

JGB 0959**The Influence of Green Marketing on Brand Affinity of Select Coffee Shops:****A Moderated Mediation Analysis***Francia Santos, Kristine Taton, Nathalia Jadaone, Dianna Azores,**Reynaldo Bautista Jr., Bienvenido Lorenzo Encarnacion**De La Salle University, Manila**franzravina@yahoo.com, kristine.mutuc@dlsu.edu.ph,**nathalia.jadaone@dlsu.edu.ph, dianna.azores@dlsu.edu.ph,**reynaldo.bautista@dlsu.edu.ph & bienvenido.encarnacion@dlsu.edu.ph***Abstract**

The call for global environmental sustainability and a marketing communications model ignites stiff competition in the coffee shop industry. Hence, the importance of brand affinity that strengthens the connection with customers catches the attention of scholars. This paper presses on new perspectives emphasizing the influence of green marketing mix on coffee shops' brand affinity. It further investigated the mediating impact of digital advertising and moderating effects of greenwashing, respectively. We hypothesized that green marketing from the view of the green marketing mix significantly influences the brand affinity of coffee shops. Moreover, the study's hypotheses included positive and direct relationships between variables such as green marketing mix, digital advertising, and brand affinity.

This study was participated by 221 customers of the top four Brands of Coffee Shops in Metro Manila, Philippines. Predictive causal and quantitative research designs were employed to gauge the relationship between green marketing and brand affinity. The moderating and

mediating constructs' direct and indirect effects were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM).

The results of this study bring to light the relationship between green marketing and brand affinity of coffee shops, analyzing digital advertising as a mediating variable and greenwashing as a moderating factor.

Keywords: *Green Marketing, Digital Advertising, Greenwashing, Brand Affinity, Coffee Shops*

Introduction

The concept of green marketing has become an added dimension in analyzing the trends of customers' ever-changing needs. Green marketing has been researched and found to have evolved, moving from being a traditional marketing tool to becoming a company-wide strategy. They ranged from focusing on specific environmental problems to considering global sustainability issues and from affecting particular products and industries to affecting the entire market (Dangelico & Vocaleli, 2017). *In an older study by Fuller (1999), green marketing is defined as the management of the marketing mix (planning, implementing, and controlling the development, pricing, promotion, and distribution of products) to meet customer satisfaction and business goals (as cited in Mahmoud, 2019).*

Solaiman et al. (2015) provide an overview of green marketing from the lens of the marketing mix. Green marketing aims to integrate environmental issues into the firm's marketing efforts. On the other hand, brand affinity (BA) has been cited previously in other industries like the fashion domain (Goncalves et al., 2021). It is imperative that brand affinity, though it still

needs to flourish, is beginning to catch the attention of scholars (Mussico, 2017; Murphy & Silva, 2018; Goncalves et al., 2021).

With stiff competition in the coffee shop industry (Euromonitor, 2017; Statista, 2021), ensuring brand affinity through a compelling green marketing mix combining the various greenways is an essential antecedent of a sustainable marketing environment.

Organizations must integrate holistic green marketing activities to survive in a competitive market. Marketers must inform consumers about their green products, which will guide them in buying decisions. The extreme green strategy incorporates business strategies and a marketing mix that addresses environmental issues and challenges (Soliman et al., 2015).

As depicted in Euromonitor (2017), the coffee shop business competition is intensified. The potential of coffee shops to flourish more in the playing field could be attributed to brand affinity, defined by Aaker et al. (2001) as an "attraction toward and interest in the brand." This brand affinity among coffee shops has yet to be explored as a research construct in the review of literature and studies. Scholars focus more on the green customers in satisfying their needs through brand repositioning and green marketing (Kalinina, 2014; Rosenbaum & Wong, 2015, Dangelico & Vocaleli, 2017;).

The role of green marketing in the green movement is crucial for the business environment to meet global sustainability challenges (Juwaheer et al., 2012; Santos et al., 2019). From the green marketing mix view, the literature presents a positive correlation between effective green marketing strategies and green consumption. Beyond consumers' satisfaction and company profitability, green marketing is regarded as the third aim of environmental sustainability (Dangelico & Vocaleli, 2017). The literature shows the need to promote green marketing strategies in developing countries to encourage greener patterns of consumption

among consumers. (Juwaheer et al., 2012; Dangelico & Vocalleli, 2017). However, marketing communications through advertisements of companies have environmental claims which contain false claims or greenwashing, as revealed in the literature (Ginsberg & Bloom, 2004; Fernandes et al., 2020)

Brand affinity is considered measurable and reliable (Murphy & da Silva, 2018), albeit it still needs to be explored in the literature. Thus, this study examined further the factors or important antecedents influencing this research construct. As Harker (2020) argued, brand affinity is all about what the customers think about the brand and their connection with it. Consequently, the context of coffee shops has been considered in this study to investigate the influence of green marketing and digital advertising on the brand affinity of the top four leading cafes in the country. Based on sales in a million dollars, namely Starbucks, Coffee Bean, Tea Leaf, Mc Cafe, and Bo's Cafe (Statista, 2021).

Review of Related Literature

Green Marketing

While Green Marketing only rose to prominence in the early 1990s, there were talks about green consumers and green consumerism as early as the 1970s and 1980s. The first definition of Green Marketing is Ecological Marketing, which emphasizes marketing activities relevant to providing solutions for environmental problems (Hennion & Kinnear, 1976). Many additional definitions have been offered throughout the years. The concept has grown and becomes Sustainable Marketing (Fuller, 1999) which is more focused on the management of the green marketing mix, such as "the development, pricing, promotion and distribution of products" to achieve customer needs, organizational goals, and eco-systems based process.

Liao et al. (2020) found a significant positive influence of green marketing value on attitudes toward green products. Green marketing is found to moderate the relationships between customer value, attitude towards a green product, and green purchase intention.

Kumar (2013) posits that green marketing, also known as environmental marketing and sustainable marketing, bridges brand marketing messages and captures more of the market by convincing people and making them desire products and services that are good for the environment.

Peattie & Crane (2005) reviewed and critiqued the history of G.M. and even identified and analyzed five forms of misguided green marketing: *green spinning*, *green selling*, *green harvesting*, *enviropreneur marketing*, and *compliance marketing*. This is why there is a need to identify and streamline what *green marketing* consists of, and through this, the firm can enhance its brand value (Kumar, 2013).

Green Marketing Mix

An earlier study by Constantinides (2006) argued that the 4Ps-Marketing Mix framework plays a dominant role as a marketing management paradigm to determine market developments, trends, and environmental changes.

In the coffee shop's context, Jirakunsombat's study (2015) focused on the frequency of visits and brand choice. The *price* was found to be associated with the recurrence of visits to the coffeehouse. Also, it has a moderate association with the brand choice of the coffee shop. In addition, the correlation between *place* and the recurrence of visits to coffee shops has a moderate association. Moreover, the place has a low association with the choice of coffee shop brand. Furthermore, brand image is not associated with the recurrence of visits to the coffee shop but is moderately associated with brand choice (Jirankunsombat, 2015).

Sustainable green marketing has been adopted by companies to highlight the features of *green products*, capture the market, and entice customers to patronize that product or service (Cosma et al., 2015, as cited in Santos et al., 2019).

Green marketing mix elements (product, price, promotion, and place) appear more relevant to green consumers (Dangelico & Vocollei, 2017; Aguirre, 2019). A product's packaging, for instance, has an essential role in decreasing the environmental effect of both green products and logistics. Ecolabels are frequently integrated into packaging, which can be used as a promotional tool. That is why companies should pay special attention to choosing or designing environmentally-friendly packaging that also uses environmentally-friendly materials, *i.e.*, recycled, recyclable, biodegradable, and compostable (Dangelico & Vocolleli, 2017).

The previous study (Soliman et al., 2015) also revealed that every aspect of the *product* (design, production, and packaging) provides the company an opportunity to help save the environment and to benefit from consumers' positive attitudes towards protecting the environment.

The literature shows that green marketing elements lack effective use, particularly in *green products* and *promotion*. Regarding green prices, they strive to reduce overprices to attract more consumers. About the *green place*, all have a lot to improve. In sum, the strategies of the green marketing mix communicate the company's eco-friendly products (Dangelico & Vocolleli, 2017).

Brand Affinity

Historically, the literature presents broader ways of understanding how brand affinity has evolved and how it is utilized as a construct (Mussico, 2021).

The concept of *brand affinity* is a kind of loyalty that reflects an emotional connection of a customer toward a brand (Bergstrom, 2000) as cited in Mussico (2021). It can be measured by marketing, advertising, and environmental record apart from the given customer experience, brand reputation, and brand image. As Murphy & da Silva (2018) stated:

... if a customer has a high brand affinity and exhibits brand loyalty, they are likelier to remain a repeat customer than those with lower levels of brand affinity. (p.10)

Harker (2020) defines brand affinity as what customers think about the brand. Hence, customers need to be loyal to the brand because of their strong emotional connection to that specific product or service brand. On the other hand, Murphy & da Silva (2018) posited that brand affinity as a construct could motivate non-customers to become brand-loyal customers. This variable is a foundation for professionals to develop marketing strategies and tactics.

The literature review confirms the need for studies on brand affinity (Musicco, 2021) of companies in different industries, including coffee shops. Harrison (2005) and Schwartz and Savage (2019) validate that brand affinity has a greater influence on consumers' buying intention than other antecedents of overall customer satisfaction because the customers care about the brand. Thus, this current study centralizes the influence of *green marketing on brand affinity* and the moderation and mediation analyses of the hypothesized relationships.

Digital Advertising

Digital advertising (DA), also called "online advertising," is the use of the internet as the media of marketing to gain and attract more customers (Beal, 2015). The study of Aggrawal et al. (2017) emphasized that a targeted brand analysis framework for online marketing is also beneficial for advertising agencies and customers. It becomes a source of revenue for internet companies since advertising is a paid form of communication. Advertisers pay for the online

placements of their digital collaterals, with the benefit of online audience targeting—something that is not doable in traditional above-the-line advertising methods (Beal, 2015).

Several channels and tools must be available for advertisers to implement a digital advertising strategy. Each channel supports different digital media types to catch customers' attention (g2.com).

Traditional advertising no longer influences consumers. In a digital environment, companies can invest in innovative ways of consumer engagement to achieve brand affinity (Sharma & Dublish (2019).

Digital advertising has come a long way, long enough to become a legitimate replacement for the traditional above-the-line advertising methods such as T.V. ads, radio ads, magazine ads, billboards, and out-of-home. People now spend more time online and admit that they remember digital advertising than traditional ones (Pozin, 2013). Digital marketing channels, specifically social media, search engine optimization, content creation, and targeted social ads, have surpassed T.V. ads and outdoor ads regarding marketers' priorities (Hubspot, 2021). Moreover, digital advertising is lower priced, quicker to execute, and can bring immediate, measurable results

With the internet being more accessible to Filipinos (67% of Filipinos are internet users as of 2021- We are Social 2021), online advertisers have also become more creative in their advertising content. Types of content include mobile-first content, video game advertising, adver gaming, search advertising, video advertising, and the simplest one, display advertising (Hanley & Lavery, 2008).

Digital Advertising and Marketing in Coffee Shops. Rustan's Coffee Corporation (Starbucks) remains the market leader in the Philippines, with a 16% value share in 2020 despite

the pandemic. Strategies that contributed to and will likely sustain their leadership are their partnership with Grab Food and launching their Starbucks app, where customers can order and pay on their mobile phones. (Euromonitor, 2021).

Starbucks has established its strong digital presence. The brand is active on social media, having a YouTube channel, Facebook, Instagram, Twitter, and TikTok. Their content across these platforms makes their audience more familiar with the brand, and free content shared by users could be a form of online public relations for Starbucks. Starbucks, on its website (starbucks.com), displays positive planet tips. Its added product line, the Odyssey Blend, exhibits how the firm envisions a sustainable future for the coffee industry. Moreover, the company claims "100% ethically-sourced coffee," which is best for their customers, the coffee farmers, and the planet earth (Starbucks, n.d.).

On the other hand, Coffee Bean & Tea Leaf (CBTL) invests in programs focusing on teaching sustainable business practices. The program cares for the farmers' well-being, training for the next generation of growers, and environmental protection (coffeebean.com).

Aside from social media, Starbucks also sends email newsletters to inform clientele of upcoming promotions and offers. Their offers are often related to a specific occasion or celebration, giving more reasons for customers to avail of it. Its online presence is for more than just content marketing and advertising for a global brand like Starbucks. However, the brand also uses them for announcing company milestones and promoting advocacies they support.

Digital touchpoints may influence consumer experience with a brand and can give retailers direction on how to engage their customers better (Parise et al., 2016). There should be a relevant touchpoint for every buyer journey stage: awareness, consideration, conversion, and retention. Starbucks has covered each phase completely. Their social media is for awareness and

consideration, offers sent via email are for conversion, and their mobile ordering app (which also collects points) is for retention.

Greenwashing (G.W.)

Greenwashing is disseminating false information about the environmental practices of the company and the benefits of a product or service (Baum, 2012). Misleading advertising about environmental product campaigns and greenwashing affect consumers' perception of advertisements and brands (Schmuck et al., 2018).

Advertisements with environmental claims are becoming prevalent, and customers are worried about false claims or greenwashing of some companies (Ginsberg & Bloom, 2004). On the other hand, Fernandes et al. (2020) found that consumers, in general, need help to identify acceptable and deceptive environmental claims.

Greenwashing in the emerging and growing green market helps protect these genuine green companies (De Freitas Netto, 2020). However, G.W. is a major advertising issue because it has negative implications for consumers, the green product market, and the environment. Researchers emphasize the need to educate consumers about environmental claims (Fernandes et al., 2020).

Influence of green marketing on brand affinity

Moravcikova et al. (2017) claimed that green marketing has some inconsistencies with definitions and descriptions such as "a philosophy, strategy, managerial process or environmental management tool." Moreover, Moravcikova et al. (2017) concluded that there needs to be a comprehensive green marketing implementation model linking environmental consumer behavior with a link to the company's marketing strategy.

Albeit the latest literature shows only dirt of studies on the influence of green marketing on brand affinity, the affinity construct has shown links between brands and consumers (Mussico, 2021). Unlike the earlier study of Kumar (2013), which revealed insights into the green marketing campaigns of companies, it has established a significant relationship between brand perception and buying behavior of green consumers.

An essential understanding of the target consumers helps marketing determine if "greenness" is a good attribute for selling a firm's products and services, as confirmed in an earlier study (Ginsberg & Bloom, 2004). Therefore, it must be incorporated into the green marketing mix strategies of the company. This current study sheds light on the new perspectives on the relationship between green marketing and brand affinity in coffee shops.

Theoretical and Conceptual Frameworks

The notable trends in the number of Green Marketing studies and varying definitions prompted Dangelico and Vocalleli (2017) to analyze the contents of the research and the changes through time. Figure 1 presents the foundation of this study based on the Green Marketing Mix Model presented in the study of Dangelico and Vocalleli (2017).

Figure 1

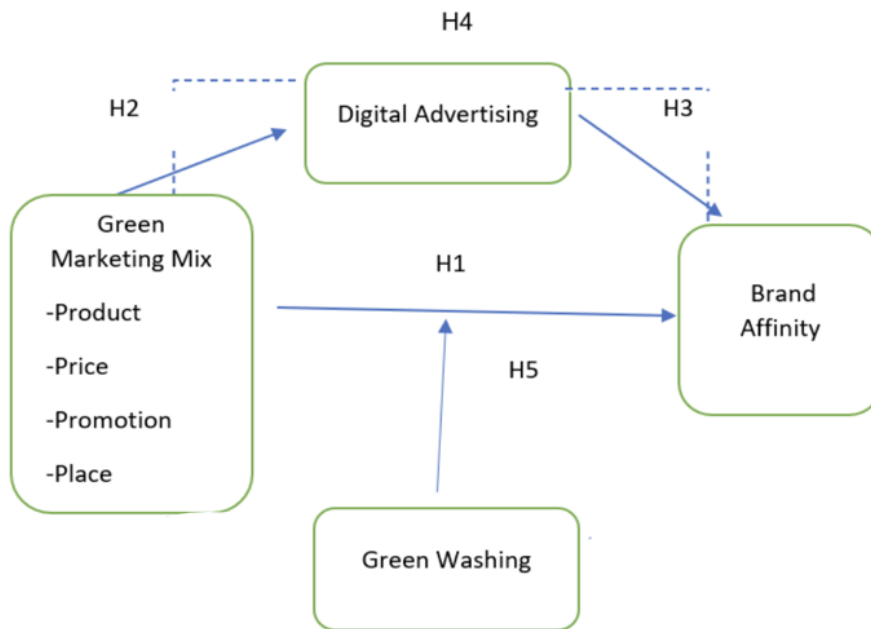
Green Marketing Model Adapted from Dangelico and Vocalleli (2017)



The theory of green marketing explains how customers are influenced to purchase green products (Juwaheer et al., 2012). This study adopts the Green Marketing Model of Dangelico and Vocalleli (2017), which originated from the traditional marketing mix of Kotler (2017) that emphasizes the elements of the green marketing mix and green marketing strategy in analyzing the attitude and behavior of green consumers.

Figure 2

The Research Framework



Thus, the green marketing model employed in this study consists of the four elements of the green marketing mix (product, price, promotion, and place.) The role of business and marketing professionals is "indispensable in safeguarding the environment by developing and delivering a socially responsible green marketing mix" (Aguirre, 2019, p. 5).

As companies strive to differentiate their brands' marketing, adapt to the changing times, and tailor their approach to understand consumer behavior and their expectations, they invest in creating original content (Schwartz & Savage, 2019). The green marketing mix of businesses comprises the 4Ps that help in determining what products to offer and how to offer them to customers (Kotler et al., 2017) and is influenced by the growing number of innovations and marketing managers willing to integrate environmental sustainability in developing and implementing Green Marketing Strategies.

Similarly, *digital advertising* is seen as a tool for targeting green consumers around the world, decreasing distributions costs, and

Environmental and greenwashing issues appear relevant in more than one *green marketing mix* element or *green marketing strategy* step (Dangelico & Vocalleli, 2017).

Problem Statement and Research Objectives

The power shifts experienced by people living in a whole new world with all the connectivity brought about by the internet (Kotler et al., 2017) have led the researchers to this study which investigated the influence of green marketing (from a green marketing mix point of view). Brand affinity was examined further, the mediating and moderating effects of digital advertising and greenwashing in the context of leading cafes in the country, respectively. This paper aims to address the following research questions:

1. Is there a positive and direct relationship between green marketing and brand affinity for coffee shops?
2. Is there a positive and direct relationship between green marketing and digital advertising for coffee shops?
3. Is there a positive and direct relationship between digital advertising and brand affinity for coffee shops?
4. Does green digital advertising have a significant mediating effect on brand affinity?
5. Does greenwashing have a significant moderating effect on brand affinity for coffee shops?

The rising environmental and sustainable development issues have shifted traditional marketing and forced companies to practice a green marketing mix (Mehraj & Qureshi, 2020). Tripathi (2009) explains that customer engagement is essential for any effort of brand building.

The basis of green marketing is the 4Ps: *green product, green price, green place, and green promotion* (Aguirre, 2019). Scholars have found that consumer purchase behavior is associated with green marketing mix strategies (Dangelico & Vocalleli, 2017). However, the construct that measures brand affinity leads to that consumer behavior. It is important to build and manage a brand by developing a base of consumers loyal to the brand. Thus, marketing and advertising focused more on branding and brand awareness. (Murphy & da Silva, 2017).

Therefore, this study centralizes on examining the factors or important antecedents in determining the influence of *green marketing* on *brand affinity* among select coffee shops.

Therefore, the researchers have hypothesized that:

H1: There exists a significant direct and positive relationship between green marketing and brand affinity.

H2: There exists a significant positive and direct relationship between green marketing and digital advertising

H3: There exists a significant positive and direct relationship between digital advertising and brand affinity

H4: There exists a significant mediating effect of digital advertising on the relationship between green marketing and brand affinity.

H5: There exists a significant moderating effect of greenwashing on brand affinity for coffee shops

Methodology

The influence of green marketing and digital advertising on brand affinity was investigated utilizing an online survey method. Before data collection, "informed consent" was solicited from the respondents of this study. In the online survey, the participants must indicate if

they would like to participate voluntarily. Data gathered were kept confidential, specifically for research purposes only.

Research Design

Predictive causal and quantitative research designs were employed to gauge the relationship between green marketing and brand affinity. Partial least squares structural equation modeling (PLS-SEM) was used to measure the direct and indirect effects of the structural model. PLS-SEM is a widely known method that estimates "path models with latent variables and their relationships" (Sarstedt et al., 2021).

Respondents of the Study

Given the limitations brought about by the pandemic, purposive and snowball sampling techniques via the online survey method were employed in gathering the data. The snowball sampling technique is helpful for researchers generating participants (Crouse & Lowe, 2018) who are also qualified to take the online survey. In building brand affinity, people spend time with the brand (Schwartz & Savaged, 2019). Thus, the primary respondents of this study are coffee drinkers or customers of coffee shops.

Participants of the study involved 221 customers of coffee shops in Metro Manila. Cleaned data included only those that match our qualifying questions, such as frequently visited coffee shops and their most preferred brand of the coffee shop, which are classified as the top four leading coffee shops in the country based on sales in a million dollars, namely: Starbucks, Coffee Bean and Tea Leaf, Mc Cafe and Bo's Cafe (Statista, 2021).

The Research Instrument

Item Scale adopts a 5-point Likert scale indicating the degree of response for each statement.

The instrument of the study is divided into five parts: profile, green marketing, green digital advertising, greenwashing, and brand affinity.

Table 1 shows Cronbach's alpha values, composite reliability, and average variance extracted (AVE).

Table 1

Reliability and Validity Measurements

	Cronbach's alpha	rho_A	Composite reliability	Average variance extracted (AVE)
Brand Affinity	0.909	0.910	0.933	0.735
Digital Advertising	0.969	0.969	0.976	0.890
Green Marketing Mix	0.942	0.946	0.949	0.554
Greenwashing	0.896	0.902	0.924	0.712

Cronbach's alpha is commonly used to evaluate the reliability of constructs. All Cronbach's values are greater than 0.7, which means the constructs are reliable (Nawi et al., 2020).

Results and Discussion

Table 2 and Figure 2 present the parameter estimates for the structural equation model. Data analysis revealed that *green marketing* positively correlates with *brand affinity* ($\beta=0.604$, $p<.001$). Hence, Hypothesis 1 is supported.

This result supports the recommendation of Murphy and da Silva (2018) that in everything a brand does, customers should develop a high level of brand affinity, which would result in exhibiting brand-loyal behavior among customers.

Direct Effects

Partial least squares structural equation modeling analysis reveals that the green marketing mix of coffee shop brands is perceived to be eco-friendly, as shown in all of the four aspects of marketing: product, place, promotion, and price. It means that the *product* source is environmentally friendly. *Place* or distribution channel uses less carbon footprint. Hence, the place promotes fewer carbon emissions, in other words, eco-friendly stores (Dangelico & Vocalleli, 2017). In terms of *promotion*, G.M. strategies can utilize how coffee brands communicate, or the place or store can be a communication tool for its eco-friendly products. Finally, *in pricing strategies*, customers are willing to pay for products that support the environment, as indicated in the work of Rosenbaum and Wong (2015).

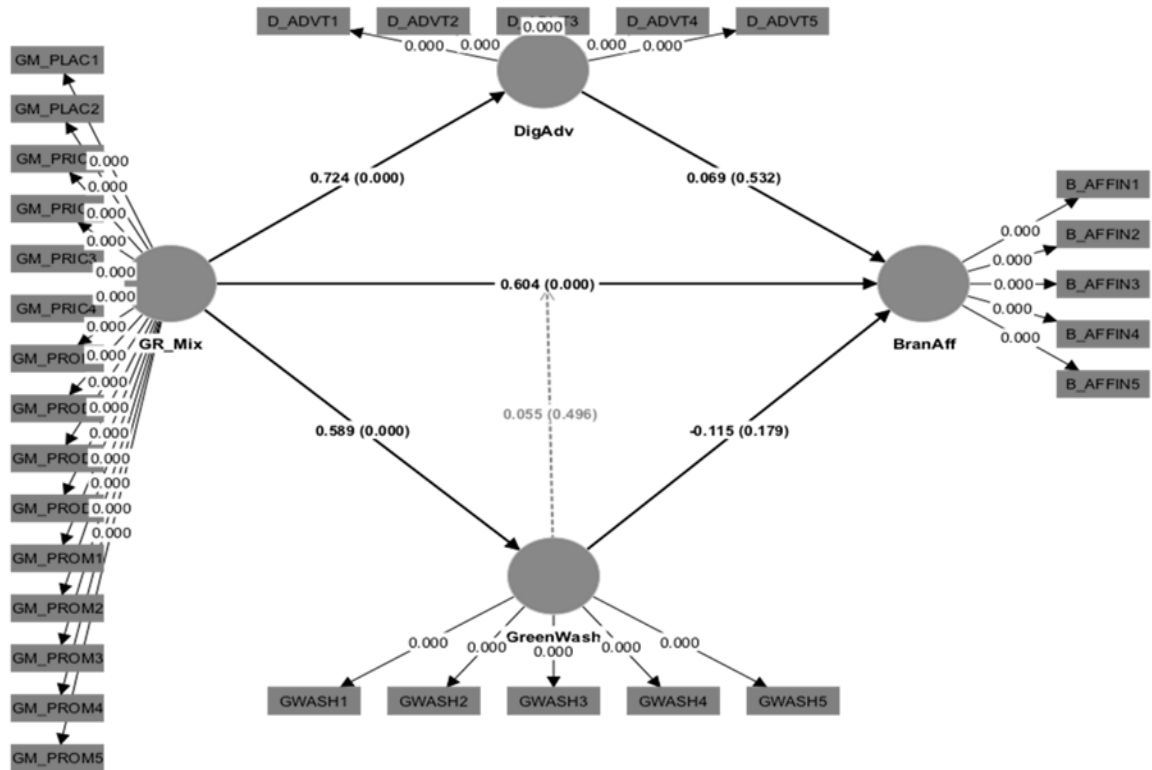
Results suggest that in green marketing, all marketing mix elements should be eco-friendly (Dangelico & Vocalleli, 2017). These green initiatives are imperative, that coffee shop managers should include those initiatives in the overall strategic marketing programs to promote the firm's value propositions and brand (Rosenbaum & Wong, 2015).

The PLS-SEM analysis also revealed that *the green marketing mix* is positively and directly related to *digital advertising* ($\beta=0.724, p<.001$). Thus, Hypothesis 2 is also supported.

This hypothesis is supported, which means that G.M. has a significant relationship with DA. Digital advertising is an effective and necessary tool to communicate what the brand is doing. Locally, the small and medium coffee shops in Quezon City, Philippines, considered Facebook and Instagram effective channels for promoting their businesses. They use the mentioned social media platforms to promote promos and discounts attractive to their audiences (Dela Cruz, 2019). Hence, a priori for executing a green marketing mix.

Figure 3

Structural Equation Model



Subsequent data analysis indicates that digital advertising has no significant relationship with brand affinity ($\beta=0.609, p>.05$). Hence, Hypothesis 3 is not supported.

PLS-SEM analysis suggests that digital advertising is not directly linked with brand affinity. Even when coffee shops utilize digital marketing, it does not guarantee that they will acquire that brand affinity that other coffee shop brands built using other mediums. Hence, Aggrawal et al. (2017) study suggest targeting the right and valuable online location for specific brand marketing. In the brand analysis framework that Aggrawal et al. (2017) present, an appropriate online or digital platform must contain and ensure high brand affinity.

In summary of direct effects, G.M. directly influences Brand Affinity, Digital Advertising, and Greenwashing, as indicated by all p -values $< \alpha = .05$ in Table 2.

Moderated Mediation Results

PLS-SEM was performed to estimate the moderation and mediation effects of the latent variables. As shown in Table 2 presents that, digital advertising is not significantly influencing the relationship between G.M. and B.A. ($\beta = 0.604, p < .001$). Therefore, *Hypothesis 4* is not supported.

This result confirms that digital advertising did not mediate the relationship between green marketing and the brand affinity of coffee shops.

Table 2

Summary of Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
DigAdv -> BranAff	0.069	0.071	0.111	0.625	0.532
GR_Mix -> BranAff	0.604	0.605	0.102	5.947	0.000
GR_Mix -> DigAdv	0.724	0.725	0.042	17.263	0.000
GR-MIx x GR_Wash -> BranAff	-0.068	-0.068	0.052	1.303	0.193
GR_Mix -> DigAdv-> BranAff	0.050	0.050	0.081	0.622	0.534

Note: Significant at $p < .05$, $**p < .01$, $***p < .001$

Mediation Results

While DA has a positive correlation with G.M., it is crucial to communicate how to express greenways through digital advertising effectively. The online content of a webpage or social media must be checked to ensure a positive impact of online/digital advertising, according to Aggrawal (2017). Therefore, any brand that uses G.M. should have a good DA component.

However, DA did not significantly mediate the relationship between G.M. and B.A. Thus, it can be attributed to the G.M. content of the coffee shop brand. It is the message that gets across customers' minds and develops brand awareness and affinity. The role of green marketing programs can benefit from customers' loyalty and decrease operating costs with the firm's implementation of green marketing initiatives (Rosenbaum & Wong, 2015).

The above results suggest that even without a digital platform, brand affinity can still be established using green marketing mix strategies effectively. This current study implies that the coffee shop experience of customers is more important than the platform. As explained by the previous study of Tripathi (2009), customer engagement with the company's brand creates brand value. Moreover, the brand must be well received by the consumers, which can happen when the customer is engaged.

In contrast, the right online platform matters for specific brand marketing. The brand should ensure which webpage or social media pages contain high brand affinity to ensure the content of high-affinity digital platforms (Aggrawal et al., 2017) where the company can advertise their green marketing content at the right online channel. On the other hand, marketing researchers showed significant interest in social media as an impactful online channel and its usefulness in marketing (Whiting & Deshpande, 2016). Hence, employing digital advertising

utilizing social media platforms would be a vital marketing strategy that effectively promotes interaction among companies, marketers, advertisers, and customers.

Moderation Results

Finally, the results shown in Table 2 indicate no significant moderating effect of greenwashing on the relationship between green marketing and coffee shops' brand affinity ($\beta=0.055, p>.05$), as revealed by the PLS-SEM Analysis. Thus, Hypothesis 5 is not supported.

Greenwashing has no moderating effect on the relationship between green marketing and brand affinity.

Albeit green marketing has already established its direct relationship with brand affinity, no amount of greenwashing will certainly weaken or strengthen that relationship. This can be attributed to credibility, a key element of green marketing strategy (Ginsberg & Bloom, 2004). This result could be attributed to a good brand affinity built using effective marketing strategies (Aggrawal, 2017).

Schmuck et al. (2018) claim that false claims enhance consumers' perception of greenwashing regardless of their concern for the environment or environmental knowledge. As a result, it harms consumers' attitudes toward ads and brands. Green marketing efforts are essential in effectively educating customers, according to Kumar (2013). Thus, companies must build an emotional connection with consumers and develop brand affinity (SendPulse, n.d.). In light of the generation of brand awareness, it is falsely linked with building affinity (Schwartz & Savage, 2019). Brand affinity is a construct that can strongly predict consumer behavior. Hence, this can be useful for building and managing brands. (Murphy & da Silva, 2017).

Conclusion and Recommendations

This paper examined and confirmed the influence of green marketing mix on the brand affinity of coffee shops. While green marketing mix elements play key roles in communicating a sustainable environment, digital advertising did not significantly mediate the relationship between G.M. and B.A. Digital advertisement can serve as a key platform to convey the green brand. What matters is the substantial content of the advertisement that reverberates with the recipient of these messages.

Likewise, greenwashing has no moderating effect on the relationship between green marketing mix and brand affinity. This result has implications for precocious customers emotionally connected to the brand. The development of knowledge on greenwashing practices is becoming easy with ready access to information. They can easily research companies and their performance by leveraging good business practices. Businesses, on the other hand, can utilize a powerful marketing tool, *i.e.*, a promotion campaign appealing to the consumer's emotions for companies to attract more consumers and transform them to become green consumers (Aguirre, 2019).

This study suggests that the authenticity of companies and their green marketing strategies help build brand affinity. Key findings of this study have implications for the indispensable role of business leaders, and marketing professionals are also confirmed (Ottman, 2011, cited in Santos et al. 2019). Customers need to be sure about the sincerity of firms in utilizing green marketing as a strategy (Rosenbaum & Wong, 2015). Therefore, the public needs to be educated by highlighting the company's contribution to sustainability. Hence, this study suggests that business should focus on improving their green marketing mix that influences

digital advertising content that adds value to their customers and help build brand affinity (Schwartz & Savage, 2019). Hence, this will, in turn, create customers' affinity with the brand.

Limitations of the Study and Areas for Further Research

Given the limitations of this study in terms of the number of respondents, we recommend that scholars replicate this study in different industry settings using a larger sample size and a broader scope of regional areas.

Interestingly, an in-depth analysis of the relationship between green marketing and greenwashing and its direct effect on brand image can be further studied by researchers.

Declaration Statements

The authors declare that there are no conflicting interests in this research's completion, dissemination, and publication.

Acknowledgment

The authors fully acknowledge the participants and research assistants who contributed to the completion of this study.

References

- Aaker, Jennifer L., and Angela Y. Lee (2001). "'I' Seek Pleasures and 'We' Avoid Pains: The Role of Self-Regulatory Goals in Information Processing and Persuasion", *Journal of Consumer Research*, 28, 33-49.
- Aggrawal, N., Ahluwalia, A., Khurana, P. (2017). Brand analysis framework for online marketing: ranking web pages and analyzing popularity of brands on social media. *Soc. Netw. Anal. Min.* 7, 21. <https://doi.org/10.1007/s13278-017-0442-5>

- Aguirre, P. (2019). The Green Marketing Mix and its influence on organic (green) food consumption: A study from the food retailer perspective. Master's Thesis. Mid Sweden University.
- Baum, L.M. (2012). Is it Not Easy Being Green ... Or Is It? A Content Analysis of Environmental Claims in Magazine Advertisements from the United States and United Kingdom, *Environmental Communication*, 6:4, pp. 423–440, DOI: 10.1080/17524032.2012.724022
- Beal, V. (2013). Digital Advertising. <https://www.webopedia.com/definitions/digital-advertising/> Accessed 3.9.2022
- Crouse, T., & Lowe, P. (2018). Snowball sampling. In B. Frey (Ed.), *The SAGE encyclopedia of educational research, measurement, and evaluation* (pp. 1532–1532). SAGE Publications, Inc., <https://dx.doi.org/10.4135/9781506326139.n636>
- Constantinides, E. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing, *Journal of Marketing Management*, 22:3-4, 407–438, DOI: 10.1362/026725706776861190
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic literature review. *Journal of Cleaner Production*, 165, 1263–1279.
- Dela Cruz, J. (2019). The Digital Marketing Strategies of Coffee Shops in Quezon City. *Ascendens Asia Journal of Multidisciplinary Research Conference Proceedings*. Vol. 3 No.2. <https://ojs.aaresearchindex.com/index.php/aaajmrpc/article/view/772> Accessed 3.9.2022

- Devi Juwaheer, T., Pudaruth, S. and Monique Emmanuelle Noyaux, M. (2012). "Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius," *World Journal of Entrepreneurship, Management, and Sustainable Development*, Vol. 8 No. 1, pp. 36–59. <https://doi.org/10.1108/20425961211221615>
- de Freitas Netto, S. V., Sobral, M. F. F., Ribeiro, A. R. B., & Soares, G. R. D. L. (2020). Concepts and forms of greenwashing: A systematic review. *Environmental Sciences Europe*, 32(1), 1-12.
- Euromonitor Passport (2021). Cafes/Bars in the Philippines. Euromonitor International
- Fernandes, J., Segev, S. & Leopold JK. (2020) when consumers learn to spot deception in advertising: testing a literacy intervention to combat greenwashing, *International Journal of Advertising*, 39:7, 1115-1149, DOI: 10.1080/02650487.2020.1765656
- Ginsberg, J. M., & Bloom, P. N. (2004). I am choosing the right green marketing strategy. *MIT Sloan management review*, 46(1), 79-84.
- G2 (n.d.) Everything You Need to Know about Digital Advertising
<https://www.g2.com/categories/digital-advertising>
- Goncalves, D., Liu, L., Sá, J., Otto, T., Magalhães, A., Brochado, P. (2021). The Importance of Brand Affinity in Luxury Fashion Recommendations. In: Dokoohaki, N., Jaradat, S., Corona Pampín, H.J., Shirvany, R. (eds) *Recommender Systems in Fashion and Retail. Lecture Notes in Electrical Engineering*, vol 734. Springer, Cham.
https://doi.org/10.1007/978-3-030-66103-8_1
- Harrison, P. (2005). Brand affinity and consumer repurchase behavior: an empirical analysis, Ph.D. thesis, Deakin Business School, Deakin University.

- Hanley M, & Lavery R. (2008). AEJMC Ad Division Report: State of the Advertising Industry 2008. Journal of Advertising Education.
- Harker, L.(2020). A Beginner's Guide to Brand Affinity <https://latana.com/post/guide-brand-affinity/>
- Hennion, K.E., Kinnear, T.C., (1976). Ecological Marketing. American Marketing Association, Chicago.
- Hubspot. (2021). Not another State of Marketing Report. Hubspot
- Jirakunsombat (2015). *Factors That Influence the Young Adult Consumer's Decision in Choosing Coffee Shops in Bangkok, Thailand (Master's thesis, 上海交通大学)*.
- Kalinina, M. (2014). Capturing meaning through Brand value and Green marketing. *Управленческие науки*, (1), 52-58.
- Karunarathna, A. K. P., Bandara, V. K., Silva, A. S. T., & De Mel, W. D. H. (2020). Impact of green marketing mix on customers' green purchasing intention with special reference to Sri Lankan supermarkets.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0. John Wiley & Sons, Inc., Hoboken, New Jersey
- Kuo Cheng Chung (2020). Green marketing orientation: achieving sustainable development in green hotel management, *Journal of Hospitality Marketing & Management*, 29:6, 722–738, DOI: 10.1080/19368623.2020.1693471
- Kumar M, D. (2013). Does Green Marketing work with consumers? *Wulfenia Journal*, 20(3), 329-347.https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=green+marketing+and+brand+affinity&btnG=

- Li, J., Han, J., & Qui, Z. (2021). An Empirical Study on Greenwashing and Consumers' Green Purchase Intention in the Chinese Electrical Appliance Market
- Moravcikova, D., Krizanova, A., Kliestikova, J., & Rypakova, M. (2017). Green Marketing as the Source of the Competitive Advantage of the Business. *Sustainability*, 9(12), 2218.
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examine the moderating effects of green marketing and psychological benefits on customers' green attitude, value, and purchase intention: *Sustainability*, 12(18), 7461.
- Mehraj, D., & Qureshi, I. H. (2020). Determinants of the green marketing mix in developing economies: Conceptualisation and scale validation approach. *Business Strategy & Development*, 3(4), 522–530.
- Mahmoud, T. O. (2019). Green marketing: A marketing mix concept. *International Journal of Electrical, Electronics and Computers*, 4(1), 20–26.
- Musicco, J. (2021, June). To Affinity and Beyond. In *Proceedings of the Conference on Historical Analysis and Research in Marketing* 20, 49-51.
- Murphy, K., & Vinhas da Silva, R. (2018). Factors that Contribute to Brand Affinity. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3096675>
- Muhammad Abid Saleem, Jing Li & Hannan Afzal (2021). Protect for affinity? The role of destination brand engagement in forming environmentally responsible tourist behaviors, *Journal of Sustainable Tourism*, 29:8, 1344–1364, DOI: 10.1080/09669582.2020.1835932
- Nawi, F.A.M., Tambi, A.M.A., Samat, M.F., Mustapha, W.M.W. (2020). A Review on the Internal Consistency of a Scale: The Empirical Example of the Influence of Human

- Capital Investment on Malcolm Baldrige Quality Principles in TVET Institutions. *Asian People Journal*, 3(1), 19-29
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce, or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
<https://doi.org/10.1108/13522750510619733>
- Raj, M. P. M., Sasikumar, J., & Sriram, S. (2013). A Study on customers' brand preference in Suvs and Muvs: effect of marketing mix variables. *Researches World*, 4(1), 48.
- Rosenbaum, M.S. & Wong, I.A. (2015). "Green marketing programs as strategic initiatives in hospitality," *Journal of Services Marketing*, Vol. 29 No. 2, pp. 81–92.
<https://doi.org/10.1108/JSM-07-2013-0167>
- Santos, F. Maclang, F.I., Manalad, C.J., & DeLeon, S.(2019). Green Marketing Strategy Applied in Salikneta Farm. The 12th Global Business Conference ISSN 2362-7832, 81
- Sarstedt, M., Ringle, C. M., & Hair, J. F. 2021. Partial Least Squares Structural Equation Modeling. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Handbook of Market Research*. Heidelberg: Springer.
- Schmuck, D., Matthes, J., & Naderer, B. (2018). Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Greenwashing Effects in Environmental Advertising, *Journal of Advertising*, 47:2, 127–145, DOI: 10.1080/00913367.2018.1452652
- Schwartz, B., & Savage, C. (October 2019). Introducing Brand Affinity: The best way to build a brand people love. *Marketing* <https://wistia.com/learn/marketing/introducing-brand-affinity-marketing>

SendPulse (n.d.) what is Brand Affinity: Guide <https://sendpulse.com/support/glossary/brand-affinity>

Sharma, R., & Dublsh, P. (2019). Role of Brand Affinity, Experience and Satisfaction in Building Brand Equity: An Empirical Investigation of Indian Retail Banking Industry. *From the Desk of Editor*, p. 18.

Solaiman, M., Osman, A., & Halim, M. S. B. A. (2015). Green marketing: A marketing mix point of view. *International Journal of Business and Technopreneurship* 5 (1), 87-98

Tripathi, M. N. (2009). Customer Engagement-Key to Successful Brand Building. *Vilakshan: The XIMB Journal of Management*, 6(1).

We are Social & Hootsuite (2021). Digital 2021. <https://datareportal.com/reports/digital-2021-philippines/> Accessed 3.9.2022

Whiting, A., & Deshpande, A. (2016). Towards a greater understanding of social media marketing: A review. *Journal of Applied Business and Economics*, 18(4), 82–91.