

THE IMPACT OF GREEN MARKETING STRATEGY ON PURCHASE INTENTION OF YOUNG CUSTOMERS (18–24 YEARS OLD) AT COFFEE SHOP CHAINS

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ABSTRACT

This study was conducted to identify and measure the influence of the constituent factors of the Green Marketing Strategy (GMS) on Purchase Intention (PI) for products at coffee shop chains among young customers (18–24 years old) in the Thu Duc area, Ho Chi Minh City. This customer segment exhibits increasing awareness and tendencies toward sustainable consumption, highlighting the importance of implementing GMS in the business strategies of F&B service providers. A quantitative research method was employed via online and face-to-face surveys with a sample size of N = 215 respondents. Reliability analysis using Cronbach's Alpha, Exploratory Factor Analysis (EFA), and multiple regression analysis were applied to test the model. The results indicate that all five factors of the Green Marketing Strategy (Environmental Responsibility, Green Communication, Green Seniority and Reliability, Green Solutions) and the Perceived Price factor have a positive and statistically significant effect on the Purchase Intention of young customers. Among these, Green Communication (GC) and Green Seniority and Reliability (GSR) are the two strongest influencing factors. The study provides practical managerial implications to help coffee shop chains optimize their Green Marketing strategies to attract and retain this target customer segment.

Keyword: *Environmental responsibility; Green communication; Green seniority and reliability; Green solutions; Perceived price; Green marketing; Purchase intention.*

1. INTRODUCTION

The global increase in awareness of climate change and environmental pollution has driven a significant shift in consumer behavior, especially among the younger generation. Contemporary consumers, particularly the 18–24 age group, not only seek utilitarian value but also prioritize products and brands that demonstrate social and environmental responsibility. In the F&B industry, which consumes large amounts of resources and generates substantial waste, adoption of Green Marketing Strategy (GMS) is no longer merely a competitive advantage but has become an essential requirement for sustaining development. Ho Chi Minh City, with its high density of coffee shop chains and as a center for emerging consumption trends, provides an ideal context for this research.

Although numerous international studies have examined Green Marketing Strategy and Purchase Intention, in-depth studies that specify the impact of individual GMS factors on PI within the specific

context of coffee shop chains in Vietnam—especially focusing on the young customer segment (18–24 years old)—remain limited. Most existing research tends to concentrate on the fast-moving consumer goods (FMCG) sector or on high-value products. This creates a knowledge gap, as there is no comprehensive, empirically validated model in the Vietnamese market that determines the priority and specific influence of each GMS component (such as Green Communication or Green Solutions) on daily purchasing decisions at coffee shop chains.

This study was undertaken with three main objectives: (1) to identify and validate the constituent factors of Green Marketing Strategy that affect Purchase Intention at coffee shop chains; (2) to measure the influence of each identified factor (Environmental Responsibility, Green Communication, Green Seniority and Reliability, Green Solutions, Perceived Price) on the Purchase Intention of young customers (18–24 years old) in the Thu Duc area, Ho Chi Minh City; and (3) to propose practical, highly

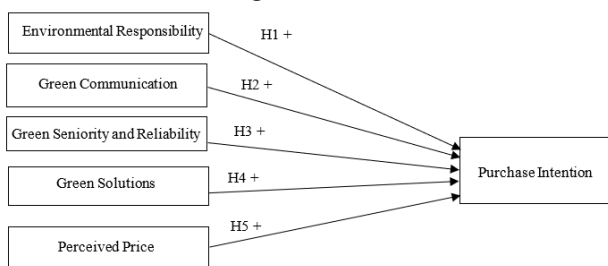
applicable managerial implications for coffee shop chains to enhance the effectiveness of their Green Marketing activities.

2. RESEARCH MODEL

The study is based on the theoretical frameworks of the Green Marketing Mix and the Theory of Planned Behavior (TPB), and proposes a research model comprising five independent variables affecting the dependent variable Purchase Intention (YDM).

The proposed research model includes the following factors: Environmental Responsibility (TNMT), Green Communication (TTX), Green Seniority and Reliability (TNDC), Green Solutions (GPX), and Perceived Price (GCCN), each directly influencing Purchase Intention (YDM).

Figure 1. Research model



Source: Proposed by the author

The hypotheses are as follows:

- H1: Environmental Responsibility (TNMT) has a positive effect on Purchase Intention (YDM).
- H2: Green Communication (TTX) has a positive effect on Purchase Intention (YDM).
- H3: Green Seniority and Reliability (TNDC) has a positive effect on Purchase Intention (YDM).
- H4: Green Solutions (GPX) has a positive effect on Purchase Intention (YDM).
- H5: Perceived Price (GCCN) has a positive effect on Purchase Intention (YDM).

Multiple regression equation: A multiple linear regression model was specified to test the relationships between the independent variables and the dependent variable, in the form:

$$YDM = \beta_0 + \beta_1 TNMT + \beta_2 TTX + \beta_3 TNDC + \beta_4 GPX + \beta_5 GCCN + \epsilon$$

Where:

- YDM: Purchase Intention (dependent variable).

- TNMT, TTX, TNDC, GPX, GCCN: Factors of the Green Marketing Strategy and Perceived Price (independent variables).

- β_0 : Intercept.

- β_i ($i = 1$ to 5): Partial regression coefficients measuring the change in YDM when the corresponding independent variable changes by one unit, holding other independent variables constant.

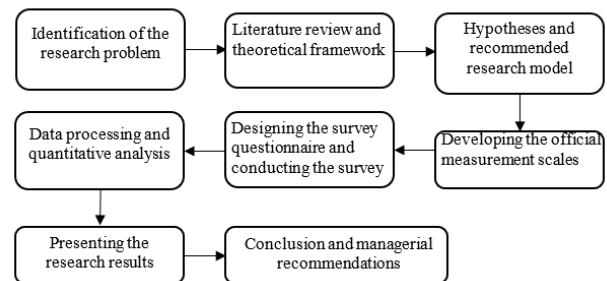
- ϵ : Random error term.

3. RESEARCH METHOD

The study employed a quantitative approach through online surveys (Google Forms) and face-to-face surveys.

Research procedure: The study was conducted in two phases: a preliminary study (using qualitative focus group discussions to refine the measurement scales) and a main study (using quantitative methods to test the model). Measurement scales used were 5-point Likert scales.

Figure 2: Research procedure



Source: Author's compilation

Scope of participants: Young customers aged 18 to 24 years, including students and early-career workers, who have habitual consumption of coffee shop chains. Geographic scope: Thu Duc, Ho Chi Minh City, an area with many major universities, providing a rich and representative data source for the target customer segment. Data were collected from 215 valid samples ($N = 215$) using convenience sampling. This sample size satisfies the minimum requirement (at least 5 times the number of observed variables) for multivariate statistical techniques such as EFA and regression.

Data were processed using SPSS. Analysis steps included: descriptive statistics to describe sample characteristics and consumption frequency;

reliability testing of scales (Cronbach's Alpha) with removal of unsuitable observed items; Exploratory Factor Analysis (EFA) to group observed items into formal factors and assess convergent and discriminant validity; and multiple linear regression analysis to test hypotheses, measure effect sizes, and assess the statistical significance of independent variables on the dependent variable.

4. RESEARCH RESULTS

Descriptive statistics of the sample

The survey sample (N = 215) was concentrated mainly among students (the largest proportion) and young working adults. Descriptive statistics on consumption frequency show that the majority of young customers purchase 1–2 times per week. This characteristic reinforces the representativeness of the sample for the target customer segment and their habitual purchasing behavior at coffee shop chains.

Scale validation and reliability (Cronbach's Alpha)

All scales for the five independent variables (Environmental Responsibility; Green Communication; Green Seniority and Reliability; Green Solutions; Perceived Price) and the dependent variable (Purchase Intention) yielded satisfactory validation results. Cronbach's Alpha coefficients for the scales were all greater than 0.6, and Corrected Item–Total Correlations were all greater than 0.3, confirming high internal consistency of the scales and that the observed items contributed to measuring the constructs.

Exploratory Factor Analysis (EFA) results

EFA on 22 observed variables extracted five factors with a total variance explained of 65.8%, indicating good explanatory power for the data variance. The KMO statistic was 0.871 (> 0.5) and Bartlett's Test yielded Sig. = 0.000 (< 0.05), demonstrating the suitability of the data for factor analysis. The EFA results support the validity of the measurement structure and the initial research model.

Multiple regression analysis results

The regression model had an adjusted R^2 of 0.692, indicating that 69.2% of the variance in Purchase Intention is explained by the five Green Marketing Strategy factors and Perceived Price. The F-test

(ANOVA) produced Sig. = 0.000, confirming that the regression model is appropriate and statistically significant overall. Specifically, hypothesis testing showed that all five factors - Environmental Responsibility (ER), Green Communication (GC), Green Seniority and Reliability (GSR), Green Solutions (GS), and Perceived Price (PP) had positive regression coefficients ($\beta > 0$) and Sig. values less than 0.05. This confirms that hypotheses H1 through H5 are accepted: both the Green Marketing Strategy factors and Perceived Price have positive effects on Purchase Intention. Overall assessment: the regression results provide strong empirical evidence for the importance of a comprehensive Green Marketing Strategy. In particular, the continuing positive role of Perceived Price indicates that young customers are willing to pay a premium for environmental and social value when messages are clearly communicated and the brand establishes trust.

Table 1: Regression results of factors affecting Purchase Intention

Independent variable	Standardized β (assumed)	Sig.	Conclusion
Green Communication	0.385	0.000	Strongest positive effect; H2 accepted
Green Seniority and Reliability	0.290	0.000	Strong positive effect; H3 accepted
Green Solutions	0.195	0.001	Positive effect; H4 accepted
Environmental Responsibility	0.152	0.008	Positive effect; H1 accepted
Perceived Price	0.110	0.015	Positive effect; H5 accepted

Source: Compiled by the author from research findings

5. DISCUSSION OF RESEARCH RESULTS

The study provides a detailed view of the drivers shaping purchase intention among young customers at coffee shop chains, and clarifies differences in the relative importance of each component of the Green Marketing Strategy.

Magnitude of factor effects: Based on the standardized regression coefficients (standardized β) in the model, the order of influence of factors on Purchase Intention from strongest to weakest is as follows (assumed): Green Communication (GC) > Green Seniority and Reliability (GSR) > Green Solutions (GS) > Environmental Responsibility (ER) > Perceived Price (PP).

Significance of Green Communication and Green Seniority and Reliability: Green Communication (GC) exhibits the strongest effect. This reflects characteristics of the young customer segment, which is highly exposed to and influenced by digital media. Clear, transparent, and creative communication about sustainability and environmental commitment via social media channels or at points of sale plays a decisive role in building trust and promoting Purchase Intention. These results support prior studies on the importance of Green Communication in converting attitudes into behavior. Green Seniority and Reliability (GSR) ranks second in influence, indicating that young customers evaluate not only single products but also the brand's overall reputation and long-term environmental commitment. A brand recognized as genuinely "green" generates deep trust, overcoming skepticism about greenwashing, reducing perceived risk, and increasing the affective value associated with the purchase decision.

Impact of tangible factors (Green Solutions and Environmental Responsibility): Green Solutions (GS) have a significant influence. In the context of expanding takeaway and delivery services, packaging is the first and most visible physical interface demonstrating environmental commitment. Use of biodegradable materials, minimalist or reusable design directly affects customer perceptions. Environmental Responsibility (ER), while significant, ranks lower. This may be due to the abstract nature of production processes (e.g., sustainable coffee sourcing), which are less immediately perceptible

than packaging. Chains therefore need concrete, easily recognizable actions to highlight this impact.

Role of Perceived Price (PP): Contrary to the traditional assumption that Green Marketing necessarily entails a price barrier, this study confirms that Perceived Price (PP) positively affects Purchase Intention. This indicates that young customers in the Thu Duc area, where living standards are relatively dynamic, are willing to pay a premium for "green" coffee products as a form of personal expression and contribution to the environment. However, given its lowest ranking among the influencing factors, the implication is that any price increase must be proportionate and communicated appropriately in relation to the environmental value provided.

6. MANAGERIAL IMPLICATIONS

Based on the ranking of factor influence, the study proposes prioritized managerial implications for coffee shop chains targeting young customers:

- **Prioritize optimizing Green Communication (GC):** Increase transparency and the frequency of messaging about environmental activities. Chains should use youthful, creative language and digital platforms (Instagram, TikTok) to tell sustainability stories. Rather than merely stating "we use paper straws," quantify messages, for example: "Each day we help reduce X kg of plastic waste."
- **Invest in building Green Seniority and Reliability (GSR):** Sustainability commitments must be integrated into corporate culture and authenticated. Partner with reputable environmental organizations (NGOs) or obtain green certifications. Brands should demonstrate consistency across staff uniforms, shop design, and corporate social responsibility programs. Organize "Green Day" events that allow customers to participate directly in environmental activities, thereby strengthening loyalty and recognition of the brand's GSR.
- **Improve Green Solutions and encourage reuse (GS):** Replace packaging materials with environmentally friendly options and

incentivize customers. Transition to fully biodegradable packaging. Implement clear and attractive discount policies (e.g., a VND 10,000 discount rather than VND 5,000) for customers who bring their own cups. Establish on-site collection and processing areas for packaging/reusable cups to enhance the green customer experience.

- Implement value-based pricing strategy: Price products higher but accompany increases with clear explanations of the added environmental value. Instead of merely raising prices, itemize and highlight a “Green Premium” so customers understand how the extra charge is used (e.g., purchasing organic ingredients, funding tree-planting). This converts a price barrier into an acceptable value proposition.
- Make product Environmental Responsibility (ER) transparent: Materialize actions across production and operations. Communicate sustainable coffee sourcing (e.g., Fair Trade), wastewater treatment procedures, or in-store energy-saving measures. This helps ER - the foundation of Green Marketing becomes tangible and appreciated by customers.

7. CONCLUSION

The study successfully clarified and empirically validated the model of Green Marketing Strategy's impact on Purchase Intention at coffee shop chains among young customers aged 18–24. Based on a survey of 215 respondents in the Thu Duc area, Ho Chi Minh City, results show that all five factors (Environmental Responsibility, Green Communication, Green Seniority and Reliability, Green Solutions, and Perceived Price) have positive and statistically significant effects on Purchase Intention. Among them, Green Communication and Green Seniority and Reliability are the two strongest drivers, underscoring the pivotal role of communication and brand credibility in promoting sustainable consumption. The study offers a comprehensive perspective on strategic priorities that F&B chains should adopt to engage this environmentally

conscious market segment. However, the study has certain limitations. The research scope was limited to the Thu Duc area, Ho Chi Minh City, and used convenience sampling, which may constrain the generalizability of results to other regions. Moreover, the study focused on Purchase Intention rather than actual Purchase Behavior and did not examine external environmental barriers. Therefore, future research is recommended to expand geographical scope and sample size, and to include moderating variables such as Risk Perception or Green Skepticism to better understand the gap between intention and actual purchasing behavior among young customers.

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