



# Green marketing as showcase of sustainable coffee shop business

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Validating the potentiality of adopting the concept of sustainable development in the field of food and beverage is the objective of the thesis. By taking advantage of the validated data, the author is able to build a green marketing plan as a showcase of the sustainable coffee shop. Additionally, the thesis aims to raise awareness of environmental issues and conservation through reducing negative impacts on the environment in business operations. The author concentrated on gathering data relating to sustainable development and green marketing including the framework of sustainable development, the beneficial impacts of the concept, green marketing definition, and the advantage of applying green marketing into a business. The research section of the thesis is developed according to the theoretical framework.

The author adopts semi-structured in-depth interview, and a combination of non-participant and participant observation to gather the research data. The interview was conducted with the co-founder of the L restaurant with a list of questions. The interview was divided into four phases. The interview focuses on exploring the feasibility of the sustainable business model in the city of Ho Chi Minh and society's sense of a new concept. The observation investigates how the G restaurant presents their sustainable development through the marketing effort. The observation research is implemented by following the guidelines, which were created based on the marketing mix 4ps.

A complete green marketing plan for a new sustainable coffee shop is the outcome of the thesis by applying the theory framework and the research results. This thesis allows the author to explore and expand the knowledge of a sustainable framework and sustainable development in the restaurant industry. Furthermore, the author is able to utilize the concept to reduce environmental impacts and attract more customers with the same concerns. The study can also function as a guideline for other restaurants in operating sustainably by providing them with marketing actions that lead to a more efficient business operation.

Keywords: Sustainability, green marketing, environment.

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## 1 Introduction

World population has been increasing so fast that leads to the depletion of the Earth's resources. In order to meet the huge need of the world population consumption, for example in the food and drink field, chemicals have been applied to agriculture as well as food processing industry which do not support the living conditions on Earth in the long run. As humans have developed their awareness about these issues, the concept of sustainability has never been so phenomenal all over the world. This concept has affected people in their buying behavior since then, consumers not only care about the cost and products nowadays but also the origin of the products in association with eco-friendly nature, local sources, and company's sustainable practices. (Mohr and Webb 2005.)

In order to deal with the challenges stated the author believes that there need to be a change in the way of doing marketing which is required to fulfill customer's needs for healthy society, and environmentally friendly products criteria. Environmental marketing, which is concerned with the social and environmental aspects, would help to create a product which can satisfy the increasing needs of the consumer of green goods that are beneficial to humans and ecosystems. That kind of marketing also takes advertisers closer to the commodity to ensure that the business meets the green goals it wants to achieve. (Reutlinger 2012, 2.)

The demand of initiating a green food and beverage business has motivated the author to write this thesis. This will begin with a comprehensive green marketing plan in sustainability concept yet focus mainly on environmental and social aspects to form the products for green business. The author has been collecting and gathering information and knowledge which are needed for this process and they are going to be depicted in the thesis.

The new green food and beverage business which was mentioned in the previous paragraph is the small environmentally friendly coffee shop that belongs to the thesis author. This B to C business will focus on providing food and beverage service for the customers in a green way. The coffee shop is going to be the house of abundance since it offers customers variations of choice ranging from taste, size and platter designs. Furthermore, since the coffee shop has the green concept which means the products have to be environmentally friendly and healthy. Thus, the green marketing plan is an indispensable component for this new business to make it remarkable. Based on the green marketing plan, the author is able to have a better vision for the business while getting it operated.

Developing a green marketing plan as a showcase of a new sustainable coffee shop business is the main objective of this thesis. From this thesis the author is able to apprehend the essential of adapting the green concept in sustainable terms and the benefits of applying this

concept into business through marketing. In order to do so, the author needs to address these research questions relating to applying and developing a green marketing plan for a new environmentally friendly business in a sustainable way. Before doing the research part, gathering collective data for defining the concept of sustainability and based on that the green marketing plan will be established.

Sustainable marketing is often seen as a way of shaping consumer behavior towards more sustainable consumption, as consumption is one of the key contributors to environmental problems. The first constraint, therefore, is that the author concentrates on theoretical sustainable marketing and neglects B-to-B, even though multiple similarities exist.

Government-set regulations would not be included as regulations vary from country to country, making an overview very difficult. The author would also look from a marketing angle at sustainability and sustainable growth to see what advertisers and corporations can do.

This thesis contains four chapters which are divided into theoretical and practical parts. These parts present the definition of the concept and the methods of applying the concept in real life.

The sustainability principle and green marketing are two key topics of Chapter 2. Presenting the roots of definition and growth over time and sustainability in the restaurant sector to describe the idea of sustainability. After explaining the idea of sustainability because the green marketing paradigm is based on this, the Green Marketing Meaning will be explained.

Chapter 3 will explain the methods of collecting data required for the thesis and data analysis. The collected data of each premises will be gone through before being put together in the data analysis process. The thesis aims to develop a green marketing plan for a coffee shop, consequently, in order to address the research question, data collection needs to be executed with both qualitative and quantitative methods. (Streeferk 2020.)

Qualitative methods in this thesis will be a semi-structured interview conducted with The Green Box restaurant in order to explore more about their green principles. Observation is the quantitative method which is going to be used for data archive, the observation is implemented at L'Herbanyste restaurant. The observation research method is for experiencing the means of green restaurant is offered there, and how their marketing effort is executed.

Data from both primary and secondary sources were collected for this research. Books, articles and the Internet have been used as sources for the theoretical part. Data collected from interviews and observations conducted in chosen coffee shops will be employed for the

practical part. In chapter 3 the data archive and data analysis are going to be depicted in detail.

Chapter 4 will have a conclusion in order to address the primary research question by comparing the results of the analysis with the theory of sustainable marketing. In addition, the reliability and validity of this study will be measured and recommendations will be made for future studies.

## 2 Sustainability

The theoretical background of this thesis comprises two parts which are sustainability and green marketing in a sustainable way. The framework for sustainability will be shown in figure 1 consisting three pillars: social, environment, economic (Peattie 1995, 41). The figures simultaneously illustrate the components of the sustainability criterias, and the link between three pillars which means if one of the components encounters a problem, the other will be affected subsequently. Based on environment aspect in sustainability concept, the theory of the green marketing is framed. Although the environment pillar is focus on while developing green marketing, social and economic are also slightly taken into account. (Reutlinger 2012, 3.)

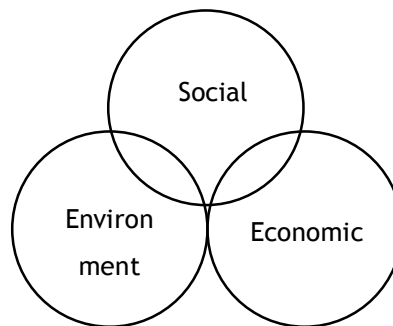


Figure 1: Framework for sustainability concept (Peattie 1995, 41).

The framework for sustainability concept can be basically described as figure 1. There are three sections of the framework which are social, environment, and economic. In order to obtain the means of sustainable development, these sections play as a guideline for the objective in shaping the goal and establishing the procedure.

### 2.1 World population relates to the advent of the concept

Humans have not been living inside their ecological means for a long period of time and started to dominate other species' living environment. Energy of the planet has been used at a rate that cannot be sustained. Signs of the effects of over-consumption of the environment

have already been seen, and ongoing misuse of environmental processes can create growing problems both today and in the future. Human destruction of natural resources minimizes the ability of future generations, who are forced to depend somewhere on creativity and imagination for their existence. Despite these obstacles, states, companies, non-profit organizations, educational institutions and businesses are all pledging sustainable progress in order to save our natural environments from destruction while allowing economic growth to proceed unbroken. (Farley and Smith 2014,1.)

Indeed, 12,000 years ago, the world population was 4 million which is only half of the London population nowadays, and it has grown up to 1,860 times of what it was 12 millenia back then (Roser, Ritchie & Ortiz-Ospina 2015). Of note, almost all of this development shown in the chart below took place recently. According to historian demographers, only roughly 1 billion people lived in the world around 1800. This means that the population grew very slowly, on the average, from BCE 10,000 to 1700 during this long period (by 0.04% per year). After 1800 this drastically changed: the world's population in 1800 stood at around 1 billion and has risen seven times. (Roser & al 2015.)

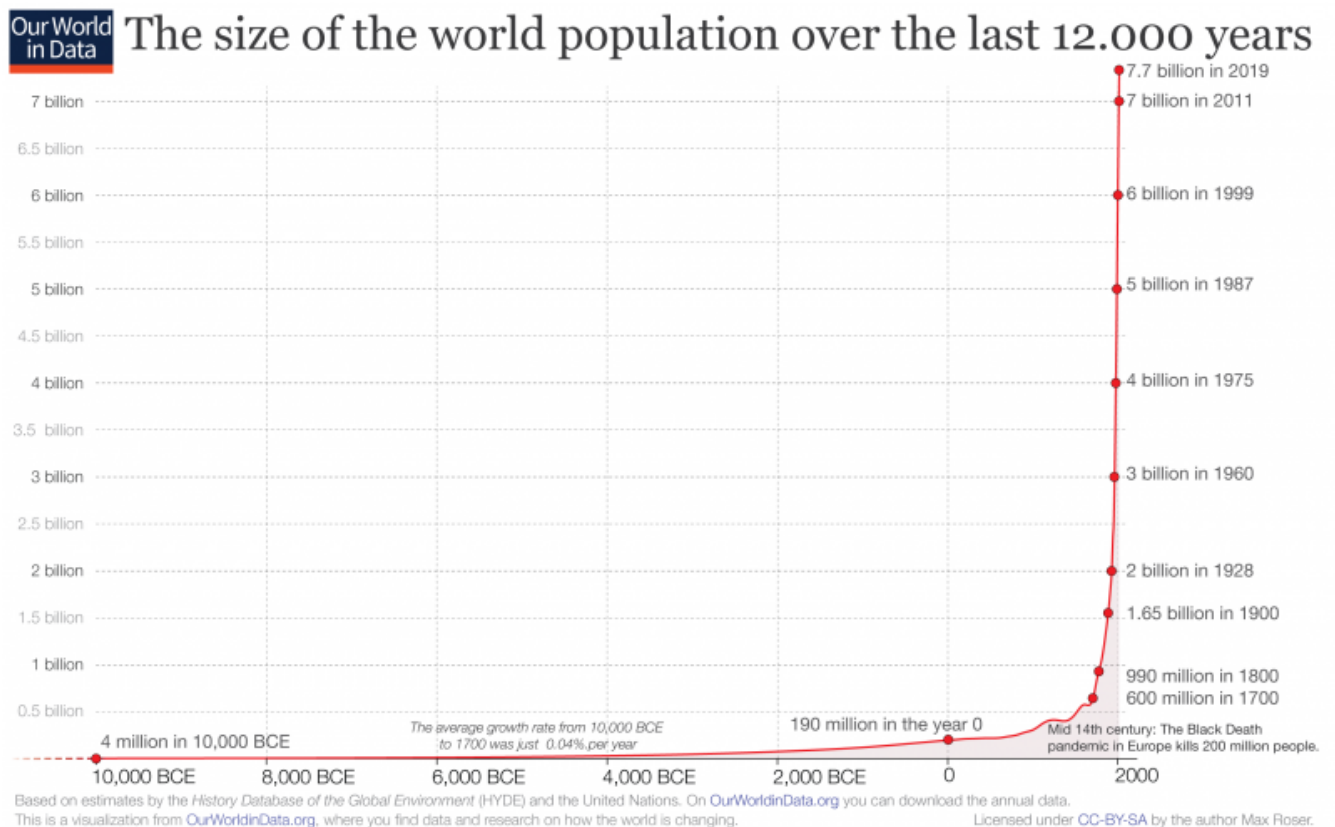


Figure 2: World population over the last 12,000 years (Roser, Ritchie, Ortiz-Ospina, 2015).

The chart illustrates the number of people who have lived on the earth over the last 12 millenia. In the chart, there is gradual growth before the rocketing increase in the 20th



century which means that the population is rising so fast that is estimated to reach 9 billion by 2050 (U.S. Census Bureau 2012ab).

In addition to this unprecedented population growth, technology advanced as the Industrial Revolution, creating mass production that allowed continuous economic growth and demand growth. The growth in population and industrial aspect has brought humanity to the demanded society yet caused environmental issues. For example, climate change, biodiversity loss, non-renewable as well as renewable lighting depletion are some tradeoffs for the development on earth which mostly facilitates homo sapien needs. Poverty alleviation and a high quality of life for all motivated the pursuit of economic development, which is not accomplished because poverty and low standards of living continue to exist in many African and even Asian countries and Latin America. (Ministry for Foreign Affairs 2019.)

Consumers are aware of these issues and are worried about them. In addition to the environmental impacts, consumers are also concerned about the social impacts of products they buy. Around the same time, only a handful of them are willing to pay additional money for these green goods. Nonetheless, consumers expect companies not only to comply with legal legislation, but to be socially responsible and to function in an environmentally sustainable manner. Consumers may easily boycott businesses that have an intrinsic association with unethical business practices or business activities that harm the environment. This has contributed to a rise in the desires and expectations of customers, which are answered by businesses and advertisers. Simultaneously, advertisers face unhealthy consumer behavior and have to drive consumers to more sustainable consumption.

## 2.2 Definitions of the concept through history

Early in the history of sustainability, predominantly the academics and researchers who debated sustainability to see if the term suits the goals of sustainable development. As these experts tried to bring the word into perspective of contemporary problems, the concepts and interpretations were developed around it. However, sustainability did not take long to move away from the realm of specialists. Nowadays, the term is used in business studies, the papers, schools and the public's lips across a wide spectrum of cultures. (Farley and Smith 2014,1.)

In 1962, when the famous book *Silent Spring* of Rachel Carson was published, debates regarding what is referred to as sustainability today began to take form around. Carson's book as well as a number of ensuing international environmental incidents, such as Cuyahoga River fires in Ohio, London smog in 1962, and many international ocean-oil leaks, have strongly helped the international environmental movement. These and other local environmental concerns have increased awareness of the human interaction with nature, and a new age of international collaboration has arisen out of this awareness. In this section, the international

agreements, conventions, operations and treaties formed as part of the environmental revolution are mentioned. (Farley and Smith 2014,31.)

In 1968, the United Nations Educational, Scientific and Cultural Organization (UNESCO) held an Intergovernmental Conference for Rational use and Conservation for the Biosphere which then introduced the conceptualization of ecologically sustainable development. This conference led to the international request for interdisciplinary research on worldwide environmental issues has been driven by government co-operation. Governments, for the first time, joined together to consider the level of destruction the Earth faces not domestically but internationally. (Farley and Smith 2014,31.)

After founding the US Environmental Protection Agency in 1969, US President Richard Nixon signed the National Environmental Policy Act (NEPA) in 1970. In the run-up to government growth, NEPA has set the benchmark for performing environmental impact assessments (EIAs) and the U.S. is in turn providing the basis for EIAs worldwide. The administration has recognized the link between development and environmental degradation and the role of governments in the management of development projects by demanding environmental evaluations. (Farley and Smith 2014,32.)

The movement of the concept moved to European Countries after the event happened in the US in 1970. The year 1971 witnessed the attempts of the United Kingdom in creating a link between economic growth and protection of natural capital by building an International Institute for Environment Development. This institution aims to find solutions for countries which would like to advance economically without decimating natural environment wealth. During the same year, the authors of the book *Only One Earth*, which show the idea of alerting and offering hope for a common future of the adverse effects on the biosphere of human activities, also advocated that once the agitation for the common living environment is shared, ameliorating the common future is a potential. (Farley and Smith 2014,32.)

The Stockholm Conference was the first United Nations effort to bring countries together to address international environmental concerns and their relationship with development. The conference was also known as the Stockholm Conference. The only result came out from the conference was the establishment of some national agencies that protect the environment and the Environment Programme of the United Nation. These agencies conveyed the message that the role of government is not only to develop but also maintain the environment. (Farley and Smith 2014,32.)

Brundtland Report which is so-called *Our Common Future*, plays an important role in this part of the thesis where theory of sustainability is explained as the reference for establishing the debate on sustainability. The report serves as a valuable reference point, since it has been used to popularize and mainstream the term sustainable development. By being approved of

either United Nations General Assembly and other hundreds of nations, the report became the successful effort at the United Nations consensus on the objective of the sustainable development. (Farley and Smith 2014,35.)

Our Common Future implies that sustainable development as a decision-making mechanism will help build a global structure that can sustain human activity and change for many future generations in terms of social, environmental and economic stability. In addition, sustainable development growth will occur if new technologies are employed, and shared through nations that are more effective, less contaminating and profitable. The role of developed countries is to help developing countries in growing productively and less polluting than the way of using technologies which was applied in the past throughout the industrialization to adopt the term Common Future. (Farley and Smith 2014,35.)

The Earth Summit which was held in 1992 by the United Nations in Rio De Janeiro brought out numerous outcomes to direct governments towards cooperative international sustainable development based on the concepts and ideas found in Brundtland study. After summarizing the outcomes the concept of sustainability is formed with these following ideas. (Farley and Smith 2014,37.)

First, the central concern of sustainable development is human beings and people need to make adjustments in order to live in harmony with nature. Secondly, Poverty eradication in developing countries and the abatement of excessive consumption in rich countries are necessary conditions for sustainable development. In order to ensure parity between countries, developing countries need special attention and accommodation. Poverty alleviation becomes the one of the methods that can help developing nations in adopting team parity between nations. Furthermore, not only acquiring fairness across nations is required for sustainable development but also the excessive consumption decrease in the developed nations. Lastly, a framework for addressing both the needs of the present generation as well as future generations is sustainable growth. (Farley and Smith 2014,38.)

### 2.3 The emergence of the sustainable food movement

With the advancement of human knowledge and technologies, the terms “sustainability” and ‘sustainable development” have increasingly appeared “on the radar” of many industries (Leadbitter, 2002). Many industries which are mentioned in this situation include food and beverage industries. As many other industries out there, food and beverage is also needed to operate smartly and environmentally friendly and sustainable development is the term which is properly needed to be applied to this industry.

In this part, the reason why the food and beverage industry needs to be in sustainability trend, the concept of sustainable food and running a business model relating to sustainable

food systems will be illustrated in detail. With the purpose of digging more information about new trends - sustainability, applying it into the industry and methodologically running the term, this part will function as a tool which facilitates the transition to sustainability of the industry.

Human food consumption has left a major issue in the politics of sustainable food consumption and production due to its impacts on environment, individual, public health, social cohesion and the economy according to Reisch, Eberle and Lorek (2013,7). Indeed, to produce enough food for human beings, people have destroyed a vast area of jungle, using chemicals to reduce pests and increase the amount of harvested food, also to create new kinds of crops and meat which can produce bigger amounts and unique appearance. People do not hesitate to use genetic modification on plants and animals.

The consequences remaining on Earth from chemicals used and genetically modified plants and animals deal major damage to the environment and threaten the life of not only human beings but also life. When being exposed to pesticides there will not be any segment of the population are protected and catching serious health problems is inevitable, developing countries people and high risk groups who is formulations, sprayers, mixers and agriculture farm workers in each country are willing to deal with this burden even though it is disproportionate. (WHO 1990.)

Furthermore, GHGs showed that food consumption has been inherent to the vast amount of water used on the globe and responsible for nearly one-fifth of the greenhouse gas emissions. The world population is remarkably jumping day by day due to a lot of social issues which has led to a bigger demand in food consumption and energy as well as water, thus, those increasing demand might create pressure in natural resources and exacerbate the social and geological tensions. (Reisch, Eberle & Lorek 2013.)

Due to the health threat, environmental issues caused by food production, humans must have some solution which can alleviate the situation. The solution needs to meet the requirements of ameliorating the environment quality such as reducing waste from the food industry coming out to nature, and protecting human health. Sustainable development of the food industry can genuinely respond to the demands of the environment and humans with the aim of focusing not only in an environmentally friendly way but also human health and living standard. This is the first reason why the sustainable food trend has been emerging recently in human society. (Reisch, Eberle & Lorek 2013.)

Talking about how food is produced in brief can depict a better picture of the natural environment that has been destroyed by the food producing system. According to Morawicki and Gonzale (2018), the production of food is remarkably tasking on the natural environment. Due to the inefficientness of the ruminant food conversion system when the animal needs to

convert feed into muscle, it requires time and 40 kcal of energy to produce 1 kcal of beef, grass-fed will take half of the energy to produce the same amount of kcal of beef. The benefit of raising ruminants is that ingest low-grade which contain cellulose is able to be digested by this kind of animal. There apparently are kinds of animals which are efficient in converting feed into muscle like monogastric animals, notwithstanding, they require a special diet with low cellulose content. Enteric fermentation of ruminant animals is an outstanding element which particularly takes part in producing greenhouse gas to the environment. (Morawiecki 2018.)

Nevertheless, not only carbon dioxide from the greenhouse gas was released into the environment but also the byproduct of the enteric fermentation which has a greenhouse gas potential twelve times higher than carbon dioxide - methane. Not belonging to the greenhouse gas group but the animal production either resulting in ammonia gas which has local as well as regional effects, and the alteration of the nitrogen cycle. (Morawiecki 2018.)

Besides land use, the production of livestock is responsible for many of the environmental issues which compose of destruction in soil, water pollution and depletion, effect on natural biodiversity, disruption of carbon and nitrogen cycles. There are 26% of the ice-free surface on earth is used for farm animal grazing, furthermore, to generate enough food for the livestock 33% of the arable land is used for raising feed crops. For the water resource, it is hard to infiltrate the soil and promotes its runoff due to the cattle grazing with constant traffic which compacts the soil day by day. Water runoff has two negative impacts on the environment, one is soil erosion transformation and the other is it carries the nutrients of the soil to the surface water which degrades the soil standard. (Morawiecki 2018.)

Last but not least, the 2000s has been witnessing a remarkable development of humanity and keeping up with the trend is one way of self-involving the folk. In this era, it is not surprising when a new trend comes up in society, there are good and bad trends, however, sustainable food is a splendid trend which indeed needs to be spread. Based on the benefits which sustainable food trends are able to give and staying up to date in lifestyle, sustainable food is worth being an emerging trend. (Morawiecki 2018.)

#### 2.4 The concept of sustainable food

There are entire ranges of actors and interlinked value-added activities associated with production, agreeance, processing, distribution, consumption and disposal of product in the Food System. These products originated from agriculture, forestry and fisheries are also taking part in providing food products. Moreover, some parts of the economics, society and the environment where they are embedded are also involved in the food system which makes it not only abundant but also complicated. (FAO 2018.)

Sub-system which encompasses farming, waste management, input supplies has been having a so far interaction with other key systems so if there is any change in the subsystems or key systems it will lead to the change in the structure of the food system. This interaction has proven the durable connection between those systems, thus, adjustment which is made in these systems need to be well considerably enacted in order not to cause any corruption in the whole broad system. (FAO 2018.)

In terms of definition of sustainability, the concept may vary based on the field where it is applied. As Freeman (2011, 5) proven in her words that sustainability was defined differently as it was defined and redefined through temporal and spatial calibrations (Kates, 2005), in the other hand, the definition of sustainability from her statement that it stands on the presence and the network of environmental and, social, and economic domains (Dasgupta, 2000; National Science Board, 1999; World Bank, 1992). However, as being said, a food system is a well-connected system compounding of various sub-systems which is operating sufficiently by following structured order as well as sustainability. Problems occurring in any sub-system will lead to a crash in a whole system, in literature sustainability which stands for domains, it happens the same when problems in one domain is able to directly affect the other two in current and future generations (Gibson, 2006). As a result, all of the domains included in the system need to apply all the sustainable practice in order to remain a stable situation for the whole system (Berke 2002.).

Exposing the concept of sustainability has raised some perception in the unsustainable current food system since there are a lot of issues existing in this system. Some explicit examples of problems which are caused by an unsustainable food system are increasing rates of obesity, diseases relating to diet, food insecurity, the wide-spread fast food products, and finally is the huge mountain of food waste that comes from unconscious food consumption of humanity. Those examples are some of the inducements which are the consequence for climate change on Earth. Hence, in order to mitigate global climate change and transform the food system from an unsustainable to sustainable system, either the issues of under or over food consumption, food-safety issues in wealthy societies and food-security in the wretched regions must be tackled. (Reisch 2013.)

Dealing with issues of food-system and transforming it requires digging more into the root of the problem to analyze and determine solutions and causal. There are several aspects in this system which needs to be put in consideration such as environmental, health-related, and economic aspects. Moreover, main challenges which create recent public debate are also illustrated in this section with the purpose of solving problems of the food systems and applying the sustainability concept to them. However, before digging into the aspects, the issues of the systems will be reviewed in brief.

Production and consumption of food have brought up some major impacts in the food system. It has never been more globalized and industrialized with the food system like in this era since humanity witnessed the booming in the population and the increase in the standardization has been subjected. Nowadays, seasonal food is no longer seasonal because it can be raised and produced in the whole year with the advancement of science, not only the seasonal food available through the year but also the food from over the world now it is also available everywhere. In order to achieve the whole year food availability, agricultural yields must be intensified which lead to a consequence of rationalization, specialization, and the evolution in breeding plants with or without genetic modification. Due to the ever improvement of agriculture and blossoming in the amount of food needed to serve the human beings, many farms which cannot afford the new technologies to meet the requirement of producing enough and qualified food are vanishing and that causes the farm crisis. (Reisch 2013.)

One more reason explaining why small farms keep vanishing day by day is the distribution channel of their products. If the farm is not able to produce adequate amounts of food to provide to the large and complex market chains, the limited amount of food produced by small farms can be distributed to local or small markets. When comparing the scope of farm and large market chain, the farm is just a tiny part which can only receive one fourth of the retail food price. Most of the amount of money went to transportation, tax and the big market, thus, the small farm society indeed needs a better way to do their business to avoid getting bankrupt. (Reisch 2013.)

Not only in farming, the whole food industry which, within the EU, is the second largest industry is day by day creating more impacts on the environment, society and the economics (Reisch, Eberle & Lorek, 2013,9). This industry includes all the stages ranging from manufactures, wholesales, retails, and food service providers, these stages are in the process of value chain before purchasing and buying process of the customers. The procedures of delivering value to customers from farming to processing food and making it ready on customer hands have been participating in degrading the environment in many ways. Besides negative effects from farming, food processing such as grain grinding, product transferring, land contamination from accidental oil spills and sites which were used for farming and food processing, noise pollution which came from manufacturing equipment like food processors or packaging machines. Many resources such as water, energy and materials which are believed to be used for producing packages are overused. Furthermore, waste from food production encompassing peelings, animal byproducts, initial food packaging; out of used items like out dated products, food manufacturing equipment; and effluent-plant sludge and discharge water from it do also involve in degrading the environment standard. (Reisch 2013.)

Regarding health aspects, there will be issues which are associated with over and under nutrition, human health and well-being. Not only poor countries but also developed countries are facing undernutrition and malnutrition with remarkable degree. About 5% of the European population is dealing with malnutrition, in the 5% most of the people coming from vulnerable groups who are poor, elderly and the one who has sickness because organic food or healthy food is not affordable for this group for daily use. According to WHO (2019), consuming energy-dense nutrient poor food which is high in fat and sugars and not nutritious has become phenomenal in many developing countries particularly in urban areas. Due to economic and social progress cheap processed food like meats, sugar and oils are being consumed more. (Reisch 2013.)

In terms of health issues relating to food consumption of humanity, unwanted substances in food products composed of pathogenic organisms or toxic substances like heavy metal and pesticide resulting from farming processes and conservation food processes are listed to be health risks. McCarthy (2018) warned that Phthalates is the chemical which presence mostly ubiquitous and in food plastic packaging can act like hormones and increase the risks of obesity and cardiovascular disease. Most serious food safety cases in European areas were caused by food-poisoning and poor hygienic food. (Reisch 2013.)

Despite a rise in income of the European society, the share of European household expenditure on food has decreased steadily because the international food prices are still stable at high levels compared to income levels. The increase in cost of inputs has been primarily keeping the food prices stay high which led to severe difficulties for the vulnerable, low income group to purchase food (Michaelis & Lorek, 2004). Therefore, this group of people stays buying poor processed food with low quality and getting closer to many health risks. Moreover, organic food which is notably more expensive than conventional equivalents due to the decrease in yields, higher material cost and human resource. (Reisch 2013.)

Transforming the normal food system to a sustainable system requires proper knowledge of the food system and the sustainable concept. As analysed above, there is a connection between environment, social and economic aspects which happens in the food system, thus, in order to obtain sustainable food system development, positive value along three dimensions: social, environment, economics must be generated. (FAO 2019.)

Economic sustainability refers to activities that support economic growth in long-term without causing any negative effects on other dimensions. Food system factors and other support service providers must conduct activities on the economic dimension which can generate monetary value means they are commercial and fiscally viable so that the food system can be seen as a sustainable system. The value generated by activities in the system must be enough to cover all categories of stakeholders like workers salary, government taxes,



profits for the business owners, and improvements in food quality for customers. Ensuring thriving financial status to meet the demands of all stakeholders is the way to commit a long-term development of the business, especially in government taxes if the business properly paying taxes means the business is taking part in building value for society as well as its benefits. (FAO 2019.)

The second dimension which needs to be focused on for the food system transformation is social dimension. The system is considered socially sustainable when the system produces adequate value which can meet the demands of the whole society and also support the society in the long run. The Ministry of social affairs and health of Finland (2019) stated that a socially sustainable society should treat the people in it fairly, the people's health and functional capacity must be taken care of. Sustainable food system for sustainable society requires activities of the system to contribute in building and developing the socio-cultural outcomes like health and nutrition of consumers, labour condition, and animal welfare equally needs to be taken into consideration (FAO, 2019). In total, ensuring the stable development of the stakeholders inside the system and the society is the main goal which the food system aims to achieve.

On the environment aspect, the food system transformation to sustainability is successful when it can meet the requirements of ensuring that the impacts of the system on the surrounding natural environment is neutral or positive means there are no harmful effects which can damage the standard of the living environment. Furthermore, not only being neutral with the environment, the system is commanded to protect and ameliorate the environment standard. Protecting and ameliorating the environment processes encompass taking into deliberation of biodiversity, water and soil resources, animal and plant health, carbon and water footprint, food waste management, and the toxicity which was intentionally applied on the environment and accidentally leaked into it. (FAO 2019.)

On the other hand, not only natural sources belonging to the environment the human health are taking into consideration, any new potential inventions or ideas which aim to solving sustainability problems such as healing sick animal or trying new environmentally friendly technologies will either have to be put under assessment with three-dimension sustainability criteria to make sure that there will be no unfortunate effects. New application to the environment, society, and economics needs to be carefully deliberated since it will affect the whole human beings, natural environment in the present likewise in the future. (FAO 2019.)

## 2.5 Benefits come from adopting sustainability concept

Sustainability has been phenomena which will be continuously discussed regardless of sizes of business in all kinds of industry. Due to the beneficial nature of the concept not only for the environment but also the human beings and the future generations, sustainability became this

popular. Additionally, three intertwined patterns have emerged encompassing natural resources on planet diminishing, an increase in disclosure demand and rising customer preferences. Together with that, the increasing challenges being dealt by the restaurant industry including high operating cost, growing fee for employee recruitment and retention yet slowing growth, and these issues lead to a demand in attracting more customers especially in the young demographic group. (Environmental Leader 2017.) Thus, a corporate commitment to sustainability potentially addresses these emerging problems since the sustainable movement enables restaurant business offers businesses competitive advantages and leads to an improvement in environmental efficiency, lowers operating costs and enhances their corporate profile, which then can attract sustainability conscious customers (Wan 2007).

Initiatives of social responsibility are identified on the basis of Brown and Dacin (1997) as partnerships that are a reflection of their position as a retailer or their private label brands (PLB) and their perceived social obligations. Social responsibility programs have been described by Tesco, J. Sainsbury and Marks & Spencer as a vital component of UK core businesses (Jones & al., 2005). The U.S. customer expects more socially responsible practices in businesses, which have been shown to rise by 47% monthly brand sales in favor of social responsibility (from 2010 to 2012), according to the Good Intent Survey by Edelman (2012). Realizing these changes in customer behavior nowadays allows the business to improve the brand image through applying sustainability concepts which have the responsibility to the society and the environment. (Tofighi & Bodur 2014, 301.)

In order to achieve competitive advantage, retailers are gradually using the strategy of adopting social responsibility initiatives (e.g., employee support, sustainable practices and causative marketing). Engagement for social responsibility can lead to a more favorable retailer image, increase customer satisfaction and store loyalty, and increase retail brand loyalty and There is no research into whether social responsibility programs for retailer brands are unsuccessful. (Tofighi & Bodur 2014, 303.) The study focuses on Canadian retailers and customers and reveals that Canadian consumers are increasingly concerned about the social and environmental obligations of businesses, which are close to European consumers. Two thirds of Canadians indicated, for example, that efforts have been made in the past to purchase local or Canadian goods, according to the BDC-Ipsos study (2013). Half of Canadian consumers say that environmentally friendly goods are more likely to be purchased. (Tofighi & Bodur 2014, 302.)

### 3 Green marketing and marketing plan

Third chapter concentrates on defining the concept of green marketing as well as green marketing plan. Defining the concept will help in collecting the data on how to process the

marketing planning procedure. The chapter will begin with the meaning of green marketing, and explain how to develop a sustainable marketing plan subsequently.

### 3.1 Green marketing

In the 1970s, environmental issues were considered to be a part of marketing agenda, moreover, the ecological and green marketing became distinguishable. First, eco-marketing emerged as a result of increasing awareness of the environmental impact of companies. Yet the ecological marketing concentrated more on energy-intensive and heavily polluting industries and services. Comps were not constructive, responding only to external pressure, with no technological advances yet end-of - pipe solutions. (Emery 2012, 17.) Environmental and green marketing almost simultaneously developed thereafter in the 80s and 90s. On the contrary to ecological marketing, different sectors started to adopt their principles of marketing with the purpose of creating better packaging and products in an environmentally friendly way in addition to the actual production process. (Belz & Peattie 2009, 29.)

Either real or perceived environmental sustainability nature of the products themselves, the practice of developing and advertising these products regards to the definition of green marketing. Definitions of green marketing are the commercialisation of the pollution from the production process of a product, or the use of recycled materials for packaging for a product after use. Some companies may also become environmentally-conscious businesses through donations to environmental initiatives, such as tree planting, as a part of their sales. (Fernando 2020)

Rising concerns of consumers for the environment has led to the emergent of green and environmental marketing. Groups of green customers who were seen to have interest in goods with lower environmental impacts that they wanted to pay for more are targeted by the businesses whose aim is to perceive green marketing. Since many businesses tried to reclaim green consumerism, green claims came in. Companies have not changed their goods but have claimed to be green or polluting without any expert evidence that may lead to greenwashing being accused. Greenwashing refers to the time when green marketing operations of the company are not proven by major expenditure or organizational improvements, inaccurate or misleading ads may be criticized (Fernando, 2020). Greenwashing was first used to describe the custom of hotels to allow guests to use towels to save the world, but otherwise nothing to reduce those environmental impacts of hotels (Ottman 2011, 133).

Consumers have become more and more conscious of corporations' determination, along with different economic, social and state (ESG) requirements, to enhance their operations since broader movement towards business practice which is socially and environmentally conscious requires involvement of green marketing. To this result, several businesses are actively

issuing social impact statements to report on their success in achieving these goals on an ongoing basis. (Fernando 2020.)

Typical examples of changes related to ESG are reducing carbon emissions from activities in a business, maintaining a high labor standard both domestically and through foreign supply chains and providing funding to community organizations. Although environmental measures are explicitly stated in green marketing, these activities are often increasingly viewed in tandem with social and government policies. (Fernando 2020.)

According to Fernando (2020), choosing to engage in green marketing can bring companies many benefits. To start with, an increasingly important factor that affects many consumers' spending habits is their perceived commitment to environmental causes. For example, the 2014 Nielsen Global Corporate Responsibility Survey found approximately 55 % of consumers to be able to recognize the positive effect of rising prices on society as a whole - ten% rising than in the 2011 survey. This mindset was even more popular, shared in about 65 per cent of respondents in 2014 in some regions such as Asia, Latin America and the Middle East. (Fernando 2020.)

Mentioning real world cases like Starbucks - One of the leaders in green marketing will consolidate the idea of implementing green marketing can cause advantages. With the environmental impact, over recent years, the organization has made major investments in many social and environmental projects. For example, Starbucks announced in its 2018 Global Social Impact Report that it invested over \$140 million in renewable energy production between 2016 and 2018. The ongoing project aims to power 100% of the 9 000 US stores of the company. (Fernando 2020.)

Likewise, it has invested in social impact programs through initiatives at the Starbucks College Achievement Programme. All Starbucks staff from the US are eligible for fully-paid tutorships from the Arizona State University online undergraduate program through this project. A major part of Starbucks' green marketing efforts are part of this effort and related contributions in areas relating to the jobs of veterans. (Fernando 2020.)

### 3.2 Developing the sustainability marketing plan

Before building a marketing plan for the restaurant, the definition of the marketing plan needs to be described firstly to show what is included in the marketing plan, how to create a marketing plan and the benefits of conducting a marketing plan. Later in this part will be an illustration of the marketing plan building process.

#### Marketing plan definition

Marketing planning is an effort to apply marketing resources to obtain marketing goals for the restaurant (Westwood, 2013, 7). These efforts will be documented as a concrete form containing structured information about the markets and the methodological approach to chosen marketing objectives. Tools and channels for marketing that will be utilized to reach the target markets are also inevitably depicted in the plan. Via SWOT analysis and macro environments, internal beside external environments within the company scope will be analyzed in the marketing plan, there will be either the description of how to take advantage of the strengths and reduce the weakness of the company and especially the restaurant in this case. (Hellman & Jantunen 2012, 17.)

The marketing plan itself should focus on answering six main questions. They are based on Smith & Taylor's (2006,32) six-step model SOSTAC, which are: situation analysis, objectives, strategy, tactics, action, and control. Restaurant's current situation analyzing is the first three questions which are in the list, these questions help the business focus on knowing where they are now, where do they want to go and lastly how can they get to the chosen goal. Developing a detailed strategy to implement the actions in the plan is the next step encompassed in the model. The last two stages are for performing these actions and manipulating the results of the operations. (Hellman & Jantunen 2012, 17.)

Within the marketing plan, the advent of researching and analyzing the market and market tools is apparent since marketing planning is the process of writing a marketing plan (Wood, 2003, 3). The marketing tools and marketing channels should be well defined by carefully putting market situations and target markets in deliberation to achieve the marketing objectives of the business. (Hellman & Jantunen 2012, 17.)

Due to new customer buying behavior and changes in the competitors, going sustainable is a wise selection for the business itself nowadays. Furthermore, climate change and the impending raw material shortage have led many companies to changes in the way of doing marketing as well as marketing planning. In terms of doing marketing for an environmentally friendly company, the marketing plan term in this new case needs some more adjustments in the objective and strategy to adopt the concept of ecologically friendly in the sustainability aspect. (Reutlinger 2012, 22.)

To process a business that pursues the idea of environmentally friendly in a sustainable way environment is the core element that the company should focus on while making the marketing plan. In this being mentioned aspect, the business should not only care about the production process, like reduce the gas emission to nature but also the cycle of the products and services from the production stages to the end-stage when the product is used and put out to nature. Thus, the marketing plan can aim at reducing energy consumption during the using phase or increase the recyclability of the products or services. (Reutlinger 2012, 23.)

### Reasons of creating a marketing plan

Introducing the benefits and the aim of the marketing plan is a way to explain why the need to have a marketing plan for the business. Knowing the importance of a marketing plan helps to identify more easily the goal of doing marketing and managing the marketing process better as well as the risk controlling.

First of all, in the marketing planning process, the objectives of business marketing are set, and based on those chosen objectives, the marketing plan will facilitate the business decision-making process. The considerations which are made for the marketing plan will be a short-term selection of the marketing strategy, implementation of the marketing, target groups and services, partners, communication tools, and budget of marketing. (Puustinen & Rouhiainen 2007, 28.)

Marketing plan by its strategic nature forces the business to take advantage of the effects of promotional activities on either sales and public image of the company, and think ahead to get closer to the business objectives. The marketing plan is the tool that will lead the business innovation to get to the business sale target. Financing is one of the most important, as shown in the marketing plan, since the plan includes information on the marketing of what should be invested in; thus, it can help identify the adequate budget for the marketing process. It is much easier with the marketing plan when the business needs to take or borrow money from external sources such as investors or banks. (Ellis 2016.)

As mentioned above, not only assist in clear out the objective of the marketing, the plan also helps in controlling risk, and this is another essential purpose of the marketing plan. Reducing the cost as much as possible or spending money wisely is a necessary step in getting more profit that any business must do. Therefore, the amount of money invested in marketing actions must be evaluated by the decision-makers in advance to avoid wasting the company's money. To make the money worth, in the marketing plan, the planner should include the cost estimation, prepense budget, and risk evaluation. Reaching the sale target requires less time and cost spent on unprofitable actions in the business. The previous work is done methodologically by minimizing the time and monetary value invested in the activities which do not generate decent profit or nonprofit. These steps can be done in the early stages of the business by well planning the marketing. (Masterman & Wood 2006, 6.)

Since companies are different, so they will have distinctive objectives and resources, the structure of the marketing plan will not be the same for every company, and the fabric keeps changing to not only fix itself but also follow with the trend at the time moment. However, the information included in the plan will resemble a particular form, as illustrated below. Given the preceding, the marketing planning process will address six questions and mostly understand the business situation and the guidance for the business to reach the goal at the

end. Basically, marketing planning will be used to figure out market segmentation, market position identification, and predict the size of the market, and finally, how to obtain viable market share within each market segment. (Westwood 2013, 7.)

Westwood (2013,7) showed that the process of building a marketing plan involves many steps ranging from analyzing the business situation to the method of achieving the business goals. Market research is the first step in the process, this step is inevitable and helps gather market information such as the current trends and customer buying behavior. Next, the business strengths and weaknesses will be analyzed so that the business can determine the positive elements they should focus on developing and the harmful components they should minimize and improve.

According to the Entrepreneur Europe (2019), the plan should begin with an overview of the business situation and apply a useful benchmark for the incoming-month plan adjustment and definition. In an overview of the case, there should be a description of the current products or services offering. There are similarities between two plans of Westwood and Entrepreneur Europe; at the beginning, they both start with the existing company situation, and after that will be strengths and weaknesses analysis. However, the entrepreneur did show some more detail about the potential threats coming from competitors in the market. (Entrepreneur Europe 2019.)

Besides mentioning the potential competitors, outside forces also affect the business decision-making process; thus, encompassing those forces in the marketing plan is essential. The external forces in the case can be considered as diminished levels of the traffic levels that can affect the retailer in transportation, or the change in law will impact the publication of the new product for the business. (Entrepreneur Europe 2019.)

After reviewing the current business situation, potential competitors, and outside forces, creating assumptions of the business situation in the future is the step which needs to be done next (Westwood, 2013,7). This assumption can relate to the business's economic or competitor aspects and function as a strategic driver for the plan. However, the premises should be made based on accurate information and sensible estimates not based on the planet imaginary. Viable and challenging assumption generation requires creativeness, lateral thinking, and it separates from the past since the pace of change has led to interruption between the past and future. That interrupt might create collapse in the assumption system. (Business information service 2019.)

The business assumption was made and added into the plan; subsequently, the market forecast will be established (Westwood, 2013,7). The market forecast has been playing a core opponent of the marketing analysis. The forecast illustrates the future numbers, trends, and characteristics of the marketing that the business targets. In the forecast, the number of

potential customers that is divided into distinct customer segments will be shown after going through analyses. (Berry 2019.)

### 3.3 Environmentally friendly marketing plan

Due to positive effects on the environment, companies, and people from Eco marketing, efforts towards conserving the environment has been encouraged. Companies currently focus on producing pure products. Customers keen on buying toxins free organic products. Plastic and products made from plastic have been reduced in use. Subsequently, the reusable product and sustainable package became favorable which led to success of promoting sustainability of the green marketing efforts. (Noria 2019.)

Business commits to sustainability concepts through adopting green marketing as being a part of the mission and vision of the company. Combining marketing and the green concept demands knowledge relating to the essentials of the concept and the principles. This theory is described in the following part.

The organization's culture should include conversation. New consumers need not be a vehicle for eco marketing. It should instead be focused on legitimate environmental interest. When green marketing is part of the ethos of the business, green marketing is the next step in the growth of the brand. Promoting green marketing is an integral aspect of green marketing by promoting healthy community initiatives. The brand's involvement is seen and goodwill is encouraged. Transparency of the company shows the commitment to sustainability via the public green goals of the company to the community. Using resources wisely and conservatively is a must to adopt green marketing. (Noria 2019.)

Marketing function has the ability to manage the company with controlling the marketing mix which refers to four main elements and can also be known as the 4Ps. In order to build a company policy that generates profit and creates customer satisfaction, these four controllable elements comprising product, price, place, and promotion. In the beginning, promotion and place help the business in reaching potential customers, product and price subsequently function as key elements that fulfill the customer's need. Green marketing mix is the updated version of the marketing mix to adapt with the situation nowadays since the customers are keen on purchasing eco-friendly products (Westwood 2013, 7.)

The term green marketing planning means a series of methods trying to apply environmentally friendly marketing resources to achieve the marketing target of the company without harming the environment. Those methods create a complex process and can be various from company to company and also time changing, however, the purpose of the process remains unchanged with market segmentation, market position identification, market size forecast, and Sustainable market share for each sector of the market planning. (Westwood 2013, 7.)



## Green Product

Product is the first element in building the 4Ps of marketing mix. Product presents the company culture and generates money for the business, thus, products play an important role in building company success. Since eco-friendly has become the policy of the company, the product or service is developed in a way that reduces environmental impacts. Applying a sustainable tool box to inform the better design of the product and the existing standards as well as other tools to guide the development procedure of greener products are two themes which are conveyed to achieve the green goal. (Lannuzzi 2012,106.)

The sustainable toolbox as well as environmental toolbox includes various management systems, programs, and tools which can be a guide to develop the new green products. Management systems composes of ISO 1400, Responsible Care (RC) functioning as a framework for managing the performance at level of organization. Product stewardship, pollution prevention, Extended product responsibility, Design for environment, Lifecycle management are the programs which are used at the product level. While management systems and Programs plays the guildine role for developing the product, the tools are assessed for the performance of the organizations and the product itself. The tools can be listed as Life Cycle assessment, Full-cost accounting, Risk management, Risk assessment, Auditing, and Environmental impact assessment. (Lannuzzi 2012,110-111.)

Responsible Care (RC) is a system for the chemical industry that seeks to enhance environmental efficiency, wellness, protection, safety of goods, delivery, emergency response and public relations. This system means to be the corporate basis for chemical industry systems and tools; demands that all members adhere to the "heart" of the scheme, but encourages the organization to execute it independently. (Lannuzzi 2012,110.)

Pollution prevention program is A standard voluntary service used to direct equipment and process changes as well as the product reformulation or design to minimize or remove contamination before it is created. The program provides an understanding of the benefits of mitigating or removing emissions at the source or in the design stage, both financial and environmental. (Lannuzzi 2012,110.)

Extended product responsibility is the potential program which can cooperate with pollution prevention programs and responsible care systems to become a splendid combination for creating a greener product. This program refers to a lifecycle-based approach that embraces risk control and risk management as part of a voluntary initiative during a product lifecycle. It

agrees that the supply chain has a mutual obligation. Furthermore, the aforementioned structured program includes inputs on relevant risk identifying, clarifies each of the supply chain member's obligations, and facilitates commodity systems-related risk management. (Lannuzzi 2012,110.)

Life Cycle assessment is a tool which performs analysis on the energy and resources applications of the product/service sector along the spectrum from "cradle to grave," as well as future environmental consequences. Applying life cycle assessment tools will enable an understanding of energy and resource consumption within the commodity life cycle, detect and screen environmental effects to enhance the system's environmental efficiency. (Lannuzzi 2012,111.)

One of the methods for educating greener product creation was described as a lifecycle evaluation. The creation of lifecycle-based methods spanning a spectrum from qualitative to quantitative tools has evolved over the past few years. Tools like the eco-tech approach wheel design actively combine environmental concerns into product and process design, on the qualitative side. A plan for eco-design will provide designers with suggestions and directions to effect improvements in design, production, logistics, usage and how the product is handled following its planned initial useful life. Seven design strategies of Brezet and Hemel are used in this product designing stage. (Lannuzzi 2012,113.)

The seven design includes new concept developments, physical optimization; optimize material use, production, distribution; reduce impact during the product use stage, optimize end of lifetime system. The strategies aim to mitigate the impacts from the developing product/service procedure on the environment and society by conducting research, choosing material and ingredients which are environmentally friendly, and production waste management. Not only focus on the production stage of the product but also the product distribution stage and using stage are additionally needed to be put into consideration. (Lannuzzi 2012,113.)

New concept development strategy means for end user necessity, the product feature may be tested. Lifespan of the product is one of the most important elements because the product quality is reflected from that, thus, increasing the lifespan of the product is what physical optimization strategy progresses. There are many ways to increase the product life span such as using material which is more durable, the product should be made in a way that is easy for maintenance and preparation. With optimized material use policy, the material should not only be more durable but also environmentally friendly which means renewable, clean, recycled, lower energy using material are priority. (Lannuzzi 2012,113.)

Production stage takes lots of energy and releases a vast amount of emission to the environment which degrades the environmental standard and creates negative effects on all

of the creatures on the earth. Optimize production strategy aims to Implement cleaner manufacturing practices using industrial and efficiency-enhancing materials on an ongoing basis; avoid air, water and land contamination; and minimize threats to human health and the environment. Additionally, energy used for product transportation from factory to retailers, distributors, and end users is recommended to be cut down by the policy of transportation optimization. (Lannuzzi 2012,113.)

During the user stage the product should be designed to enable end consumers to use electricity, water, detergent and secondary goods such as batteries, filters and refills effectively so that the impacts on the environment can be minimized. After being used, the product will go to the environment as trash and leave environmental impacts, thus, optimizing the product end of life system is applied. Decrease the impacts of the product once the usable life span is over by establishing appropriate waste management systems, restoration for opponents and materials from the used products. (Lannuzzi 2012,113.)

#### Green Price

Next element of marketing mix is price that has the role as a global transaction value metric to be considered by the consumer is the feature of pricing. Value may represent two transaction formats in this role: the conventional value of possession and the service value. Pricing has a significant influence on buyer choices on the market and thus on adoption or denial of a competitive product offering. Economic theory shows that the optimal way to distribute money is to include the competition process consisting of the free and knowledgeable option by the seller and buyer of market rates. (Fuller 1999, 274.)

The cost structure of the unit plays a central role in pricing, quantifying the predicted cost-volume relation of the unit, putting down the floor at which price is not achievable and is one of two factors deciding the viability of a commodity. Since profit is an important retention criterion, unproportional costs give falsified messages about what is and is not productive. This works the same way as setting the price for a green product. However, for the green product, integrating the eco-cost into product costs and pricing is important. While the consumption keeps rising, the environment is sustainably used only if the product price must reflect the eco-cost. In reality, the traditional/unsustainable so-called grey product is unrealistically inexpensive because the price does not include the environmental degradation cost while the green product does. Subsequently, the price for green products is apparently higher than grey products. (Fuller 1999, 274.)

### Green Place

Channel decision build organizational structures, known as channel networks, in marketing strategy, that connect the product producers with customers/end users. The channel networks are the basis for a much broader product system life cycle and are interrelated by marketing strategy between the companies and markets in them. Channel networks play a primary role in making commodity users available. To this end, the channel organizations, by making it available at the proper time, location and price and facilitating title transfer, fulfill fundamental marketing functions which add value to goods. (Fuller 1999, 175.)

The product and place in marketing mixes have an important direct effect on the production of waste, while promotion and pricing decisions appear to represent the environmental and knowledge decisions of the two first fields. In the particular case of channels, the need to make the commodity consumer available results in a set of functional processes needing resource transformation on a multi-level basis. The marketing channels in green marketing have set environmental performance improvement as the objective. Applying the process pollution prevention solution to reduce waste and management strategy to rectify unavoidable waste streams to achieve the goal of green marketing channels. (Fuller 1999, 178.)

Depending on the objective of the marketing channel, there is proper design for each goal. The prevention of pollution while distributing the products to the customers/ end users channel will be designed with three strategies that reduce wastes from transportation, inventory, and fugitive emissions minimization. In order to recover the resource, marketing channels need to be designed in a way of using reusable packaging systems; remanufacturing, reconditioning, and repairing strategy; recycling materials strategy; and lastly is materials transformation strategy. (Fuller 1999, 179-201.)

### Green Promotion

In the same way as product and channel decisions, marketing communications decisions are not related to waste effects. While communication processes consume resources and distribute waste to a certain degree, these practices generate waste, as compared to design and manufacturing businesses and then make them available to customers through channel networks. Instead, communication is a facilitator for transactions that protects the customer's right to make an informed choice and supports the fundamental assumption of the free market economy. (Fuller 1999, 223.)

The task of marketing communications is to influence the actions of the stakeholder now and in the future positively as an element of marketing mix. To achieve this a promotion mix consisting of the following standard tools is developed: advertising, personal selling, sales

promotion, public relations. While marketing communications are often criticized as cheap hype, puffery and disinformation, marketing communications are genuinely aimed at combining certain resources to give customers value added through details. (Fuller 1999, 223.)

Sustainable communications goals typically concern the promotion of image environmental risks prior to the purchasing of the commodity. This ensures that two-way sustainable communications must continuously discuss two specific goals for businesses: to inform diverse stakeholders on environmental concerns and to build and protect the environmental integrity of both the product and the business behind it. (Fuller 1999, 225.)

#### Building green marketing plan stages in preparation

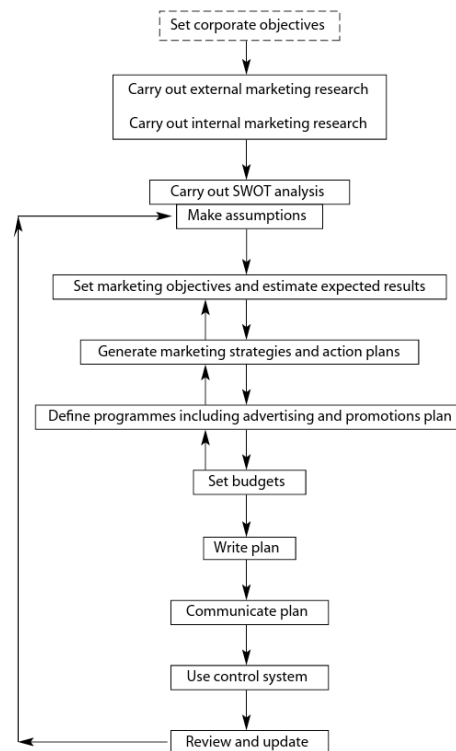


Figure 2: Stages in building marketing plan (Westwood 2013, 9)

Figure 2 shows all the stages needed in building a marketing plan. The stages start with conducting research, making analysis and assumptions, setting the objective for the plan, building the strategy and action plans including programs for advertising and promotions, and the finished plan.

### Conducting research, analysis, making assumptions, and setting objectives

As firms exist and operate in a marketing environment, research into this environment is the first step in a marketing plan. Research is done in the markets themselves and in the marketing context of the products, the information collected is analyzed. If all information and opinions have been gathered through market research, the material must be analyzed and presented to ensure that best decisions are reached. This can be done with the key information selected and the SWOT analysis carried out. After collecting research and making analysis, the assumptions are made because the strategy itself is based on a simple collection of assumptions. This affects both global economic and technical forces and competitive factors. When all the needed information has been gathered, the objective of the plan will be set and this is the important step of the plan since the objective is the key of the whole marketing plan as well as the fundamental aims of the plan which marketers are trying to achieve. (Westwood 2013, 10)

### Generating the strategies and plans

To achieve the objectives which were set, the marketer needs to indicate which methods should be applied and the methods mean strategies. These methods relate to 4 elements in marketing mix which are product, place, price, and promotion. According to elements of each objective, the strategy will be built differently. Strategies and plans composes of advertising and promotion programmes. These programmes are defined as who is responsible for the task, what and how should be done, where and when the programme take place. The last step is to prepare the written plan after all the steps above have been conducted. Only key information which needs to be communicated is allowed to be in the marketing written plan. (Westwood 2013, 11)

## 4 Research and development methods

Qualitative consistency functions differently than quantitative analysis. Summarizing, categorizing and analyzing data was extracted from qualitative study. Therefore, the material is mainly written. Yet quantitative research needs fewer co-components, as compared to qualitative research. The main aim of this type of study is to explore new concepts and establish a hypothesis. (Streeferk 2020.)

In the thesis the author uses qualitative research which are interviews and observation as research methods. Interview and observation research will be done in two different restaurants in Vietnam. The chosen restaurants are defined as green and sustainable restaurants which are suitable for the goal of the author in writing this thesis. The interview is able to collect data of how the concept of the restaurant L approaches Vietnamese society

while observation aims to investigate how restaurant G applies the green concept in their marketing effort.

#### 4.1 Interview

Interviews are a compilation process involving the sharing of information between two or more individuals through a set of questions and responses. The interview questions are designed by a researcher to collect information about a particular subject or collection of topics from interview participants. The author's research questions inform these subjects. Interviews usually require an interview between two persons – one interviewer and one interviewee – but they should not be confined to two individuals or in-person interviews. (Fontana & Procos 2016,9.)

The aim of the interview is to consider the attitudes, perceptions, values and motives of research participants. Interview is a means of analyzing study topics more in-depth than most types of quantitative study, such as polls or questionnaires. Interview approach is therefore used where comprehensive interviewee information is required. Interview exists in various forms based on the purpose of the researcher, these forms of interview can be known as structured, semi-structured, and unstructured interview. (Fontana & Procos 2016,10.)

Depth or in-depth interviews can be known as more intensive individual interviews which focus on specific products, situations or objectives. The number of this kind of interview will be less than other kinds which will give a more precise result to a targeted objective. This kind of interview is for collecting data of the objection from the customer's point of view to improve the products sale and expand the product line when it comes to new products. As other kinds of interviews, this one also has its advantages and limitations. (Boyce & Neale 2006, 5.)

In terms of advantages, depth and personal interview share the same benefits which are more detailed information than other data collecting methods like focused group discussion or paper surveys. Interviewee are also more comfortable when having a conversation with open-ended questions rather than filling some boring surveys full of words and data. (Boyce & Neale 2006, 5.)

However, limitation is inevitable since there are perspectives applied on the subject. Aforementioned disadvantages from personal interview can describe a bit about the limitation of this kind of interview with time-consuming and high cost. In this kind of interview for example personal or in-depth, the respondent might be prone to bias with the feeling and sense and they can be affected by other elements like personal issues, weather, and atmosphere of the surrounding area. Since in-depth interviews focus on specific objectives,

the interviewer needs to be properly trained in order to implement the appropriate method of interview for the objectives. ((Boyce & Neale 2006, 6.)

The author chose semi-structured in-depth interview for conducting interview research based on the aforementioned definition and advantages of the method. The research focuses on testing the potential of the sustainable business concept on the targeted market which is Ho Chi Minh city as well as the sensitivity of the society reflecting on the new concept. According to the targeted market, a restaurant based in Ho Chi Minh city becomes a prerequisite in considering the restaurant for interview research. After conducting research online, with plenty of sustainable restaurants, the L restaurant fits the requirements of the research goal.

L restaurant located in District 2 of Ho Chi Minh city is the new sustainability concept house. The restaurant was founded by four people who share the passion for food, healthy lifestyle, and protecting the environment. The space comprises a western vegetarian brunch cafe with an innovative and plant-based menu and a shop area where local artisans can celebrate eco-friendly items. The founders depicted the restaurant as “a retreat from the city, a place to relax and revive your soul, mind and social life, L’Herbanyste combines the love for beauty inside-out, plants, food, coffee and community under one sacred roof” (Dao 2019).

#### 4.1.2 Interview with L restaurant

The interview was conducted at L restaurant in October, 2020 with the co-founder of the restaurant. The process occurs with several steps including contacting the restaurant for availability and accessibility at first. Next, based on the research was conducted on the restaurant and the objective of the interview research the question list was built. Since the interview is semi-structured, the question list includes some open questions which can lead the conversation further so that the conductor has a broader and deeper view about the objectives.

Interview questions	
L' Restaurant sustainability practices	Describe the restaurant concept house? What kind of products and services does the restaurant offer to customers? How does a restaurant practise sustainability concepts? Does the restaurant face any challenges while applying the concept?
Customer Segmentation and target market	What is the target customer for the L' Restaurant? How do customers respond to the concept?



Sustainable marketing	<p>How does a restaurant deliver the concept of sustainability to customers through marketing efforts?</p> <p>How does a restaurant promote sustainability practice?</p>
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Table 1: Interview question list for L' Restaurant

The question list for interviewing Restaurant is divided into three phases which are sustainability practices at restaurant, the target market and customer segment, and the sustainable marketing. The first phase aims to investigate more about the sustainability profile of the restaurant which then assists in creating the premise for the second phase. The continued phase of the interview tries to gather information about the restaurant target market and the customer's response to the new concept house. Last phase of the interview focuses on marketing efforts of the restaurant which is important for the thesis since this is what the author is going to achieve.

#### 4.1.3 Result of the interview and the spontaneous observation at restaurant L

After the interview was conducted, the collected data will be analyzed and utilized for further purposes of the thesis. In this part, the result of the interview research is presented in order as the interview phases. The result consists of both written data and images taken while the interview was being conducted. The research starts with phase 1 which focuses on sustainability practises of the objective, phase 2 aims to understand the customer segment, and final phase dig into the sustainable marketing attempts.



Figure 3: L' Restaurant Scenery and atmosphere

The interviewer arrived at the restaurant in the evening and it was about to rain outside so the interviewee recommended that the conversation should be inside the restaurant. First impression of the interviewer about the restaurant shown in figure 3 is that green decides to take over the place to be the main color as the restaurant is covered with plants and flowers. This made the whole scenery look like a restaurant is located in the wet and wild tropical forest. Nevertheless, the atmosphere inside the restaurant was surprisingly cozy as it is decorated with rustic furniture with plastic free materials. The interviewee as well as the staff there were so welcoming and nice which made the interviewer feel touched.

In the first phase, questions about L' Restaurant sustainability practises were asked. At the beginning, the co-founder found out about the location and came up with the plan of transforming the place into the concept house of sustainability because all the co-founder share the same interest in sustainable development. The restaurant is decorated with plants, trees, flowers, and eco-friendly furniture and decorations.

The list of products and services which are offered at the restaurant is remarkably abundant. In the food and beverage field; vegan and nutritious meals, specialty coffee with dairy free milk choices, wine, vegan smoothies and juice are provided by the L' Restaurant. Inside the restaurant on the second floor there is a sustainable spa that uses the skincare products which is also sold in the concept house. Furthermore, the L' concept house exclusively offers customer organic honey which came from beehives which are put around the city to take the

most natural honey from wild bees. The interviewee claims that the unfiltered honey has not been through any heat or sterilization process. Yoga practice every Saturday and Gara Sale for clothes are two more services created by the house.



Figure 4: Product example at L' Restaurant

Figure 4 presents the smoothie served by the L' Restaurant which is plastic free with straw made from rice and the container is glass.

The house minimizes plastic use in the restaurant, spa, and in other services inside. People working for the house are recommended to use water and electricity responsibly which means only use electricity when necessary and close the water when finished using, the staffs are encouraged to take the advantage of the bicycle in case of going to the place nearby. All products offered by the restaurant are made from scratch everyday and they are used only in one day excluding the ketchup and soy sauce. Especially, which amazed the interviewer the most was when the co-founder said the concept house has not been facing any challenges in applying the concept to the target market.

The second phase studied about the customer segment of the concept house. Based on the interview, the concept house has been focused on the customer segment who shows concerns of environmental issues, healthy lifestyle, and environmental development. The house receives many responses in both positive and negative ways from customers, most of the customers like and are happy with the concept and the way it is delivered to customers, negative feedback relating to pricing problems as it is higher compared to normal restaurants.

The interviewee reveals that the majority of customers who came to the concept house are return customers and they tend to invite more friends to the house.

Phase three of the interview process describes marketing efforts conducted by the L' Concept house. According to the interview respondents the concept house only uses social media to promote their products and services. The digital marketing efforts rely mostly on informative content posted on social media platforms and the paid online ads have not been utilized. Additionally, word of mouth indirectly became a powerful tool to promote the image and reputation of the L' Concept house which helped the business to gain more customers.

#### 4.2 Observation

The education area has seen an increase in the number of qualitative research in recent years , including the observations as a way to knowledge gathering. The words "ethnographic approaches" have been included in recent years as qualitative data collection methods such as interviewing, monitoring and reviewing records. In this paragraph the observation which includes participant observation and non-participant observation will be discussed since this method is a proper qualitative research for gathering data. (Kaluwich 2005.)

Within a chosen social setting for study, events as well as artifacts, and behaviors are systematically depicted is a brief definition for observation (Marshall & Rossman 1989, 79). Additionally, within the same chosen situation under study, observation enables the researcher to describe that situation by using five senses so that the "written photograph" is shaped (Erlandson, Harris, Skipper & Allen 1993). In conducting field work the anthropologists mainly apply the participant observation method (Demunck & Sobo 1998). The fieldwork includes "active looking, improving memory, informal interviewing, writing detailed field notes, and perhaps most importantly, patience" (Dewalt & Dewalt 2002,7). The participant observation is the mechanism that enables researchers to learn about the activities through observation and engage in certain activities of studied people in the natural environment. It provides the framework for creating recommendations for samples and interviews. (Dewalt & Dewalt 2002.)

Researchers use observation techniques in a range of ways. They provide researchers with the ability to explore nonverbal emotions, classify who communicates with whom, understand how participants connect and see how much time is spent on different tasks (Schmuck 1997). The observation by participants enables researchers to verify meanings of words that participants use in interviews, to see incidents that informants may not be able or willing to disclose whether they are unpolitical, unpolitical or disrespectful and to track circumstances mentioned by informants in interviews, thereby increasing their consciousness of distortions or inaccuracies in the explanation given by the informant (Marshall & Rossman 1995.)

Establishing a comprehensive understanding which is as precise and objective as possible with designated limitations of the method is believed to be the achievement of the research design that employs participant observation as a method. Observations of participants can be seen as a way in which the analysis is more accurate, as observations may allow researchers to better understand the studied meaning and phenomena. Validity is enhanced by the use of additional observational techniques such as interviews, analyzes of documentation or surveys, questionnaires or other quantitative means. The observation of participants may be used to address descriptive research questions, to develop hypotheses or to develop or test hypotheses. (Dewalt & Dewalt 2002, 92.)

Non-participant observations are a somewhat vague observational research technique for primary data collection on some facets of the social environment without prior encounters with the subjects. Non-participating observers often co-present themselves physically with study subjects, but most times are not in the area. There are plenty of reasons why the non-participant observation must be applied to collect the required data. (William 2008.)

First and foremost, having limitations and unreachable access to the group of participants in the chosen setting study as there is no chance to engage in the participant observation leads researchers to a demand of using non-participant observation. For instance, the researcher is not able to do the observation on how parents control the children in a public setting without having kids. Second reason that needs consideration from the researcher is the study setting which can put the participants in the observation in dangerous, or difficult and impossible settings. Because of the spontaneous nature of the animals the research cannot participate and implement the observation. (William 2008.)

Observation of non-participants in public or private environments can be overt or covert. Each combination will entail particular ethical issues: the public observer covert must approach a variety of ethical concerns differently from an overt observer in the same environment. The way the observer will gather data is also affected by any combination. Overtly observing actions may be perceived as unusual or intrusionary by participants, thereby potentially influencing their conduct, whereas covert observation may breach ethical principles. (William 2008.)

Modern ways of non-participatory observation are being provided by digital platforms such as the internet. Interaction amongst members of the Internet community to which researchers do not belong can be in the interest of theirs. Due to free access and anonymity shared with various public spaces, an outsider may register in a digital community and search, without ever uploading themselves, for reading all messages posted by a community member. Researchers can browse web sites, create digital world avatars, or subscribe to email lists, allowing each the chance to observe the system with minimal effects. It is also easiest to

record data from digital devices so the researcher can use screenshots, copy and paste features, saving messages and logs. (William 2008.)

Consequently, after defining and comparing two types of observation, the non-participant might be proper for the purpose of doing observation, nevertheless, it is hard to conduct the non-participant observation alone since purely non-participant observation is extremely difficult. The heart of the matter cannot be penetrated properly without a slight participation of the observer into the activities which are being observed. The combination of two types of observation is usually chosen. (Choudhurg 2020.)

This research will be done due to a demand of the author in searching and studying the procedure of applying marketing mix into the marketing plan for the coffeeshop. Therefore, elements including product, place, price, promotion and other relating features of the objective will be observed. The collected data from this research later on will be analysed, compared and then summarized to be suitable for the marketing plan of the coffeeshop which is being established. Furthermore, by taking advantage of this observation method, the author is able to witness and experience the problems which the observed objective is facing so that the author can avoid these issues while planning green marketing.

In the research part, the final result does not lie in the type of research but also the coherence between choosing a research method and the objective of the research (Business research methodology 2020). The Green Box Vietnam was chosen as an objective for this observation research. The selected restaurant claims to be green and sustainable through their marketing efforts at the restaurant and social media sites. The author was captivated by the profile of the restaurant shown on their social media pages, thus, taking observation at this restaurant might provide how the marketing attempts are made there.

#### 4.2.1 Observation in the Restaurant G

Before the observation is conducted at the restaurant, the observation at their social media pages was implemented in order to plan action plans and research questions. Beside many ways to determine observation methods, the author decides that the observation will be structured, overt, and non-participant and participant combined. This method refers to an observation of the author with the objective with their awareness of being observed, taking notes while observing is required by the author so that there is not any data lost.

The chosen observation method allows the author to obtain the required data in many perspectives, thus the result will be neutral and unbiased. The research was done with the awareness of the working staff but not the customers so the researcher avoided taking pictures, videos, and glazing at them so that there were no customers affected by the personal procedure.

Research questions are required with the structured observation so building a questionnaire list is the beginning step for the procedure. The questions list will be built based on the purpose of the research and should be focusing on the research as the demand of the author. The questions for this research will be: How does the restaurant reflect the green concept on their marketing efforts ? Based on the research question and together with the marketing mix definition, the author will subsequently develop a guideline for the research which is divided into specific sections. The sections assist in making the research procedure more comprehensive and understandable. There are 4 main sections belonging to the guideline which are green restaurant design and atmosphere, the product, price and promotion, social media marketing.

How does the restaurant reflect the green concept on their marketing efforts ?	
Section 1: Gree restaurant design and atmosphere	Where is the restaurant located and is it easily accessible? How is the restaurant sustainably designed? Does the atmosphere at the restaurant reflect the sustainability concept?
Section 2: The product	What products does the restaurant offer? Are they green products as the restaurant promotes? How is the quality of the service and product?
Section 3: Price and Promotion	What is the value of the service and product? Are there any established price points? Is the price competitive compared to the competitor? Do they have any promotion to compete in the market? Where and when the marketing efforts meet the target customers?
Section 4: Social media marketing	How are the marketing efforts presented through the social media marketing platforms? What are the advantages and limitations of the restaurant's social media marketing.

Table 2: Guideline for observation research at the G restaurant

The guideline shown in table 2 represents 4 sections of observation procedure at the G restaurant. The guideline includes questions which were developed according to the demands of the author in building the thesis.

After developing the questionnaires and guideline, the observation step took place in the G Restaurant. This step is crucial as it reflects the whole procedure of observation so the observer needs to focus more on this. The observation lasted for 2 hours at the G restaurant since the observer wanted to experience all the products that G restaurant has to offer. The whole experience was sometimes procrastinating because the observer needed to take note with data and information which suddenly came up to mind and in the surrounding area and might affect the result.

According to the notes taken while observing, data analysis can be conducted. The field note composes a written note about personal experiences, conversation with staff and owner, and pictures. However, observation has the limitation, thus the observer could not gain all the required information relating to the field of marketing. Conducting social media observation in association with the observation at the G restaurant will allow the author to gain the insight of the problem since social media has been playing a crucial part in business marketing.

#### 4.2.2 Result of the observation

The G Restaurant first started as a pop-up restaurant in Ho Chi Minh City. After gaining attention from customers with the green concept, the G restaurant became permanent at the location which first opened the pop-up. The restaurant focuses on offering customers healthy food which is mostly made from vegetables. Because of being a small and new business, the restaurant is not able to produce the ingredients itself, however, in compensation with that the restaurant orders green ingredients from some of the big farms in Dalat where it is famous for producing clean and healthy green and also plenty of sustainable business.

##### Green Restaurant place and atmosphere

The G restaurant is a combination of a bar, restaurant, and a small bakery in one location. The restaurant also has the stage where it is usually used for events and parties. In the morning and afternoon the restaurant is covered with the green color coming from plants which are decorated outside the terrace and inside the restaurant. The observer was captivated by the enormous, modern and airy design restaurant with the first look. However, the restaurant gradually turned into a cozy one when the sunset hit the place. Additionally, music events happening every night with lots of people attend simply ignite the liveliness atmosphere of the restaurant. According to the staff working there atmosphere is one of the key elements that helps attract more customers to the restaurant.





Figure 5: The green atmosphere at G restaurant.

Figure 5 illustrates the green atmosphere in the terrace area of the G restaurant. The whole front side of the restaurant is covered with trees, plants, and lots of sunlight and so as to the inside of the restaurant.

Locating in Thao Dien Ward of District 2 where lots of the foreigners and the wealthy live allows the restaurant to gain since these groups of customers are more familiar with the concept of the restaurant than the local Vietnamese. Easily accessible location is successfully taken advantage of is an opportunity for G restaurant in approaching potential customers and increasing the profit. However, the street where the restaurant is located is under construction, thus, the business will be affected.

The product

G restaurant offers customers a menu with plenty of selection ranging from breakfast to dinner. From the menu, the observer can obviously see that all the food provided by the restaurant is healthy, green, and easy to eat. Salad accounts for a major part of the food choices, the restaurant has two options for the salad. The first option is the salad which will be mixed as a restaurant recipe, the second one will be salad of the customer's choice with which the customer is able to choose kinds of salad leaves, topping, protein, and dressing. The restaurant also offers customers options for vegan, vegetarian, nut free, gluten free, and dairy free for customers, however, most of the dishes from the restaurant are vegetarian and vegan. Providing customers the options which were mentioned is quite rare in Vietnam since Vietnamese have not been aware of having those kinds of allergies relating to nuts, gluten, and dairy even though they do have them (Le, Tran, Ho, Vu & Lopata 2018).

Figure 6: The G restaurant menu example.



Figure 6 presents an example of the food list captured by the observer while conducting the research at the restaurant G. According to the picture, most of the dishes provided by the restaurant contain green ingredients such as vegetables, nuts, and fruits. Because of having an international atmosphere at the restaurant, the menu has both of the languages which is convenient for the customers to read and order from the menu without having the demand of translation.



Figure 7: The dishes from Restaurant G example.

The dishes illustrated in figure 7 show the consistency between the dishes in the menu and the actual dish. Restaurant G uses all of its bowls, cutlery, and straws made from environmentally friendly materials. For example, in figure 6, the bowl containing salad and dressing is made from wood. Based on the observation note, the food bowl was beautifully displayed yet taking long times to be prepared.

As an integrated restaurant, there is one bar inside the restaurant which becomes the remarkable selling point for the restaurant. According to the observation from the menu, the restaurant does not have any choice of drink for the customer, thus, having a bar inside which sells drinks for customers is a must-have element for the restaurant. The bar has plenty of cocktail, beer, coffee, smoothie and juice options. Using beers from local breweries shows the effort of the restaurant in applying sustainability concepts in the business model as supporting local businesses will develop the economy and enhance the living standard of the local community.

#### Price and promotion

The G restaurant presents customers plenty of food choices with prices ranging from 130.00 VND to 170.000 VND for main dish, from 90.000 VND to 130.000 VND for breakfast. The price for one product includes the food, tax, and the service fee. The price for one meal in the restaurant is comparatively high to other local Vietnamese food premises which is around

30.000 VND to 60.000 VND for one proper meal. However, the operating cost for one restaurant in the area where many of the foreigners live is costly together with the pricey clean and healthy ingredients cost from local farms. In terms of product pricing, and in comparison with other direct competitors, the G restaurant offers customers a suitable price since this concept of dining is quite new in Vietnam, thus, the concept mostly aims to the customer segment of foreigners and Vietnamese with high income. Happy hours campaign is available at restaurants as a method of doing promotion based on the observation of the researcher.

#### Social media marketing observation

The perks of living in the digitized world is people are allowed to take advantage of social media or mass media. Speaking of that, the G restaurant as a commercial business has made full use of social media for their marketing purposes. Social media platforms which are applied in the G restaurant marketing plan simultaneously are Instagram, Facebook, and other travel booking sites.

Analyzing both advantages and disadvantages of the G restaurant social media pages greatly contributes in collecting the data for the observation. Listing the advantages of the social media pages helps improve the marketing plan and consider preventing the disadvantages. The observation is based on the observer point of view and not to smear the image of the target restaurant.

In order to gain customers attention, building an appealing interface of the social media pages plays an important role. The G restaurant has been doing well on this building process as their social media sites are colorful and detailed with all the posts edited in the same theme. Green was chosen to be the theme color since the pages are mostly covered in green, this selection is probably not random and on purpose as the restaurant focuses on building a green and healthy lifestyle image. All the pictures were excellently captured and edited beside showing indeed messages from the restaurant which are new information or notification. Additionally, posting information on social media sites in bilingual languages which are English and Vietnamese presents the cleverness and the subtlety of the restaurant G.

Besides some visible advantages, there are disadvantages that the observer witnessed while doing research. Gaining customer's engagement on social media requires being active and available which the G restaurant lacks off, this is proven by plenty of Facebook and Instagram users comments have been neglected. This issue resulted in losing potential customers and followers on social media who are the element of building appealing and trustful social media sites. The observer saw that the G restaurant has the unbalance in posting frequency because

several posts were published on Facebook yet appeared on Instagram. Lastly, G restaurant does not have a website.

## 5 Green marketing plan execution

A business strategy develops on the mission of the organization and combines the general priorities and marketing plans of the company into an annual coherent plan. The sustainable marketing strategy reflects on the optimal marketing blend for optimizing benefit opportunities while upholding the values of sustainability. Marketing experts build plans to increase branding, revenue and profits around these four marketing fields. The brand combination is the basis for a green marketing campaign. Green marketing has to stick to green values in the marketing mix, as opposed to conventional marketing. This leads to improving the brand identity, maintains integrity and offers real and truthful contact with the customers as part of the ideals of sustainability marketing.

### 5.1 Business idea SWOT analysis

SWOT is a description of the strengths, weaknesses, opportunities and threats of the Asylum Coffee shop. The primary aim of a SWOT study is to allow this business to become completely informed of all the different variables so that the business is able to determine its unique selling point and create a strategy plan.

#### Strength

Describing the strength of the business at the beginning is believed to bring out the positive energy for the analysis process. Within the chosen target market, there are various direct and indirect competitors with the Asylum Coffee shop which can make the situation harder for this new small business to develop at first. In spite of having many competitors, the Asylum Coffee shop confidently believe that there are several factors that can help the business to stand out from the others. Customers who visits the coffee shop are offered specialty coffee with wide ranges of milk choices including dairy free milk. Providing customers dairy free milk while other coffee shops still using normal cow milk significantly become Asylum's unique selling point since most of the Asian do not know lactose intolerant exists when "approximately 2/3 of the Asian population have trouble absorbing lactose". (Dairy Australia 2019). Besides, customers at Asylum Coffee shop also have the choices of home-baked food, diet meals such a low carb or keto meal, and vegan options for food and drinks.

Following eco-friendly food and beverage basis business requires the coffee shop to operate in green ways. The Coffee shop has an eco-friendly design which is filled with greens, plants, full of natural light so that more customers are attracted as the green concept has become momentum in recent years. Furthermore, reusable and recyclable materials are taken

advantage of at the coffee shop to pursue sustainable practise. Lastly, an open-minded coffee shop owner who is willing to learn new things is one of the most important factors that consolidates the strength field.

#### Weakness

Starting a new business has not been easy for freshly graduated Uni-student like the coffee shop owner. Therefore, there will be mistakes while developing a business idea since the owner lacks experiences in operating the business. Additionally, newly born and low budget businesses are struggling in competing in the market where there are many well-known and wide-spread coffee shops which have been opened for years. The year 2020 witnesses a hit of Covid 19 to many industries and the tourism industry is one of the fields that is hugely damaged. The pandemi led to a business turn-down situation which caused many businesses to go bankrupt and change the way customers spend money on products/ services. This will be the big challenge for the newly born business to operate and adapt in the new normal situation.

#### Opportunity

Located in the big city allows the business to get more opportunities because of the rapid increase of urbanization and people keep coming to the big cities for working and studying. Staying in the big city means being exposed to many kinds of customers that encourage business to constantly develop to meet the needs of the customers. Furthermore, opening in the urban areas remarkably facilitates the business by providing easy accessibility to suppliers and transportation. The young generation nowadays is more and more aware of sustainable development as well as environmental issues all over the world, thus, applying sustainability concepts will get more customers for the business.

#### Threat

Despite having many opportunities, there are threats which will directly or indirectly affect the business now or in the future. The world has not yet done dealing with the pandemic because the vaccine has not been done to be released to society. Currently the pandemic has become the threat which affects the business as lockdown will be conducted everywhere, importation and exportation will be procrastinated, customers tend to save up more than to spend money. Another threat which should be considered is more and more coffee shops having the same business idea are opened in the same area.

### 5.2 Customer segment and target market

The segmentation of consumers and the identification of the target market are among the most critical phases in creating a marketing strategy, so the company will concentrate on the

type of customer to concentrate the campaign. The Asylum Coffee Shop managed to place customers after performing two research, observation and interview alongside online research. The coffee shop attracts people of all races, sexes and ages but the Asylum Coffee shop will focus more on targeting customers who care about environmental issues and who are pursuing a healthier lifestyle. The author has produced two personas that demonstrate the company's fundamental target client.

Based on the location, there will be more customer segments that the business wants to serve. Located in a big city allows the Asylum coffee shop to approach foreigners who are more familiar with the sustainability concept. Along with the foreigner, office workers and students who are interested in eating vegan or coffee drinkers who have trouble absorbing lactose from cow milk are also the segment the business relies on. Furthermore, the green and airy atmosphere filled with silence design of the coffee shop allows customers who are finding a peaceful and silent place to work and study.

#### Customer personas

In this part, the customer's personas are presented which show the customer's profile including characteristics, demographic information, social media platforms, the motivation in life and what makes them frustrated, and the market size the personas accounts for. The personas were created according to data collected from the researches which are observation and interview.

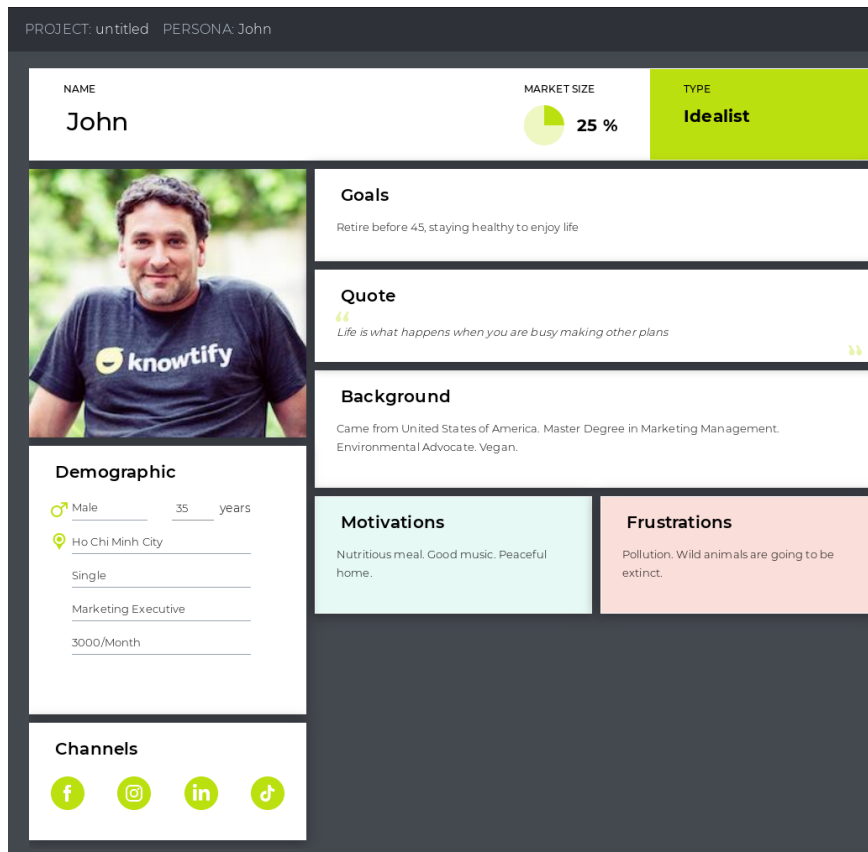


Figure 8: Target customer's personas of Asylum Coffee shop - John

The customer's personas illustrated in figure 8 belongs to John. This persona presents a group of Asylum's target customers whose personas and John's are nearly alike. John came to Vietnam from The United State of America 5 years ago to work for his company. John loves working and the environment where he lives in that explains why he has become an environmental advocate since he was 17. His mom has developed his interest in environmental issues since he was 6 years old, similar to his mom John is a vegan as well because he does not want to kill animals for food. John has been trying to raise awareness of environmental problems and the sustainability concept to the community, his will is to protect and conserve the living environment on Earth so that it can remain sustainable forever. John hopes his children can inherit his will and keep protecting the environment on Earth.

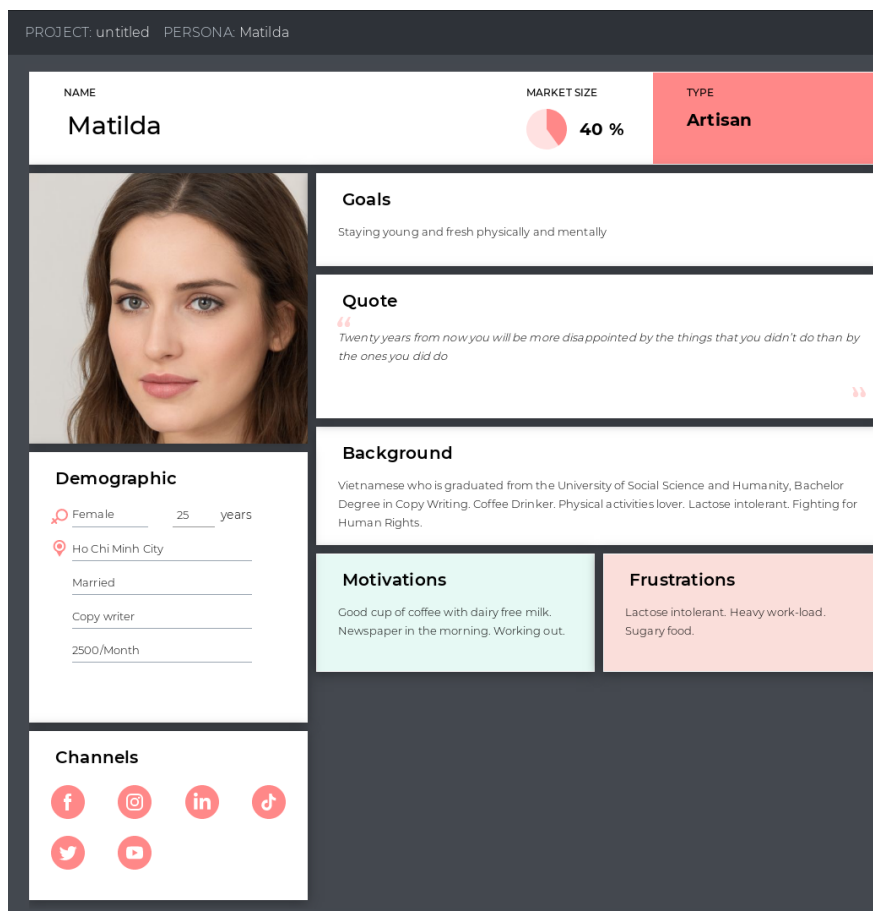
As a work lover, skipping meals has become John's eating habit yet he is conscious of this unhealthy eating habit. Cooking is not John's forte while he has enormous affection for food; additionally he finds it hard to have spare time for cooking his meals and a place that offers vegan meal options and eco-friendly concepts. Moreover, price is not a matter for John as he knows vegan food in eco-friendly food premises will contain eco-costs. Therefore, John



demands in seeking coffee shops or restaurants that serve vegan meals especially with delivery service.

Figure 9: Customer personas of Matilda - Asylum's target customer.

The customer personas shown in figure 9 is Matilda who is the representative of a young customer group. Matilda is an average girl who suffered from illness before and she chose working out to increase herself immune, thus, physical activities became one of her hobbies. Matilda also likes to read and explore new things, by doing so allows her to raise the concern



about negative impacts from using white sugar and dairy products. Majoring in Copywriting requires Matilda to stay awake for a long time so she needs to lean on Coffee and become a heavy coffee drinker without her awareness. Every morning, a fruity cup of coffee straight from her coffee maker with soya milk has been her motivation, however, for Matilda it is difficult to find a coffee shop that provides dairy free milk to customers and she cannot bring soya milk with her whenever she needs to go out to work.

Matilda has been an active member of a group which fights for human rights. In her country, underage labor abuse as well as underpaid and labor abuse have been throbbing issues. Since Matilda found out about sustainability concept which supports treating human resources fairly

and also eco-friendly, Matilda turns herself into a supporter of the concept and spreads the sustainability framework to her friends and family.

### 5.3 Marketing mix

This part of the thesis will depict the marketing mix for the Asylum Coffee Shop as the 4Ps plays an important role in creating product lines, where to sell these lines, product pricing, and promoting the business.

#### Product

As a coffee shop nowadays, in order to stand out from the others, the environmentally friendly concept is not everything that can attract customers to the coffee shop, an abundant product line is also vital. Diversifying the product line will help in creating the unique selling point for the coffee shop. The product line of Asylum includes specialty coffee, healthy/vegan drinks and meals, eco-friendly merchandises, and concept franchise. Not only focusing on increasing the number of product/service kinds but also on the characteristics of the products/services such as offering seasonal products to customers. Determining and creating the signature products are inevitable as these products will gain revenue for the business all year round, thus, signature products/services need to be special.

Asylum plans to keep renovating the business as well as to keep updated to the trends that meet customer's demands in order to retain loyal customers and gain new customers. Business renovation requires fixing the menu, rearranging the tables and seats in the coffeeshop, and staff training. Generating new food and drink recipes, decorating the coffee shop, appropriate staff uniforms based on the occasions of the year are how the Asylum coffee shop stays updated.

#### Place

Asylum is a small coffee shop operating in a sustainable way, in this case, the coffee shop does not need to appear on a big street which requires high rent. The business owner aims to locate the coffee shop on smaller streets or alleys yet in the center and near the offices or schools. Offices and schools/universities provide a huge number of potential customers for the coffee shop which allow the business to gain more customers and generate profit. Located on the alleys or small streets also facilitates the business in avoiding dust and noise from the outside which is vital for the business since offering customers the peaceful, calm, and silent place to enjoy their time with drinks and food has become the policy of the Asylum.

After the system at the first Asylum is well developed and operated, branching the Asylum brand will be conducted. Since branching needs an adequate human resource and number of

customers, thus, branching will be carried out later. Asylum branches will have the same concept as the original one as well as quality of food and beverage, personnel, and criterias for choosing a distribution place.

#### Price

The price of products and services at Asylum must cover all the fixed and variable costs at the coffee shop, furthermore, eco-cost is also needed to be put in consideration. It is an advantage that in Vietnam the cost for human resources is not high as other countries so the Asylum can take advantage of this to reduce the price of services and products, however, the staff salary must be appropriate and not too low compared to other businesses. Focusing mostly on the target customers who are young, working, as well as having the concern of conserving and protecting the natural environment, the price will be higher than other normal coffee shops since customers are paying for the products and services which are environmentally friendly.

#### Promotion

The author aims to create and conduct the promotion plan for Asylum before the coffee shop is opened. The plan starts with raising customer awareness of the new concept coffee shop in town via creating social media platforms for the coffee shop and posting regularly. The social media first will be used for posting information about the sustainability concept, then the building progress information of the Asylum will be updated on the social media pages, lastly is the information about the opening date as well as promotion campaign when the coffee shop is officially opened. Paid promotion on social media platforms are also being implemented so that more and more potential customers are able to know about the Asylum coffee shop.

On the opening day, a discount is applied on all the services and products at the coffee shop to attract customers to Asylum, this will create crowd effect which can be used as a promotion material for social media platforms. Customers who come on opening day will receive vouchers which they can give to their friends so that vouchers can be applied the other days when they visit the coffee shop. Green marketing requires less waste in marketing activities, thus, all the vouchers or discount code are sent via emails.

#### 5.4 The execution plan

The author attempts to specify all the ideas which will be done in the promotion plan in this part to show the accurate activities to achieve the goal of the green marketing plan. These activities in this plan are demanded to leave as least impacts on the environment as possible as well as low cost because of the lack of budget.

## Social media platforms

Social media platform Installment	
Objective	Raising awareness of the customers, communication platform between customers and the coffee shop, promotion channels.
Targeted group	Customers who use internet and social media pages.
Process	<ul style="list-style-type: none"> <li>- Create account on Facebook, Instagram, Zalo</li> <li>- Develop publication plan for the platforms</li> <li>- Maintain the consistency on the platforms by posting regularly</li> <li>- Being active on the platforms by interacting with other accounts.</li> <li>- Sending offers to both visited and potential customers.</li> </ul>
Responsible party	Business owner
Timeline	Every 3 days from 2 months before the opening day.
Estimated budget	200 euros/ 5.000.000 VND
Success Measurement	Customer reaction on the social media platform posts, the messages received from whom concern about the Asylum coffee shop, and the customer's post relating to the business.

Table 3: Social media marketing activities plan

Providing customers communication channels that allow customers to know information about the coffee shop, to interact with the online activities, to engage in promotion campaigns of the business are what social media marketing means to achieve in table 3. Digital era requires coherent connection between the business and the customers which leads to an increase in sales and customer engagement, thus, staying active on social media sites becomes a vital step in marketing progress.

## Establish the website

Website establishment	
Objective	Information gate, communication platform between customers and the coffee shop, promotion channels, online distribution channel.

Targeted group	Customers who use the internet and find information about the coffee shop.
Process	<ul style="list-style-type: none"> <li>- Create the website/ purchase a domain.</li> <li>- Develop publication plans for the website.</li> <li>- Attach social media pages link on the website.</li> <li>- Present the information of the coffee shop.</li> <li>- Maintain the consistency on the platforms by posting regularly</li> <li>- Being active on the platforms by interacting with customers through the mailbox/ chatbot.</li> <li>- Sending offers to both visited and potential customers.</li> </ul>
Responsible party	Web developer
Timeline	create 2 months before, activate 1 week before.
Estimated budget	100 euros/ 2.500.000 VND
Success Measurement	Customer's number of visits every day, customer's concerns as a mail in mailbox/ chatbot, and customer awareness.

Table 4: website establishment of Asylum Coffee shop

Website functions as the main information gate where customers can easily find information about the coffee shop which are opening time, addresses, contact, and as well as promotion campaigns. Table 4 presents the activities in building a website for Asylum coffee shop. The business owner decides to hire a professional website developer since he wants a high-quality website and he is not able to build one. The website will be used in a long period of time, thus, spending 100 euros to build a website is not a big amount of money.

#### Collaboration with celebrities/KOL (Key opinion leader)

Collaboration with celebrities/KOL	
Objective	Raising awareness of customers about the coffee shop.
Targeted group	Customers familiar with the celebrities and the KOL
Process	<ul style="list-style-type: none"> <li>- Pay the celebrities/ KOL to promote the coffee shop on their social media pages.</li> </ul>

	<ul style="list-style-type: none"> <li>- Collaborate with KOLs who strongly support environmental protection and fight for environmental issues in return with benefits.</li> <li>- Create discount code for the celebrities/KOL to give out to customers.</li> </ul>
Responsible party	Business owner, celebrities/ KOL
Timeline	2 weeks before opening, once a month after opening depends on the situation of the coffee shop.
Estimated budget	Depends on the celebrities/ KOL price, approximately 400 euros/ 10 million VND.
Success Measurement	Customers visited using discount code.

Table 5: Celebrities/ KOL collaboration

Hiring social media celebrities or Key opinion leaders to promote the products has become phenomenal for years. Customers nowadays lean remarkably on the Key opinion leader since customers assume that the well-known people always use high-quality products/services. Therefore, table 5 is describing how to gain customer's awareness through hiring promotion from celebrities/ Key opinion leaders.

Collaboration with online food and beverage ordering application

Food and beverage online ordering application	
Objective	Raising awareness of customers about the coffee shop, increasing sales, online distribution channel.
Targeted group	Customers familiar with the applications, customers who have a demand to buy products/services but are not able to visit the coffee shop.
Process	<ul style="list-style-type: none"> <li>- Collaborate with the applications</li> <li>- Create discount code for the customers who use the applications.</li> <li>- Prepare and upload products images on the applications.</li> </ul>
Responsible party	Business owner, third party application

Timeline	2 months after opening
Estimated budget	No budget needed, however, the total amount of money received from the applications will be deducted 30%.
Success Measurement	Number of sales came from the applications.

Table 6: Third party Food and beverage ordering applications.

Recent years have been witnessing a drastical development of online food ordering applications. This opened a new era of merchandising food and beverage because it has never been this easy for customers to buy food home. Taking advantage of these applications allows business to increase sales and spread out the reputation as the business rating is shown on the apps. Asylum coffee shop as well as other businesses will apply this benefit into their marketing efforts as an online distribution channel. Table 6 presents a collaboration plan between Asylum and the third party online ordering application.

#### Loyal customer programme

Loyal customer programme	
Objective	Consolidate the relationship between the business and the loyal customers.
Targeted group	Customers who have the demand in visiting coffee shop in the long run.
Process	<ul style="list-style-type: none"> <li>- Create customer loyalty cards.</li> <li>- Offer customer loyalty cards when they purchase orders.</li> </ul>
Responsible party	The staffs at coffee shop
Timeline	1 month after Asylum coffee shop opening
Estimated budget	100 euros/ 2.500.000 VND
Success Measurement	Customers visited using discount codes.

Table 7: Customer loyalty programme

Loyal customers are one of the customers that account for a huge of the business profit. Retaining loyal customers has been done for so long by all of the business in several ways. In table 7, The Asylum coffee shop aims to offer loyalty cards to customers as a way of treating

them differently from the other normal customers. The loyalty card consolidates not only the relationship between customers and the business but also the business reputation.

## 6 Conclusion

In a word, to create a finished and adequate marketing plan for a newborn business, the business owner needs to fully understand the theory background of all the elements within the marketing plan and develop research methods to test the framework in real life. In the thesis, the author aims to develop a green marketing plan as a showcase for a sustainable coffee shop, thus, the framework of sustainability in the restaurant field and green marketing were studied and applied. Furthermore, the concept of green marketing in sustainable restaurant will be combined with the results from the research methods, which were conducted to test the feasibility of the concept of Asylum Coffee shop in reality, in order to advocate the perspective of the author.

In the practical part, the author applied semi-structured interview and structured combination of participant and non-participant observation. The goal of the semi-structured interview is to test the potential of the sustainable business model in the targeted market of Ho Chi Minh City and the social sensitivity reflected in the new concept. While the interview is testing the potential of the concept, the observation research gathers data of how the restaurant reflects the sustainability concept of the business through the marketing efforts. The required data collected from the research as well as research outcomes were qualified and as the author expected. The outcomes of the research showed the positive signal from the sustainability concept in real life which means the customers are willing to experience this concept.

The outcome of the thesis is not only the green marketing plan for the sustainable coffee shop but also the framework that can educate people and raise awareness about environmental depletion and conservation. Retaining and maintaining the natural environment includes various ways which can be summed up as reduce, reuse, and recycle. By applying these 3R practices the business is able to either protect the environment and be beneficial as costs can be reduced and increase the profit. The customers who show support to this concept are also able to benefit from this healthy lifestyle through uncontaminated food and atmosphere. The pricing policy proved that the customers are paying for their life now and in the future since eco-cost covers the environmental conservation efforts.

The thesis outcome also presents the proof that the food and beverage sector has been gradually changed in the target market which is Vietnam - a developing country, into a way that the customers or users have developed their concerns in the environmental issues and supported the sustainability concept. A significant number of coffee shops and restaurants have shown the efforts in sustainable development through initiating policy that requires



customer to have responsibility for the environment via using the products/services. However, the concept still needs to face various disadvantages because the target market has not been sustainably developed that is able to support the concept, for example, the higher price in the restaurant which is sustainably operated than normal restaurant can decrease the number of potential customers.

The execution plan described several methods of implementing green marketing on to the business. The action plan provides various activities to attract customers by raising awareness of them about the business through their concerns with the environmental issues. Furthermore, programs to retain loyal customers are also initiated by applying loyalty customer campaigns which offer customers benefits when purchasing the products/services at the Asylum coffee shop. By taking advantage of the current trends, the restaurant has the potential to provide customers trendy products and services which leads to increase in sales and returns in investment, and then profit.

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Figures

Tables

Appendices

Appendix 1: The title of the first appendix

Appendix 2: The title of the second appendix