The Effectiveness of Green Marketing in Starbucks: An Assessment

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Abstract

Green marketing practices have become increasingly significant as businesses aim to reduce their environmental impact and cater to the growing number of environmentally conscious consumers. The primary goal of green marketing extends beyond appealing to eco-conscious buyers; it also aims to generate positive environmental and societal effects.

Green marketing integrates sustainability principles across various aspects of marketing, including product design, packaging, messaging, production processes, and promotion. Its importance lies in enhancing profitability, fostering brand loyalty, and attracting a new market segment that prioritizes sustainability. For instance, businesses may promote reduced emissions in manufacturing or use post-consumer recycled materials in packaging. Some also demonstrate environmental responsibility by donating a portion of sales proceeds to eco-friendly initiatives, such as tree-planting campaigns.

This study examines how Starbucks' green marketing practices have contributed to its overall success, profitability, brand reputation, customer loyalty, and employee engagement. Additionally, it investigates challenges and limitations Starbucks may have faced in implementing these practices and explores potential areas for improvement. The study's findings will provide valuable insights for other businesses aiming to adopt green marketing strategies and contribute to the broader discourse on sustainability's role in business.

Keywords: green marketing, brand loyalty, recycled materials, Starbucks

1. Introduction

In recent years, human activities have caused significant harm to the environment, prompting society to become more conscious of pressing issues such as global warming, waste disposal, and climate change. These environmental challenges, exacerbated by daily routines and an ever-growing population, impact both individual well-being and societal health. Consequently, governments and organizations around the world have turned their attention toward sustainable practices, particularly green marketing, as a means to mitigate these negative effects.

Green marketing, also known as eco-marketing or environmental marketing, refers to the promotion of products and services that emphasize environmental responsibility. It aims to raise consumer awareness about the ecological impact of their choices and encourages businesses to adopt more sustainable methods in production, packaging, and distribution. Since the 1980s and early 1990s, businesses have increasingly

integrated green marketing strategies to align with evolving consumer expectations for environmentally friendly products.

According to Karnai et al. (2021), green marketing encompasses marketing activities that prioritize long-term societal and environmental benefits, striving to create a connection between consumers, companies, and the environment. By employing innovative, eco-conscious strategies, green marketing seeks to enhance the quality of life while addressing ecological concerns.

Starbucks, a global coffeehouse chain with over 32,646 locations in 75 countries, has emerged as a leader in green marketing initiatives. The company has built a strong reputation for its commitment to environmental sustainability by incorporating eco-friendly practices into its core operations. From waste reduction to sustainable sourcing and responsible resource management, Starbucks has positioned itself as a brand dedicated to environmental stewardship. Through its campaigns promoting the principles of reduce, reuse, and recycle, Starbucks actively educates consumers and fosters a culture of sustainability.

This study aims to assess the effectiveness of Starbucks' green marketing efforts. By examining how these practices influence consumer behavior, brand loyalty, and overall market performance, this research will provide insights into the role of green marketing in driving business success in the context of an environmentally conscious marketplace.

2. Methodology

This study will employ a descriptive research design to assess the impact of Starbucks' green marketing initiatives on consumer perceptions and business outcomes. By systematically analyzing how these strategies influence customer behavior without experimental manipulation, this approach aims to identify patterns and relationships among variables, providing a comprehensive overview of the effects of sustainable marketing on consumer attitudes and business performance.

The target population includes Starbucks customers, employees, and store administrators at Robinsons Metro East, Pasig City. A sample of 100 respondents will be selected through purposive sampling, focusing on individuals familiar with Starbucks' green marketing efforts.

Data will be gathered using a self-administered survey with both closed-ended and Likert-scale questions to assess awareness, perceptions, and behaviors related to green initiatives like sustainable packaging, recycling, and ethical sourcing. A pre-test will ensure the reliability and validity of the survey before full deployment.

Surveys will be distributed over two weeks to in-store customers and employees during their visits or breaks. Data will be analyzed using descriptive statistics (frequencies, percentages, means) and inferential methods like chi-square tests or correlation analysis to explore relationships between awareness and perceived effectiveness of green marketing. Statistical software such as SPSS or Excel will be used for data processing.

The study will adhere to ethical research practices, ensuring respondent anonymity and confidentiality. Participation will be voluntary, and informed consent will be obtained from all respondents before they complete the survey. The data collected will be used solely for research purposes and will not be disclosed to third parties.

3. Results and Discussion

The study yielded several significant findings that not only support the research objectives but also validate the initial hypotheses. A summary of the key findings is presented below:

3.1. Profile of the Respondents.

3.1.1. Distribution of Respondents by Type

The respondent profile is based on their type with Starbucks, specifically categorized as Customers, Employees, and Administrators. Among the 100 respondents surveyed, the majority (93%) were Customers, highlighting the dominant consumer perspective in the research sample. Employees represented a smaller portion, accounting for 5% of respondents, while Administrators were the least represented, constituting only 2% of the sample.

The high representation of Customers emphasizes the relevance of consumer insight in evaluating Starbucks' green marketing initiatives, given that customer perceptions are critical to assessing the impact and effectiveness of sustainability strategies. The inclusion of Employees, though limited, adds internal perspectives on the operational aspects of Starbucks' green marketing efforts, providing an insider view on whether these practices align with the company's values and execution strategies. Finally, though few in number, the Administrators' responses offer strategic insights, potentially reflecting the decision-making processes that shape Starbucks' green marketing direction.

This distribution suggests that customer feedback serves as the primary indicator of Starbucks' green marketing success. However, the relatively smaller proportion of Employees and Administrators may limit the findings' scope in assessing operational and strategic aspects comprehensively. For future research, a more balanced respondent distribution could yield a more holistic understanding of Starbucks' green marketing efficacy across all levels of stakeholder engagement.

3.1.2. Respondent Demographics by Age

The analysis of respondent demographics, specifically age distribution, is essential for understanding Starbucks' customer profile and tailoring green marketing initiatives. Among the 100 surveyed respondents, a significant proportion (57%) fell within the 18–22 age bracket. This age group represented the largest segment, indicating that younger adults are the predominant demographic engaging with Starbucks. The next largest group was respondents aged 23–27, accounting for 32%, while those aged 28 and above comprised 11% of the sample.

This age distribution is a valuable metric in assessing the potential receptivity to green marketing within Starbucks' customer base. Younger consumers, particularly those in the 18–22 age range, are increasingly recognized in scholarly literature as more environmentally conscious and likely to support brands committed to sustainable practices (Chen, 2019; Smith & Brower, 2021). Consequently, Starbucks' green marketing strategies could benefit from targeting this demographic through tailored messaging that emphasizes sustainability and environmental stewardship.

Furthermore, the substantial presence of respondents aged 23–27 suggests an additional opportunity to expand green marketing efforts. Research suggests that individuals in this age group are often transitioning into stable financial independence and may prioritize sustainable consumer choices when presented with value-driven brand narratives (Davis & Peebles, 2020). This insight implies that Starbucks could reinforce brand loyalty by consistently emphasizing its eco-friendly practices to this age cohort.

In conclusion, the age demographic data gathered provides Starbucks with actionable insights into the most responsive customer segments for green marketing efforts. This understanding can inform more targeted marketing strategies, product offerings, and communication methods that resonate with Starbucks' core age groups, ultimately enhancing the effectiveness of its green marketing initiatives.

3.1.3. Respondent Demographics by Gender

The demographic profile of respondents reveals a notable distribution by gender, highlighting a predom-

inance of female participants. Specifically, of the 100 surveyed individuals, 60% (n=60) identify as female, whereas the remaining 40% (n=40) are male. This gender disparity aligns with existing consumer research, which suggests that female consumers may exhibit greater engagement with sustainability initiatives in brand choices, especially in sectors like food and beverage where corporate social responsibility (CSR) and environmental consciousness are emphasized (Haws et al., 2014; Wang et al., 2020).

Moreover, previous studies indicate that women tend to demonstrate higher levels of environmental concern and sustainable purchasing behavior, potentially making them more responsive to green marketing efforts (Laroche et al., 2001; Moisander, 2007). These insights suggest that Starbucks' green marketing initiatives may resonate differently across genders, as females might be more attuned to environmental messaging and practices within retail environments, such as coffeehouses.

3.1.4. Respondent Demographics by Civil Status

The civil status distribution of respondents in this study reveals that a large proportion of participants identified as single, with 85 out of 100 individuals, or 85%, falling within this category. The next largest group comprised married respondents, representing 14% of the sample, while only one respondent reported being widowed, and none identified as separated. These findings align with Starbucks' core demographic, as outlined by Start.io Blog (2022), which identifies students, professionals, and employees—particularly those who are single or newly married—as primary patrons of the brand. Starbucks generally attracts middle- to upper-income consumers who seek a premium coffee experience and appreciate the brand's accessible, urban-friendly locations. By effectively positioning itself within this demographic, Starbucks not only meets the lifestyle needs of these customers but also enhances brand appeal through its commitment to sustainable practices.

The predominance of single respondents reflects Starbucks' alignment with consumer segments that are often highly receptive to sustainability initiatives. Research indicates that younger, urban consumers tend to exhibit a strong environmental consciousness, a trait that aligns with Starbucks' green marketing efforts. By targeting a demographic inclined toward eco-friendly consumption, Starbucks enhances both its brand loyalty and environmental impact, effectively resonating with a socially aware customer base. Additionally, Starbucks' green marketing strategies—such as promoting ethically sourced materials and waste reduction—appeal to the lifestyle preferences of its core demographic. This study suggests that the civil status of Starbucks' primary consumers may influence their receptivity to green marketing, reinforcing the brand's credibility and fostering customer loyalty within these key segments.

3.2. Assessment of the Effectiveness of Green Marketing Practices at Starbucks in terms of:

3.2.1. Business Practices

The findings indicate that Starbucks' green marketing initiatives have achieved a high level of effectiveness, with an overall mean score of 4.39 across all assessed practices. This suggests a strong alignment with environmental goals and a positive perception of Starbucks' commitment to sustainability, consistent with the company's strategic integration of green marketing into its brand identity and operational ethos.

The data reveals that certain practices are particularly impactful. Community tree planting initiatives, with the highest weighted mean of 4.5, are ranked first. This indicates that Starbucks' involvement in projects addressing pollution reduction and biodiversity support resonates strongly with stakeholders, as these visible, community-oriented initiatives contribute significantly to the company's green marketing appeal.

Starbucks' recycling and composting programs, with a weighted mean of 4.48 (ranked second), demonstrate the company's dedication to waste reduction and sustainable resource management. This effort aligns well with consumer expectations for environmentally responsible waste management in the retail sector.

Further, Starbucks' support for sustainable agricultural practices ranked third, with a weighted mean of 4.46, reflecting the company's commitment to environmental sustainability by aiding farmers in adopting eco-friendly methods. This initiative strengthens Starbucks' supply chain sustainability by benefiting both farmers and supporting the company's sustainable sourcing goals. Starbucks' community outreach programs, aimed at promoting sustainable coffee farming and protecting wildlife habitats, achieved a weighted mean of 4.33 and rank fourth, underscoring the company's proactive stance in influencing sustainable practices within the coffee industry and fostering ecological awareness. Finally, Starbucks' energy conservation practices, which include the use of LED lighting and energy-efficient equipment, received the lowest mean score of 4.18, ranking fifth. While still effective, the lower score suggests that community-centered or visibly impactful initiatives may resonate more strongly with stakeholders than energy efficiency efforts alone.

In summary, Starbucks has exhibited a robust commitment to green marketing through practices supporting sustainable farming, biodiversity, waste reduction, and energy conservation. These initiatives illustrate Starbucks' strategic integration of environmental values into its operations and marketing, reinforcing its reputation as an environmentally conscious brand. To contextualize Starbucks' approach within the broader landscape of green marketing, it is valuable to compare these findings with similar research. Sharadhi and Yarram's (2023) study, "A Study on the Consumer Perception towards Green Marketing Practices in FMCG Products," investigates the relationship between green marketing practices and competitive advantage in the FMCG (Fast-moving consumer goods) industry. Their findings indicate that, while green marketing practices in FMCG companies may not significantly enhance business outcomes across the board, green promotional activities—such as eco-labeling and environmentally friendly product marketing—positively impact competitive positioning within the distribution channel.

The comparison highlights that while FMCG companies may not universally benefit from green marketing, sector-specific strategies, particularly in food and beverage, can foster competitive advantage through green promotional efforts. For Starbucks, this suggests that its green marketing practices, which extend beyond basic promotion to include operational and community-based sustainability initiatives, may offer unique differentiation. This integrated approach builds consumer trust and loyalty, supporting both brand reputation and competitive standing. Starbucks' approach exemplifies a broader, more holistic application of green marketing that likely yields stronger and more sustainable business benefits than promotional activities alone.

3.2.2. Product Development

The analysis of the effectiveness of green marketing practices at Starbucks in terms of Product Development yielded an overall weighted mean of 4.30, which is categorized as "Highly Effective." However, one aspect of the assessment was rated as "Effective."

The findings indicate that the implementation of compostable packaging for food products, derived from plant-based materials, received the highest weighted mean of 4.49, positioning it as the most effective initiative. This is followed closely by the reintroduction of personal reusable cups, allowing customers to utilize their own mugs and tumblers, which garnered a weighted mean of 4.45. The replacement of plastic straws with environmentally friendly alternatives, such as cold cup strawless lids or biodegradable paper

straws, was ranked third with a weighted mean of 4.38. Furthermore, Starbucks' merchandising efforts, including the promotion of tumblers, straws, and reusable cups, achieved a weighted mean of 4.27, ranking fourth. In contrast, the initiative to improve cup designs with trendy and fresh aesthetics received the lowest weighted mean of 3.89, ranking fifth.

These results underscore the significance of Starbucks' commitment to environmental sustainability, indicating that customers recognize and respond positively to the company's initiatives aimed at incorporating eco-friendly practices into their product offerings. This aligns with existing literature that emphasizes the importance of sustainability in consumer preferences. For instance, a study conducted by Nam et al. (2022) titled *"Analysis of Consumer Preference for Green Tea with Eco-Friendly Certification in China"* found that consumers with a heightened awareness of environmental issues are more inclined to pay a premium for products that possess eco-friendly certifications. Moreover, the research suggests that a higher level of consumer trust significantly correlates with a willingness to pay for sustainably certified products. The authors employed a choice experiment methodology, ensuring the objectivity of the findings and reinforcing the notion that environmental considerations play a critical role in shaping consumer behavior.

In summary, the findings from this assessment reflect a growing trend among consumers who prioritize sustainable practices in their purchasing decisions, highlighting the effective role of green marketing in enhancing product appeal and customer loyalty within the Starbucks brand.

3.2.3. Waste Reduction

The findings of this study reveal that Starbucks' green marketing practices in waste reduction have been highly effective, achieving an overall weighted mean score of 4.42. Each initiative evaluated was rated as "Highly Effective," reflecting positive customer perceptions of Starbucks' environmental efforts. Among these, the highest-rated initiative was the offering of compostable packaging, which received a weighted mean of 4.50. This approach not only provides an eco-friendly solution to packaging waste but also contributes to environmental sustainability by enriching soil and supporting plant growth. Following this, the placement of signage within Starbucks stores encouraging proper waste disposal scored a weighted mean of 4.46, emphasizing the role of consumer education in promoting responsible environmental behavior.

In addition, Starbucks' provision of educational resources on its website and in-store received a weighted mean of 4.43, illustrating the importance of helping customers understand the environmental impacts of their choices and how they can participate in waste reduction. This aligns with Rashid's (2022) concept of the 3R framework—Reduce, Reuse, and Recycle— which is critical in fostering environmentally responsible consumer behavior. Starbucks further demonstrated its commitment to sustainability by using social media platforms to promote waste reduction and other eco-friendly initiatives, an effort rated at 4.39. This use of digital channels enhances customer engagement with the brand's sustainability goals and raises awareness of waste management practices.

Lastly, the reintroduction of reusable cups, designed to reduce plastic waste, received a weighted mean of 4.33. This initiative appeals to environmentally conscious consumers seeking sustainable alternatives, aligning with the broader movement towards reduced plastic use. Collectively, these practices reflect the foundational principles of the 3R framework, as Rashid (2022) discusses, underscoring Starbucks' dedication to corporate social responsibility and addressing the urgent environmental challenges posed by waste management. Through its green marketing strategies, Starbucks is effectively strengthening its brand identity and contributing positively to sustainable development efforts.

3.2.4. Customer Satisfaction

The findings indicate that Starbucks' green marketing practices have been perceived as highly effective in fostering customer satisfaction, achieving an impressive overall weighted mean of 4.49. This score reflects customer perceptions regarding the company's commitment to eco-friendly initiatives.

The most effective aspect of Starbucks' green marketing, as rated by customers, is its transparent communication of environmental initiatives in advertisements. This item received the highest weighted mean of 4.56, demonstrating that customers find Starbucks' messaging about green practices both credible and reassuring. As Abiudon (2017) notes, the alignment of marketing messages with environmental practices positively affects consumer trust, and this is evident in Starbucks' case where trustworthiness in green advertising is ranked highest.

The second-highest rated item, with a weighted mean of 4.51, is customer appreciation for Starbucks' eco-friendly product features, such as the attributes, colors, flavors, and appearance of products that emphasize sustainability. This finding suggests that aesthetic and sensory aspects of environmentally responsible products also contribute to customer satisfaction, reinforcing that visual cues of eco-friendliness can heighten consumer engagement with sustainable brands.

Furthermore, satisfaction with eco-conscious packaging and food and beverage offerings ranked third, with a weighted mean of 4.48. This finding underscores the importance of environmentally friendly packaging as part of the holistic customer experience at Starbucks. Research supports that consumers perceive eco-friendly packaging as an indicator of a company's broader commitment to sustainability, enhancing overall satisfaction (Abiudon, 2017).

With a weighted mean of 4.46, customers indicated that they value Starbucks' commitment to ensuring products are free from harmful chemicals that could negatively impact the environment or their health. This aligns with broader trends in consumer behavior where individuals increasingly favor products perceived as safe and environmentally responsible.

Lastly, quality and functionality of eco-friendly packaging were also deemed important, as indicated by a weighted mean of 4.44. Customers reported satisfaction with the practical utility of eco-friendly packaging, indicating that sustainable packaging solutions must not only be environmentally responsible but also maintain high standards of quality and usability.

These findings align with broader consumer expectations regarding environmental responsibility. Studies emphasize that environmentally informed consumers are increasingly prioritizing brands that reflect their own values of sustainability and ecological consciousness. Companies like Starbucks, which effectively communicate their commitment to the environment through their product and marketing choices, enjoy higher levels of customer satisfaction and loyalty. As consumer awareness of environmental issues grows, the demand for green practices in business will continue to influence competitive advantage (Abiudon, 2017).

In conclusion, Starbucks' green marketing practices effectively meet customer expectations for sustainability, fostering trust, satisfaction, and loyalty. By integrating environmentally friendly elements into both product offerings and brand messaging, Starbucks successfully aligns its practices with consumer preferences for eco-conscious brands, supporting its competitive position in the market.

3.3. Significant relationships between the assessments of the respondents as aforementioned variable.

3.3.1. Significant Relationships between Respondent Type and Assessment of the Effectiveness of Green Marketing Practices in Starbucks

This study examines the effectiveness of Starbucks' green marketing practices by analyzing the relationship between different respondent types and their assessments of Starbucks' green marketing effectiveness. The analysis focused on four core aspects: business practices, product development, waste reduction, and customer satisfaction. Results indicate that there is no significant relationship between the type of respondent and their perception of these green marketing practices. Thus, the study fails to reject the null hypothesis, showing that respondent type does not lead to statistically significant differences in assessments of Starbucks' green marketing. This conclusion is based on p-values exceeding the significance threshold of 0.05 for all four variables: Business Practices ($p = 0.938$), Product Development ($p = 0.605$), Waste Reduction ($p = 0.089$), and Customer Satisfaction ($p = 0.181$), with an overall p-value of 0.663. These results suggest that Starbucks' green marketing practices, including eco-friendly business operations and customer-focused sustainability initiatives, are perceived consistently across different respondent groups.

Starbucks' commitment to sustainability is evident in its green marketing initiatives, particularly in reducing single-use plastic by minimizing plastic cup usage and incorporating recycled materials in its outlets. These efforts align with Starbucks' broader mission of promoting environmentally responsible business practices. By integrating green marketing into its brand strategy, Starbucks seeks to build a positive, sustainable brand image that resonates with eco-conscious consumers.

The primary objectives of this study were to assess the impact of Starbucks' green marketing on brand image in Malang, Indonesia, and to evaluate the effect of this brand image on consumer buying interest in the same area. Conducted at Starbucks locations in Malang City Point and Kota Araya between March and July 2019, the study focused on three variables: brand image, green marketing, and consumer buying interest. Using qualitative descriptive analysis, reliability tests, and path analysis, the findings revealed that green marketing positively and significantly impacts brand image, suggesting that Starbucks' sustainability practices are enhancing brand perception among consumers in Malang. As Starbucks' brand image improves through green marketing, consumer buying interest also increases, indicating that a strong eco-friendly brand image can drive consumer purchasing behavior.

Overall, these findings underscore the strategic importance of green marketing in shaping brand image and consumer attitudes. For Starbucks, an effective green marketing strategy not only enhances public perception of the brand but also boosts consumer interest, contributing to a competitive edge in the market. The consistency in perceptions across diverse respondent types suggests that Starbucks' green initiatives have broad appeal and align well with the values of different consumer demographics, reinforcing the brand's strong market position. This study provides valuable insights for companies aiming to leverage green marketing to enhance brand image and foster customer loyalty.

3.3.2. Significant Relationships between Respondent Age and Assessment of the Effectiveness of Green Marketing Practices in Starbucks

The analysis examined whether the respondents' age influenced their assessment of the effectiveness of Starbucks' green marketing practices. Specifically, it tested for significant relationships between age and four key variables: business practices, product development, waste reduction, and customer satisfaction. Findings indicate that none of these variables—business practices (p-value = .883), product development

(p-value = .889), waste reduction (p-value = .256), and customer satisfaction (p-value = .082)—showed statistically significant relationships with age. As the p-values for each variable exceed the threshold of .05, the null hypothesis (Ho) could not be rejected, indicating no significant correlation between respondents' age and their assessment of Starbucks' green marketing practices.

This finding suggests that age does not significantly influence respondents' perceptions of the effectiveness of Starbucks' efforts in green marketing, spanning from environmental practices to consumer satisfaction. This aligns with broader marketing research that notes demographic factors, such as age, can sometimes lack a statistically significant relationship with perception and attitude when the company's green practices are universally observable and assessable.

Contrary to these findings, previous studies, such as that of Wibowo and Wulandari (2022), highlight that Starbucks' customer base is predominantly within a productive age group, often younger individuals who may be more attuned to sustainable business practices. Their research suggests that younger consumers are not only a core demographic for Starbucks but are also potentially more responsive to green marketing initiatives, given their heightened environmental awareness. This contrast highlights a potential contextual difference in environmental value alignment between consumer age segments that may require further investigation.

Future research could explore other demographic or psychographic factors that might better explain variations in consumers' assessments of green marketing practices, or it might investigate specific marketing elements that resonate more with different age groups within Starbucks' diverse customer base.

3.3.3. Significant Relationships between Respondent Gender and Assessment of the Effectiveness of Green Marketing Practices in Starbucks

The study analyzed whether gender significantly influences the assessment of green marketing practices at Starbucks, examining various dimensions such as sustainable business practices, eco-friendly product development, waste reduction efforts, and overall customer satisfaction with Starbucks' green initiatives. Chi-square tests were employed to determine if a statistically significant relationship exists between gender and the perceived effectiveness of these practices. The chi-square test results indicate that there is no statistically significant relationship between gender and respondents' assessments of the effectiveness of green marketing practices at Starbucks. Across all categories—business practices, product development, waste reduction, and customer satisfaction—the p-values exceeded the commonly accepted threshold of 0.05, suggesting that the observed differences are likely attributable to random variation rather than any systematic impact of gender. Specifically, the p-values were as follows: business practices (p > 0.05), product development (p = 0.462), waste reduction (p = 0.694), and customer satisfaction (p = 0.456). These results support the null hypothesis, indicating that gender does not play a significant role in the assessment of Starbucks' green marketing practices. Consequently, both male and female respondents evaluated the effectiveness of Starbucks' green marketing strategies similarly, implying a shared perception of these initiatives across genders.

The findings contribute to the broader literature on consumer response to green marketing by demonstrating that gender may not be a decisive factor in shaping perceptions of eco-friendly practices within the food and beverage sector. Although gender is often considered a crucial demographic variable in customer satisfaction studies, the absence of a significant difference in this study aligns with prior research suggesting that, in some contexts, gender may not substantively influence customer evaluations of environmental initiatives. This result contrasts with certain industry studies that report gender-based differences in attitudes toward green practices, possibly reflecting varying levels of environmental concern

or value-driven consumption habits among different consumer segments. Previous studies have noted that gender can influence customer expectations and satisfaction differently, with some research identifying females as generally more responsive to environmental and ethical practices in retail settings. However, this study's findings indicate that, within Starbucks' consumer base, perceptions of green marketing efficacy are uniform, underscoring the potential for standardized green messaging to resonate equally across genders. This study provides valuable insights for Starbucks and similar corporations: gender-neutral green marketing strategies may be effective in engaging a broad consumer base. Nonetheless, future research could investigate other demographic factors, such as age, education, or income, which may offer deeper insights into the differential impact of green marketing initiatives.

3.3.4. Significant Relationships between Respondent Civil Status and Assessment of the Effectiveness of Green Marketing Practices in Starbucks

The analysis revealed notable insights into the effectiveness of green marketing practices at Starbucks, particularly concerning waste reduction initiatives. The results indicated a statistically significant relationship between these initiatives and the perceived effectiveness of green marketing practices, with a p-value of .000. This finding allows for the rejection of the null hypothesis (H_0), which posited no significant relationship.

These results align with the findings of Peattie and Crane (2005), who emphasized that waste management is a critical factor in consumers' assessment of green marketing efforts. Furthermore, this connection supports the notion that effective waste reduction strategies can enhance consumer perceptions of a brand's commitment to sustainability (Dangelico & Vocalelli, 2017).

Conversely, variables related to business practices, product development, and customer satisfaction did not demonstrate significant differences in their relationship with the effectiveness of green marketing practices at Starbucks. Specifically, the p-values obtained were as follows: business practices (.460), product development (.560), and customer satisfaction (.423). Since these p-values exceed the threshold of .05, we fail to reject the null hypothesis (H_0) for these variables, indicating that they do not significantly influence the effectiveness of green marketing practices.

These findings suggest a nuanced understanding of consumer priorities, as noted by Kotler and Keller (2016), who argue that while consumers appreciate overall green initiatives, they may prioritize specific actions—such as waste reduction—over broader claims of sustainable business practices. This underscores the importance of waste reduction as a critical component of Starbucks' green marketing strategy. The significance of this variable indicates that consumers may place higher value on sustainable practices that directly address waste management, aligning with trends in consumer preferences toward environmentally responsible behavior (McDonald & Oates, 2006).

In conclusion, the results highlight the efficacy of waste reduction initiatives within Starbucks' green marketing framework while indicating that other aspects, such as general business practices and product development, may not significantly influence consumer perceptions. Future research could further explore the implications of these findings for strategic marketing decisions within the context of green initiatives.

3.4. Problems Encountered by the Respondents.

The challenges faced by respondents in relation to green marketing at Starbucks are summarized in the following findings. The primary concern identified was the high cost of green products, which received the highest ranking among the issues reported. Conversely, the least significant problem cited was the unsuitability of plant-based milk or vegan food options for customers with specific dietary restrictions.

This aligns with the findings of Lezoraine (2021), who noted that environmentally friendly alternatives are often not only difficult to source but also more expensive than their conventional counterparts. Consequently, over half of the surveyed Filipinos expressed difficulties in maintaining environmentally responsible practices.

Despite these challenges, a notable trend emerged in the responses; many participants reported observing a positive shift in the environmentally conscious behaviors of their friends and family members within the Philippines. This suggests that while barriers exist, there is a growing awareness and willingness to engage in sustainable practices, potentially indicating a cultural shift towards greater environmental responsibility.

4. Conclusion

Based on the key findings of this study, the following conclusions were made:

1. The majority of respondents were Starbucks customers, predominantly females aged 18-22, and most were single. This demographic represents a significant segment of Starbucks' customer base, highlighting the importance of targeting young, environmentally conscious consumers.

2. The respondents generally agreed that Starbucks' green marketing practices have been highly effective in various aspects of its business operations. Specifically, initiatives such as community tree planting, the production and promotion of compostable packaging, and offering waste reduction solutions garnered the highest satisfaction. Moreover, providing clear and trustworthy information about sustainability in their product and service advertisements was seen as a strong element of their green marketing strategy.

3. The researchers concludes that Starbucks' green marketing efforts significantly influence customers' awareness and decisions regarding sustainability. These initiatives not only raise awareness of environmental issues but also play a crucial role in shaping consumers' purchasing behaviors, particularly among those who prioritize eco-friendly practices.

4. Despite the positive reception of Starbucks' green marketing initiatives, many respondents identified the cost of green products as a challenge. A majority perceived environmentally friendly options, such as sustainable packaging and other green products, as more expensive, which may limit broader adoption and affect the overall effectiveness of the green marketing strategy.

5. Recommendation

Based on the study's findings and conclusions, the following recommendations are suggested to strengthen Starbucks' green marketing strategies and advance sustainability goals:

1. **Awareness Campaigns and Workshops on Green Marketing and Sustainability**. It is recommended to organize workshops and seminars at the Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST) focusing on green marketing, sustainability, and environmental conservation. These activities can raise awareness among students and faculty about the significance of making environmentally conscious choices, both as consumers and advocates of sustainability. Through these events, Starbucks' green marketing efforts can also be highlighted, fostering a greater understanding of its eco-friendly initiatives.

2. **Campus Waste Reduction and Reusability Initiatives.** EARIST could implement waste reduction programs, encouraging the use of reusable cups, containers, and utensils within the campus. Starbucks can support these initiatives by offering discounts or incentives to customers who bring their own

reusable items. This approach aligns with Starbucks' commitment to reducing single-use waste and can foster a culture of environmental responsibility among the student body and faculty.

3. **Creation of Engaging and Informative Content**. Starbucks should invest in creating visually engaging and informative content that showcases its green marketing practices. This content, such as infographics, videos, and blog posts, can be shared on social media platforms and within educational institutions like EARIST. Targeting the student community with clear, well-structured, and appealing information will help increase awareness of Starbucks' environmental efforts and drive support for its sustainable products.

4. **Collaboration with Like-Minded Businesses**. To expand its reach and promote green marketing practices, Starbucks could collaborate with other businesses that share similar sustainability goals. Joint campaigns or events can introduce Starbucks to new customer segments while emphasizing eco-friendly initiatives. Additionally, partnerships could facilitate access to affordable raw materials and sustainable resources, potentially reducing the cost of Starbucks' eco-friendly products, which could make them more competitive in the market.

5. **Targeting the Younger Generation through Social Media**. Starbucks should focus its green marketing efforts on the younger generation, especially students who are more inclined toward environmental causes. By leveraging social media platforms, Starbucks can effectively communicate its green initiatives, engage with the student community, and inspire them to participate in sustainability efforts. Social media campaigns can also highlight the long-term benefits of green marketing for future generations, strengthening Starbucks' reputation as a leader in sustainability.

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