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# Book of Full Paper Proceeding

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## The Consumer Perception of Green Business Strategy Communication Coffee Shop in Phra Nakhon Si Ayutthaya Province

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**Abstract** The purpose of this research is to study the consumer perception of green business strategy communications of coffee shop business in Phra Nakhon Si Ayutthaya province, Thailand. This research uses the qualitative research method by using in-depth interviews with a group of 20 key informants, using a snowball sampling technique. The study found that consumers are aware of the coffee shop's green business. The consumers recognize only 3 aspects of environmental supply chain activities which are green purchasing, green operations, and green design. Suggestions from the research are as follows: 1. Coffee shop operators should choose to use green dissemination strategies to meet the needs of their customers and to attract their attention. 2. Coffee shop operators should not create a brand image by bringing green business dissemination strategy used for advertisement. On the contrary, there should be facts and virtue while disseminating it for the consumers to become aware of the true operational process. 3. Coffee shop operators should have a message that conveys more green business operations. The increase of frequency and consistency of dissemination strategies for green business operations can make consumers are more aware of the organization's green business activities, and maximize its benefits.

**Keywords:** Consumer Perception, Business Strategy, Communication, Green Business, Coffee Shop

### INTRODUCTION

Nowadays, many countries focus on reducing deforestation, the most important source of natural balance. The United Nations international cooperation organization for the Industrial Development (UNIDO) issued the green industry policy to help developing countries to have economic security by increasing resource efficiency and using low-carbon energy sources, creating new jobs while maintaining the environment helps to access clean technology by providing technical and expert support including implementing environmental agreements to promote production models that lead to sustainable development (Department of Industrial Promotion, 2018)

By conducting business in an environmental dimension enhance the importance of reducing environmental impact in all activities throughout the process from raw material procurement, production, transportation, consumption and waste management resulting in management known as Green Logistic (Verburg et al., 2019). In addition, consumer behavior that places importance on green activities has a profound impact on the organization reputation, both in terms of the value directly received from the product, and its contribution to society including environmental protection (Green Economy Policy Research Center, 2016). Therefore, the dissemination of the organization's green business is a strategy that attracts the attention of consumers to use the products and services and indicates that the organization is environmentally friendly. The demonstration of the resources uses and environmental care is beneficial for a good image of the business in the eyes of the community.

The coffee business is a business interesting to study in terms of green business. Since there are a continuous growth trend and a business activity that has a significant impact on the environment from upstream to downstream, there must be an adaptation to the climate change that affected the coffee system which involved various innovations (Verburg, Rahn, Verweij, van Kuijk, & Ghazoul, 2019). However, there is a lack of empirical studies about the dissemination of green business to coffee business operators towards consumer perceptions. This paper can be used as a guideline for coffee entrepreneurs as well as for food and beverage entrepreneurs interested in green business. It can be applied to suit your own business or to develop dissemination for business operations to increase awareness of green business management for consumers which can be beneficial to show social and environmental responsibility. The researcher is keen to study the coffee entrepreneurs' green business dissemination by sharing the green business management as part of the driving marketing to a successful coffee business.

## RESEARCH OBJECTIVE

The aim of this research was to study the consumer perception of green business strategy communications of coffee shop business in Phra Nakhon Si Ayutthaya province in Thailand.

## LITERATURE REVIEW

The literature review was focused on research papers about important theories and concepts used in advertisement and green business strategy that are as follows:

### *Business Communication Conduct*

The concept of integrated marketing and communication is to bring information about the brand to the consumer with various dissemination styles which involve carrying out marketing activities that will be interpreted to create an understanding to build acceptance between businesses and consumers by using marketing and communication tools, advertisement, public relations, sales promotion, personal selling, and online media are considered to be the most promising marketing tools in our days (Sira Sriyothin, 2561).

### *Green Business Practices for Business Entrepreneurs*

The Logistics Bureau of the Department of Primary Industries and Mines (2015) has explained the concept of Green Supply Chain Management (G-SCLM), which is the logistics management in terms of reducing the environmental impact resulting from carrying out logistic activities throughout the supply chain. From the source and the raw material procurement process, product and service design, production processes, services, transportation processes inside and outside the organization, consumption, as well as product life cycles management and other factors of production must also achieve key objectives of increasing the efficiency of logistics activities throughout the supply chain, reducing logistics costs and the ability to respond to consumers' needs in time (quality and reliability). The components of green logistics and supply chain activities are as follows; green design, green supply, green manufacturing, green marketing and communications (referring to the marketing campaign and the marketing strategy for the environment which helps in the development of consumer organizations and trade opportunities between competitors), green consumption, green transportation/ distribution, green communications, and green reverse logistics.

### *Related Research*

Danciu (2018) studied the different perspectives of green marketing: from the ecology to sustainable marketing. It was found that green marketing affected sustainable development by helping to improve product sustainability with various innovations. These effects may result from design, material use, water and energy use, packaging, shipping, marketing, disposal and reuse, and others. Designing green marketing and using reliable communications helps to build a multi-channel distribution network which affects fair trade systems including green marketing. One of the most important products for commerce in the fair trade system is the coffee market. Sustainable green marketing helps to achieve economic sustainability. In addition, green marketing enhances company reputation, customer loyalty, and increases the brand's image and satisfaction.

Radzi, Harun, Ramayah, Kassim, and Lily (2018) studied the advantages of the relationship bond between a Facebook fan page and Generation Y. In addition, the customer satisfaction effects study on the beneficial relationship was conducted by collecting 195 online questionnaires using the Snowball sampling method for a Smart PLS statistical data needs. The research has found that both theoretical value which businesses use social media as a marketing strategy, advertisers also use Facebook or other social media to respond to Generation Y needs. To maintain confidence and loyalty in the purchase of brand products, they can offer discounted prices or special promotions for online customers via the Facebook page. By doing this, Generation Y customers are more likely to bind to the brand.

Thampaiboon, A. (2016) studied the relationship between awareness of green supply chain management and the impact on corporate image by using the case study of Starbucks Coffee Thailand Company Limited., the purpose of study was to study the perception of consumers on green supply chain management of Starbucks Coffee (Thailand) and to study the implementation of green supply chain management that has an impact on the corporate image of Starbucks Coffee (Thailand). The results show that more than 60% of interviewees know and use Starbucks services and more than 90% recognize the green supply chain. Most of the interviewees were aware of Starbucks' green supply chain operations in all aspects, except for green production. The awareness of the five factors of the green supply chain affects the image of the organization. Awareness can also create a good image for the organization especially the company' green procurement that supports the cultivation and purchase of coffee by using environmentally friendly methods and consequently helps to improve the quality of life of agriculture farmers in South Africa and affects the image of the organization greatly. In addition, the study found that advertisement messages that affected perceptions had an effect on consumers' purchasing decisions.

## METHODOLOGY

### *Research Methods*

This research used the qualitative research method. The researcher designed an used an In-depth interview to collect data as it follows:

The consumer perception of green business strategy communication coffee shop by an In-Depth Interview. The researcher conducted an in-depth interview for 20 key consumers by using a snowball sampling technique. They were selected according to their drinking behavior where the main consumer was the person who drank coffee every day and went to a regular shop to buy coffee. The researcher' content topics covered in the in-depth interview are designed questions according to the factors related to the five environmental supply chain activities such as green purchasing, green manufacturing, green operations, green design and reverse logistics (Guide and Srivastava, 1998). The interview for data collection was conducted on the specified date and time within the period between January 2019 to June 2019.

### *Data Validation*

The researcher validated the data by using the triangulation data checking. The data was examined in 2 forms to check if the information collected was correct and reliable or not and to review data sources regarding time, position, and people in this research. The first format was used in the interview from 3 groups of data providers. In this regard, the information obtained in each group of data providers will be linked to process and analyze whether there is or not consistency or conflicts both within and between groups. The interview had conflicts with the information provided by one of the interviewees. The researcher will verify the interviews collected data with other informants about the referred topic in order to obtain accuracy and reliability of the information. In this second format, the researcher uses a literature review method to gather data about the dissemination strategy of green business a case study from various academic departments' documents, academic work reports, and articles from journals, an electronic media, and observation field trips of related research. After using the collected data to obtain this study' results and to gather information and knowledge, the researcher has to conduct analysis and compare it with the primary data obtained from interviews with the consumers.

## RESULTS AND DISCUSSION

### *Results*

The consumer perception of green business strategy communications of coffee shop business in Phra Nakhon Si Ayutthaya province, Thailand approach. In-depth interviews show that

1) The main consumers have daily drinking habits of tea and coffee. When inquiring about regular coffee shops, the main consumers expressed that have regular stores for drinking coffee every day in the morning and that change shops only when traveling to places or when meeting friends. The main consumers' objective of entering in a coffee shop is to buy a coffee or have a drink and talk to a person, meet friends, negotiate a business, and to follow always though the news of a favorite coffee shop' Facebook fan page.

2) Consumer perception towards coffee shop green business advertisement approach. In this case study, the researcher designed the questions based on 5 factors related to environmental supply chain activities namely green purchasing, green manufacturing, green operations, green design, and reverse logistics. When inquiring about consumer perceptions about green business advertisement perceptions, gained insights are as follows:

**Table 1:** *The Consumer Perception of Green Business Strategy Communications of Coffee Shop Business in Phra Nakhon Si Ayutthaya Province, Thailand*

<b>Supply Chain</b>	<b>Coffee Shop</b>
<b>Environmental Activities</b>	
Green Purchasing	The key consumers know that the coffee shop in which they use the service is environmentally sensitive. A group of key informants were informed about the green supply chain management process and were provided information on purchasing coffee beans with an ethical buying process, on organic coffee that is cultivated by methods and materials that cause the least environmental impact, on organic cultivation practices that help revive and maintain soil quality, and also on agriculture that reduce the use of pesticides and toxic residues to preserves biodiversity.
Green Manufacturing	The main consumer does not know about green production.
Green Operations	The main consumers are aware of the advertisement that their regular stores offer discounts when bringing their own glasses to buy drinks.
Green Design	The main consumer only gives information about green decorations that focus on gardening with various plants to help reduce the temperature and provide comfort to the customers. Each coffee shop has a unique design according to a specific style.
Reverse Logistics	The primary data's providers do not know the information about the reverse logistics.

## DISCUSSION

From the data analysis of results, the researcher elaborated the discussion according to the objective, it was found that consumers are only aware of the green business operations of coffee shops in 3 aspects namely green purchasing, green operations, and green design but do not know the information about green production and the reverse logistics. This is consistent with Attaphon Thamphaibun (2016) that studied the implementation of green supply chain management that has an impact on the corporate image of Starbucks Coffee (Thailand) and found that more than 60% of respondents know and use Starbucks service, and more than 90 percent of these know about green supply chains. Green business supply chains on all 5 factors affect the image of the organization and refer that awareness can also create a good image for the organization especially the company' green procurement that supports the cultivation and purchase of coffee by using environmentally friendly methods and consequently helps to improve the quality of life of agriculture farmers in South Africa and affects the image of the organization greatly. This study found that advertisement messages that affected perception have an effect on consumer's purchasing decisions and this is in line with Sira Sriyothin (2018) that refers that advertisement in every business process will help consumers to keep brand's loyalty. The integration of marketing and communication tools to achieve corporate' branding goals can lead to competitive advantages in responsible business, and this is in line with Huang and Chen (2018). The process of developing new products by engaging customers or letting them know about every step of their business operations through online communication channels such as the Facebook fan page may enable more customers to be loyal for the brand.

## CONCLUSION AND SUGGESTIONS

### *Suggestions from this Research*

In overall, this research found that the organization' product presentation via online media on Facebook fan page is concealed with green business activities in which promotes the corporation' image and lets consumers recognize green business activities organized by the company. The researcher agreed that:

1. Coffee shop operators should choose to use green business advertisement strategies to meet the needs of customers in order to attract their attention.

2. Coffee shop operators should not use green business advertisement strategies to advertise for the purpose of creating a single image, but there should be the facts and virtue in the advertisement for consumers to be aware of the true operational process.

3. Coffee shop operators should share consistent messages more frequently that conveys green business practices so that consumers become more aware of the organization's green business activities by using advertisement strategies for green business operations in order to maximize benefits.

4. Coffee shop operators should have messages that advertise the green business strategy that focuses on building cooperation with external agencies in order to create more cooperation in green business and to establish a network of partners that realize the importance of running a green business together.

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