THE IMPACT OF GREEN MARKETING ON THE LEBANESE CONSUMER BEHAVIOR

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***Abstract:** Green marketing is praised for promoting products that are thought to be environmentally friendly. This innovative concept, which tries to change and improve consumer behavior with the primary goal of environmental conservation, is being actively debated these days. The main aim of this study is to examine the impact of green marketing on consumer behavior in Lebanon.This research is an explanatory study utilizing a quantitative methodology.*

Green Marketing, Brand Image, and Purchase Decision are the study's variables. (1) Respondents must be above 18, (2) they must be Starbucks customers or have previously purchased Starbucks products, and (3) they must be aware of Starbucks Green Marketing.Based on the findings of this study, Starbucks is expected to strengthen its brand image by promoting the use of tumblers, where the reduction of the use of plastic cups and cup paper on each product will further demonstrate pro-environmental activities in the eyes of customers, reducing tree felling and the use of materials that pollute the environment.

***Keywords**: Green Marketing, Brand Image, Consumer Purchase Decision and Starbucks*

I. INTRODUCTION

In the late 1960s and early 1970s, there was a rising awareness of environmental issues and potential solutions. According to the Monitor Global International study (2001), 75 percent of residents in both emerging and industrialized countries are concerned about their environmental circumstances. Environmentalism is becoming more popular in Western Europe and the United States. According to Alwitt and Pitts (1996), during the 1970s, there has been a positive shift in buyer attitudes toward environmentally friendly products due to increased worldwide environmental awareness. As a result, environmental concerns have become not just a major public issue but also a hot topic in academic research.

Furthermore, it can be viewed in the perspective of marketing, which has produced several studies since the 1970s on how customers make decisions in light of environmental concerns. Green marketing, according to Stanton and Futrell (1987), is defined as "all green marketing efforts aimed at replacing the consumer's current requirements and wants with green commodities that have no negative influence on the environment." Environmental issues are currently being incorporated into the production of most products by most companies. Firms and enterprises have understood that they must not only make environmentally friendly products, but also tell their clients about the environmental impact of their green products and the manufacturing process.

Many businesses in many parts of the world are increasingly committing to social responsibility. This may be seen on practically every company's website, where social responsibility reports titled "Corporate Citizenship," "Sustainable reports," and "Environmental Safety Reports" are posted (Ottman and Terry 1998). According to Hartmann and Ibanez (2006), the focus of green marketing is generally on the efficacy of cognitive persuasion tactics, and consumers' significant awareness about environmental issues is related to the rapid expansion of

environmental information. While green marketing has some great effects, it also has some substantial risks associated with adapting and adopting green marketing tactics, and businesses are the ones that bear the brunt of these risk.

Consumer attitudes toward a green lifestyle have shifted in recent years; people are intentionally making an individual effort to live a lifestyle that has a low to no detrimental impact on the environment. Consumers in developed countries, such as the United States and Western Europe, were found to be more environmentally sensitive (Curlo, 1999). Consumers are aware and prepared to pay more to "go green," according to research published in the last decade (Lee, 2008; Rahbar & Wahid, 2011). Additionally, the majority of recent studies on green marketing and its impact on consumer behavior have been undertaken in wealthy and industrialized countries, however their findings are sometimes conflicting and cannot be applied universally Chan, (2004), Chatterjee (2009), and Bleda and Valente (2008).

Knowing that, green marketing's goal is to engage customers in a sustainable development approach, in addition to safeguarding the environment. Sustainable development enables the current generation to achieve their requirements without jeopardizing future generations' ability to meet their own.

II. LITERATURE REVIEW

1. Green Marketing

Environmental preservation has been a primary priority for many different stakeholders at the national and international levels during the last few decades (MSEA, 2005). According to Lee et al. (2005), billions of dollars have been spent on environmental issues at the national and worldwide levels.

Conversation initiatives, preventative efforts, and overall environmental conservation are all important. Environmental concerns have impacted not only

society but even marketing discipline. From the 1970s until the present, environmental concerns have dominated. The concept of green marketing The trend began in the early 1970s and peaked in the 1990s.

"Green products" or "environmental products" are frequently connected with certain qualities that were made using a green technique, or with as little environmental damage as possible. Some of its characteristics include environmental protection, energy conservation, and resource conservation. The connected processes aim to reduce the usage of toxic products, pollution, and waste, all of which are harmful to the environment. Green products must boost efficiency and resource use, incorporate a biological production model, and reduce the amount of materials needed in their operations (dematerialization) (Singh and Pandey 2012).

According to Ottman, Stafford, and Hartman (2006), this marketing method has a significant impact on society and businesses since green products promote health and safety, cost effectiveness and efficiency, as well as performance, symbolism and reputation, and convenience. Many green products, as previously said, have the ability to save energy. For example, demand for electric automobiles has increased not only as a result of government subsidies but also as a result of long-term savings.

Green marketing encompasses more than just the promotion and advertising of environmentally friendly products. This concept is often associated with words like recycling, ecologically friendly, or refillable. However, in the case of Henion and Kinnear (1976), this term is broader, as it includes product modification, changes in the manufacturing process, brand adaption (e.g., logo, packaging), and modifications and improvements in advertising strategies. It also includes the effects of marketing on pollution, environmental deterioration, and energy

consumption. It offers a unique viewpoint on marketing in general, as it is no longer focused on the needs of specific civilizations, but rather on global concerns.

2. Green Brands

The power of brands aids consumers in making quick purchasing decisions, and this knowledge is a valuable asset for marketers and other professionals. The brand equity notion embodies this crucial know-how instrument. According to Aaker (1992), brand equity is produced by factors such as perceived quality and brand associations. Firms build such brand associations in order to communicate with the general public (Van Osselaer and Janiszewski, 2001). while on the other hand, some companies do not go green as their response is reactive towards the government legislation and to other stakeholder's responses (Saha and Darntoon, 2005).

3. Brand Image

According to Tjiptono (2008), a brand is defined as a name, phrase, symbol, or lambing, color design, motion, or a mix of other product features that are supposed to offer an identity and differentiate a product from a competitor's goods. A mark, according to Kotler and Keller (2007), is a name, word, sign, or symbol, or design, or a combination thereof, used to identify a competitor's goods or services. Both viewpoints are supported by Durianto (2001), who claims that a brand can be defined as a name, word, sign, symbol design, or a combination that defines a company's product or service. The brand, according to the description, is a symbol or symbol given by the company to its product as a differentiator from other items.

A positive image of a product will have a positive impact on society or consumers. If a product has a flaw that could harm a company's reputation, the

customer will switch to another product. So the brand is the seller's commitment to provide specific benefits and services to the buyer on a continuous basis.

The cognitive and emotional view of a brand is called brand image (Dobni and Zinkhan, 1990). Nowadays, a company's competitiveness with consumers is no longer restricted to product features such as utility, but has become associated with brands that may give a unique image for customers; in other words, the brand's function is altering (Aaker 1991). When there is little competition, the brand is only a name. When there is a lot of competition, the brand helps to create and maintain a product's competitiveness (Pujadi, 2010).

4. Green consumerism

- Buying decision process:

According to Kotler and Keller (2009), the buying decision process involves five stages: problem identification, information search, alternative evaluation, purchase choice, and post-purchase behavior. Essentially, it is concerned with consumers' requirements and how these needs may be activated by external factors in order to create a purchase urge. On both an organizational and individual level, the purchasing process focuses on the assembling of certain aims or objectives. These objectives may be linked to the purchasing action directly or indirectly. As a result, the relevance of the relationships between selling, past customer experience, rival offer, and purchasing process are the reasons to refer the buying behavior. The final reactions, on the other hand, entail the purchase or rejection of a product (Baker 2003).

- Consumer Decision Making

Consumers are constantly eager to obtain as much information as possible.

According to Solomon (2009), there are two types of decisions: behavioral influence and experimental perspectives. The first category includes all

spontaneous decisions, such as those made during a promotional or sales campaign. The experimental perspective, on the other hand, describes all juIn many circumstances, customers are not looking for logic; instead, they follow their instincts. Customers usually only browse at one or two stores before making a purchase, especially when purchasing durable goods. The reason for this is that looking for information might be time consuming at times. Furthermore, shoppers are more ready to conduct external searches while purchasing "symbolic things" - small investments (e.g. clothes).

In light of the preceding example, it is clear that the value of other people's opinions can lead to customers being completely pleased with their demands and switching brands. Segments in which customers are heavily involved.

There's also another point worth mentioning, which is related to customer loyalty and the level of trust that customers have in a product. Consumers who have become devoted to a brand are less likely to research other options before making a purchase. Alternatively, instead of deliberating about whether or not to purchase a new brand alternative for this product, try brand trials. In this circumstance, consumers also aim to minimize their brand alternatives, or in other words, they splay the range of items in the same category, and their judgments are usually influenced by situational demands.

- Brand equity and value conscious customers

Brand equity, according to Kotler (2009), is "the extra value bestowed on products and services." Along with revenue, market share, and reputation, brand equity includes how customers feel and think about certain brands.

Aaker (1991) defined brand equity as having four dimensions: loyalty, perceived value, quality, associations, and awareness. This notion is being researched to help businesses improve their marketing productivity and

profitability. As a result, Keller (1993) outlines how brand equity is used to define consumer behavior, which is critical in marketing management.

Because recruiting new customers is more expensive and difficult than retaining existing customers, brand loyalty can help cut marketing expenses. Customers who are loyal to a brand contribute consistently to its revenues, and they can assist the company acquire new customers through word of mouth and personal experiences.

According to Aaker (1996), a loyal consumer makes it more difficult for other brands to enter the market; they are slower to switch brands and give the company time to adjust to competition challenges. As a result, competition must focus on ways to break past this barrier, such as through price or innovative offers.

When the goal of purchasing a product is due to its quality, a brand is deemed to deliver good quality products. It signifies that it is a competitive feature that allows the company to stand apart. Customers are more likely to perceive quality when a product is widely available, therefore having a brand across several sales channels is a frequent strategy.

Then there are brand associations, which can include whether a brand can establish relationships with customers' brains through marketing tactics such as television advertising. Positive attitudes and feelings can be created and brought about by brand associations. It's also a way to give the brand a distinct identity.

Finally, awareness is critical since it can influence customers' opinions and attitudes. To put it another way, how the brand is seen by customers. There are numerous levels of brand awareness: recognition, recall, top-of-mind (the first brand names that come to mind), brand dominance (the only brand that comes to mind), brand knowledge, and brand opinion.

- Influence of Green Marketing on Lebanese Consumer:

Consumers are growing more concerned and interested in environmental conservation

They grew more conscious of the environmental consequences of their careless actions. The concept of green marketing has contributed to this awareness by encouraging consumers to adjust their behavior in favor of long-term sustainability. By framing sustainable products and services as ordinary, Peattie and Peattie (2009) recognized a new function for sustainable marketing: persuading customers to adopt sustainable behavior and purchase sustainable products and services.

The research method is hypothetical-deductive, which is commonly utilized in science management studies (Thietart, 2003). We assumed that the system is structured and that the phenomenon being examined is statistically measurable when variables are associated in this method. The hypothetical-deductive approach's key steps are to first establish a theory, then develop research hypotheses, and finally test the hypotheses provided to see if they can be verified or rejected. The major goal is to test hypotheses, thus the indicators were selected early in the project and a quantitative approach using closed-questions was utilized to successfully quantify the hypotheses' validity and dependability. The quantitative technique is used to measure and evaluate Lebanese customers' behavior and attitudes about green marketing, as well as their willingness to consider it the environment during consumption.

1. **Respondent's Profile Based on Gender**

The data characteristic of respondents by gender can be seen in table2

Table 2

Frequency Distribution of Respondents by Gender

Gender	Frequent	Percentage
Female	67	55.83
Male	53	44.17
Total	120	100

Based on table 2, it can be seen that the respondent's male gender as much as 53 respondents or 44.17%, and the female gender as much as 67 respondents or 55.83%. Base on the data it can be conclude that the female respondents dominates in this study.

2. **Respondent's Profile Based on Age**

Data characteristic of respondents by age can be seen in table 3 below:

Table 3

Frequency Distribution of Respondents by Age

Age	Frequent	Percentage (%)
< 18 Years Old	35	29.17
18-25 years Old	50	41.67
25-35 years Old	30	25
> 35 Years Old	5	4.16
Total	120	100

Based on table .3 above, it can be seen that respondents aged less than 18 years counted 35 respondents or 29.17%, aged 18- 25 years as many as 50 respondents or 41.67%, aged 25-35 years as many as 30 respondents or 25%, and aged over 35 years as much as 5 respondent or 4.16%. Based on the data it can be

concluded that most of Starbucks consumer on Lebanon are mostly between 18 and 25 years old.

3. Respondent's Profile Based on Educational Level

Data characteristic of respondents by Education can be seen in table 4 below:

Frequency distribution of Respondents by Educational level

Educational Level	Frequent	Percentage(%)
High School	30	25
Diploma	20	16.67
Bachelorette	50	41.67
Master	18	15
Doctor	2	1.66
Total	120	100

Based on table 4 above, it can be seen that the respondents who have Senior High School education as many as 30respondents (25%), Diploma degree of 20 respondents (16.67%), the education Bachelorette degree as much as 50 respondents (41.67%), who are educated Master degree as much as 18 respondents (15%), and who educated Doctor degree as much as 2 respondent (1.66%). This indicate that most of Starbucks consumer on Lebanon have Bachelorette degree.

4. Respondent's Profile Based on Occupation

Data characteristic of respondents by their Occupation be seen in table 5 below.

Frequency Distribution of Respondents by Occupation

Occupation	Frequent	Percentage(%)
Entrepreneur	17	14.17
Government Employees	13	10.82
Private Employees	28	23.34
Unemployed	50	41.67
Others	12	10
Total	120	100

Based on table 5 above, it can be seen that the respondents who have job as Entrepreneur are 17 respondents (14,17%), who have job as Government Employees 13 respondents (10.82%), who have job as Others as 12 respondents (10%), with 28 respondents (23.34%) of Private Employees employment, and 50 Unemployed (41.67%). This indicate that most of Starbucks consumer are unemployed which include student or housewife.

5. **Respondent's Profile Based on the Income**

The data characteristic of respondents by Income can be seen in table 6 below:

Table 6

Frequency distribution of respondents by Income

Income	Frequent	Percentage (%)
< 1.000.000 L.L	13	10.83
1.000.000L.L ≤ 3.000.000L.L	48	40
3.000.000L.L ≤.5.000.000L.L	33	27.5
>5.000.000 L.L	26	21.67
Total	120	100

Based on table 6 above, it can be seen that the respondents who have income less than 1.000.000 L.L as many as 13 respondents (10.83%), income 1.000.000L.L - 3.000.000L.L as many as 48 respondents (40%), income 3.000.000 L.L - 5.000.000L.L as many as 33 respondents (27.5%), and income more than 5,000,000 L.L as many as 26 respondents (21.67%). Based on the data it can be concluded that most of Starbucks consumer have around 1,000,000 L.L to 3,000,000 L.L Income.

6. **Respondent's Profile based on Knowledge about Starbuck's Green Marketing**

General description of respondents based on respondents who know Starbucks Green Marketing can be seen from the following table:

Table 7

Frequency distribution of Respondents by their knowledge about green marketing of Starbuck

No	Knowing about Starbucks Green Marketing	Numbers of Respondents(People)	Percentage(%)
1	Yes	120	100
2	No	0	0
	Total	120	100

Table 7 shows the results of the distribution of respondents who know about Starbucks Green Marketing. Respondents who know about Starbucks Green Marketing are 120 people (100%), and no one does not know Starbucks Green Marketing.

7. Frequency Distribution of Green Brands (Brand Image) Variables (S)

Brand Image Variables there are six questions:

Table 8

Green Brands (Brand Image) Distribution Frequency

Item	SA		A		N		D		SD			Total
	f	%	f	%	f	%	f	%	f	%	Total	%
S1.1	66	53.33	40	33.34	6	5	3	2.5	5	4.16	120	100
S1.2	34	28.34	47	39.16	28	23.33	6	5	5	4.16	120	100
S2.1	26	21.67	29	24.17	34	28.34	26	21.67	5	4.16	120	100
S2.2	23	19.16	30	25	22	18.33	24	20	21	17.5	120	100
S3.1	35	29.16	43	35.83	32	26.67	6	5	4	3.33	120	100
S3.2	41	34.16	44	36.67	28	23.33	5	4.16	2	1.67	120	100

- NOTE: SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree; f: Frequency ; %: Percentage

- Information:

This indicates that all respondents in this study knew about Starbucks Green Marketing.

S.1.2: The company's concern for the environment.

S.2.1: Consumer that care about environment.

S.2.2: Social Class.

S.3.1: Product quality assurance.

S.3.2: Environmentally friendly Product.

a. Indicator for Corporate Image (S.1)

In Table 8 it can be seen that from 120 respondents, there are 66 respondents or 53.33% who stated strongly agree about Well-known company (S.1.1), which states agreed as much as 40 respondents or 33.34%, who expressed neutral 6 respondents or 5 %, which states disagree as much as 3 respondents or 2.5%, and who states strongly disagree as much as 5 respondents or 4.16%. be

concluded that Starbucks consumer agreed that Starbucks is a well-known company that are famous all over the world.

For the second item, The company's concern for the environment (S.1.2) can be seen that the respondents who stated strongly agree as many as 34 respondents or 28.34%, which states agree as much as 47 respondents or 39.16%, who expressed neutral 28 respondents or 23.33%, which states do not agree as 6 respondents or 5%, and who states strongly disagree as much as 5 respondents or 4.16%. Based from the result it can be concluded that Starbucks consumer agreed that Starbucks is a company that have concern for the environment.

b. Indicator for Image of the User (S.2)

Consumer that care about environment (S.2.1) can be seen that the respondents who stated strongly agree as many as 26 respondents or 26.67%, which states agree as much as 29 respondents or 24.17%, who expressed neutral as many as 34 respondents or 28.34%, which states disagree as much as 26 respondent or 21.67%, and who states strongly disagree as much as 5 respondents or 4.16%. Based from the result it can be concluded that Starbucks consumers are have environmental concern.

For the fourth item of Social Class (S.2.2) it can be seen that the respondents who stated strongly agree as many as 23 respondents or 19.16%, which states agreed as much as 30 respondents or 25%, who expressed neutral as much as 22 respondents or 18,33%, who disagree as much as 24 respondents or 20%, and who states strongly disagree as much as 21 respondents or 17.5%. Based from the result it can be concluded that Starbucks consumer can be differentiate by their social class.

The respondents agreed and assessed positively to the image of users owned by Starbucks consumers related to consumers who understand the environment and consumers who come from upper middle social class.

c. Indicator for Image of the Product (S.3)

For the fifth item that is Product Quality Assurance (S.3.1) it can be seen that the respondents who stated strongly agree as many as 35 respondents or 29.16%, which states agree as much as 43 respondents or 35.83%, who expressed neutral as much as 32 respondents or 26.67%, which states do not agree as much as 6 respondents or 5 %, and who states strongly disagree as much as 4 respondents or 3.33%.

Based from the result it can be concluded that Starbucks consumer agreed that Starbucks positive product quality assurance that make their consumer believe in their product.

For the sixth item that is Environmentally Friendly Product (S.3.2) can be seen that the respondents who stated strongly agree as much as 41 respondents or 34.16%, which states agreed as many as 44 respondents or 36.67%, who expressed neutral as much as 28 respondents or 23.33%, which states disagree as much as 5 respondent or 4.16%, and who states strongly disagree as much as 2 respondents or 1.67%.

Based from the result it can be concluded that Starbucks consumer agreed that they believe Starbucks Product are environmental friendly product. The respondents agreed and positively assessed Starbucks's Product Image related to product quality assurance and environmental friendliness of the product.

III. CONCLUSION

Based on the formulation of the problem and the results, it can be concluded that green consumers in Lebanon are consumers of both genders, of varied ages, with various work statuses and educational levels. The Lebanese culture, their social interests, and green advertising all impact them. When customers grow more aware of environmental issues, their ecological behavior becomes more visible.

Additionally, the findings revealed that Starbucks' Green Marketing has helped to establish a favorable Brand Image for the company, with consumers considering Starbucks to be an environmentally friendly corporation, and the existence of Starbucks' Green Marketing can assist consumers in making purchasing decisions.

To summarize, green marketing is not widely practiced in Lebanon for a variety of reasons: some are related to a lack of effective government involvement, while others may be explained by a lack of sufficient consumer purchasing power, as well as facts related to the absence of environmental laws protecting the environment and its resources. All of these factors point to the absence of good environmental behavior in Lebanon.

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