

SUSTAINABLE ENTERPRISE DEVELOPMENT THROUGH GREEN MARKETING MIX, BRAND IMAGE, AND CUSTOMER REPEAT PURCHASE INTENTION IN COFFEE SHOP SMES

Joanne D. Lobrino

Faculty, Department of Hospitality Management

Bataan Peninsula State University

Email: jdrlobrino@bpsu.edu.ph

Received:12-02-2026

Accepted: 22-04-2026

Published: 28-07-2026

Abstract

This study examined the influence of the green marketing mix on brand image and customer repeat purchase intention among coffee shop in Balanga City, Bataan, with customer repeat purchase intention serving as a mediating variable. Specifically, the study investigated the effects of green product, green price, green promotion, and green place on consumers' perceptions and loyalty-related behavior in the context of sustainable enterprise development. A quantitative-descriptive research design was employed using a structured survey questionnaire administered to 382 respondents selected through stratified random sampling. The instrument underwent expert validation and pilot testing, yielding a Cronbach's alpha coefficient of 0.954, indicating excellent reliability. Data were analyzed using descriptive statistics and Structural Equation Modelling (SEM). Results revealed that the green marketing mix significantly influenced brand image, particularly green price ($\beta = 0.5522$, $p < .001$), green promotion ($\beta = 0.2991$, $p < .001$), green place ($\beta = 0.1932$, $p < .001$), and green product ($\beta = 0.151$, $p = .001$). Likewise, green price ($\beta = 0.1975$, $p < .001$) and green place ($\beta = 0.142$, $p = .001$) significantly influenced customer repeat purchase intention. Brand image also significantly affected customer repeat purchase intention ($\beta = 0.2338$, $p < .001$). Mediation analysis showed that customer repeat purchase intention significantly mediated the relationships between green price ($\beta = 0.18052$, $p < .001$), green promotion ($\beta = 0.08749$, $p = .003$), green place ($\beta = 0.13496$, $p < .001$), and brand image. The SEM results demonstrated acceptable model fit indices (CFI = 0.949; TLI = 0.904), although RMSEA indicated moderate model misfit (RMSEA = 0.147). The findings conclude that sustainable marketing practices significantly strengthen customer loyalty and brand image, emphasizing the strategic role of green pricing, eco-friendly environments, and authentic sustainability initiatives in enhancing competitive advantage among coffee shop SMEs.

Keywords: *Green Marketing Mix, Brand Image, Customer Repeat Purchase Intention, Sustainable Enterprise Development, Coffee Shop SMEs*

Introduction

The coffee culture in the Philippines has evolved from a simple habit into a significant social and economic phenomenon, driven by changing consumer preferences and innovative business strategies. Despite Philippines a tropical country, Nipino (2025) states that coffee

remains one of the most widely consumed beverages due to its rich flavor, energizing effects, and cultural significance. Coffee shops have become more than just places to drink coffee they now serve as lifestyle hubs that reflect a blend of traditional customs and modern experiences. In Balanga City, Bataan, the rise of both local and international coffee shop brands demonstrates the increasing demand for coffee and highlights the growing competition in the industry.

Coffee shop industry in the Philippines has witnessed significant growth, with a total of 13,616 establishments by 2025. This marks an impressive 10.08% year-over-year increase from 2023, reflecting the growing demand for coffee and coffee-related experiences in the country (Rentech Digital, 2025). Notably, the surge is driven by both local and international brands that cater to an increasingly diverse consumer base.

According to StrategyHelix (2025) coffee market size is expected to reach USD 2,061.1 million by 2030, up from USD 1,335.5 million in 2024, resulting in a CAGR of 7.5%. In the industry of coffee, Corner Coffee Store (2025) stated that the “industry” is poised to reach a market value of approximately USD 1.33 billion by 2025. With this growth, the coffee brands in the Philippines are driven by increased consumer spending, evolving coffee.

In response to this competitive environment, coffee shops are exploring ways to better appeal to environmentally conscious consumers. As sustainability becomes a key concern among modern consumers, the integration of green marketing practices has gained momentum. This includes efforts such as offering eco-friendly products, using sustainable packaging, implementing ethical sourcing, and promoting energy-efficient operations. These elements are captured within the Green Marketing Mix, an extension of the traditional 4Ps Product, Price, Place, and Promotion that incorporates environmental responsibility into marketing strategies (Prakash, 2024). Although the integration of green marketing mix has gained increasing attention in recent years, much of the existing literature tends to focus on large corporations or urban markets, leaving a significant gap in understanding how these strategies function within, developing cities such as Balanga City, Bataan. Specifically, there is a lack of empirical research that examines the mediating role of repeat customer purchase intention in the relationship between the green marketing mix and brand image in the context of local coffee shops. While studies have explored the components of the green marketing mix such as eco-friendly products, sustainable pricing, ethical placement, and green promotions their combined influence on brand image, when filtered through consumers’ purchase intentions, remains under-investigated.

This is particularly important to address as consumer awareness of environmental issues continues to grow, even in non-metropolitan areas. Coffee shops in Balanga City are beginning to adopt environmentally responsible initiatives, but it remains unclear whether these efforts effectively translate into stronger brand perceptions and increased customer loyalty. Without localized and context-specific research, businesses in these areas may struggle to align their strategies with the values of their target consumers.

Therefore, this study is both timely and necessary. It aims to bridge the gap in current knowledge by providing empirical evidence on how green marketing practices influence brand image through customer purchase intention. The findings will offer valuable insights for local

coffee shop owners and marketers who seek to enhance their competitiveness and environmental responsibility, ultimately contributing to both academic discourse and practical marketing applications in emerging regional markets.

Literature Review

This study is anchored in the framework of Fatmawati & Alikhwan (2021). This study is anchored in the framework of Fatmawati & Alikhwan (2021) which highlights the pivotal role of green marketing in shaping consumer behavior, specifically in influencing brand image, perceived value, and ultimately, buying decisions. Figure 2 shows the conceptual framework of the study. The conceptual framework of this study illustrates the relationship of Green Marketing Mix, Customer Repeat Purchase Intention and Brand Image in selected coffee shops of Balanga City, Bataan. The Green Marketing Mix comprising green product, green price, green place, and green promotion that influences both customer purchase intention and brand image. It reflects how environmentally sustainable practices can directly shape how consumers view the brand while also indirectly impacting brand image through their influence on purchase intentions. Customer Repeat Purchase Intention, positioned as the mediating variable in the framework, that captures the consumer's willingness to buy products from coffee shops that demonstrate environmental responsibility.

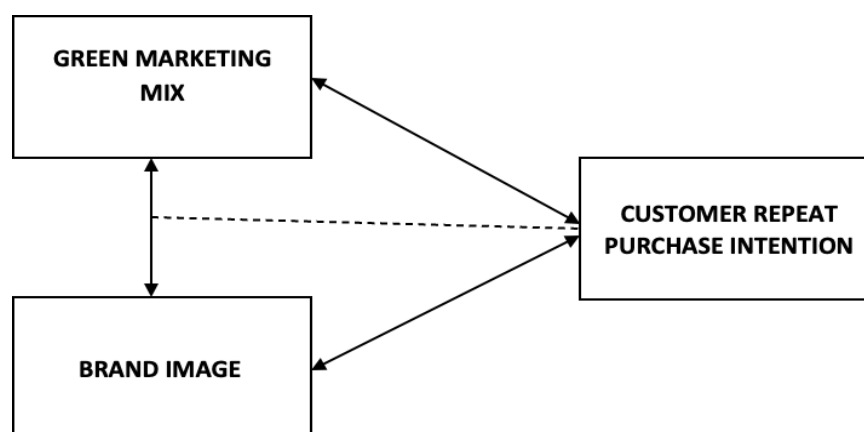


Figure 1. Conceptual Framework of the Study

H1: *There is a positive relationship between the green marketing mix and brand image.*

H2: *There is a positive relationship between the green marketing mix and customer repeat purchase intention.*

H3: *There is a positive relationship between customer repeat purchase intention and brand image.*

H4: *Customer Repeat Purchase Intention significantly mediates the relationship between green marketing mix and brand image.*

Green Marketing Mix

Green marketing has increasingly become a pivotal strategy for businesses aiming to align with the values of environmentally conscious consumers. As the demand for sustainability continues to shape consumer expectations, companies

especially in the coffee shop industry are redefining how they approach their marketing efforts. Yulisetiari (2025) frames green marketing as a holistic integration of sustainability within the traditional marketing mix product, price, place, and promotion. Rather than treating green efforts as add-ons, businesses are encouraged to embed sustainability into the core of their marketing strategies. This comprehensive approach helps build authenticity and fosters long-term consumer trust, as customers are more likely to support brands that reflect their environmental values across all touchpoints.

Supporting this perspective, Zul et al. (2023) emphasize the influence of green marketing on consumer awareness and behavior, particularly within the coffee shop sector. Their findings highlight how green initiatives such as promoting waste reduction, using biodegradable materials, and advocating for environmental protection play a significant role in shaping consumer preferences. By spotlighting sustainable practices, businesses not only raise awareness but also motivate customers to make more responsible purchasing decisions.

Meanwhile, Butaslac et al. (2023) highlight the strategic necessity of green marketing in maintaining competitiveness, especially in markets targeting eco-conscious demographics like millennials and Gen Z. They argue that sustainability-driven marketing is not merely ethical it's a competitive advantage. In a saturated industry such as coffee shops, adopting green practices and effectively communicating them allows brands to differentiate themselves and attract a loyal customer base.

Beyond influencing consumer behavior, the impact of green marketing extends to organizational outcomes. Mahasan and Akhtar (2024) highlighted that implementing eco-friendly marketing strategies enhances corporate performance and strengthens a company's image, particularly through initiatives such as recyclable packaging, pollution control, and energy efficiency. Pitaloka et al. (2023) further confirmed that companies.

Customer Repeat Purchase Intentions

Purchase intention is a critical driver in the success of green marketing strategies, as it directly reflects the consumer's willingness to buy environmentally friendly products. According to Liao et al. (2020), the growing concerns over global warming and environmental pollution have motivated organizations to produce more sustainable and green products. The increasing awareness around environmental issues has led consumers to consider sustainability as a key factor in their purchasing decisions. Ashoush and Kortam (2022) expanded on this by noting that when consumers are exposed to all four green marketing strategies product, price, place, and promotion they are more likely to respond favorably, increasing their purchase intention. This conclusion was drawn from a large-scale survey with 384 respondents, demonstrating a clear relationship between green marketing efforts and consumer purchase behavior.

Similarly, Zhuang et al. (2021) underscored the influence of environmentally conscious consumer behavior. Their study revealed that as consumers become more

aware of environmental issues, they are more likely to change their lifestyles and purchasing habits, inclining towards green products. This trend reflects a broader shift in consumer behavior towards eco-friendly consumption, as evidenced by a significant increase in green purchase intentions over the past decades.

Moslehpour et al. (2022) further explored the dynamic nature of purchase intention, pointing out that shifts in consumer attitudes, particularly towards green innovations, can significantly influence purchasing behavior. This highlights that product innovation is a key predictor of green purchase intentions, which adds an element of variability in consumer choices depending on how new or innovative a green product is perceived to be.

Ansu-Mensah (2021) also confirmed that green product awareness strongly influences purchase intention. The study, focused on university students in emerging markets, showed that factors such as green perceived quality and green perceived price had a significant impact on students' intention to purchase eco-friendly products. This highlights that while environmental concerns are important, product attributes also play a pivotal role in shaping purchase intentions.

However, not all studies align on the impact of environmental knowledge. Kamalanon et al. (2022) found that environmental knowledge did not significantly moderate the relationship between environmental concern and purchase intention, suggesting that simply being aware of environmental issues may not be enough to influence purchase behavior unless accompanied by other factors, such as product availability or perceived value.

Kim and Lee (2023) shed light on the situational context, showing that consumers with more knowledge of environmental issues and access to eco-friendly products are more likely to purchase them. This finding emphasizes that situational factors, such as product availability and convenience, play a crucial role in the conversion of purchase intention into actual purchase behavior integrating green marketing elements such as Unilever Indonesia experience significant improvements in brand image and consumer perception. Customers want value and the whole experience rather than just the quality of the food and influenced by how they are handled at all stages of their dining experience (Baluyot and Pampolina, 2021)

However, Fitriani et al. (2021) introduced a nuanced perspective by suggesting that the green marketing mix influences green purchasing behavior indirectly through shifts in consumer attitudes and actions. Furthermore, Mahmoud et al. (2024) revealed that green knowledge plays a mediating role: consumers' understanding of environmental issues significantly strengthens the link between green marketing efforts and repurchase intentions.

Studies like those of Yulisetiari (2025) and Mahasan and Akhtar (2024), emphasize organizational benefits, while others, such as Zul et al. (2023) and Fitriani et al. (2021), focus more on consumer behavior. Additionally, Mahmoud et al. (2024) introduced a critical condition consumer education, which if neglected, could weaken the effectiveness of green marketing efforts. Most existing studies prioritize large

corporations, leaving a limited understanding of how green marketing affects small and medium enterprises (SMEs), particularly in less urbanized areas. Furthermore, while green knowledge is acknowledged as influential, few studies have explored concrete strategies companies could use to educate consumers about sustainability. There is also a lack of longitudinal studies assessing the long-term impact of green marketing on customer loyalty and corporate success. Finally, given the regional focus of studies in countries like Indonesia and the Philippines, there is a need for broader research that considers cultural and regional differences in consumer responses to green marketing practices.

Brand Image

Brand image plays a critical role in shaping consumer purchase intentions and decisions, particularly within the context of green marketing. Alamsyah et al. (2020) highlighted that a strong green brand image positively influences consumer judgments and perceptions, directly affecting purchase intention. Their findings also emphasized a strong correlation between green advertising, green brand image, green awareness, and purchasing behavior, suggesting that environmentally responsible branding can significantly enhance market competitiveness.

Similarly, Genoveva and Samukti (2020) expanded the concept by explaining that brand image is not only about crafting a positive product name but also about embedding the brand into consumers' memories through consistent and meaningful engagements. This deeper understanding underscores the importance of strategic brand positioning in creating lasting consumer perceptions. Baluyot and Caluza (2021) emphasized that intensive customer integration throughout the design, preparation, and final testing phases constitutes a fundamental determinant of innovation success, as continuous stakeholder collaboration enhances product relevance, market responsiveness, and overall innovation effectiveness.

Mursandi et al. (2020) further supported these claims by demonstrating that both green marketing and corporate social responsibility efforts have a significant and favorable influence on brand image. Their study reinforces the idea that a company's environmental actions directly translate to how favorably consumers perceive their brand.

Moreover, Tan et al. (2022) investigated the mediating role of brand image and brand trust, revealing that a positive brand image can significantly boost a company's position as a consumer priority. Specifically, green marketing initiatives were shown to foster a positive brand perception among coffee shop consumers, further cementing the idea that sustainability practices enhance brand value.

In addition, Asyhari and Yuwalliatin (2021) observed that the appropriate implementation of green marketing strategies heightens consumer awareness regarding eco-friendly products, which, in turn, strengthens the brand's positive image.

Despite the broad consensus on the positive impact of brand image, several research gaps and contradictions emerge. There is still a lack of deep exploration on how different dimensions of brand image such as emotional appeal versus environmental

credibility impact consumer decisions separately. Additionally, while most studies confirm the influence of green marketing on brand image, there remains ambiguity around the strength and consistency of this relationship across different demographic and cultural contexts. Furthermore, the role of consumer attitudes, while often assumed to be critical, shows varying significance depending on the setting, as noted by Juliantari et al. (2019).

Methodology

The study employed a quantitative-descriptive research design to examine the relationships among green marketing mix, brand image, and customer repeat purchase intention in selected coffee shops in Balanga City, Bataan. Quantitative research was deemed appropriate because it enables the objective measurement and statistical analysis of consumer perceptions and behaviors related to sustainable marketing practices. The study specifically focused on the dimensions of green marketing mix, namely green product, green price, green place, and green promotion, and investigated how these variables influence brand image and customer repeat purchase intention. Through the use of surveys and structured questionnaires, the researchers were able to gather measurable data that supported the analysis of direct and mediating relationships among the variables using descriptive statistics and Structural Equation Modeling (SEM). The study further highlighted the relevance of quantitative methods in providing accurate, reliable, and statistically grounded findings that can contribute to the development of effective green marketing strategies in the coffee shop industry.

The research instrument was systematically developed based on an extensive review of related literature on green consumer behavior, sustainable marketing, and brand loyalty. A five-point Likert scale was utilized to measure respondents' level of agreement with the statements included in the questionnaire. The instrument was organized into thematic sections corresponding to the study variables, namely green product, green pricing, green promotion, green place, brand image, and customer repeat purchase intention. Screening questions were also incorporated to ensure that only respondents with relevant experience in visiting coffee shops with sustainability initiatives participated in the study. Additionally, demographic variables such as sex, age, and occupation were included to support cross-sectional analysis and provide a clearer profile of the respondents.

To ensure the validity of the instrument, face and content validation were conducted through consultations with three experts in the fields of green marketing, consumer behavior, and sustainability. Their feedback helped improve the clarity, relevance, and alignment of the questionnaire items with the objectives of the study. Minor revisions were made to enhance the wording and organization of the survey questions, thereby improving respondent comprehension and response accuracy. Furthermore, a pilot test involving 30 respondents was conducted through Google Forms to evaluate the clarity, consistency, and overall functionality of the instrument under actual survey conditions.

Reliability testing using Cronbach's alpha coefficient revealed a value of 0.954, which indicates an excellent level of internal consistency. This result confirms that the questionnaire items were strongly correlated and effectively measured the intended constructs. The analysis also showed that removing any item would reduce the overall reliability coefficient, indicating

that each item significantly contributed to the consistency of the instrument. Since the obtained alpha value substantially exceeded the acceptable benchmark of 0.70, the questionnaire was considered highly reliable and suitable for full-scale data collection.

The study adopted a random sampling approach to ensure fair representation of the target population and minimize sampling bias. Respondents were selected from individuals residing in Balanga City, Bataan, particularly those who had visited coffee shops and were familiar with eco-friendly and sustainable marketing practices. The target population consisted of residents aged 18 years old and above, with an estimated population size of 110,115. Using the Raosoft Sample Size Calculator with a 95% confidence level and 5% margin of error, the researchers determined a required sample size of 382 respondents. This sample size ensured that the findings would be statistically valid and representative of coffee shop consumers in the locale of the study.

Results and Discussion

The respondents of this research comprised a varied group of customers who regularly visited selected coffee shops in Balanga City, Bataan. Their feedback was examined to gain meaningful insights into consumer perceptions and behaviors concerning the green marketing mix, brand image, and repeat purchase intentions within the local coffee shop sector. A total of 382 respondents took part in the study, and data were gathered through a structured survey questionnaire distributed both online via Google Forms and through face-to-face administration, ensuring inclusivity and the reliability of the responses. This dual approach enabled the researchers to obtain a diverse and representative sample, reflecting a wide range of demographic backgrounds and perspectives.

Table 1. Demographic Profile of the Respondents

Sex	Frequency	Percentage
Male	213	55.76%
Female	164	42.93%
Prefer not to say	5	1.31%
Total	382	100.00%

Age	Frequency	Percentage
18-24years old	311	81.41%
25-34years old	35	9.16%
35-44years old	21	5.50%
45-54years old	12	3.14%
55 years old and above	3	0.79%
Total	382	100.00%

Occupation	Frequency	Percentage
Employed(government)	37	9.69%
Employed(private)	19	4.97%
Self-employed	26	6.81%
student	290	75.92%
unemployed	5	1.31%
Other	1	0.26%
STL	1	0.26%
Business owner	1	0.26%
consultant	1	0.26%
Doctor	1	0.26%
Total	382	100.00%

Have you ever visited a coffee shop that implements environmentally friendly	Counts	% of Total
No	35	9.16%
yes	347	90.84%
Total	382	100.00%

How often do you visit eco-friendly coffee shops?	Counts	% of Total
Daily	13	3.51%
Weekly	109	29.46%
Monthly	67	18.11%
Occasionally	122	32.97%
Rarely	59	15.95%
Total	370	100.00%

The table below displays the frequency and percentage distribution of respondents based on their demographic characteristics, such as sex, age, occupation, and frequency of coffee shop visits. Findings show that 213 respondents were female and 164 were male, with females comprising 55.76% of the total sample and males 42.93% and 1.31% to those who prefer not to say. Based on sex distribution, a higher proportion of respondents identified as female (55.76%) compared to male (42.93%), with the remaining 1.31% choosing “other” or preferring not to disclose. This suggests that in Balanga City’s coffee shop market, female patrons form the dominant customer segment. This aligns with research showing that women often frequent cafés and casual dining venues more than men, and are especially responsive to aspects such as service quality, ambiance, and health or sustainability commitments. Understanding these gender-based differences is therefore crucial for coffee shops that aim to tailor their green marketing and customer experience strategies toward female consumers, thereby enhancing satisfaction and loyalty. With respect to age distribution, the overwhelming majority of respondents (81.41%) were between 18–24 years old, followed by smaller proportions in the 25–34 (9.16%), 35–44 (5.50%), 45–54 (3.14%), and 55+ (0.79%) categories. These results indicate that the core market for coffee shop visits in this locale is the young adult demographic, particularly those in their college years. This mirrors findings by Ismoyowati (2023), who emphasized that millennials and members of Generation Z are more inclined to frequent coffee shops due to their preference for modern, relaxing environments that also serve as spaces for studying, socializing, and working. The researchers further explained that younger consumers often perceive coffee shop as lifestyle extensions and symbols of identity and digital connectivity. This insight highlights the importance for coffee shop operators to design environments that appeal to young adults incorporating features such as free Wi-Fi, aesthetically pleasing interiors, and flexible spaces for both social and academic activities.

Regarding occupation, a large share of respondents were students (75.92%), with smaller segments employed in government roles (9.69%), self-employed individuals (6.81%), private employees (4.97%), unemployed (1.31%), and other professions (0.26%). The predominance of student customers reinforces the notion that coffee shops attract younger, study-oriented patrons. Previous studies have indicated that occupation significantly influences café consumption patterns, as both students and employed professionals use cafés for convenience, social engagement, and as alternative workspaces. Moreover, Mahardika et al. (2025) highlighted that Generation Z and student consumers tend to support coffee shops that demonstrate eco-friendly and sustainable practices, as these align with their personal values and environmental awareness. Consequently, coffee shop owners should integrate sustainability-focused marketing strategies and consistent brand communication that resonate with the values of student consumers a segment that strongly influences café popularity and repeat patronage.

Finally, survey data revealed that 90.84% of respondents reported having visited a coffee shop that adopts environmentally friendly practices, while 9.16% had not. Among the 370 respondents who were asked about their frequency of visits to green cafés, 32.97% said “occasionally,” 29.46% “weekly,” 18.11% “monthly,” 15.95% “rarely,” and 3.51% “daily.” These figures suggest that while most consumers are aware of or have experienced eco-friendly initiatives, their visits to green coffee shop tend to be periodic rather than habitual. This trend

aligns with the findings of and Mahardika et al. (2025), who emphasized that although young consumers highly value sustainability, their actual frequency of supporting green businesses often depends on accessibility, affordability, and the perceived authenticity of eco-friendly claims.

Table 2 reveals that respondents strongly agree on the implementation of sustainable waste management practices, as indicated by an overall composite mean of 3.41 (SD = 0.59) on a 4-point Likert scale. Among the five dimensions assessed, Treatment and Disposal (M = 3.53, SD = 0.69), Recycle (M = 3.46, SD = 0.68), and Recovery (M = 3.50, SD = 0.73) received high levels of agreement, signifying the presence of structured practices in handling, repurposing, and managing waste within the organization. The dimension of Reduction (M = 3.41, SD = 0.70) also received strong agreement, underscoring efforts to minimize waste generation at the source. However, Re-Use (M = 3.18, SD = 0.98) received relatively lower ratings, suggesting room for improvement in extending the lifecycle of materials. These findings align with recent literature highlighting the critical role of integrated waste management in advancing sustainability goals, particularly in the hospitality and food service sectors (Ansu-Mensah et al., 2021). Therefore, while the organization demonstrates strong alignment with sustainable waste management practices, enhanced strategies targeting re-use could further strengthen its environmental performance.

Table 2. *Relationship Between Green Marketing Mix and Brand Image*

Green Marketing Mix	⇒	Brand Image	β	z	p
Green Product	⇒	Brand Image	0.151	3.272	0.001
Green Price			0.5522	12.034	<.001
GREEN PROMOTION			0.2991	5.529	<.001
GREEN PLACE			0.1932	3.561	<.001

The table presents the direct effects of the green marketing mix on brand image. The findings indicate that all dimensions of the green marketing mix exhibit a statistically significant relationship with brand image. Specifically, Green Product significantly influences brand image ($p = 0.001$, $\beta = 0.151$), suggesting that environmentally friendly products contribute positively to consumers' perceptions of the brand. Likewise, Green Price ($p < 0.001$, $\beta = 0.5522$), Green Promotion ($p < 0.001$, $\beta = 0.2991$), and Green Place ($p < 0.001$, $\beta = 0.1932$) also demonstrate significant positive effects on brand image. Among the variables, Green Price yielded the highest beta coefficient, indicating that consumers place considerable value on pricing strategies that reflect environmental responsibility and sustainability.

The results further reveal a significant positive association between the overall green marketing mix and brand image, implying that the integration of environmentally sustainable business practices strengthens brand reputation and enhances consumer perception. This finding supports the perspective of Yulisetiari (2025), who described green marketing as a comprehensive and strategic integration of sustainability principles across product, price, promotion, and distribution activities, ultimately contributing to long-term consumer trust and favorable brand positioning.

In support of the present findings, Mahasan and Akhtar (2024) emphasized that environmentally responsible marketing initiatives, including recyclable packaging, pollution

reduction, and energy-efficient operations, significantly enhance organizational performance and strengthen brand image. Similarly, Zul et al. (2023) and Pitaloka et al. (2023) concluded that the consistent implementation of green marketing strategies positively shapes consumer perceptions, particularly within the food and beverage sector where sustainability practices increasingly influence purchasing behavior.

Moreover, the studies of Fitriani et al. (2021) and Mahmoud et al. (2024) highlighted that the relationship between green marketing and brand image is often strengthened through consumer awareness, environmental knowledge, and favorable attitudes toward sustainability. Their findings suggest that consumers who possess greater environmental consciousness are more likely to develop positive evaluations of brands that actively engage in sustainable practices. This observation is consistent with the present study, wherein respondents demonstrated favorable perceptions toward coffee shops that visibly implement sustainability initiatives, associating these establishments with credibility, social responsibility, product quality, and organizational reliability.

Table 3. *Relationship between Green Marketing Mix and Customer Repeat Purchase Intention*

Table 3 presents the direct effects of the green marketing mix on customer repeat

Green Marketing Mix	⇒	Customer Repeat Purchase Intention	β	z	p
Green Product	⇒	Customer Repeat Purchase Intention	-0.0937	-2.234	0.025
Green Price			0.1975	3.917	<.001
GREEN PROMOTION			0.0691	1.398	0.162
GREEN PLACE			0.142	3.227	0.001

purchase intention. The findings reveal that three dimensions of the green marketing mix exhibit statistically significant relationships with customer repeat purchase intention. Specifically, Green Product significantly influences repeat purchase intention ($p = 0.025$, $\beta = -0.0937$), while Green Price ($p < 0.001$, $\beta = 0.1975$) and Green Place ($p = 0.001$, $\beta = 0.142$) also demonstrate significant effects. Among these variables, Green Price yielded the strongest positive influence, suggesting that consumers are more likely to revisit coffee shops when they perceive pricing strategies as fair, transparent, and reflective of sustainable practices. In contrast, Green Promotion did not exhibit a statistically significant influence on customer repeat purchase intention ($p = 0.162$, $\beta = 0.0691$), implying that promotional sustainability messages alone may not be sufficient to encourage repeated patronage unless accompanied by tangible green practices and customer value. Overall, the findings indicate that environmentally responsible marketing strategies contribute substantially to customers' intention to repeatedly patronize coffee shops that actively implement sustainability initiatives.

The results support the findings of Junarsin et al. (2022), who emphasized that effective green marketing practices strengthen customer trust and foster long-term loyalty intentions. Similarly, Buenaventura et al. (2024) noted that green pricing strategies positively affect repeat purchase behavior when consumers perceive environmental costs as justified and transparent. In addition, Dinh and Nguyen-Viet (2023) highlighted that authentic sustainability communication enhances consumers' willingness to repurchase, particularly when supported by credible environmental actions. Furthermore, Mahmoud et al. (2024) explained that environmental knowledge and awareness strengthen the relationship between green marketing

practices and repurchase behavior, as informed consumers tend to remain loyal to environmentally responsible brands. Consistent with these perspectives, the present study demonstrates that customers who recognize and value sustainability initiatives are more inclined to develop repeat purchase intentions toward coffee shops that integrate green practices into their operations. Consequently, the findings affirm that the effective implementation of the green marketing mix not only enhances customer satisfaction but also strengthens long-term consumer loyalty and repeat patronage within the localized coffee shop industry.

Table 4. *Relationship between Customer Repeat Purchase Intention and Brand Image*

Table 4 presents the direct effect of brand image on customer repeat purchase intention.

Brand Image	⇒	Customer Repeat Purchase Intention	β	z	p
Brand Image	⇒	Customer Repeat	0.2338	4.914	<.001

The findings indicate that brand image has a statistically significant influence on customer repeat purchase intention ($p < 0.001$, $\beta = 0.2338$), suggesting that a favorable brand image strengthens consumers' likelihood of repeatedly patronizing eco-friendly coffee shops. This positive relationship implies that customers who perceive a coffee shop as trustworthy, socially responsible, and committed to sustainability are more inclined to maintain long-term purchasing relationships with the brand. The result is consistent with the findings of Tan et al. (2022) and Junarsin (2022), who emphasized that repeat purchasing behavior reinforces positive brand perceptions and transforms customer satisfaction into loyalty and advocacy. Likewise, Nguyen-Viet (2022) asserted that trust established through consistent sustainable practices significantly enhances customer loyalty and strengthens public brand perception. Furthermore, Mursandi et al. (2020) argued that corporate social responsibility and green marketing initiatives not only improve organizational image but also foster deeper emotional connections with consumers. In line with these perspectives, the present findings suggest that customers who repeatedly engage with environmentally responsible coffee shops tend to develop stronger emotional attachment and positive associations with the brand, eventually serving as informal brand advocates within their social networks. Consequently, the results affirm that brand image functions not only as a perceptual outcome of sustainable business practices but also as a critical determinant of customer repeat purchase intention, highlighting the strategic importance of sustainability-driven loyalty-building initiatives in strengthening long-term customer relationships and organizational reputation.

Table 5. *Mediating effect between Green Marketing Mix and Brand Image*

Green Marketing Mix	⇒	Customer Repeat Purchase Intention	⇒	Brand Image	β	z	p
Green Product	⇒	Customer Repeat Purchase Intention	⇒	Brand Image	-0.0052	-0.213	0.831
Green Price					0.18052	5.627	<.001
GREEN PROMOTION					0.08749	2.981	0.003
GREEN PLACE					0.13496	4.934	<.001

Table 5 presents the mediating effects of customer repeat purchase intention on the relationship between the green marketing mix and brand image. The findings indicate that

customer repeat purchase intention does not significantly mediate the relationship between Green Product and brand image ($p = 0.831$, $\beta = -0.00516$). However, customer repeat purchase intention significantly mediates the relationships between Green Price ($p < 0.001$, $\beta = 0.18052$), Green Promotion ($p = 0.003$, $\beta = 0.08749$), and Green Place ($p < 0.001$, $\beta = 0.13496$) and brand image. These results suggest that while certain dimensions of the green marketing mix directly influence brand image, their effects become more substantial when they encourage customers to repeatedly patronize environmentally responsible coffee shops. The findings imply that sustainable pricing strategies, effective green promotional efforts, and environmentally conscious business locations contribute to a stronger brand image by fostering customer loyalty and repeat purchasing behavior. This mediation effect supports the arguments of Fitriani et al. (2021) and Mahmoud et al. (2024), who emphasized that consumer attitudes and behavioral intentions function as critical mechanisms linking green marketing initiatives to enhanced brand outcomes. Likewise, Nguyen et al. (2022) highlighted that repeat purchase intention strengthens brand equity by reinforcing consumer trust and satisfaction over time. In addition, Junarsin et al. (2022) and Tan et al. (2022) asserted that behavioral intentions translate sustainability initiatives into tangible brand reputation, as repeated engagement with eco-friendly products and services enhances the credibility and authenticity of the brand in the minds of consumers. Consequently, the present findings confirm that customer repeat purchase intention plays a crucial role in maximizing the effectiveness of green marketing strategies, demonstrating that sustainable business practices become more meaningful and valuable when they successfully cultivate long-term consumer engagement and loyalty.

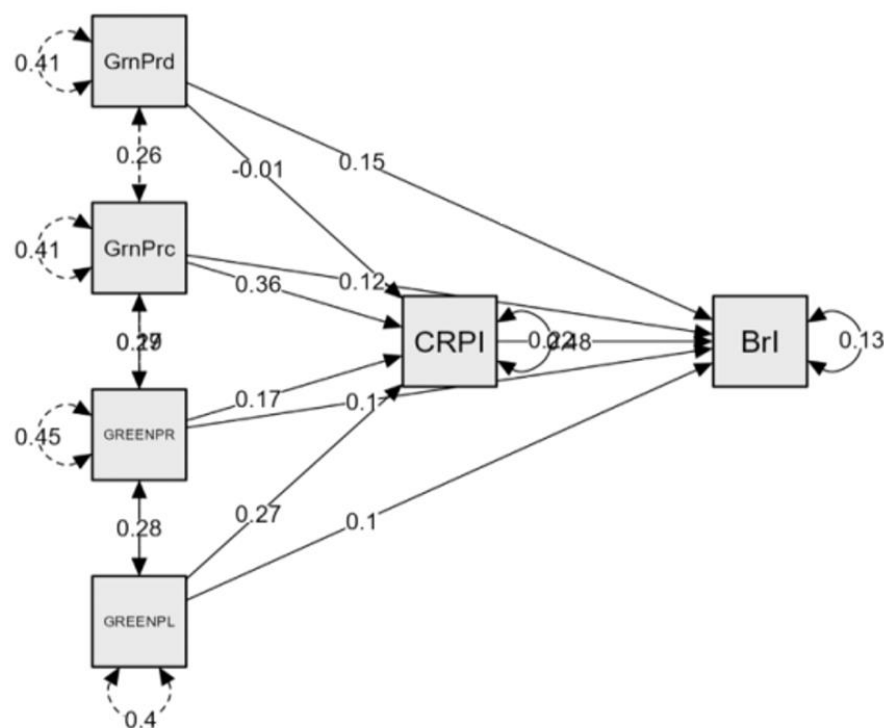


Figure 2: Structural Equation Model

As reflected in the path coefficients, the structural relationships among the variables provide substantial insights into the effectiveness of green marketing practices in shaping

customer behavior and brand perception. Among the four dimensions of the green marketing mix, Green Price ($\beta = 0.36$) emerged as the strongest predictor of Customer Repeat Purchase Intention, followed by Green Place ($\beta = 0.27$) and Green Promotion ($\beta = 0.17$), while Green Product ($\beta = -0.01$) demonstrated a negligible and statistically insignificant effect. These findings suggest that consumers within the context of sustainable coffee shop operations place greater emphasis on fair, transparent, and value-oriented pricing strategies, as well as accessible and environmentally conscious business environments, rather than solely on the green attributes of the product itself. Moreover, Customer Repeat Purchase Intention ($\beta = 0.28$) exhibited a significant positive influence on Brand Image, confirming its role as a mediating variable between green marketing practices and brand perception. Although the direct effects of the green marketing mix dimensions on brand image ranged only from $\beta = 0.10$ to $\beta = 0.15$, the indirect effects through Customer Repeat Purchase Intention were comparatively stronger, indicating that the influence of sustainable marketing initiatives becomes more meaningful when these practices successfully encourage customer loyalty and repeated patronage. The findings further reveal that customers who consistently engage with environmentally responsible coffee shops are more likely to develop stronger perceptions of trustworthiness, credibility, and social responsibility toward the brand. In particular, the strong influence of Green Price on brand image highlights the importance of ethical pricing in reinforcing consumers' perceptions of authenticity and sustainability, while the positive effect of Green Place suggests that eco-friendly store environments and convenient accessibility contribute significantly to favorable brand evaluations. Conversely, the relatively weak influence of Green Promotion and the negligible effect of Green Product imply that sustainability initiatives must extend beyond communication strategies and product attributes to create more meaningful consumer experiences and behavioral commitment.

Furthermore, the model's explained variance ($R^2 = 0.13$) indicates that the combined influence of the green marketing mix and Customer Repeat Purchase Intention accounts for 13% of the variation in Brand Image. Although moderate, this level of explanatory power remains acceptable within behavioral and consumer research, suggesting that additional factors such as customer satisfaction, service quality, corporate social responsibility, and overall customer experience may also contribute significantly to brand image formation in green-oriented coffee shops. Nevertheless, the significant path relationships and acceptable model fit indices affirm the adequacy of the proposed Structural Equation Model in explaining how sustainable marketing practices influence brand image through customer behavioral intentions.

Table 6. *Analysis of Structural Equation Model in Model Fit Indices*

Test for Exact Fit				
	χ^2	df	p	
	73.8	8	<.001	
Fit Measures			RMSEA 90% CI	
CFI	TLI	RMSEA	Lower	Upper
0.949	0.904	0.147	0.117	0.178

The model fit indices indicate an overall acceptable but mixed level of fit. The chi-square statistic is significant ($\chi^2 = 73.8$, $df = 8$, $p < .001$), suggesting a statistically significant discrepancy between the hypothesized model and the observed data; however, this should be interpreted with caution due to the chi-square test's sensitivity to sample size, which often results in significant values even when model deviations are minor. In contrast, the Comparative Fit Index (CFI = 0.949) and Tucker–Lewis Index (TLI = 0.904) both exceed the commonly accepted threshold of 0.90, indicating satisfactory incremental fit and suggesting that the proposed structural relationships among green marketing mix, customer repeat purchase intention, and brand image adequately represent the observed data structure with reasonable parsimony. Meanwhile, the Root Mean Square Error of Approximation (RMSEA = 0.147; 90% CI: 0.117–0.178) exceeds recommended cutoffs, indicating a degree of model misfit at the population level, which may reflect potential specification errors, omitted paths, or measurement limitations. Nonetheless, when considered alongside the strong CFI and TLI values, this elevated RMSEA is more reasonably interpreted as localized misfit rather than fundamental model inadequacy. Overall, the pattern of fit indices suggests that the model is statistically acceptable and theoretically defensible, with sufficient evidence of structural validity to support the proposed framework while also indicating areas for refinement in future model specification.

Table 7: Analysis of Confidence Interval of Mediating effect of Customer Repeat Purchase Intention on Green Marketing Mix and Brand Image

Indirect and Total Effects								
Type	Effect	Estimate	SE	95% C.I. (a)		β	z	p
				Lower	Upper			
Indirect	E $\Rightarrow$ J $\Rightarrow$ I	-0.00503	0.0236	-0.0513	0.0412	-0.00516	-0.213	0.831
	F $\Rightarrow$ J $\Rightarrow$ I	0.17565	0.0312	0.1145	0.2368	0.18052	5.627	<.001
	G $\Rightarrow$ J $\Rightarrow$ I	0.081	0.0272	0.0277	0.1343	0.08749	2.981	0.003
	H $\Rightarrow$ J $\Rightarrow$ I	0.13271	0.0269	0.08	0.1854	0.13496	4.934	<.001
Component	E $\Rightarrow$ J	-0.01042	0.0489	-0.1062	0.0853	-0.01036	-0.213	0.831
	J $\Rightarrow$ I	0.48318	0.0402	0.4045	0.5619	0.49785	12.034	<.001
	F $\Rightarrow$ J	0.36353	0.0571	0.2516	0.4755	0.3626	6.365	<.001
	G $\Rightarrow$ J	0.16763	0.0545	0.0608	0.2744	0.17574	3.077	0.002
	H $\Rightarrow$ J	0.27467	0.0508	0.1752	0.3742	0.27108	5.41	<.001
Direct	E $\Rightarrow$ I	0.15236	0.0383	0.0772	0.2275	0.15615	3.973	<.001
	F $\Rightarrow$ I	0.11534	0.0471	0.023	0.2077	0.11854	2.447	0.014
	G $\Rightarrow$ I	0.09781	0.0433	0.013	0.1826	0.10566	2.26	0.024
	H $\Rightarrow$ I	0.09722	0.0413	0.0162	0.1783	0.09887	2.352	0.019
Total	E $\Rightarrow$ I	0.14733	0.0451	0.059	0.2357	0.151	3.268	0.001
	F $\Rightarrow$ I	0.29099	0.0527	0.1877	0.3943	0.29906	5.521	<.001
	G $\Rightarrow$ I	0.17881	0.0503	0.0803	0.2773	0.19315	3.557	<.001
	H $\Rightarrow$ I	0.22994	0.0469	0.1381	0.3218	0.23382	4.908	<.001

The results of the indirect effects show that Customer Repeat Purchase Intention (CRPI) partially mediates the relationship between selected green marketing mix dimensions and Brand Image. Specifically, Green Price ($\beta = 0.1805$, $p < .001$) and Green Promotion ($\beta = 0.087$,

$p < .003$) both exhibit significant positive indirect effects through CRPI, indicating that competitive pricing and effective eco-friendly promotion enhance brand image by encouraging customers to repurchase based on perceived environmental value and trust. Similarly, Green Place also shows a significant positive indirect effect ($\beta = 0.1349$, $p < .001$), suggesting that sustainable and accessible service environments contribute to repeat patronage, which subsequently strengthens brand reputation and customer loyalty. In contrast, Green Product demonstrates a very weak and statistically insignificant indirect effect ($\beta = -0.005$, $p = 0.831$), indicating that product-related sustainability efforts alone do not significantly influence brand image through repeat purchase intention. Overall, the findings suggest that CRPI functions as an important mediating mechanism for Green Price, Promotion, and Place, highlighting that customer loyalty and repurchase behavior are key pathways through which green marketing practices enhance brand image, while Green Product requires support from other marketing dimensions to become more influential.

The direct effects indicate that all four components of the green marketing mix—Green Product, Green Price, Green Promotion, and Green Place—have significant positive influences on Brand Image, as shown by p-values below 0.05. In particular, Green Product ($\beta = 0.156$, $p < .001$) and Green Price ($\beta = 0.180$, $p < .001$) demonstrate relatively stronger direct effects, suggesting that consumers develop a favorable brand perception when they view the product quality and pricing as environmentally responsible. Meanwhile, Green Promotion ($\beta = 0.106$, $p < .024$) and Green Place ($\beta = 0.098$, $p < .025$) also show significant but comparatively smaller effects, indicating that transparent communication of sustainability efforts and eco-friendly distribution or service environments likewise contribute to a positive Brand Image. Overall, the results imply that green marketing practices directly enhance brand perception, even without the mediating role of customer repeat purchase intention.

The total effects, which combine both direct and indirect influences, show the overall impact of each green marketing dimension on brand image. Green Price recorded the strongest effect (Total Effect = 0.2909, $\beta = 0.299$, $z = 5.521$, $p < .001$), followed by Green Place (Total Effect = 0.2299, $\beta = 0.233$, $z = 4.908$, $p < .001$) and Green Promotion (Total Effect = 0.178, $\beta = 0.174$, $z = 3.557$, $p < .001$), indicating that pricing fairness, sustainable distribution practices, and credible promotional activities significantly shape consumers' perceptions of a green brand. In comparison, Green Product showed a significant but relatively weaker total effect (Total Effect = 0.147, $\beta = 0.151$, $z = 3.268$, $p < .001$), suggesting that while environmentally friendly products are valued, consumers place greater emphasis on overall marketing experience factors such as pricing transparency, communication credibility, and sustainable business operations in forming a favorable brand image.

Overall, the combined direct, indirect, and total effects confirm that the model adequately explains how green marketing practices contribute to brand image through the mediating role of customer repeat purchase intention, thereby validating the conceptual framework and emphasizing that sustained customer engagement is a key mechanism linking environmental responsibility to brand success.

Conclusion, Implications, and Limitations

In conclusion, this study demonstrates that coffee shop SMEs in Balanga City have effectively adopted green marketing practices that are perceived as authentic, environmentally responsible, and value-enhancing, thereby strengthening brand image and customer loyalty. Among the green marketing mix dimensions, Green Price emerged as the most influential factor in shaping both brand image and customer repeat purchase intention, highlighting the importance of transparent and ethical pricing in building trust and perceived fairness. Customer Repeat Purchase Intention was found to play a key mediating role, linking sustainability initiatives to improved brand outcomes, as customers are more likely to repurchase when they perceive alignment between their values and the enterprise's environmental practices. Although Green Product is positively received, its limited mediating effect suggests that product sustainability alone is insufficient without consistent communication, fair pricing, and enhanced customer experience. The SEM results confirm a partial mediation effect, indicating that customer repeat purchase intention partially explains the relationship between green marketing mix and brand image. In terms of implications, the findings suggest that sustainable enterprise development in coffee shop SMEs requires a holistic integration of green marketing strategies across all dimensions to effectively translate environmental responsibility into brand equity and customer loyalty, while also highlighting the need for strengthened pricing strategies and communication efforts. However, the study is limited by its focus on selected coffee shop SMEs in Balanga City and its cross-sectional design, which restricts generalizability and causal inference; future research may expand the scope to other locations and employ longitudinal approaches to further validate the findings.

Declarations

Ethical Considerations The study adhered strictly to the principles of respect for persons, beneficence, and justice in accordance with national and international research ethics frameworks. Informed consent was obtained from all participating faculty members. All data processing complied with the Data Privacy Act (2012) of the Philippines, ensuring complete participant anonymity and confidentiality.

Use of Artificial Intelligence (AI) The author declare that no generative artificial intelligence (AI) tools were used in the preparation, analysis, or writing of this manuscript. AI assistance was used solely for checking grammar and formatting to ensure clarity and consistency. All research content, data analysis, and interpretation were solely the result of the authors' work.

Conflict of Interest The author declares no conflicts of interest.

References

- Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': an emerging market's perspective. *Future Business Journal*, 7(1). <https://doi.org/10.1186/s43093-021-00094-5>
- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961–1968. <https://doi.org/10.5267/J.MSL.2020.2.017>

- Ashoush, N., & Kortam, W. (2022). The impact of green marketing strategies on consumers' purchasing intention. *The Business and Management Review*, 13(02). <https://doi.org/10.24052/bmr/v13nu02/art-23>
- Asyhari, A., & Yuwalliatin, S. (2021). The influence of green marketing strategy on purchasing decision with mediation role of brand image. *Jurnal Aplikasi Manajemen*, 19(3), 535–546. <https://doi.org/10.21776/ub.jam.2021.019.03.07>
- Baluyot, M.B. & Caluza, Cristina (2021). Brand Performance Analysis of Selected Casual Dining Restaurants In the Philippine's National Capital Region: Basis for Proposed Strategic Brand Mechanism Model. (2021). *Studies of Applied Economics*, 39(12). <https://doi.org/10.25115/eea.v39i12.6023>
- Baluyot, M.B. & Pampolina, A. (2021). Exploring the Relationship of Service Quality on Customers Delight in Selected Restaurant of Laguna, Philippines. (2021). *Studies of Applied Economics*, 39(12). <https://doi.org/10.25115/eea.v39i12.6024>
- Buenaventura, J. P. G., Masaga, J. E. E., Pucerio, H., Salcedo, S. L., & Tabar, P. (2024). Green pricing practices of selected restaurants in Quezon City. *Ignatian International Journal for Multidisciplinary Research*, 2(4), 969–985. <https://doi.org/10.5281/zenodo.10991232>
- Butaslac, L. M., Cablores, J., Gonzales Jr., M., & Bulao, M. T. (2023). Green marketing mix and brand equity among consumers of green products in Davao City, Philippines. *Business and Organization Studies E-Journal*, 1(4), 93–110. <https://ieesjournals.com/index.php/bosej/article/view/170>
- Corner Coffee Store. (2025). Coffee shops in the Philippines: 12 statistics to know in 2025. Retrieved April 5, 2025, from <https://cornercoffeestore.com/coffee-shops-in-the-philippines-statistics>
- Dinh, K. C., Nguyen-Viet, B., & Phuong Vo, H. N. (2023). Toward sustainable development and consumption: The role of the green promotion mix in driving green brand equity and green purchase intention. *Journal of Promotion Management*, 1–25. <https://doi.org/10.1080/10496491.2023.2165209>
- Fatmawati, I., & Alikhwan, M. A. (2021). How does green marketing claim affect brand image, perceived value, and purchase decision? *E3S Web of Conferences*, 316, 01020. <https://doi.org/10.1051/e3sconf/202131601020>
- Fitriani, L. K., Jumantini, E., Supriatna, O., & Jaelani, J. (2021). The effect of green marketing mix on green consumer behavior and green purchasing decision. *Proceedings of the 1st Universitas Kuningan International Conference on Social Science, Environment and Technology (UNiSET 2020)*. <http://dx.doi.org/10.4108/eai.12-12-2020.2304969>
- Genoveva, G., & Samukti, D. R. (2020). Green marketing: Strengthen the brand image and increase the consumers' purchase decision. *MIX Jurnal Ilmiah Manajemen*, 10(3), 367. <https://doi.org/10.22441/mix.2020.v10i3.004>
- Juliantari, L. M. P., Yasa, P. N. S., & Indiani, N. L. P. (2019). The effect of green marketing and consumers' attitudes on brand image and consumers' purchase intention of green products in Denpasar. *Jurnal Ekonomi Dan Bisnis Jagaditha*, 6(1), 8–14. <https://doi.org/10.22225/jj.6.1.968.8-14>

- Junarsin, E., Pangaribuan, C., Wahyuni, M., Hidayat, D., Putra, O., Maulida, P., & Soedarmono, W. (2022). Analyzing the relationship between consumer trust, awareness, brand preference, and purchase intention in green marketing. *International Journal of Data and Network Science*, 6(3):915-920. <https://doi.org/10.5267/j.ijdns.2022.2.005>
- Ismoyowati, D. Wuryandani, S. Wijayant, F. (2023). Millennials' consumer behavior in the coffee agroindustry: The effect of consumer attitudes on purchasing decisions. *Jurnal Agritech*, 43(1):56. <https://doi.org/10.22146/agritech.66577>
- Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). "Why do we buy green products?" An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*, 14(2), 689. <https://doi.org/10.3390/su14020689>
- Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, 20(7), 5312. <https://doi.org/10.3390/ijerph20075312>
- Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability*, 12(18), 7461. <https://doi.org/10.3390/su12187461>
- Mahardika, R. Ismoyowati, D. & Ushada, M. (2025) Green marketing in the coffee shop: Gen Z repurchase intention through customer satisfaction. *BIO Web of Conference*. <https://doi.org/10.1051/bioconf/202516707004>
- Mahasan, S. S., & Akhtar, M. F. (2024). Impact of green marketing mix strategy on organizational performance: Mediating role of corporate image and moderating role of frugal innovation. *International Journal of Contemporary Issues in Social Sciences*, 3(1), 2363–2372. <https://ijciss.org/index.php/ijciss/article/view/623>
- Mahmoud, M. A., Seidu, A. S., Tweneboah-Koduah, E. Y., & Ahmed, A. S. (2024). Green marketing mix and repurchase intention: The role of green knowledge. *African Journal of Economic and Management Studies*, 15(3), 501–518. <https://doi.org/10.1108/AJEMS-04-2023-0137>
- Moslehpour, M., Chau, K. Y., Du, L., Qiu, R., Lin, C.-Y., & Batbayar, B. (2022). Predictors of green purchase intention toward eco-innovation and green products: Evidence from Taiwan. *Economic Research-Ekonomska Istraživanja*, 36(2), 1–22. <https://doi.org/10.1080/1331677x.2022.2121934>
- Mursandi, D. A., Sudirman, H. A., & Militina, T. (2020). The impact of green marketing and corporate social responsibility on brand image, purchase intention, and purchase decision (Study on The Body Shop in Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(2). <https://doi.org/10.29040/ijebar.v4i4.1422>
- Nguyen-Viet, B. (2022). The impact of green marketing mix elements on green customer-based brand equity in an emerging market. *Asia-Pacific Journal of Business Administration*, 15(1), 96–116. <https://doi.org/10.1108/apjba-08-2021-0398>

- Nguyen-Viet, B. (2022). Understanding the influence of eco-label, and green advertising on green purchase intention: The mediating role of green brand equity. *Journal of Food Products Marketing*, 28(2), 87–103. <https://doi.org/10.1080/10454446.2022.2043212>
- Nipino.com. (2025). Del Icalla - Nipino.com - Bridging Japan and the Philippines Online. <https://www.nipino.com/profile/del-icalla>
- Pitaloka, E., Suyoto, Y. T., Febriyanti, A., & Sukarno, D. A. R. (2023). The impact of green marketing mix on brand image of Unilever Indonesia. *KnE Social Sciences*, 8(12), 65–76. <https://doi.org/10.18502/kss.v8i12.13652>
- Rentech Digital. (2025). Coffee shops in the Philippines: Statistics and trends for 2025. Retrieved April 5, 2025, from <https://rentechdigital.com/smartscraper/business-report-details/list-of-coffee-shops-in-philippines>
- StrategyHelix. (2025). Philippines coffee market 2025. Retrieved April 5, 2025, from <https://store.strategyh.com/report/coffee-market-in-philippines/>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability*, 14(10), 5939. <https://doi.org/10.3390/su14105939>
- Yulisetiari, D. (2025). The Influence Of Green Price And Service Quality On Customer Loyalty Through Starbucks Coffee Customer Satisfaction In Jember District. 03(03), 169–176. <https://doi.org/10.61552/JIBI.2025.03.005>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12(644020). <https://doi.org/10.3389/fpsyg.2021.644020>
- Zul, M. M., Windiana, L., Mahdalena, G., & Erni, W. D. (2023). Green Marketing Attributes of Coffee Shops, Purchasing Interests, Lifestyles: What Really Affects Consumer Satisfaction? - UMM Institutional Repository. [Umm.ac.id. https://eprints.umm.ac.id/id/eprint/15751/](https://eprints.umm.ac.id/id/eprint/15751/)