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# Developing a Green Marketing Success Model for Coffee Shop Entrepreneurs in Bangkok Metropolitan Region

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## Abstract

The coffee shop industry has experienced rapid growth worldwide, particularly in urban areas where coffee consumption has become part of modern lifestyles. Increasing environmental awareness among consumers has encouraged businesses to adopt sustainable strategies such as green marketing. Coffee shop entrepreneurs are therefore required to integrate environmentally friendly practices into their business operations to remain competitive.

The objective of this research is to develop a green marketing success model for coffee shop entrepreneurs in the Bangkok metropolitan region. The study employs mixed methods research combining quantitative and qualitative approaches. Quantitative data were collected from 300 coffee shop entrepreneurs using a structured questionnaire, while qualitative data were obtained through in-depth interviews with entrepreneurs and industry experts. Structural Equation Modeling (SEM) was used to analyze the causal relationships among variables. The conceptual framework proposes that entrepreneurial potential, green marketing orientation strategy and organizational vision and goals influence green marketing management innovation, which subsequently affects green marketing success. The findings are expected to provide useful insights for entrepreneurs and policymakers in promoting sustainable marketing practices in the coffee industry.

**Keywords:** Green Marketing, Coffee Shop Entrepreneurs, Marketing Innovation, Entrepreneurial Success

## 1. Introduction

Coffee has become one of the most widely consumed beverages worldwide due to its distinctive aroma and stimulating effects. In many countries, coffee consumption has evolved into an important part of modern lifestyle culture. Coffee shops are not only places to purchase beverages but also serve as social spaces for meetings, working and relaxation. In Thailand, the coffee shop business has expanded significantly, particularly in Bangkok and its metropolitan region. The growing popularity of specialty coffee and café culture has encouraged many entrepreneurs to enter the coffee shop industry. However, intense competition requires businesses to develop innovative marketing strategies to differentiate themselves from competitors. At the same time, environmental sustainability has become a major global concern. Businesses increasingly adopt green marketing strategies to promote environmentally friendly products and services. These strategies include sustainable sourcing, environmentally friendly packaging, waste reduction and transparent communication of environmental responsibility to consumers. Therefore, understanding the factors that influence

green marketing success among coffee shop entrepreneurs is important for promoting sustainable business development in the coffee industry.

## 2. Literature Review

### Green Marketing

Green marketing refers to marketing activities designed to promote products and services that are environmentally friendly and sustainable. It involves integrating environmental considerations into various stages of business operations, including product design, production processes, packaging, distribution and marketing communications (Kotler & Keller, 2016). The concept of green marketing has evolved in response to increasing environmental awareness among consumers and the need for businesses to adopt responsible practices that reduce environmental impact. In recent years, consumers have become more conscious of environmental issues such as climate change, resource depletion and waste management. As a result, many organizations have adopted green marketing strategies to align their business operations with sustainability goals. Green marketing practices may include the use of eco-friendly materials, energy-efficient production processes, recyclable packaging and transparent communication about environmental responsibility (Peattie & Crane, 2005). These practices not only contribute to environmental protection but also enhance corporate reputation and strengthen brand credibility. Previous studies suggest that green marketing can significantly enhance corporate image, improve customer trust and increase brand loyalty among environmentally conscious consumers (Chen, 2010). Companies that successfully implement green marketing strategies can create a positive brand image while gaining competitive advantages in increasingly environmentally sensitive markets (Dangelico & Vocalelli, 2017). Moreover, green marketing supports the broader concept of sustainable development by balancing economic growth, environmental protection and social responsibility.

### Entrepreneurial Potential

Entrepreneurial potential refers to the competencies and capabilities that enable individuals to identify business opportunities, develop innovative ideas and effectively manage business operations. These competencies include knowledge, skills, creativity, leadership ability, risk-taking behavior and networking capacity (Hisrich, Peters, & Shepherd, 2020). Entrepreneurs with strong entrepreneurial potential are more likely to adapt to changing market conditions and create innovative business models that enhance organizational performance. Entrepreneurial potential plays an essential role in the success and sustainability of small and medium-sized enterprises. It enables entrepreneurs to identify emerging market trends, respond to customer needs and implement innovative solutions that improve business competitiveness (Barringer & Ireland, 2019). In highly competitive industries such as the coffee shop business, entrepreneurial potential allows business owners to differentiate their products and services through innovation, customer experience and brand identity. Research also indicates that entrepreneurial potential is closely associated with innovation and strategic decision-making. Entrepreneurs with strong competencies and leadership capabilities are more likely to adopt new technologies, implement sustainable practices and develop long-term growth strategies (Rauch & Frese, 2007). Therefore, entrepreneurial potential is widely recognized as a critical factor influencing business success and innovation.

### **Green Marketing Orientation Strategy**

Green marketing orientation strategy refers to the degree to which organizations integrate environmental concerns into their marketing strategies and decision-making processes. It reflects a company's commitment to developing environmentally responsible products and services while maintaining profitability and competitiveness (Leonidou, Katsikeas, & Morgan, 2013). Organizations that adopt a green marketing orientation typically focus on environmentally friendly product design, sustainable sourcing of raw materials, eco-friendly packaging and responsible marketing communications. These strategies not only reduce environmental impact but also enhance customer perception of the company's commitment to sustainability (Papadas, Avlonitis, & Carrigan, 2017). Green marketing orientation has become increasingly important in modern business environments where consumers prefer brands that demonstrate environmental responsibility. Companies that integrate sustainability into their marketing strategies are more likely to attract environmentally conscious customers and build long-term relationships with stakeholders (Ottman, 2017). Furthermore, green marketing orientation can help organizations differentiate themselves from competitors in highly competitive markets.

### **Vision and Goals**

Vision and goals represent the long-term direction and strategic objectives that guide an organization's development and growth. A clear organizational vision provides a framework for decision-making and strategic planning, enabling entrepreneurs to align their resources and capabilities with long-term objectives (David & David, 2017). Entrepreneurs with well-defined visions and goals are more likely to adopt innovative strategies that support sustainable growth. Strategic vision helps organizations anticipate future opportunities and challenges while guiding them toward achieving competitive advantages in dynamic market environments (Ireland, Hitt, & Sirmon, 2003). In the context of sustainable business development, organizational vision and goals play an important role in shaping environmental strategies. Companies that integrate sustainability into their strategic vision are more likely to implement environmentally responsible practices, including green marketing initiatives and eco-innovation (Hart & Dowell, 2011). As a result, vision and goals serve as important drivers of organizational innovation and long-term success.

### **Green Marketing Management Innovation**

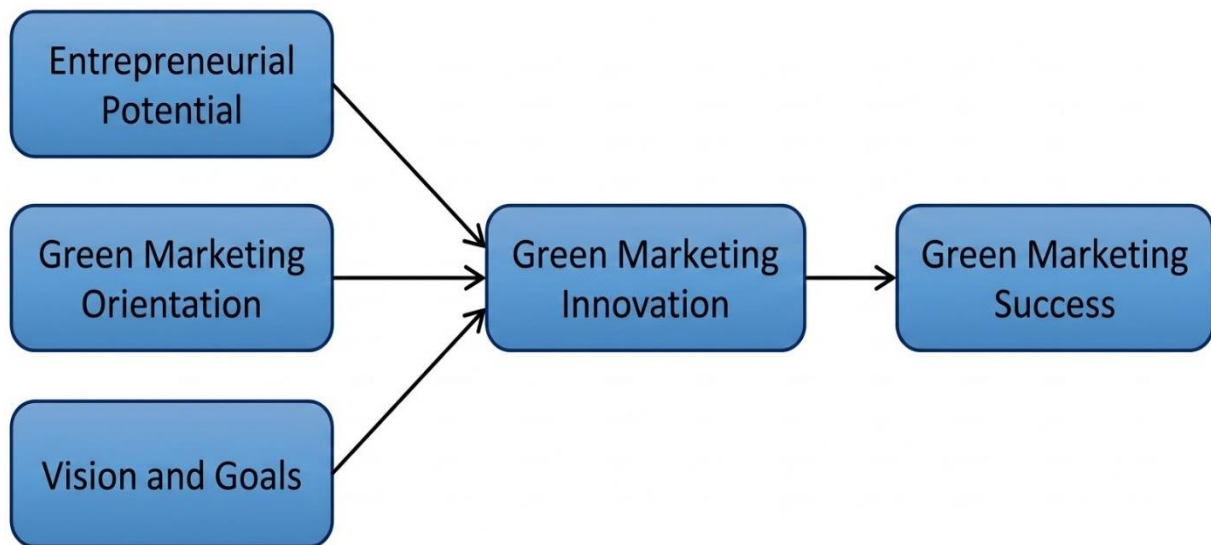
Green marketing management innovation refers to the development and implementation of new processes, products and services that incorporate environmental sustainability into business operations. This type of innovation focuses on improving environmental performance while maintaining economic efficiency and competitiveness (Chen, Lai, & Wen, 2006). Green innovation may involve the adoption of environmentally friendly technologies, sustainable production processes, energy-efficient systems and waste reduction practices. These innovations help organizations minimize environmental impact while improving operational efficiency and reducing costs (Dangelico, 2016). Innovation in green marketing management also enhances customer experience by offering environmentally responsible products and services that align with consumer values. As environmental awareness continues to grow, businesses that invest in green innovation are more likely to gain competitive advantages and strengthen their market position (Porter & van der Linde, 1995). Furthermore, green marketing innovation contributes to sustainable development by encouraging organizations to integrate environmental considerations into their strategic planning and operational processes.

Companies that successfully implement green innovation strategies can improve brand reputation, increase customer satisfaction and achieve long-term business sustainability.

### 3. Research Methodology

This research adopts a mixed methods research design combining quantitative and qualitative approaches. The quantitative research collected data using structured questionnaires based on a five-point Likert scale. The questionnaire measured entrepreneurial potential, green marketing orientation strategy, vision and goals, green marketing management innovation and entrepreneurial success. The population consisted of coffee shop entrepreneurs in Bangkok and its metropolitan region. The sample size was determined based on the number of observed variables. With 15 observed variables, the recommended sample size was at least 20 times the number of variables. Therefore, 300 respondents were selected as the research sample. The quantitative data were analyzed using Structural Equation Modeling (SEM) to examine the relationships among variables. In addition, qualitative data were collected through in-depth interviews with entrepreneurs and industry experts. Content analysis was used to interpret qualitative data and support the quantitative findings.

### 4. Conceptual Framework



### 5. Conclusion

The coffee shop industry in Bangkok and its metropolitan region has experienced rapid growth and increasing competition. Entrepreneurs must therefore adopt innovative strategies that integrate sustainability and environmental responsibility. This research proposes a conceptual model explaining how entrepreneurial potential, green marketing orientation strategy and organizational vision influence green marketing management innovation and ultimately contribute to business success. The results of this study can provide valuable insights for entrepreneurs seeking to develop sustainable marketing strategies. Furthermore, the findings may support policymakers in promoting environmentally responsible business practices that encourage sustainable economic development in the coffee industry.

### Future Work

Future research should expand this study by examining green marketing practices in other regions or industries in order to compare the effectiveness of sustainability strategies across different contexts. In addition, future studies may include consumer-related variables such as environmental awareness, perceived value of green products and sustainable consumption behavior to better explain how customers respond to green marketing initiatives (Dangelico & Vocalelli, 2017). Longitudinal studies could also be conducted to examine the long-term impact of green marketing strategies on business performance and competitive advantage (Leonidou, Katsikeas, & Morgan, 2013). Furthermore, future research may explore the role of digital technologies and online marketing platforms in supporting green marketing strategies for small and medium-sized enterprises.

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