CUSTOMER'S ATTITUDE TOWARD GREEN MARKETING STRATEGY: THE STUDY ON STARBUCKS CUSTOMERS

VIPADA BHUKHUMKONG

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2014**

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The Research has been approved by
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Title: Customer's Attitude toward Green Marketing Strategy: The Study on
                   Starbucks Customers

Researcher: Vipada Bhukhumkong

The Independent Study Committee:

Advisor   _____

                                         (Dr. Ake Choonhachatrachai)

Committee Member   _____

                                         (Dr. Alexander Franco)

Committee Member
                                         _____

                                         (Dr. Ronald Vatananan)

                                         _____

                                         (Dr. Apitep Saekow)

                                         Dean of Graduate School

                                         November, 2014

Title: Customer's Attitude toward Green Marketing Strategy:
The Study on Starbucks Customers

Researcher: Vipada Bhukhumkong   **Student ID**: 013131004

Degree: Master of Business Administration

Advisors: Dr.Ake Choonhachatrachai

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Abstract

The objectives of this study were (1) to understand how green customers perceive green products on Starbucks Coffee Shop; (2) how the company motivate customers to buy the products. It proposed to test the relationship between positive attitudes of green brand preference, and (3) to identify the relationship between positive attitudes of green brand preference

Research Methodology: The sample consisted of 400 Starbucks Coffee Shop's customers both male and female in Bangkok to test the relationship between positive attitudes of green brand preference and five variables; green brand image, green brand satisfaction, green brand trust, green brand awareness, and green brand quality. Then, this research collected the data by questionnaire testing that was verified by the Item Objective Congruency Index (IOC). Its reliability was verified by Cronbach's Alpha test of Data Analysis Program.

This paper used questionnaire to find the answer that studied on people with university degree or more; the researcher studied both male and female. The researcher hoped the result useful to the company which is interested in green business to develop their company or other people who interested in green project. Then, the researcher would like consumers to consider the environment in global period.

Keywords: Green Marketing, Green Strategy, Green Product, Starbuck Coffee Shop

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Vipada Bhukhumkong

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CHAPTER 1

INTRODUCTION

This chapter presents the background of problems, main problems, sub-problems, and hypothesis, significant of the study, the scope and limitation of the study.

1.1 General Information

This paper focuses on Starbucks Company because the business is going green. Then, this research would like to find out how Starbucks grow their brand. There are over 20,000 Starbucks shops around 62 countries in the world; it is very big franchises. Then, Starbucks promote green company by including green product, green service, green activity, etc. Therefore, green marketing is one of choices in the market that Starbucks selects to competitive with others. Starbucks would like people to concern about sustainable and going green. Green marketing is largely growing in year 2010 and 2011. Green marketing is identifying as the company needs customer with environment-friendly merchandise.

Starbucks was started in 1971, and its name is from Herman Melville's Moby Dick. In 1982, Howard Schultz started working at the only Starbucks store as the company's marketing officer. While he went to business trip in Italy, he visited one of Milan's espresso bars and was very impressed by their culture and popularity. Then, he was immediately envisioned this potential in Seattle. He convinced that the store needed to sell a lot more than ground and whole bean coffee to truly be successful (Stuart, 2008). However, his bosses did not listen to his idea and so he went ahead to launch his own company. In middle of 1987, he bought his employers out and he became the president of the Starbucks Coffee Company. He introduced lattes and mochas to the menu and they instantly became the new craze in Seattle (Ann, 2007).

Starbucks began to expand; it was started in 1990. First into the USA, then spread to the entire world. They became among the first companies to offer stock options to their part-time employees, and soon became a publicly traded company. By

the 21st century, there were over 20,000 Starbucks stores in more than 60 countries (Stuart, 2008). Starbucks has developed a name for itself as the largest and most popular coffeehouse company in the world. They have established themselves as the brand leaders and have implemented strategies that ensure they continue with their leadership position, while creating sustainable paths to ensure they have competitive advantage in the long run.

1.2 Statement of the Problems

This is the global warming and the environment effects. There is a little company to interesting in the environment; some companies are regarding sustainability as an opportunity to create a competitive advantage. Starbucks view opportunity as a platform for growth (Darrell and Suzanne, 2008). This company is interesting in sustainable and concerns the environment. It makes the author would like to find out the answer why this company grow their brand and what the factor that motivate consumers buy the products. This paper will be benefit with the people who concern about environment. If people concern more environments, it will help the world. Then, this paper may be benefit to the company which know more consumers target and consumer segmentation. The marketer can develop the company to get more consumers and can make the world green.

1.3 Objectives

1. To understand how green customers perceive green products of Starbucks
2. To study how the company motivates customers to buy the products
3. To identify the relationship between positive attitudes of green brand preference

1.4 Significance of the study

This is the global marketing period; there are many competitors around the world. The company must be different from competitors that why green marketing is interesting in this research because there is a little company going green. The researcher hoped the result useful to the company which is interested in green

business to develop their company or other people who interested in green project. Then, the researcher would like consumers to consider the environment in global period. Consumers may think of the environment by using recycling, reusable and they may be going green consumer for people who do not care of environment. This paper will be benefit with the people who concern about environment. If people concern more environments, it will help the world. Then, this paper may be benefit to the company which know more consumers target and consumer segmentation. The marketer can develop the company to get more consumers and can make the world green.

1.5 Scope and the limitation of the study

The research focuses on Starbuck Company to find out why customers decide to choose this brand, it is effect to green customers or not. Why is branding important? This research will separate to five chapter such as, introduction, related literature, research methodology, results and conclusion. Therefore, it will focus on Starbucks' customers by using questionnaire of 400 Starbucks' customers with university degree or more.

Moreover, this research is exploratory on green marketing strategy and customer's behavior who interest the green brand. It does not include the reason why customers do not like the brand because of the objective to focus on positive attitude of the brand.

1.6 Conceptual Framework

For the Conceptual Framework in this paper, why the customers decide to choose this brand and how the company grow their brand. Moreover, this model refers to green marketing strategy, green consumer behavior, and green brand preference with variables to find more knowledge that relate with the research.

Independent variables

Income level
Education level
Age
Gender

Green brand image

Dependent variable

Green brand satisfaction

Green brand preference

Green brand trust

Green brand awareness

Green brand quality

Figure 1.1 Conceptual Framework

Source: Maha Mourad and Yasser Serag Eldin Ahmed, 2012

1.7 Research Hypotheses

H1   The differences in demographic factors has an influence on green brand preference for customer's decision to buy products

H2   Green brand image has an influence on green brand preference for customers' decision to buy products

H3   Green brand satisfaction has an influence on green brand preference for customers' decision to buy products

H4   Green brand trust has an influence on green brand preference for customers' decision to buy products

H5   Green brand awareness has an influence on green brand preference for customers' decision to buy products

H6   Green brand quality has an influence on green brand preference for customers' decision to buy products

1.8 Definition of Terms

Green Marketing is social marketing concept. The company will produce products and services to be a sustain environment friendly. The company hoped to give a good thing to customers and society.

Green Consumer is a person who concerns about the environment. Green consumer will focus on the product and service that did not affect with the environment.

Green brand image is a current view of the customer as minds of target customers. It is identify what the brand presently stands for.

Green brand satisfaction is determined by brand image. It refers to customers' judgment that products or services were providing a pleasurable.

Green brand trust is the customer believed in products or services.

Green brand awareness is about environmental concern, awareness of green products and services, price, and green brand image.

Green brand quality is the good quality of products and services even it is going green. Customers would like to buy the product and service which is suitable with quality and price.

CHAPTER 2

LITERATURE REVIEWS

This chapter will explain the relate theory and conceptual of Starbucks Company going green business. Then, it presents which factors motivate customers to choose this brand and build a green brand preference for a company. This chapter consists of many contents as follow:

2.1 Marketing Strategy

2.2 Green Marketing

2.3 Green consumer behavior

2.4 Brand knowledge

2.5 Green brand image

2.6 Green brand satisfaction

2.7 Green brand trust

2.8 Green brand awareness

2.9 Green brand quality

2.10 Related Research

2.1 Marketing Strategy

Starbucks used green marketing plan to promote their company. Therefore, it is a topic which is great attractive to find out why Starbucks has been so successful, why many other coffeehouses have failed. If you are thinking to start the coffee shop, you may want to consider following from Starbucks to make sure you are successful. First, make it personal; there is no doubt that Howard Shultz did what every the best he did. It lead him to be a market leader (Ann, 2007). He created the best thing for his customers that they did not know what they needed, until they actually got it. Moreover, he tried to create a new a product into the market. Starbucks knew what their customers need or want, so they filled a psychological need that no other company has been able match it that made customers to be satisfied in their products and services (Starbucks, 2009). They train their staff to be friendly with customers when they are very busy, customers can wait for them. This connection not only keeps

their customers coming back every day, it makes them feel valued and want to be a continued part of the franchise. They provide a brand experience that spreads beyond the product offered as it also includes valued customer service and unique drink names that create amazing points while giving Starbucks the winning advantage over its competitors (Ann, 2007).

Starbucks shops was established with the reason why they are the best with products and services. When you would like to open the coffee shop, you have to identify correctly your target market. This should probably have been at the top of the list, however the one thing Starbucks have done extremely well is to identify their target market and develop a product for each market. They know their customers who prefer simple premium coffee, and those who like the specialty beverages that they provide (Seong, Hocky, al, 2010). They have a lot of clients that they knew their products and a new client that knew a little one. The application of marketing demographics has played a big role in grouping their clients, according to their various income levels, professional and managerial positions. Even market niches with a strong focus on customer service and/or environmental protection have been taken into account, in order to provide the best customer experience possible (Taylor, 2013). In addition, they also have great social responsibility ideas with regards to environmental protection and community involvement (Seong-Jong, Hocky, al, 2010). Starbucks believes that the community and the company have to co-exist. They have to do a programs to support the community including running the Young Action program which supports the young generation to improve their community and educates coffee farmers about better production methods and financial systems (Starbucks, 2010). This has greatly helped the farmers to improve quality of their products hence ensuring they can sell their product for better prices and increase their income. Other projects Starbucks stores are involved in include, helping children all over the world gain access to clean water and to provide fund for educational programs in China (Starbucks, 2011). Starbucks have always concerned the environmental. Starbucks follows ethical standards in terms of product quality, customer service, progressive personnel policies and interaction with its environment (Starbucks, 2011). They have always made sure that the company still be done with their environmental policies. Even in cases of potential conflict of interest, or

situations where being ethically upright is made difficult due to a confused economy, they have handled them straight away, not let them to develop into a bigger problem (Stuart E, 2008). Next, Starbucks improved more innovation and new technology, while most coffee shops will demand cash or a valid credit card, Starbucks now allows their customers to pay by using their blackberries and their iPhones. Starbucks cards can be installed on the phone and available funds can be used to make payments for the customer's favorite cup of coffee (Starbucks, 2012). Starbucks stores make customers feel as home and convenience to stay there. The atmosphere in their stores very conducive for customers who are having business meetings to sit and discuss their affairs without much of a hustle. Free Wi-Fi and lack of restrictions on laptop use have made this top coffeehouse chain a class above the rest. Starbucks' CEO has made it a fundamental building block for his iconic brand to always incorporate new and innovating ways to improve its service (Starbucks, 2010). This is an innovation that it is not show on new products to the market, but also improving communication with clients, and implementing cost-cutting strategies into their business operations and planning. This approach helps them to define the company's core values, continually adapt to changing customer needs and protect their unique competitive advantage. As a result, their competitor, such as McDonalds or Dunkin Donuts, can only hope to success the level of customer satisfaction that Starbucks currently enjoys (Stuart, 2008). The last is adaptability to changing market conditions. Just like the majority of businesses, Starbucks has experienced challenges for customers. It is still the "third place" between work and home (Taylor, 2013). Starbucks provides a great escape in their inviting and convenient store atmosphere, and serving something that you are sure to enjoy. Every time you enjoy a cup of your favorite Mocha or Latte from Starbucks, not only can you be assured that every little detail on that cup is top quality, you can also comfortably say that you are taking a drink from the world's best coffee shop (Taylor, 2013).

2.2 Green Marketing

Starbucks is going green by doing five goals; there are recycling & Reducing Waste, Energy Conservation, Water Conservation, Building Greener Stores, and Tackling Climate Change (Starbucks, 2010). When looked at the waste generated at

Starbucks store, most of them can be found behind the counter or in the backroom in the form of cardboard boxes, milk jugs, syrup bottles, and coffee grounds. Many of the stores recycle these items, but because it is done behind the counter and in the backroom, it's not something their customers typically see. What they do see is what happens in the café area (Kat, 2013). For the recycling, it depends on the recycling services and where the store are located. Recycling will success; it depends on the company and customers to help each other (Adrian, 2013). Also, different commercial recyclers accept different materials, so they are not able to provide a consistent program from store to store. And for stores located in shared spaces like malls, it is often the landlord who controls waste collection and recycling (Adrian, 2013). In order to these challenges, they are focused on working with others to make recycling easier for them and their customers (Brit, 2010).Reducing the environmental impact of their cups depends on the success of two interrelated efforts: developing recyclable cup solutions and dramatically increasing customers' use of reusable cups. A lot of customers are also working to reduce their own environmental impact even as they are. For example, to help them, they offer a 10-baht discount in Thailand to encourage customers to use their own reusable mugs or tumblers for their beverages (Brit, 2010). Customers can also request their beverages that be served in their own cup. Every paper cup saved helps keep our forests intact. In the last few years the company made significant progress in understanding and developing new strategies to reduce our energy consumption (Starbucks, 2010). They continue to invest in renewable energy to offset the electricity used in their company-operated stores in the US and Canada, and they are also start to work with their relate market around the world to identify additional renewable solutions (Noey, 2011). Moreover, they are also investing in new lighting and improving the efficiency of HVAC (heating, ventilation and cooling) systems and other equipment (Rob, 2013). Then, the company made great step in reducing water consumption in our stores, such as removing all "dipper wells" – those small bowls with continuous streams of water that cleaned spoons used for pouring milk into espresso drinks – and replacing them with manual faucets, which consume 15% less water (Grace, 2010).In many markets, they use a blow of higher-pressure water to clean blender jugs instead of an open tap. They have also programmed our espresso machines to dispense less water when rinsing espresso shot

glasses. And they train their partners (employees) to keep the refrigeration coils on ice machines clean to reduce the amount of latent heat from the machines and minimize ice melt (Rob, 2013).Since 2001, they help other store to certification process will pre-certify our green stores at the design, construction and operational strategy level. They will then be held accountable through spot checks and continued reviews to ensure that they are meeting the high standards we've set for ourselves. Next, Starbucks company have more concern about the environment; they tried to reduce the electricity, for instant, traditionally, LEED® certification has been accomplished one building at a time, making it difficult for retailers with hundreds of stores to participate. Starbucks has been implementing a climate change strategy since 2004, focusing on renewable energy, energy conservation and collaboration and advocacy. They're working to significantly shrink our environmental footprint by conserving energy and water, reducing the waste associated with their cups, increasing recycling and incorporating green design into their stores. They're also committed to championing progressive climate change policy in partnership with other businesses and organizations (Starbucks Company, 2013).

Sustainability is currently regarded as a vitally important business goal that has a profound impact on firm competitiveness. Most company focused on how they integrate sustainability into their business practices and the marketing function is central to their abilities to do so (Yu-Shan and Ching-Hsun, 2013). The one strategy that they are thinking is green marketing strategies for the company to promote environmentally-friendly practices or "going green" to current and potential customers. The implementation of environmentally-friendly practices today is viewed as a viable organizational strategy and many firms are looking to promote their efforts (David and Doris, 2012).

Green marketing is largely growing in year 2010 and 2011. Then green marketing identifies as the company needs customers with environment-friendly merchandise. Even the green marketing is growing; the company has to understand the consumers following the research focus on it because green consumers affect to decide on the market nowadays (Joao and Fred, 2013).Consumers focus on ecological to buy the product. It is very important with the company organization on the environment and social problem. They have to increase more green products and get

more profits with them. The company needs to advertise the green product. The green consumer is motivated by the green company that drive the consumers consider the environment, lifestyle and buying green products and green services. In addition, the green consumer did not only to buy green products and services, but think about the recycling and energy efficiency (Leslie, Dora and Mathew, 2012).

2.3 Green consumer behavior

The green consumers or environmentalism are the one of society value. Green consumers interested in product's characteristics, such as recyclability and chemical content. Moreover, they are mention everything that is environment friendly, for instance, the green consumers interested in organic products, energy efficient and biodegradable packaging (Leslie, Dora, al, 2013). The research studied green consumer behavior by focusing on socio-demographic and psychographic variables, such as gender, marital status, age, environmental knowledge, values, etc. There are three consumer types to explain consumer's attitude and behavior (Leslie, Dora, al, 2013). First, it is "grey consumers" who have no interested in the environment. Second, it is "fit and forget green consumers" that may care of environment, but depend on the situation as purchasing design. The last is "consistent ecologists" who know more environment knowledge and they have choice of product through environment consumption process (Joao and Fred, 2013). Moreover, customers may use many factors to buy green products. Then, there are many factors that affect the green consumers' behavior, if the market focuses on the product design. The market needs to know what the green consumers need or want. Decision-making of green consumer to buy products is important for marketer (Joao and Fred, 2013). For example of green consumer behavior, they search more information about green products and then they analyze the alternative choice before they decide to buy products.

According to the sustainable development, the environment knowledge influences green consumers' behavior because when they want to buy the green products, they will find more information. Then, they will consider the price which is saving, but it has to be green and useful when they decide to buy them (William,

Kumju, al, 2009). Next, they think green products are more expensive, but they also have promotion, and activities to reduce lower cost products.

2.4 Brand knowledge

A brand can be defined as name, term, sign, symbol, design, and combination of them which is conclude to identify the goods and services (Muhammad and Qin, 2008). The definition can also generalize for eco-brand as well. Eco-brand is a name , symbol or design of products that are harmless to the environment Utilizing eco-brand features can help to consumers differentiate them in some way from other non-green products (Elham and Nabsiah, 2011). According to the Keller model of brand, customers can recognize and memory the brand. This is the structure of customer base brand equity model.
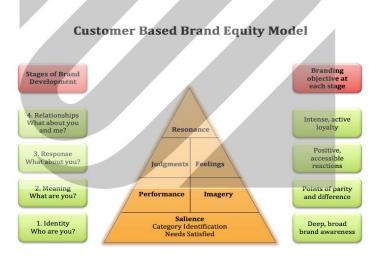
Figure 2.1 Customer Based Brand Equity Model

Source: Kevin Lane Keller, 1993

2.5 Green brand image

Brand image is the current view of the customers about a brand. It can be defined as a minds of target customers. It can identify what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, there is nothing but the consumers' mind set about the product. It is the manner in which a specific brand is positioned in the market (Muhammad and Qin, 2008). Brand image conveys

emotional value and not just a mental image. Brand image is nothing but an organization's character. It is integration of contact and observation by people external to an organization. It should be a highlight of an organization's mission and vision to all. The main elements of positive brand image are unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values (Muhammad and Qin, 2008).Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand as Starbucks associate with the green. The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service (Ume and Sarwar, 2007; Keller, 1993). Then, brand images should be unique, and positive. It can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, and so on (Nai-Jen and Cher-Min, 2010).There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (More than others). Brand attributes are consumers overall assessment of a brand. Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, useful, functionality, fame, and overall value. It is actually brand content. When the consumers buy the product, they are also buy its image (Nai-Jen and Cher-Min, 2010). In addition, brand image is the objective and mental feedback of the consumers when they buy products. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization.

The part of the significant marketing tool is using brand image on environmental friendly products. The environmental image is increasingly being utilized by marketers to promote the identification of green products. They also relate that image are a signal to complete two main functions for consumers: information function that informs them about intangible product characteristics such as product's quality and value function which provide a value in themselves. Greenbrand image as a tool for consumers to facilitate making decision for select environmentally-friendly

products also enable them to know how products are made. Many of the studies on green brand image looking for the ways to make them effective in consumers' purchase behavior of environmental safe products (Elham and Nabsiah, 2011).

2.6 Green brand satisfaction

Brand satisfaction can also be determine by brand image. Satisfaction has been considered as one of the most important for the company. Green brand satisfaction referred to a customers' judgment that a product or service was providing a pleasurable (Ume and Sawar, 2007). For the Starbucks Company, it faced a growing pressure to become responsible and greener. They concerned more about the environment as same as the society are concerned to buy a green products. Green brand satisfaction defined the term as the customer sensed that consumption fulfilled some need, goal, desire about environmental or green concerns and that fulfilment was pleasurable (Nai-Jen and Cher-Min, 2010). It was the outcome of the consumption that the performance met or exceeded the green needs of customers, the requirements of environmental regulations, and the sustainable expectation of society (Yu-Shan and Ching-Hsun, 2013).

2.7 Green brand trust

Green brand trust is something that is based on the consumer's belief that a particular brand will result in specific qualities that make it consistent, competent, honest, and responsible and so on (Ume and Sarwar, 2007). Furthermore, trust is defined as being confident that other party will behave according to customer's expectation. It was mentioned that trust is based on three main beliefs, those are ability, benevolence and integrity. Green brand trust can significantly affect the customers purchase decisions (Maha and Yasser, 2012). Green brand trust is assumed to positively affect the green brand preference.

2.8 Green brand awareness

Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products (Norazah, 2013). Green brand

awareness consists of brand recognition and brand recall performance. Brand recall relates to consumers ability to their needed. Brand recognition relates to consumers' ability to confirm prior exposure the brand when given the brand as a cue. It also means requires that consumers correctly discriminate the brand as having been seen or heard previously (Muhammad and Qin, 2007). Moreover, green brand awareness is discussed in three sections: consumers' environmental concern, awareness of green product and price, and brand image. Customers express environmental concern based on product characteristics, accuracy of green product claims, information provided on the products environment friendly. Green product refers to products which is nontoxic, originally grown, recycle/reusable. Price is the attribute that customers reflect on when making a green-purchasing decision. The company have to offer a products which is environmentally safe and pay premium price for them (Norazah, 2013). The last one is brand image; it is related to customer's perception on the image of the products with green brand image.

2.9 Green brand quality

Green brand quality can be a good starting point for providing customer satisfaction and generating customer loyalty. The brand quality dimension included product packaging, product design, product features, warranties, etc. High brand quality could gain greater product acceptance from customers as well as lead to satisfaction and repurchasing. This is the trend of popular customer environmentalism and with stricter international environmental regulations; company cannot only embody green or environmental concept in the feature, design, and package of their product to increase product differentiation, but they should also satisfy the environmental needs of customers (Chang and Fong, 2010).

2.10 Related Research

For the study of the green marketing strategy, they provide useful sources of references regarding concept and variable that the researcher would like to study. All previous research studied support for this development research. The researcher reviews the related literatures as follows:

The research by Maha and Yasser (2012), the research studied "Perception of green brand in an emerging innovative market". The main factors affecting the green brand preference in the telecom industry in Egypt that it focused on emerging innovative market with related in green satisfaction, green trust, and green awareness. This research collected 302 respondents and then the result of this research confirmed that the first step starts using green marketing principles in Egypt is to enhance the green image, satisfaction, and trust as well as educating them on the importance of the green activities.

The research by Leslie, Dora, and Mathew (2013), the research studied "Green Marketing: what the Millennials buy" This research focused on customers behavior on Millennials generation which was born on 1982 to 2004. There are many types of green consumers' behavior that was effect in purchasing a green products. The research finding every factors as green products, recyclability, biodegradableness, etc. affected to customers considering to buy a products. Then, the researcher got the reason why customers did not buy a green products because of expensive, green brand trust, and green brand quality.

The research by Yu-Shan and Ching-Hsun (2013), the research studied "Towards green trust: the influences of green perceived quality, green perceived risk, and green satisfaction" This research focused on green marketing and relationship marketing into a new managerial framework of green trust with related in green perceived quality, green perceived risk, green satisfaction and green trust. The researcher collect the data of Taiwan's customers who have an information and electronic product. The results is green perceived quality would positively affect green satisfaction and green trust.

The research by Joao and Fred (2013), the research studied "Exploring green consumers' product demands and consumption processes: the case of Portuguese green consumers" This research focused on how green consumers perceive green products in a market. The researcher used the semi-structured method with in-depth interviews to collect the data from Portuguese green consumers. The result of this research explores the product demands of green consumers.

CHAPTER 3
RESEARCH METHODOLOGY

From the study of green branding influencing on green brand preference in Starbucks' customers, researcher has developed and designed the research according to the process studied. Therefore, methodology included scopes of the study, population and sample size, research planning process, hypotheses of the study, research design and instrument, data collecting procedure, and data analysis. This chapter consists of many sections as follows:

        3.1 Research Design

        3.2 Population and Sample Size

        3.3 Research Instrument

        3.4 Questionnaire Testing

        3.5 Data Collection Procedures

        3.6 Data Analysis

3.1 Research Design

This research applied descriptive statistic to analyze the result of this study. The descriptive statistic used to analyze the basic features as demographic: age, gender, education level, etc. The research approach is descriptive in nature quantitative approach (survey, implementing a structured questionnaire) to enhance the validity and reliability of data. The research used the analysis data program software to analyze the data; it includes as T-Test, F-stats, Anova, frequency, percentages, and so on.

3.2 Population and Sample Size

Population of this study was Starbucks' customers in Bangkok both male and female with the age over 15 years old and diploma or more level. This research will be random collect the data in Bangkok province. Bangkok is separated to 6 zones that are Rattanakosin Zone, Burapa Zone, Sri Nakharin Zone, Chao Phraya Zone, South

Krung Thon, and North Krung Thon (Government Report, 2012). Therefore, this research will collect the data of 6 zones by 2 Starbucks Coffee Shops per zone each.

The size of sample group in this study was calculated by using W.G. cochran (William G, 1977) equation as follows:

$$n = \frac{P(1-P)Z^2}{d^2}$$

Remark;   n = sample size

P = purposive sampling (0.30)

Z= statistical significance (1.96)

d= significant level (0.05)

From equation the sample size can be calculated as follows;

$$n = \frac{0.30(1\text{-}0.30)\ 1.96^2}{0.05^2}$$

$$= 324$$

Therefore, this study is collected data from 400 samples from Starbucks's customers in Bangkok from both male and female with the age over 15 years old and diploma or more level. Data collection conducted by using non-probability sampling technique in type of convenience at Starbucks Coffee Shop in Bangkok.

3.3 Research Instrument

The instrument used in this study is a questionnaire that provides all the information that is required to respond the research questions, which consist of two sections as follows:

Part 1: Demographic data

This part asked about general demographics as age, gender, nationality, education level, income and the question that how often you go to Starbucks and you are Starbucks customers. All questions are multiple choices and single answer.

Part 2: The factors of green brand preference influence on Starbucks customers decision.

Closed-end questions on green brand preference influence on Starbucks customers decision. These questions includes green brand image, green brand satisfaction, green brand trust, green brand awareness, green brand quality, and green brand preference that affect to customer decision to buy Starbucks products. All questions are presented in a five points Linkert scale for obtaining attitude level.

The respondents answer the questions by using a scale from 1-5, which was determined as follows:

Average Score	Level
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.4 Questionnaire Testing

IOC (Index of Item Objective Congruence)

The result of IOC as following:

The score 1: it means clearly measuring.

The score 0: it means content area is unclear.

The score -1: it means clearly not measuring.

The formula: $IOC = \sum R \div N$

$\sum R$ = the total score

N = the number of expert

$IOC = 70 \div 3 = 23.33$

From the IOC, the score is 23.33/27; it shows that this questionnaire can be used. For each question, if the IOC scores more than 0.5, it shows that the question can be used.

For the questionnaire, it is tested by Index of Item Objective Congruence Index (IOC). This research is tested by professor of research, Dr. Ake Choonhachatrachai, and the expert of marketing part, Ms. Patcharanut Suteerapark and Ms. Petcharat Chacutprakant.

From the IOC, it shows that the questionnaire can be used to collect the data of Starbucks Coffee shops' customers.

Reliability Test

The researcher measured the reliability of the questionnaire to ensure that it was reliable before distribute it to the respondents. The reliability analysis procedure calculates a number of commonly used measure of scale reliability an also providing the information about relationship between individual item in the scale (IBM). Cronbach's Alpha Test was applied to measure of reliability. After reviewing from the experts, the researcher gives the questionnaire of 26 random respondents (pretest).

Table 3.1 Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.819	.817	26

The result of this test is 0.819; it shows that the questionnaire for this research is valid.

3.5 Data Collection Procedure

This research used questionnaire to collect the data. The procedures for collecting data are as follows:

    1. Collecting information from various sources such as books, journals, and internet.

    2. Conducting questionnaires in Starbucks Coffee Shop, Bangkok.

    3. Analyzing the data and testing hypotheses.

    4. Concluding and making recommendations.

3.6 Data Analysis

There searcher analyzes data variables using SPSS program to compute for the results. The outputs of the program have been presented in chapter four

(Research Analysis and Results) and the result of respondents will be presented as follows:

　　　　1. Descriptive statistics to describe the demographic variables as age, gender, education level by mean, frequency distribution and percentage. This part is not significant, but the researcher collects this data for a future research which would like to know this. For this research, the researcher has just would like to know green branding has an influence on green brand preference.

　　　　2. Descriptive statistics inducting mean, frequency, percentage and standard deviation are employed to test hypothesis and answer research questions.

CHAPTER 4
RESEARCH FINDINGS

In this chapter, the analysis for the hypothesis testing and all information from questionnaires are separate. Data have been collected to categorize demographic profiles and investigate Green Marketing Strategy on creating positive attitude in customers (the study on Starbucks Coffee Shop's customers). The statistical package for the social sciences has been used for the data analysis and the main findings of this research are summarized as follows.

1. General information of respondents.

2. Respondents' attitudes toward factors of green brand preference influence on Starbucks customers decision which are green brand image, green brand satisfaction, green brand trust, green brand awareness, green brand quality and green brand preference.

3. The relationship analysis between demographic profiles of respondents (levels of income and education, age and gender), green brand image, green brand satisfaction, green brand trust, green brand awareness, green brand quality toward green brand preference.

In this part of study, after gathering the data from respondents finishing questionnaires with the total amount of responses received was 400, the results from questionnaires can be shown as following parts.

4.1 General Information

In the demographic profiles part, eight questions have been asked such as gender, age, nationality, educational level, income, product experiences. The details of answers are discussed in the next part to present information responses from the questionnaire forms.

Table 4.1 Demographic profiles followed by are you the Starbucks' customer?

Demographic profile	Frequency	Percentage (%)
Are you the Starbucks' customer?		
Yes	360	90.0
No	40	10.0
Total	**400**	**100.00**

From table 4.1, the result shows that most of respondents are Starbucks' customer with the amount of 360 responses (90.0%) from total of 400.

Table 4.2 Demographic profiles followed by age

Demographic profile	Frequency	Percentage (%)
Age		
Less than 20 years old	42	10.5
20-30 years old	133	33.3
31- 40 years old	90	22.4
Above 40 years old	135	33.8
Total	**400**	**100.00**

From table 4.2, the result shows that respondents who age were above 40 years old with the amount of 135 responses (33.8%), between 20 – 30 year old with the amount of 133 responses (33.3%), between 31 – 40 year old with the amount of 90 responses (22.4%) and less than 20 years old with the amount of 42 responses (10.5%).

Table 4.3 Demographic profiles followed by gender

Demographic profile	Frequency	Percentage (%)
Gender		
Male	212	53.0
Female	188	47.0
Total	**400**	**100.00**

From table 4.3, the result shows that respondents were male with the amount of 212 responses (53.0%) and 188 of responses were female (47.0%).

Table 4.4 Demographic profiles followed by nationality

Demographic profile	Frequency	Percentage (%)
Nationality		
Thai	178	44.5
Other Asian nationality	77	19.3
Caucasian	83	20.7
Hispanic	44	11.0
Others	18	4.5
Total	**400**	**100.00**

From table 4.4, the result shows that most nationality was Thai with the amount of 178 responses (44.5%), followed by Caucasian with the amount of 83 responses (20.7%) and other Asian nationality with the amount of 77 responses (19.3%), Hispanic and others with the amount of 44 and 18 responses (11.0%,4.5% respectively).

Table 4.5 Demographic profiles followed by education level

Demographic profile	Frequency	Percentage (%)
Education level		
Diploma	48	12.0
Under graduate	116	29.0
Postgraduate	228	57.0
Doctorial	8	2.0
Total	**400**	**100.00**

From 4.5, the result show that most respondents were postgraduate with the amount of 228 responses (57%), under graduate with the amount of 116 responses

(29%), diploma with the amount of 48 responses (12%), and doctorial with the amount of 8 responses (2%).

Table 4.6 Demographic profiles followed by income per month

Demographic profile	Frequency	Percentage (%)
Income per month		
Less than 10,000 Baht	33	8.3
10,001 - 20,000 Baht	119	29.7
20,001 - 30,000 Baht	77	19.3
30,001 - 40,000 Baht	116	28.9
40,001 - 50,000 Baht	33	8.3
50,001 - 60,000 Baht	22	5.5
Total	**400**	**100.00**

From table 4.6, the result shows that most respondents have income per month between 10,001 - 20,000 Baht with the amount of 119 responses (29.7%) and 30,001 - 40,000 Baht with the amount of 116 responses (28.9%) while 22 responses have salary 50,001 - 60,000 Baht (5.5%) and 33 responses have salary less than 10,000 Baht and between 40,001 – 50,000 Baht (8.3%).

Table 4.7 Demographic profiles by have you ever buy Starbucks products?

Demographic profile	Frequency	Percentage (%)
Have you ever buy Starbucks products?		
Yes	365	91.2
No	35	8.8
Total	**400**	**100.00**

From table 4.7, the result shows that 90% of respondents have bought Starbucks products

Table 4.8 Demographic profiles by how often do you buy Starbucks products?

Demographic profile	Frequency	Percentage (%)
How often do you buy Starbucks products?		
Everyday	105	26.3
Every week	164	41.0
Every month	88	22.0
Depends	43	10.7
Total	**400**	**100.00**

From table 4.8, the result shows that 164 responses buy Starbuck products every week (41.0%), every day with the amount of 105 responses (26.3%), every month with the amount of 88 responses (22.0%), and depends with the amount of 43 responses (10.7%).

4.2 Respondents' attitudes toward factors of green brand preference influence on Starbucks customers decision

In this part, questions regard on respondents' attitudes toward factors of green brand preference influence on Starbucks customers' decision have been asked. The details of answers are discussed in the next part to present information responses from the questionnaire forms.

Table 4.9 Independent Sample Test

	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.528	.468	-3.439	398	.001	-.13652	.03969	-.21455	-.05848
Equal variances not assumed			-3.435	390.063	.001	-.13652	.03975	-.21466	-.05837

From table 4.9 showed that independent sample test of each items both equal variances assumed and equal variances assumed is 0.001. The score is significantly less than 0.05 level; it shows the data to be valid.

Table 4.10 Respondents' attitudes toward factors of green brand preference influence on Starbucks customers' decision: Green brand image

Factors	Mean	Standard Deviation	Level of attitudes
Green brand image			
You think that Starbucks is the best standard in environmental commitment	4.40	0.535	Strongly Agree
Starbucks's environmental reputation is handled in a professional manner	4.32	0.583	Strongly Agree
Starbucks is successful in its environmental performance	4.38	0.618	Strongly Agree
Starbucks is well established about environmental concern	4.34	0.652	Strongly Agree
Starbucks is trust worthy about environmental promise	4.36	0.543	Strongly Agree
Overall	**4.36**	**0.339**	**Strongly Agree**

From table 4.10, the result show that most of respondents strongly agree on influences in overall in the context of green brand preference with the mean of 4.3 and standard deviation of 0.402. By considering in each green factor, respondents strongly agree in green brand image with the mean of 4.36. It can be observed that items inside green brand image sorted by descending mean can be shown as follows, "You think that Starbucks is the best standard in environmental commitment" has the highest mean with the mean of 4.40 followed by "Starbucks is successful in its environmental performance" with the mean of 4.38,"Starbucks is trust worthy about environmental promise" with the mean of 4.36, "Starbucks is well established about environmental concern" with the mean of 4.34 and "Starbucks's environmental reputation is handled in a professional manner" with the mean of 4.32.

Table 4.11 Respondents' attitudes toward factors of green brand preference influence on Starbucks customers' decision: Green brand satisfaction

Factors	Mean	Standard Deviation	Level of attitudes
Green brand satisfaction			
You are happy about the decision to choose Starbucks because of its environmental commitment	4.35	0.634	Strongly Agree
You believe that it is a right thing to choose Starbucks because of its environmental performance	4.43	0.593	Strongly Agree
Overall, you are glad to be the customer of Starbucks because Starbucks is environmental friendly	4.37	0.568	Strongly Agree
Overall, you are satisfied with Starbucks because of its environmental concern	4.22	0.656	Strongly Agree
Overall	**4.34**	**0.432**	**Strongly Agree**

From table 4.11, the result show that most of respondents strongly agree on influences in overall in the context of green brand preference with the mean of 4.3 and standard deviation of 0.402. By considering in each green factor, green brand satisfaction with the mean of 4.34. It also can be observed that items inside green brand satisfaction sorted by descending mean can be shown as follows, "You believe that it is a right thing to choose Starbucks because of its environmental performance" has the highest mean with the mean of 4.43 followed by "Overall, you are glad to be the customer of Starbucks because Starbucks is environmental friendly" with the mean of 4.37, "You are happy about the decision to choose Starbucks because of its environmental commitment" with the mean of 4.35 and "Overall, you are satisfied with Starbucks because of its environmental concern" with the mean of 4.22.

Table 4.12 Respondents' attitudes toward factors of green brand preference influence on Starbucks customers decision: Green brand trust

Factors	Mean	Standard Deviation	Level of attitudes
Green brand trust			
You feel that Starbucks's environmental commitment are generally reliable	4.08	0.608	Agree
You feel that Starbucks's environmental performance is generally trustworthy	4.06	0.568	Agree
You feel that Starbucks environmental argument and case is generally trustworthy	4.00	0.658	Agree
Starbucks's environmental concern meets your expectations	4.22	0.625	Strongly Agree
Starbucks keep promise and regulation for environmental protection	3.99	0.639	Agree
Overall	**4.07**	**0.366**	**Agree**

From table 4.12, the result show that most of respondents strongly agree on influences in overall in the context of green brand preference with the mean of 4.3 and standard deviation of 0.402. By considering in each green factor, it is agreed on green brand trust with the mean of 4.07. The items inside green brand trust sorted by descending mean can be shown as follows, "Starbucks's environmental concern meets your expectations" has the highest mean with the mean of 4.22 followed by "You feel that Starbucks's environmental commitment are generally reliable" with the mean of 4.08,"You feel that Starbucks's environmental performance is generally trustworthy" with the mean of 4.06, "You feel that Starbucks environmental argument and case is generally trustworthy" with the mean of 4.00 and "Starbucks keep promise and regulation for environmental protection" with the mean of 3.99.

Table 4.13 Respondents' attitudes toward factors of green brand preference
influence on Starbucks customers decision: Green brand awareness

Factors	Mean	Standard Deviation	Level of attitudes
Green brand awareness			
You are aware of the environmental efforts by Starbucks	4.17	0.606	Agree
You have seen some environmental labels and slogans of Starbucks	4.21	0.675	Strongly Agree
You recognize the meaning of the environmental slogans and the symbols that Starbucks used	4.20	0.631	Agree
You can remember some of the environmental symbols that Starbucks used (Ex. Starbucks has a new reusable plastic cup)	4.31	0.706	Strongly Agree
If you notice an environmental label on one brand you will prefer to use it	4.21	0.613	Strongly Agree
Overall	**4.22**	**0.425**	**Strongly Agree**

From table 4.13, The result shows that most of respondents strongly agree on influences in overall in the context of green brand preference with the mean of 4.3 and standard deviation of 0.402. By considering in each green factor, green brand awareness with the mean of 4.22. For green brand awareness sorted by descending mean can be shown as follows, "You can remember some of the environmental symbols that Starbucks used (Ex. Starbucks has a new reusable plastic cup)" has the highest mean with the mean of 4.31 followed by "You have seen some environmental labels and slogans of Starbucks" with the mean of 4.21 which is the same as" If you notice an environmental label on one brand you will prefer to use it", "You recognize the meaning of the environmental slogans and the symbols that Starbucks used" with the mean of 4.20 and "You are aware of the environmental efforts by Starbucks" with the mean of 4.17.

Table 4.14 Respondents' attitudes toward factors of green brand preference influence on Starbucks customers decision: Green brand quality

Factors	Mean	Standard Deviation	Level of attitudes
Green brand quality			
You feel Starbucks is generally environmental trustworthy	4.15	0.610	Agree
You think you buy only environmental brand quality product	4.17	0.603	Agree
Only for quality products, you will choose the least price products	4.38	0.680	Strongly Agree
You will stick to Starbucks products because of its environmental even their price is increased	4.40	0.668	Strongly Agree
Overall	**4.27**	**0.461**	**Strongly Agree**

From table 4.14, the result show that most of respondents strongly agree on influences in overall in the context of green brand preference with the mean of 4.3 and standard deviation of 0.402. By considering in each green factor, green brand quality with the mean of 4.27.Another factor which is green brand quality sorted by descending mean can be shown as follows, "You will stick to Starbucks products because of its environmental even their price is increased" has the highest mean with the mean of 4.40 followed by "Only for quality products, you will choose the least price products" with the mean of 4.38, "You think you buy only environmental brand quality product" with the mean of 4.17 and "You feel Starbucks is generally environmental trustworthy" with the mean of 4.15.

Table 4.15 Respondents' attitudes toward factors of green brand preference influence on Starbucks customers decision: Green brand preference

Factors	Mean	Standard Deviation	Level of attitudes
Green brand preference			
It makes sense to choose Starbucks instead of other brands because of its environmental commitment, even if they are the same	4.27	0.681	Strongly Agree
Even if another brand has the same environmental features as Starbucks, you would prefer to use Starbucks brand	4.27	0.646	Strongly Agree
If there is another brand 's environmental performance as good as Starbucks's, you prefer to use Starbucks brand	4.32	0.583	Strongly Agree
If the environmental concern of another brand is not different from Starbucks in any way, it seems smarter to use Starbucks brand	4.38	0.618	Strongly Agree
Overall	**4.31**	**0.402**	**Strongly Agree**

From table 4.15, the result show that most of respondents strongly agree on influences in overall in the context of green brand preference with the mean of 4.3 and standard deviation of 0.402. And green brand preference sorted by descending mean can be shown as follows, "If the environmental concern of another brand is not different from Starbucks in any way, it seems smarter to use Starbucks brand" has the highest mean with the mean of 4.38 followed by "If there is another brand 's environmental performance as good as Starbucks's, you prefer to use Starbucks brand" with the mean of 4.32, "It makes sense to choose Starbucks instead of other brands because of its environmental commitment, even if they are the same" and "Even if another brand has the same environmental features as Starbucks, you would prefer to use Starbucks brand" has an equal mean of 4.27.

4.3 Hypothesis tests between demographic profiles of respondents and green factors toward of green brand preference

In this part, attitudes toward green brand preference have been tested and categorized by demographic profile. The details of answers are discussed in the next part to present information responses from the questionnaire forms.

Table 4.16 Relationship between the differences in demographic profiles to attitudes toward green brand preference

Demographic profiles	F-stats (t-stats)	Sig.
Income per month	12.580	0.000**
Education level	5.278	0.001**
Age	7.010	0.000**
Gender	(-3.439)	0.001**

** Significance at or below 0.05 level

From table 4.16 for the hypothesis testing in differences in gender, age, education and income statistically show that respondents with different gender, age, education or income have their different attitudes toward green brand preference significantly at or below 0.05 levels.

Table 4.17 Relationship between the differences in other green factors toward of green brand preference: Green brand image

Factors	F-stats	Sig.
Green brand image	**25.047**	**0.000****
You think that Starbucks is the best standard in environmental commitment	2.840	0.003**
Starbucks's environmental reputation is handled in a professional manner	25.354	0.000**
Starbucks is successful in its environmental performance	20.777	0.000**
Starbucks is well established about environmental concern	2.897	0.003**
Starbucks is trust worthy about environmental promise	3.292	0.001**

** Significance at or below 0.05 level

From table 4.17, the result of all items for the hypothesis testing in green brand preference, statically show that respondents with different attitudes toward green brand image, green brand satisfaction, green brand trust, green brand awareness and green brand quality have their different attitudes toward green brand preference significantly at or below 0.05 level. And when we consider the value of F-stats in each green brand factor they can be observed that which item has the most influential on each green brand preference. For green brand image, "Starbucks's environmental reputation is handled in a professional manner" and "Starbucks is successful in its environmental performance" have distinctive value of F-stats in category which are more than 20 while others are below 0.05.

Table 4.18 Relationship between the differences in other green factors toward of green brand preference: Green brand satisfaction

Factors	F-stats	Sig.
Green brand satisfaction	**5.672**	**0.000****
You are happy about the decision to choose Starbucks because of its environmental commitment	3.236	0.001**
You believe that it is a right thing to choose Starbucks because of its environmental performance	4.756	0.000**
Overall, you are glad to be the customer of Starbucks because Starbucks is environmental friendly	4.103	0.000**
Overall, you are satisfied with Starbucks because of its environmental concern	3.627	0.000**

** Significance at or below 0.05 level

From table 4.18, the result of all items for the hypothesis testing in green brand preference, statically show that respondents with different attitudes toward green brand image, green brand satisfaction, green brand trust, green brand awareness and green brand quality have their different attitudes toward green brand preference significantly at or below 0.05 level. And when we consider the value of F-stats in each green brand factor they can be observed that which item has the most influential on each green brand preference. For green brand satisfaction, there are no distinctive value of F-stats compared to each item in the same category.

Table 4.19 Relationship between the differences in other green factors toward of green brand preference: Green brand trust

Factors	F-stats	Sig.
Green brand trust	**6.225**	**0.000****
You feel that Starbucks's environmental commitment are generally reliable	1.713	0.084*
You feel that Starbucks's environmental performance is generally trustworthy	1.673	0.094*
You feel that Starbucks environmental argument and case is generally trustworthy	3.570	0.000**
Starbucks's environmental concern meets your expectations	5.116	0.000**
Starbucks keep promise and regulation for environmental protection	3.321	0.001**

** Significance at or below 0.05 level

From table 4.19, the result of all items for the hypothesis testing in green brand preference, statically show that respondents with different attitudes toward green brand image, green brand satisfaction, green brand trust, green brand awareness and green brand quality have their different attitudes toward green brand preference significantly at or below 0.05 level. And when we consider the value of F-stats in each green brand factor they can be observed that which item has the most influential on each green brand preference. In green brand trust, "Starbucks's environmental concern meets your expectations" has the highest value of F-stats.

Table 4.20 Relationship between the differences in other green factors toward of green brand preference: Green brand awareness

Factors	F-stats	Sig.
Green brand awareness	**12.025**	**0.000****
You are aware of the environmental efforts by Starbucks	2.272	0.017**
You have seen some environmental labels and slogans of Starbucks	5.832	0.000**

Table 4.20 Relationship between the differences in other green factors toward of green brand preference: Green brand awareness (Cont.)

Factors	F-stats	Sig.
You recognize the meaning of the environmental slogans and the symbols that Starbucks used	5.353	0.000**

** Significance at or below 0.05 level

From table 4.20, the result of all items for the hypothesis testing in green brand preference, statically show that respondents with different attitudes toward green brand image, green brand satisfaction, green brand trust, green brand awareness and green brand quality have their different attitudes toward green brand preference significantly at or below 0.05 level. And when we consider the value of F-stats in each green brand factor they can be observed that which item has the most influential on each green brand preference. In green brand awareness, "You can remember some of the environmental symbols that Starbucks used (Ex. Starbucks has a new reusable plastic cup)" also has the highest value of F-stats.

Table 4.21 Relationship between the differences in other green factors toward of green brand preference: Green brand quality

Factors	F-stats	Sig.
Green brand quality	**21.543**	**0.000****
You feel Starbucks is generally environmental trustworthy	5.956	0.000**
You think you buy only environmental brand quality product	5.757	0.000**
Only for quality products, you will choose the least price products	18.175	0.000**
You will stick to Starbucks products because of its environmental even their price is increased	15.179	0.000**

** Significance at or below 0.05 level

From table 4.21, the result of all items for the hypothesis testing in green brand preference, statically show that respondents with different attitudes toward

green brand image, green brand satisfaction, green brand trust, green brand awareness and green brand quality have their different attitudes toward green brand preference significantly at or below 0.05 level. And when we consider the value of F-stats in each green brand factor they can be observed that which item has the most influential on each green brand preference. And the last one in green brand quality, "Only for quality products, you will choose the least price products" and "You will stick to Starbucks products because of its environmental even their price is increased" have distinctive values of F-stats in category which are more than 15 while others are below 6

CHAPTER 5

SUMMARY, CONCLUSION & RECOMENDATION

In this chapter, after data analysis and hypothesis testing all information from questionnaires which have been collected to investigate Green Marketing Strategy on creating positive attitude in customers (the study on Starbucks Coffee Shop's customers). The findings of this research can be summarized as follows.

5.1 Conclusion

The results from questionnaires show that most of respondents are Starbucks' customer which was mostly male. Their age was above 40 years old with the amount of 135 responses and between 20 – 30 years old with the amount of 133 responses. Their nationality was Thai mostly followed by Caucasian. Most respondents have income per month between 10,001 - 20,000 Baht and 30,001 - 40,000 Baht. About 90% of respondents have bought Starbucks products; they tend to buy Starbuck products every week or every day.

The attitudes of respondents strongly agree in overall in the context of green brand preference with the mean of 4.31 and standard deviation of 0.402. Respondents also strongly agree in green brand image, green brand satisfaction, green brand awareness and green brand quality. While their attitudes of respondents regard on green brand trust are in agree level in overall.

The hypothesis testing in differences in gender, age, education and income statistically show that respondents with different gender, age, education or income have their different attitudes toward green brand preference significantly at 0.1 and 0.05 level. And the results of all items for the hypothesis testing in green brand preference and other green brand factors, statistically show that respondents with different attitudes toward green brand image, green brand satisfaction, green brand trust, green brand awareness and green brand quality have their different attitudes toward green brand preference significantly at 0.01 or 0.05 level.

Therefore it can be concluded that all research hypotheses are accepted which they were stated as follows:

H1   The differences in demographic factors has an influence on green brand preference for customer's decision to buy products

H2   Green brand image has an influence on green brand preference for customers' decision to buy products

H3   Green brand satisfaction has an influence on green brand preference for customers' decision to buy products

H4   Green brand trust has an influence on green brand preference for customers' decision to buy products

H5   Green brand awareness has an influence on green brand preference for customers' decision to buy products

H6   Green brand quality has an influence on green brand preference for customers' decision to buy products

5.2 Recommendation

The results of the study are useful for people or company who would like to start a green business. It shows what customers think to be influence in the green products. Therefore, the company should focus on green marketing strategy and green brand products. The study should focus on greener consumer behavior that affect with green products. Then, the research should collect Thai people around Bangkok; you will consider in deep details in one group and then if you would like to compare with other group, you can be collecting the data in the future.

5.3 Recommendation for Further Research

According to the above conclusion of the studied, following are the recommendation for further research and study,

For future research, it should focus more generation because some generation concerned more environment and to buy a green products and services. Then, if the company would like to be a sustainable, the company can develop to be suitable with your company, but it will be different products and services. Moreover, when you collecting a data same as this research, you should test random to be different places and different times to compare each.

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APPENDIX A

SURVEY QUESTIONNAIRE

| **"The study of Green Marketing Strategy on creating positive attitude in customers:** |
| **The study onStarbucks Coffee Shop's customers"** |
| |
| This questionnaire has been developed by Stamford International University's MBA international student. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. |

Part 1: Demographic data

Please complete all questions truthfully by marking "√" in the ( ) or filling in the space below:

1. Are you the Starbucks' customer?

    ( ) Yes   ( ) No

2. How old are you?

    ( ) Less than 20 years old   ( ) 20-30 years old
    ( ) 31- 40 years old   ( ) Above40 years old

3. What is your Gender?

    ( ) Male   ( ) Female

4. What is you Nationality?

    ( ) Please identify…………………………………..

5. What is your Education Level?

    ( ) Diploma   ( ) Under graduate
    ( ) Postgraduate   ( ) Doctorial

6. What is your personal income per month?

( ) Less than 10,000 Baht   ( ) 10,001 –20,000 Baht

( ) 20,001 –30,000 Baht   ( ) 30,001 –40,000 Baht

( ) 40,001 –50,000 Baht   ( ) Over 50,000 Baht

7. Have you ever buy Starbucks products?

( ) Yes   ( ) No (Skip to question 4)

8. How often do you buy Starbucks products?

( ) Everyday   ( ) Every week

( ) Every month   ( ) Depends

Part 2: The factors of green brand preference influence on Starbucks customers decision

Please complete all questions truthfully by marking "√"in the space below:

Green brand image

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You think that Starbucks is the best standard in environmental commitment					
Starbucks's environmental reputation is handled in a professional manner					
Starbucks is successful in its environmental performance					
Starbucks is well established about environmental concern					
Starbucks is trust worthy about environmental promise					

Green brand satisfaction

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You are happy about the decision to choose Starbucks because of its environmental commitment					
You believe that it is a right thing to choose Starbucks because of its environmental performance					
Overall, you are glad to be the customer of Starbucks because Starbucks is environmental friendly					
Overall, you are satisfied with Starbucks because of its environmental concern					

Green brand trust

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You feel that Starbucks's environmental commitment are generally reliable					
You feel that Starbucks's environmental performance is generally trustworthy					
You feel that Starbucks environmental argument and case is generally trustworthy					
Starbucks's environmental concern meets your expectations					
Starbucks keep promise and regulation for environmental protection					

Green brand awareness

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You are aware of the environmental efforts by Starbucks					
You have seen some environmental labels and slogans of Starbucks					
You recognize the meaning of the environmental slogans and the symbols that Starbucks used					
You can remember some of the environmental symbols that Starbucks used (Ex. Starbucks has a new reusable plastic cup)					
If you notice an environmental label on one brand you will prefer to use it					

Green brand quality

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You feel Starbucks is generally environmental trustworthy					
You think you buy only environmental brand quality product					
Only for quality products, you will choose the least price products					
You will stick to Starbucks products because of its environmental even their price is increased					

Green brand preference

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
It makes sense to choose Starbucks instead of other brands because of its environmental commitment, even if they are the same					
Even if another brand has the same environmental features as Starbucks, you would prefer to use Starbucks brand					
If there is another brand 's environmental performance as good as Starbucks's, you prefer to use Starbucks brand					
If the environmental concern of another brand is not different from Starbucks in any way, it seems smarter to use Starbucks brand					

APPENDIX B

INDEX OF ITEM OBJECTIVE CONGRUENCE (IOC)

Item Objective Congruence Index (IOC)
"The study of Green Marketing Strategy on creating positive attitude in customers: The study on Starbucks Coffee Shop's customers"

Question No.	Question	Judge1	Judge2	Judge3	Result	IOC
1	You think that Starbucks is the best standard in environmental commitment	1	1	1	3	1
2	Starbucks's environmental reputation is handled in a professional manner	1	0	1	2	0.6
3	Starbucks is successful in its environmental performance	1	1	1	3	1
4	Starbucks is well established about environmental concern	1	1	1	3	1
5	Starbucks is trust worthy about environmental promise	1	1	0	2	0.6
6	You are happy about the decision to choose Starbucks because of its environmental commitment	1	1	1	3	1
7	You believe that it is a right thing to choose Starbucks because of its environmental performance	1	1	1	3	1
8	Overall, you are glad to be the customer of Starbucks because Starbucks is environmental friendly	1	1	1	3	1
9	Overall, you are satisfied with Starbucks because of its environmental concern	1	1	1	3	1
10	You feel that Starbucks's environmental commitment are generally reliable	1	0	0	1	0.3

Question No.	Question	Judge1	Judge2	Judge3	Result	IOC
11	You feel that Starbucks's environmental performance is generally trustworthy	1	1	0	2	0.6
12	You feel that Starbucks environmental argument and case is generally trustworthy	1	0	1	2	0.6
13	Starbucks's environmental concern meets your expectations	1	1	1	3	1
14	Starbucks keep promise and regulation for environmental protection	1	0	1	2	0.6
15	You are aware of the environmental efforts by Starbucks	1	0	1	2	0.6
16	You have seen some environmental labels and slogans of Starbucks	1	1	0	2	0.6
17	You recognize the meaning of the environmental slogans and symbols that Starbucks used	1	1	1	3	1
18	You can remember some of the environmental symbols that Starbucks used (Ex. Starbucks has a new reusable plastic cup)	1	1	1	3	1
19	If you notice an environmental label on one brand you will prefer to use it	1	1	1	3	1
20	You feel Starbucks is generally environmental trustworthy	1	1	1	3	1
21	You think you buy only environmental brand quality product	1	1	1	3	1
22	Only for quality products, you will choose the least price products	1	0	0	1	0.3
23	You will stick to Starbucks products because of its environmental even their price is increased	1	1	1	3	1

Question No.	Question	Judge1	Judge2	Judge3	Result	IOC
24	It makes sense to choose Starbucks instead of other brands because of its environmental commitment, even if they are the same	1	1	1	3	1
25	Even if another brand has the same environmental features as Starbucks, you would prefer to use Starbucks brand	1	1	1	3	1
26	If there is another brand 's environmental performance as good as Starbucks's, you prefer to use Starbucks brand	1	1	1	3	1
27	If the environmental concern of another brand is not different from Starbucks in any way, it seems smarter to use Starbucks brand	1	1	1	3	1

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APPENDIX C

LIST OF EXPERTS

LIST OF EXPERTS

NAME	POSITION
1. Dr.Ake Choonhachatrachai	Association Dean, Stamford International University, Bangkok Campus
2. Miss. Petcharat Chantprakant	Marketing Manager, Domino Pizza, Thailand
3. Miss. Patcharanut Suteeraphak	Marketing Manager, Evolution Capital Co., Ltd Mr.Jones' Orphanage, Thailand

BIOGRAPHY

NAME	Vipada Bhukhumkong
DATE OF BIRHT	March 29, 1991

EDUCATION:

2014	Stamford International University, (Master of Business Administration: International Business Management)
2013	Mae Fah Luang University (School of Liberal Arts: English)
NATIONALITY	Thai
HOME ADDRESS	65 Soi.Phuengmi 28 Sukhumvit 93 Rd. Bangchak Phrakanong Bangkok, Thailand, 10260
EMPLOYMENT ADDRESS	Evolution Capital 18/8 12th Floor, Fico Place Building. Sukhumvit21 Rd. Klongtoey Nua, Wattana, Bangkok 10110
POSITION	Operation Coordinator
EMAIL ADDRESS	ella.buum@gmail.com