of environmentally conscious brands. As Starbucks holds significant influence and popularity, it acknowledges the pivotal role of its loyal consumers' understanding of green sustainability in shaping their purchasing behavior. Starbucks, along with its ilk, becomes a harbinger of change, a catalyst for spreading green awareness among consumers spanning the globe.

In light of these compelling considerations, the primary objective of this research acquires a central role. At its core, this study endeavors to examine the influence of different aspects of green awareness on consumers' purchase intention. Green awareness refers to consumers' recognition of the importance of environmental sustainability and their increased interest in environmentally friendly products. It is linked to their understanding of the eco-friendly product production process, which follows the widely accepted principle that eco-friendly products are often manufactured using environmentally friendly methods (Biswas & Roy, 2015). In essence, the study strives to delve deep into the investigate the impact of environmental concerns, green brand image, green price awareness, green product perception, and social influence on consumers' willingness to make environmentally friendly purchase decisions at Starbucks. The canvas of this research extends to encompass an in-depth analysis of these dimensions and their collective influence on shaping consumer behavior in the realm of sustainable consumption.

By analyzing the impact of these dimensions on consumers' purchase intention, the research aims to provide valuable insights into the key factors that drive or hinder consumers' adoption of sustainable consumption behaviors. These insights, in turn, offer a strategic playbook for businesses and marketers, a roadmap to formulate and execute effective strategies aimed at promoting green products and services. Moreover, this empirical endeavor serves as a conduit for enhancing consumers' awareness and perception of environmental issues, ultimately fostering a paradigm shift towards more sustainable purchasing decisions. In an increasingly ecologically conscious world, this research stands as a testament to the pivotal role that businesses like Starbucks can play in steering consumer behavior towards more environmentally responsible choices.

The findings of this research are prepared to offer practical insights that go beyond the purview of academia against the backdrop of a fast changing consumer market and heightened awareness of environmental sustainability. Businesses everywhere, not just those in the coffee sector, are struggling to achieve a careful balance between generating a profit and practicing environmental stewardship. The results of this study are poised to shed light on the way ahead, arming businesses with the knowledge needed to negotiate this dynamic environment, stimulate innovation, and connect with a customer base that is becoming more conscious of the environmental impact of their purchases. The results of this study highlight the revolutionary potential of conscious consumerism in determining the course of business toward a more sustainable and successful future.

LITERATURE REVIEW

Environment Concern

Environmental concern refers to expressing an individual's concern about current or future environmental issues (Onurlubas, 2019). Environmental concern is associated with the level of emotional involvement individuals have in environmental issues. In the context of this study, environmental concern refers to consumers' emotional engagement with environmental issues, their awareness of these issues, and their willingness to contribute to their resolution. In other words, environmental concern means how much consumers care about environmental problems, how aware they are of these problems, and how willing they are to help solve them (Kai & Haokai, 2016) Therefore, concern for the environment emerges as a crucial factor that has a significant influence on the complex web of consumer decision-making processes (Jain & Kaur, 2004). As consumers become more aware of the significance of the environment, they also acknowledge the potential impact of their purchasing behaviour on ecological well-being (Zhuang, Luo, & Riaz, 2021). According to research findings, customers who are more

environmentally conscious are more likely to carefully consider the potential ecological effects of their purchasing decisions (Follows & Jobber, 2000).

H1: Environmental concerns are positively correlated with consumer purchase intention.

Green Brand Image

The concept of green brand image is frequently linked to how consumers perceive products that carry environmentally friendly labels or visual cues. It is intended to create a positive impression to influence consumer attitudes towards the brand then convince the purchase decision on the brand (Mukaromah, Kusuma, & Anggraini, 2019). When a brand becomes associated with environmental protection and responsibility, it tends to evoke positive reactions from consumers when they encounter green-focused advertisements (Tan, Ojo, & Ramayah, 2019). This positive response is due to the fact that consumers often prefer aligning themselves with businesses that project a brand image closely connected to environmental concerns. In line with these dynamics, a study conducted in Malaysia shed light on how consumer awareness of brand image and price substantially influences their preferences when it comes to selecting green products. This means that if an individual places importance on environmental considerations and has a favorable perception of a brand's eco-friendly image, they are more likely to opt for green products (Suki & Suki, 2017). This finding underscores the significant role that a brand's eco-conscious image plays in shaping consumer choices, especially in the context of environmentally friendly products.

H2: Awareness of green brand image is positively correlated with consumer purchase intention.

Green Price

The aspect of price constitutes a substantial barrier to the widespread adoption of green products (Ansu-Mensah, 2021). Price awareness, as elucidated by Murthi and Rao (2012), refers to consumers' inclination to hesitate when faced with the prospect of paying higher prices for goods or services. Notably, green products often come with a significantly higher price tag compared to their non-green counterparts, which frequently acts as a deterrent to consumers who contemplate purchasing them (Gleim, Smith, Andrews, & Cronin, 2013).

Research conducted in this realm has consistently demonstrated that consumers' purchasing decisions are notably swayed by the pricing of green products and the associated costs linked to their use. This is especially true for consumers who are particularly price-sensitive, with many of them attributing the primary influence on their purchase decisions to the price of green products (Eze and Ndubisi, 2013). However, it is worth noting that not all consumers perceive price as a deterrent. Some consumers assert that the price of green products is a reasonable reflection of the benefits these environmentally friendly products offer, and thus they do not view them as expensive items (Omar, Othman, & Jabar, 2017). This diversity of perspectives highlights the intricate interplay between pricing perceptions and consumer attitudes towards green products.

H3: Awareness of green price is positively correlated with consumer purchase intention.

Green Product

Green products encompass items that are not only manufactured using ecologically friendly technologies but also boast a lack of adverse impact on the environment (Fraccascia, Giannoccaro, and Albino, 2018). To delve deeper into this definition, green products can be understood as those that possess both ecologically friendly attributes and a strong safety profile for consumers. Such products often include attributes like

easy biodegradability and freedom from harmful chemicals, exemplified by reusable packaging solutions. These offerings align with environmentally conscious values and contribute to sustainable consumption practices (Jeong, Jang, Day, & Ha, 2014). In the pursuit of fostering a greener future, Starbucks has emerged as a prominent player actively committed to reducing environmental damage and mitigating operational practices that could exacerbate global warming (Li, Liu, & Huan, 2019). This commitment is underscored by their stance against utilizing substances deemed detrimental to the environment, as evidenced by their efforts to minimize packaging layers in their products. By prioritizing the development of low-polluting, energy-efficient, resource-conserving, and recyclable products, Starbucks demonstrates a holistic dedication to crafting products that are both aligned with consumer preferences and environmentally responsible (Starbucks, 2021). This strategic orientation not only caters to the needs of environmentally conscious consumers but also aligns Starbucks with the broader sustainability movement aimed at reducing the ecological footprint of businesses across industries.

H4: Awareness of green products is positively correlated with consumer purchase intention.

Social Influence

In a study conducted by Wang (2014), the connection between social influence and purchase intention was explored. This was done by measuring how social influence affects the intention to buy, focusing on aspects like subjective norms and visibility. The research shed light on the important role that modeling, education, and social persuasion play in spreading information and triggering emotional responses as part of social influence. This perspective is in line with earlier research conducted by Delre, Jager, Bijmolt, and Janssen (2010), who also emphasized the impact of social influence on shaping consumer behavior. Furthermore, the findings of Wang's study indicate that individuals who are close to consumers, such as friends or family, have a stronger influence on their decision-making process, particularly when it comes to environmentally friendly purchases. This conclusion resonates with the findings of studies conducted by Salazar, Oerlemans, and Stroe-Biezen (2012) and Tsarenko, Ferraro, Sands, and McLeod (2013), which also highlighted the significant role of close contacts in shaping consumer choices.

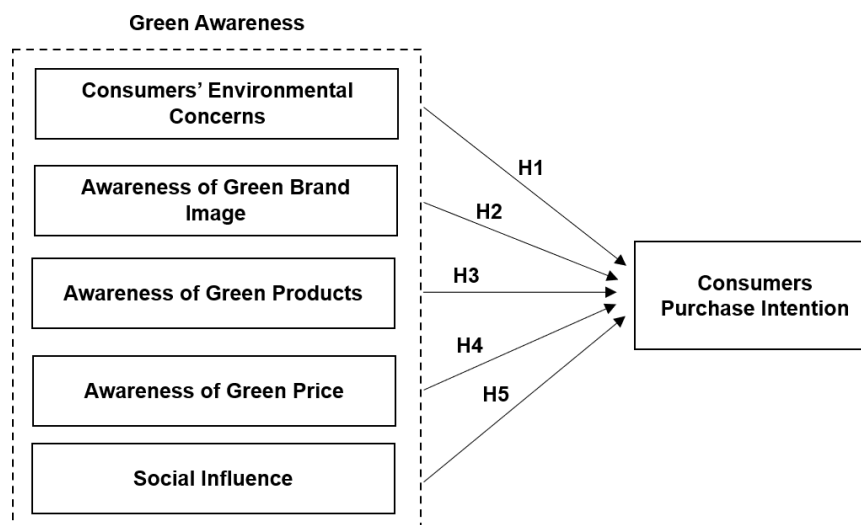
H5: Social influence is positively correlated with consumer purchase intention.

Purchase Intention

Research in academia has shown that when consumers consider getting a specific product or service, it relies on recognizing a need for it and their personal attitude or viewpoint towards it. Taking this into account, it can be understood that purchase intention refers to a consumer's desire or leaning to obtain a particular product or service. This inclination is influenced by various factors like personal needs, preferences, and how the offering is perceived (Madahi & Sukati, 2012). Of special note is the extensive research on green purchase intention, consistently highlighting its pivotal role in predicting real environmentally conscious buying behavior. This intention significantly shapes the decision-making process leading up to a purchase (Tan & Lau, 2010). It is noteworthy that when it comes to eco-friendly products, their worth often goes beyond just convenience, quality, or monetary aspects. These items are valued for the positive impacts they have on society and the environment (Ha-Brookshire & Norum, 2011).

A total of 5 hypotheses were formulated to explore the relationships between the variables.

Figure 1. Research Model



RESEARCH METHOD

This study utilized a quantitative approach, employing a survey to gather insights from individuals residing in Malaysia who regularly indulge in Starbucks's diverse range of beverages, food items, and merchandise. Leveraging the power of social media sharing, participants were invited to contribute their viewpoints on the research topic. A total of 120 responses were diligently collected and subsequently utilized for the study. The adoption of a quantitative approach not only facilitates a broader and more extensive examination but also ensures a heightened level of objectivity and precision in the obtained results.

The survey instrument utilized a five-point Likert scale spanning from one (indicating strong disagreement) to five (indicating strong agreement), which was disseminated to the respondents, via a survey online using Google Form. The questionnaire was thoughtfully divided into three distinct sections, each contributing a unique layer to the research: demographical data about the participants, consumers' awareness of green sustainability, and consumers' purchase intention. Within the second section, which delved into consumers' awareness of green sustainability, a comprehensive breakdown comprising five subsections was incorporated: consumer's environmental concerns, awareness of green brand image, awareness of green products, awareness of price, and social influence.

The demographic characteristics of the respondents were systematically captured to provide an enhanced understanding of their backgrounds. Elements such as gender, age, education level, employment status, and annual income were inquired about using single-statement questions. This demographic information was meticulously gathered, and a summary was generated through frequency analysis. The resulting data, capturing the demographic profile of the 120 respondents, was succinctly presented in a tabular format, elucidating frequencies, and percentages. As highlighted by Hayes (2023), the application of descriptive analysis enables the utilization of statistical measurements to characterize variables or extrapolate overarching conclusions from a sample.

Turning the study focus to the independent variables, a comprehensive set of 20 items was employed to gauge consumers' environmental concerns, awareness of green brand image, awareness of green products, awareness of price, and social influence. The survey encompassed statements such as "As a consumer, I have a significant impact on

environmental protection" (pertaining to consumer's environmental concerns), "Starbucks's environmental reputation is handled in a professional manner" (relating to awareness of green brand image), "I'm aware that Starbucks's product packaging is recyclable and eco-friendly" (addressing awareness of green products), "I am willing to pay a premium for Starbucks' environmentally sustainable ingredients" (pertaining to awareness of price), and "Opinions of people who are important to me influence my purchase intention on Starbucks's environmentally friendly products" (touching upon social influence).

Delving into the dependent variables, a series of five questions, each rated on the same five-point Likert scale, were employed to gauge consumer purchase intention. Statements such as "I intend to make a purchase decision at Starbucks because of its environmental sustainability initiatives" and "I would continue purchasing environmentally friendly products at Starbucks in the future" were strategically crafted to discern consumers' purchase intentions.

The correlation between consumer purchase intention and the five independent variables (consumer's environmental concerns, awareness of green brand image, awareness of green products, awareness of price, and social influence) was systematically examined using Pearson's correlation coefficient analysis. Additionally, the dependability of the measurements was assessed via Cronbach's alpha, a critical statistical measure that aids in determining the reliability of the findings by assessing the consistency among the factors.

RESULTS

Table 1. Summary of Respondents' Demography (N=120)

Responses	Frequency	Percentage (%)
Gender		
Male	50	41.7
Female	70	58.3
Age		
18-24	66	55.0
25-34	15	12.5
35-44	9	7.5
45-54	20	16.7
55 and above	10	8.3
Education Level		
High school	25	20.8
Diploma	10	8.3
Bachelor's Degree	68	56.7
Master's Degree	16	13.3
Doctor of Philosophy	1	0.8
Employment Status		
Student	52	43.3
Employed	66	55.0
Unemployed	2	1.7
Retired	0	0.0
Annual Income		
No income	45	37.5
Less than RM 25,000	15	12.5
RM25,000-RM50,000	37	30.8
RM50,001-RM100,000	18	15.0
RM100,001-RM200,000	2	1.7
RM200,001 or more	3	2.5

Table 1 provides a comprehensive overview of the demographic characteristics of the respondents who took part in this study. The data reveals valuable insights into the composition of the respondents.

As evident from the table, a notable majority of the respondents, comprising 58.3%, identify as female, while the remaining 41.7% identify as male. This gender distribution highlights the prominent participation of female respondents in the research. Delving into age distribution, the study uncovers that a substantial portion, precisely 55%, of the respondents falls within the age bracket of 18-24 years. Additionally, the analysis shows smaller representation in other age categories, such as 25-34 years (12.5%), 35-44 years (7.5%), 45-54 years (16.7%), and those aged 55 and above (8.3%). This age-based breakdown provides a clear understanding of the predominant presence of young adults within the participant pool. The educational profile of the respondents is another noteworthy aspect outlined in the table. Approximately 57% of the respondents are currently pursuing a bachelor's degree at universities. This fact underscores the involvement of a considerable number of individuals who are actively engaged in higher education. Shifting the focus to employment status, the data demonstrates that more than half of the respondents, accounting for 55%, are employed on a full-time basis. This finding underscores the active involvement of individuals who are part of the workforce, indicating a diverse range of perspectives in the study. A key facet of the participants' financial circumstances is elucidated through their reported annual income. Notably, the highest percentage of respondents, equivalent to 37.5%, indicated having no income.

This observation highlights the presence of respondents who might not currently generate income for various reasons. Moreover, the income distribution showcases varying proportions of individuals across different income brackets. The lowest representation in this regard is observed in the category of RM 200,001 or more, which stands at 2.5%.

In conclusion, Table 1 serves as an insightful window into the demographic makeup of the respondents involved in the study. The provided information enriches the understanding of the participant pool, encompassing factors such as gender, age, education, employment, and income, which collectively contribute to the multifaceted perspectives informing the research findings.

Table 2. Descriptive Analysis, Cronbach's Coefficients Alpha, and Zero-order Correlations

Variables		1	2	3	4	5	6
1.	Environmental Concerns	.879					
2.	Green Brand Image	.820**	.975				
3.	Green Products	.758**	.874**	.929			
4.	Green Price	.833**	.927**	.876**	.819		
5.	Social Influence	.835**	.877**	.881**	.893**	.953	
6.	Purchase Intention	.832**	.857**	.806**	.880**	.908**	.947
Number of Item		4	4	4	4	4	5
Mean		4.78	4.71	4.70	4.66	4.65	4.60
Standard Deviation		0.41	0.58	0.63	0.65	0.71	0.76

Note: N = 120; *p < .05, **p < .01, ***p < .001. The diagonal entries in bold represent Cronbach's coefficients alpha

Table 2 provides a comprehensive overview of the descriptive statistics, reliability measures, and zero-order correlations among the variables examined in the study. Each variable demonstrated strong reliability, as evidenced by the coefficient alpha values ranging from 0.82 to 0.98. Specifically, the Cronbach's alpha coefficients for consumer environmental concerns ($\alpha = 0.879$), awareness of green brand image ($\alpha = 0.975$), awareness of green products ($\alpha = 0.929$), awareness of green price ($\alpha = 0.819$) and social influence ($\alpha = 0.953$) show a strong consistency among items in each variable, the values are between 0.82 to 0.98. The Cronbach's alpha coefficients for awareness of green brand image, awareness of green products, and social influence in relation to consumer purchase intention towards Starbucks exceeded the threshold of 0.9. This signifies the strong reliability and consistency of the items associated with these variables in relation to the construct of consumer purchase intention.

Table 3. Regression Analysis

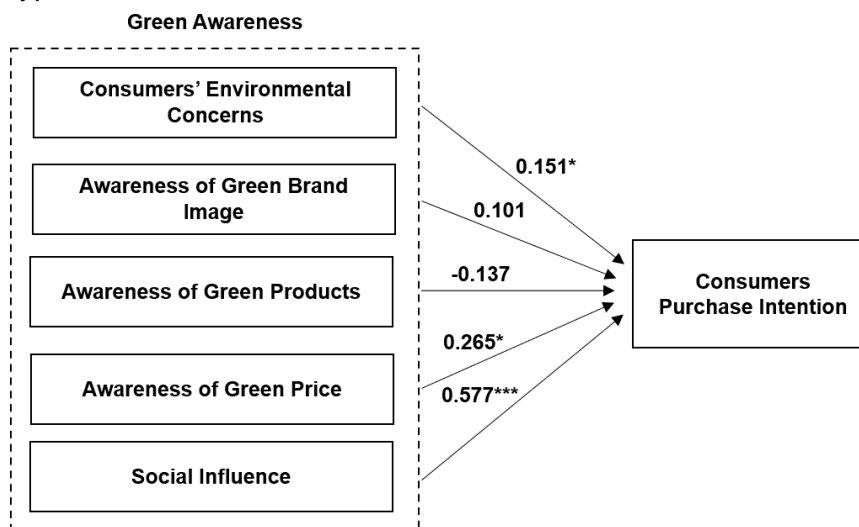
Variables		Purchase Intention
1.	Environmental Concerns	.151*
2.	Green Brand Image	.101
3.	Green Products	-.137
4.	Green Price	.265*
5.	Social Influence	.577***
R ²		.927
F Value		138.662
Durbin-Watson Statistic		1.758

Note: N = 120; *p < .05, **p < .01, ***p < .001

According to the results presented in Table 3, the study examined consumer environmental concerns, awareness of green brand image, awareness of green products, awareness of price, and social influence as independent variables whereas consumers' purchase intention as the dependent variable. The hypotheses were evaluated through

regression analysis. The findings revealed that consumer environmental concerns, awareness of green prices, and social influence significantly and positively related to consumers' purchase intention toward Starbucks. Therefore, hypotheses H1, H4, and H5 received support from the data. The regression analysis yielded an R2 value of 0.927, indicating that 92.7% of consumers' purchase intentions can be attributed to their environmental concerns, awareness of green prices, and social influence. Among these factors, social influence exhibited the highest beta value of 0.577, making it the most influential variable affecting the dependent variable. Conversely, awareness of green brand image had no significant effect on consumer purchase intention toward Starbucks, while awareness of green products showed a signifying its lack of significant influence. As a result, hypotheses H2 and H3 were not supported.

Figure 2: Hypothesized Model



DISCUSSION

This study examines the variables influencing customers' purchase intentions towards Starbucks in Malaysia. The findings of research demonstrate a significant and positive association between consumer purchase intention and social influence, awareness of green price, and environmental concerns. On the other hand, the study reveals that awareness of green brand image does not exhibit a significant relationship, while awareness of green products shows an insignificant association with consumers' purchase intention.

The study findings reveal a significant positive association between social influence and consumer purchase intention towards Starbucks, indicating that social influence is the most influential factor in shaping consumers' intentions to purchase from Starbucks. With the majority of the survey participants belonging to Generation Z, which comprises individuals born between the mid-1990s and early 2000s, their familiarity with Starbucks' environmental initiatives through various media channels, their positive purchase intentions may be influenced. Previous research has shown that knowledge sharing on social media platforms positively impacts the green purchasing intentions of Generation Z (Sun & Xing, 2022). Additionally, the findings support the study by Phan, Ho, and Le-Hoang (2020), emphasizing the significant impact of social media on purchase intention, particularly when individuals have limited prior knowledge, relying on word-of-mouth, feedback, and recommendations. Notably, this research revealed that 70% of respondents were female, highlighting the substantial influence of social influence, particularly word-of-mouth (WOM), on females' green purchase intentions. This aligns

with the studies conducted by (Milaković, Anić, & Mihić, 2020), which underscore the role of WOM in women's purchase decision-making processes.

The second most influential factor impacting customers' purchase intention regarding green products at Starbucks is pricing awareness. Several researchers have shown that consumers prioritize low prices over other factors like quality, design, style, and so on when making purchasing decisions (Hazlett & Hazlett, 1999). This finding matches up with previous research, including the investigation conducted by Suki (2013), which highlights the influence of consumers' price awareness on their purchasing decisions. Most of the respondents are from lower-income households, indicating that they are more price sensitive. This study supports that individuals in low-income nations generally exhibit limited willingness to increase their spending on environmentally friendly items. This finding aligns with Ramli et al. (2019)'s study, which indicates that households from the lower income group (B40) have opted against adopting green products. Consumers who are price sensitive are more drawn to the less expensive products, they represent those individuals who value quantity over quality and are more likely to purchase low-cost goods, regardless of the benefits they received with the product or services. Consequently, pricing awareness plays a significant role in shaping customers' green purchasing intentions.

Moreover, the study has also revealed that consumers' environmental concerns ranked third among the primary factors that have a strong influence on consumer purchase intention on Starbucks products. As the majority of the respondents are fairly well-educated with almost 79% of respondents that possess qualification of diploma and above, it is apparent why environmental concerns is one of the major influences to the consumers' purchase intention in this research (Promotosh & Sajedul, 2011). Education level of consumers plays a significant role in the decision making of green purchases. High level of education is a main element that will positively influence green purchase intentions. Previous research demonstrates that consumers with higher levels of education are more knowledgeable about green products and are aware of their advantages. They are usually more well informed and has more concern on environmental issues and problems and believe in sustainability which led to their positive intentions of buying environmentally friendly green products. One of the key factors influencing consumer concern with environmental issues is education level (Nguyen, Ngyuen, & Bui, 2015) The results of this study is in line with the research conducted by Teng, Rezai, Mohamed, and Shamsudin (2011) which investigated consumer intention to purchase green food in Malaysia. The findings revealed that consumers with higher education levels are 1.847 times more likely to buy green foods than consumers with lower education levels. In short, environmental concern has a strong association with customer's purchase intention on green products like Starbucks.

Lastly, the finding shows that consumer awareness towards the green brand image and green products is not particularly influential on consumers' purchase intentions. In fact, the findings have even revealed that the latter is not the antecedent to consumer buying intention of Starbucks' products and does not have connections between them. Additionally, findings relating to the factors leading to the increase in green purchase behaviour and intention have concluded that green brand image has no effect on the increase in green purchase intention and does not contribute to the customers' buying interest (Rahmi, Rozalia, Chan, Anira, & Lita, 2017). Past studies regarding consumers' experience of green product purchases by Suki and Suki (2017) are aligned with the final results where, despite having knowledge of the products, individual awareness of green products has no impact on their purchase of green goods.

The insights gathered from this research hold significant meaning for businesses aiming to create effective green marketing strategies. Similarly, researchers focused on green

marketing can greatly benefit from this study, as it helps them understand the complex connections between different factors that influence consumer loyalty. These factors include customer satisfaction, trust in the brand, and how consumers view products associated with a certain brand identity (Bahari, 2016).

The concept of "green satisfaction" emerges as a key element in building a loyal customer base for environmentally conscious brands. This means that businesses need to pay utmost attention to both the quality of their products and the satisfaction of their customers. These two factors play a crucial role in the world of green marketing.

Furthermore, it's crucial to include recycling initiatives and effective waste management practices within green marketing strategies. Research by Bhaswara and Pathrika (2021) highlights the undeniable impact of waste, especially materials like plastic and paper, on the environment. By seamlessly integrating green marketing with recycling campaigns, businesses can not only raise awareness but also encourage responsible consumption. This approach aligns with broader sustainability goals and has a positive impact on consumers' purchasing choices and satisfaction with eco-friendly products.

However, it is essential to strike a balance and avoid focusing solely on marketing tactics that might overshadow genuine environmental efforts (Dedy, 2020). While green marketing is important, it's equally important for businesses to take concrete steps to show their commitment to sustainability. This involves adopting eco-friendly production processes and taking conscious actions to reduce their environmental footprint.

The implications of this research reverberate throughout the landscape of green marketing strategies. Businesses must find a way to combine customer satisfaction, brand trust, and tangible environmental actions. For researchers, this study unveils the intricate details of consumer behavior, enriching the understanding of the relationship between environmental awareness and brand loyalty. As businesses embark on their green marketing journey, they are reminded to embrace a comprehensive approach to sustainability that encompasses both communication and genuine environmental responsibility.

CONCLUSION

In conclusion, this research paper has thoroughly explored the connection between consumer green awareness and their intentions to make purchases, specifically within the context of Starbucks, a widely recognized coffee chain. The study meticulously employed a set of five criteria to gauge consumers' understanding of environmentally conscious behavior. These criteria encompassed concerns regarding environmental concerns, awareness of green brand image, awareness of green products, awareness of price, and social influence. Subsequently, these measurements were subjected to analysis in relation to consumers' intent to make purchases.

The findings, as presented in Table 3, undeniably point to the robust reliability of the identified factors. However, it's worth noting that only three factors, which are consumer environmental concerns, awareness of green prices, and social influence were found to influence consumers' purchase intention significantly and positively toward Starbucks. On the other hand, the awareness of green brand image and awareness of green products did not exhibit a substantial impact.

This culmination of findings emphasizes the critical significance of directly addressing customer environmental concerns, optimizing pricing strategies with a focus on green products, and leveraging social influence to enhance consumers' purchasing intentions for Starbucks. It suggests that Starbucks can effectively attract environmentally conscious customers by highlighting their sustainability practices, implementing

competitive pricing strategies for green options, and utilizing social media platforms to encourage positive reviews and strengthen brand reputation. Additionally, engaging customers through educational programs and campaigns that promote environmental preservation and sustainability can further contribute to influencing their purchase decisions.

Therefore, the concept of "green satisfaction" is acknowledged as a vital aspect in creating a loyal client base. This concept emphasizing the need of companies prioritizing product quality and consumer satisfaction in their green marketing activities. Businesses must, however, also take meaningful environmental action, such as adopting eco-friendly production techniques and reducing their ecological impact, to complement their marketing strategies. Businesses can successfully engage environmentally conscious customers, develop loyalty, and contribute to a more sustainable future by putting a priority on customer satisfaction, implementing recycling activities, and showing a real commitment to sustainability.

However, the journey of understanding doesn't conclude here. This study aptly suggests the necessity for further investigation to unearth the latent reasons contributing to the lack of impact from the awareness of Starbucks' eco-friendly image and product range. Additionally, delving into other potential variables that might exert an influence on consumer purchase intentions could unlock a deeper understanding of the interplay between green awareness and purchasing decisions.

LIMITATION

This research has limitations that should be acknowledged. Firstly, data collection relies on a Google Form, which introduces the possibility of biases and may not fully capture objective reality. Caution is necessary when generalizing the findings based on self-reported data. Another limitation is the restricted access to observe customers at Starbucks outlets, which hinders a comprehensive understanding of their actual buying behavior and the influence of green products on their purchase intention.

To address these limitations, future research should employ diverse data collection methods and utilize triangulation to enhance the validity and reliability of findings. This can involve incorporating multiple data sources and perspectives, such as observations, interviews, or experiments. Additionally, conducting thorough observations of customers' buying behavior and utilizing techniques like field studies or video observation can provide deeper insights into the factors shaping their purchase decisions.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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