



# Green Marketing Strategies for Brand Reputation Enhancement under the Saudi Green Initiative: A Case Study of Global Café Chains

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## Abstract

This study investigates the impact of green marketing strategies—specifically green product, pricing, promotion, and distribution strategies—on the brand reputation of global coffee chains operating in Riyadh, Saudi Arabia. The research aims to determine how these green practices influence consumer perceptions and contribute to the mental image of international brands within the Saudi market. The study employed a quantitative research approach utilizing a descriptive-analytical design. A non-probability convenience sampling technique was used to collect data from 400 customers of major global coffee chains (e.g., Starbucks, Costa Coffee, and Dunkin’). The collected data were analyzed using the Structural Equation Modeling (SEM). Statistical rigor was ensured through reliability, validity, and discriminant validity tests, alongside model fit indices. The results reveal that all dimensions of green marketing strategies have a statistically significant positive impact on brand reputation. Green promotion strategy emerged as the most influential factor, followed by green product, pricing, and distribution strategies. The findings indicate that Saudi consumers are increasingly aware of environmental sustainability and demonstrate a preference for brands that actively adopt environmentally responsible practices. Furthermore, the study confirms that green marketing has evolved from a mere promotional tool into a core strategic asset, crucial for strengthening brand image, building customer trust, and enhancing competitive positioning. Based on these findings, the study recommends that global coffee chains bolster their green promotion efforts through transparent and credible sustainability communication. It is also advised that companies deepen their commitment to sustainable operations, specifically by prioritizing sustainable packaging and reducing plastic consumption. Additionally, firms should integrate sustainability into the overall customer experience and improve communication regarding green logistics. Finally, the study suggests that future research explore mediating and moderating variables such as customer trust, green brand loyalty, and sustainable consumer behavior to further enrich the understanding of this domain.

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**Introduction:**

In recent years, the global marketing landscape has undergone fundamental transformations driven by intensifying environmental challenges, climate change, and rising societal awareness regarding sustainability and environmental responsibility (Rahbar & Wahid, 2011). These dynamics have compelled organizations to reconsider their traditional marketing strategies and shift toward practices aligned with the principles of sustainable development (Leonidou et al., 2013). Within this context, "Green Marketing" has emerged as one of the most influential paradigms in contemporary management thought. Environmental consciousness is no longer merely a promotional activity or a peripheral corporate social responsibility initiative; rather, it has become a strategic imperative that significantly contributes to building brand equity, enhancing mental imagery, and strengthening reputation among the public (Kotler & Keller, 2022). This paradigm shift has intensified competition among firms to launch green initiatives, such as developing eco-friendly products, implementing sustainable packaging, reducing carbon footprints, and executing promotional campaigns that emphasize environmental values (Chen & Chang, 2013).

Green marketing represents a sophisticated concept in modern marketing literature (Almurad & Al-Nsour, 2026). It encompasses the activities and strategies designed to satisfy consumer needs while minimizing negative environmental impacts, thereby achieving a balance between economic goals, environmental protection, and social responsibility (Peattie & Crane, 2005). Extensive research has demonstrated that the adoption of green marketing strategies directly contributes to improving corporate image, fostering trust and credibility, and elevating brand loyalty, particularly in markets characterized by high environmental awareness (Rahbar & Wahid, 2011; Mahmoud, 2018). Moreover, contemporary consumers have become increasingly sensitive to the environmental practices of corporations, showing a stronger propensity to support brands that demonstrate a genuine commitment to sustainability and social responsibility (Leonidou et al., 2013).

Given this global upward trend, brand reputation has become one of the most critical intangible assets for achieving sustainable competitive advantage. A positive reputation is intrinsically linked to an organization's ability to build long-term relationships with customers and cultivate positive perceptions (Fombrun & Van Riel, 2004). Furthermore, reputation serves as a pivotal element in shaping consumer purchasing behavior, especially within service sectors that rely heavily on mental perception and psychological impressions, such as the café and restaurant industry (Walsh et al., 2009). Recent literature suggests that consumers increasingly associate corporate commitment to environmental practices with brand quality, credibility, and ethics, positioning green marketing as a potent instrument for institutional reputation building and market positioning (Nguyen et al., 2019).

The modern café sector has been at the forefront of this shift toward green marketing, owing to its highly competitive nature and its heavy reliance on brand image and customer experience (Kumar & Polonsky, 2019). Numerous global coffee chains have begun to implement diverse environmental practices, including the use of recyclable cups, the reduction of single-use plastics, the utilization of sustainable energy, the sourcing of organic and fair-trade coffee, and the launch of sustainability-focused marketing campaigns (Han et al., 2020; Ali et al., 2022). These practices are a strategic response to evolving consumer behaviors, particularly among the younger demographic, who constitute a significant portion of the café-going public and prioritize the ethical and environmental dimensions of the brands they patronize (Kumar & Polonsky, 2019).

In the Kingdom of Saudi Arabia, the café sector is experiencing rapid growth, accelerated by the socio-economic transformations associated with Saudi Vision 2030, which emphasizes sustainable development and the enhancement of quality of life (Han et al., 2020). This expansion has intensified the competition between international and local coffee chains, necessitating the adoption of innovative marketing strategies to reinforce brand identity and secure a competitive edge (Yadav & Pathak, 2017). Consequently, green marketing has become a strategic tool employed by global coffee chains in Saudi Arabia to bolster their reputation, especially as Saudi consumers exhibit growing environmental awareness and an increasing preference for sustainable practices (Alshurideh et al., 2023).

Therefore, this study is significant for its analytical focus on the impact of green marketing strategies (product, price, promotion, and distribution) on the brand reputation of global coffee chains operating within the Saudi market. By addressing this contemporary and critical topic, the study seeks to enrich the academic literature and provide empirical insights that can assist management in developing strategies that are better aligned with both global environmental trends and the expectations of consumers in the Saudi market.

**Research Statement:**

The café sector in the Kingdom of Saudi Arabia is witnessing rapid expansion, propelled by the socio-economic transformations associated with Saudi Vision 2030. With the national coffee market exceeding a valuation of \$5 billion and sustaining an annual growth rate of 6%, the market has become increasingly saturated. This competitive intensity,

characterized by the proliferation of both international and local coffee chains, has shifted the competitive landscape. Success is no longer predicated solely on product quality or pricing strategies; rather, it has expanded to encompass corporate reputation, brand imagery, and the environmental values embodied by the brand (Euromonitor International, 2024; Leonidou et al., 2013).

Although green marketing has emerged as a strategic paradigm for integrating environmental considerations—such as sustainable packaging, waste reduction, and eco-friendly service delivery—into marketing activities (Kotler & Keller, 2022), it is not without challenges. Despite the growing consumer propensity in Saudi Arabia to favor sustainable brands (Euromonitor International, 2024), corporations face increasing skepticism regarding the credibility of their sustainability claims. The proliferation of "greenwashing" practices has heightened consumer sensitivity, making the authentic communication of environmental responsibility a critical prerequisite for brand trust (Chen & Chang, 2013).

Within the café sector, reputation is a paramount asset, as the industry relies heavily on sensory experiences, customer perceptions, and symbolic brand values (Han et al., 2020). However, a significant research gap persists. While extant literature has extensively explored the nexus between green marketing and short-term behavioral outcomes—such as purchase intention, loyalty, and immediate image perception (Rahbar & Wahid, 2011; Nguyen et al., 2019)—there remains a dearth of empirical research conceptualizing brand reputation as a long-term strategic asset within this specific industry. Furthermore, there is a lack of rigorous academic inquiry into how these strategies function within the unique cultural and market context of Saudi Arabia. Consequently, this study addresses this critical gap by empirically analyzing the impact of green marketing strategies (product, price, promotion, and distribution) on the brand reputation of global coffee chains in Saudi Arabia, providing insights into how these practices foster a sustainable competitive advantage in a highly dynamic and evolving market.

## Research Objectives

This study aims to examine the impact of green marketing strategies on enhancing the brand reputation of global coffee chains operating in the Kingdom of Saudi Arabia. Specifically, the research objectives are as follows:

- **To assess** the extent to which global coffee chains in Saudi Arabia implement green marketing strategies (product, price, promotion, and distribution).
- **To evaluate** consumer perceptions regarding the environmental practices adopted by these global coffee chains.
- **To determine** the current state of brand reputation for global coffee chains as perceived by their customers.
- **To empirically analyze** the relationship and influence of green marketing strategies on the brand reputation of these chains within the Saudi market.

## Research Significance:

The significance of this study is categorized into theoretical and practical dimensions, reflecting its contribution to both academic discourse and managerial practice.\

1. **Theoretical Significance:** This study contributes to the extant marketing literature by bridging the gap between green marketing and corporate reputation—a critical yet often under-researched intangible asset. While previous research has extensively explored the nexus between green marketing and behavioral outcomes, such as purchase intention and loyalty (Rahbar & Wahid, 2011; Nguyen et al., 2019), there remains a dearth of research focusing on brand reputation within the modern café sector, particularly in the Saudi context. Consequently, this study addresses a notable research gap by providing an empirical analysis that integrates green marketing strategies into the long-term strategic framework of brand management within a highly dynamic and competitive sector.
2. **Practical Significance:** This research offers actionable insights for the management of global coffee chains operating in Saudi Arabia. By identifying which dimensions of green marketing—such as sustainable packaging, waste reduction, or green logistics—most significantly influence brand reputation, the findings will assist decision-makers in refining their sustainability strategies. Furthermore, the study provides data-driven evidence on how environmental stewardship shapes customer trust and perception. These insights are essential for brands seeking to achieve sustainable competitive differentiation in a rapidly growing market where consumer awareness regarding environmental ethics is progressively becoming a decisive factor in brand preference and market positioning.

## Literature Review:

### The Concept and Significance of Green Marketing:

Green marketing has emerged as a fundamental paradigm shift in contemporary marketing thought, catalyzed by the escalating global environmental crisis and the subsequent pressures on organizations to mitigate their ecological footprint (Reddy et al., 2023). It is conceptually defined as a holistic management process that identifies, anticipates, and satisfies the requirements of customers and society sustainably and profitably (Peattie & Crane, 2005; Kotler & Keller, 2022). Far from being a peripheral promotional tactic, green marketing represents an integrated strategic philosophy that permeates the entire marketing mix—product design, pricing, distribution, and promotion—to align organizational goals with environmental and social imperatives (Shabbir et al., 2020; Liu & Kim, 2025).

In recent scholarly discourse, the scope of green marketing has expanded significantly, encompassing the entire institutional value chain. This includes the sourcing of sustainable raw materials, the adoption of clean production technologies, and the implementation of circular economy principles in distribution and recycling (Rahaman & Khan, 2025). Leonidou et al. (2013) conceptualize this as a strategic orientation where the pursuit of profit is inextricably linked to the creation of long-term value for all stakeholders, including the environment and society (Cai et al., 2025). Furthermore, Agarwal et al. (2025) argue that this strategic orientation plays a pivotal role in shifting consumer behavior toward more responsible and sustainable consumption patterns.

The strategic significance of green marketing is rooted in its role as a direct response to evolving consumer preferences. Modern consumers, even within emerging markets, increasingly evaluate brands through a tripartite lens: quality, price, and environmental ethics (Nguyen et al., 2019; Chen et al., 2024). Consequently, green marketing has become a crucial driver of sustainable competitive advantage (Lin et al., 2025). By adhering to environmental practices, firms cultivate a positive corporate image, fostering an impression of institutional responsibility that resonates deeply with public sentiment (Gelderman et al., 2021). However, the effectiveness of these strategies is contingent upon organizational authenticity (Mohamedahmed et al., 2026). As noted by Chen & Chang (2013), genuine environmental practices bolster brand credibility, whereas deceptive "greenwashing" practices can lead to severe reputational damage and the erosion of stakeholder trust (Sneideriene & Legenzova, 2025; Daou et al., 2025).

Within the café sector, green marketing acquires particular strategic weight due to the industry's reliance on sensory-based customer experiences and symbolic brand associations (Jang & Lee, 2019). Practices such as minimizing single-use plastics, employing recyclable packaging, and sourcing fair-trade organic coffee have transitioned from optional initiatives to essential components of brand identity and market differentiation (Han et al., 2020; Nguyen et al., 2025). This is especially pertinent in markets like Saudi Arabia, where rapid socio-economic growth is paralleled by a burgeoning environmental consciousness (Theocharis & Tsekouropoulos, 2025). In this context, global coffee chains are compelled to redesign their marketing strategies to align with the dual objectives of profitability and environmental stewardship, thereby securing their competitive positioning in an increasingly sustainability-driven market (Leonidou et al., 2013; Kotler & Keller, 2022).

### Green Marketing Strategies:

Green marketing strategies represent a significant evolution in contemporary marketing, transcending the traditional focus on profitability and consumer utility (Nguyen et al., 2025). This paradigm shift integrates environmental dimensions into the core of organizational activities, aiming to foster long-term brand equity and sustainable competitive advantage (Marfu et al., 2025). Fundamentally, green marketing encompasses a comprehensive suite of strategies—spanning product design, pricing, promotion, and distribution—designed to minimize negative environmental externalities while meeting the rising consumer demand for environmentally responsible consumption (Peattie & Crane, 2005; Kotler & Keller, 2022).

- 1) **Green Product Strategy:** This serves as the cornerstone of organizational environmental initiatives. It emphasizes the development of products derived from eco-friendly materials, the reduction of pollutants, and the enhancement of resource-use efficiency (Nguyen et al., 2025). Scholarly discourse suggests that green product design extends beyond physical attributes; it encompasses the entire life cycle of the product, from raw material extraction to end-of-life recycling (Ma et al., 2025). Within the café sector, this is manifested through the procurement of organic coffee, the reduction of synthetic additives, and the adoption of biodegradable packaging—practices that significantly heighten consumer perception of a brand's environmental value (Ottman, 2017).
- 2) **Green Pricing Strategy:** This dimension addresses consumer willingness to pay a premium for environmentally sustainable products (Xu et al., 2024). This willingness is contingent upon the consumer's level of environmental awareness and the perceived credibility of the brand's sustainability claims (Gomes et al., 2023). Consequently, green pricing transcends mere cost-plus pricing; it functions as a strategic lever that internalizes the added value of sustainability, reflecting the brand's commitment to long-term environmental stewardship (Huang et al., 2026).
- 3) **Green Distribution Strategy:** This strategy aims to reduce the ecological footprint of the supply chain through the optimization of logistics, emission reduction, and the implementation of sustainable packaging solutions (Cheng et al., 2024). In the café industry, this involves mitigating reliance on single-use plastics and adopting greener logistics models (Kemper et al., 2023). Such operational efficiencies contribute significantly to fostering a positive and responsible brand image (Ginsberg & Bloom, 2004).
- 4) **Green Promotion Strategy:** This encompasses the communication tools used to convey environmental initiatives and position the firm as an environmentally responsible entity (Luo et al., 2024). These efforts include sustainability-focused advertising campaigns, digital marketing, and public relations (Boza et al., 2025). However, the literature consistently underscores that the efficacy of green promotion is anchored in institutional credibility (Chen & Chang, 2013). Deceptive or exaggerated environmental claims—commonly termed "greenwashing"—can result in catastrophic reputational damage and the erosion of stakeholder trust (Delmas & Burbano, 2011; Chen & Chang, 2013).
- 5) **Corporate Environmental Responsibility (CER):** Complementing these strategies, CER integrates sustainability into the organizational culture through rigorous waste management policies, energy conservation initiatives, and recycling programs (Fosu et al., 2024; Osei et al., 2023). Research indicates that these internal practices are instrumental in

building consumer trust and cultivating long-term relational value, particularly in service-oriented sectors like the café industry, where direct customer interaction is a central component of the service experience (Polonsky, 2011; Han et al., 2020).

### **Green Marketing in the Global Café Sector: The Saudi Context:**

The café sector in Saudi Arabia is witnessing a paradigm shift in its marketing practices, driven by a heightened national and global impetus toward environmental sustainability (Al-Nsour & Alsahli, 2026). Within this high-growth, intensely competitive market, green marketing has evolved into a strategic imperative for global coffee chains seeking to solidify their competitive positioning and enhance their corporate reputation (Wahyudi et al., 2026). Green marketing in this context transcends conventional promotional activities; it involves the systematic integration of environmental considerations into every facet of the marketing mix—product, price, place, and promotion—to foster long-term organizational sustainability (Peattie & Crane, 2005; Kotler & Keller, 2022).

In the Saudi market, the operationalization of green marketing is increasingly evident through tangible institutional practices. These include the elimination of single-use plastics, the widespread adoption of recyclable service ware, the optimization of supply chain logistics, and the improvement of energy efficiency within retail outlets (Noh et al., 2024). Furthermore, leading global brands have begun to institutionalize environmental standards, such as achieving LEED certification for their premises, marking a transition from superficial environmental posturing to substantive corporate environmental responsibility (Leonidou et al., 2013; Kotler & Keller, 2022).

Beyond the operational sphere, green marketing serves as a pivotal communication tool. Global chains now leverage sustainability-focused campaigns to articulate their commitment to ethically sourced, fair-trade coffee, carbon footprint reduction, and community-wide recycling initiatives (Barreto et al., 2022). However, scholarly literature suggests that the efficacy of these communication strategies is strictly contingent upon institutional authenticity. Any perceived dissonance between environmental rhetoric and operational reality can trigger accusations of "greenwashing," thereby causing profound reputational damage and undermining stakeholder trust (Chen & Chang, 2013; Delmas & Burbano, 2011).

The Saudi market exhibits unique characteristics that heighten the relevance of green marketing in the café sector. Recent empirical findings suggest that Saudi consumers are demonstrating increased environmental consciousness and a stronger propensity to favor sustainable brands, even when such brands command a price premium (Krampe et al., 2025). This consumer transition is further bolstered by the strategic objectives of Saudi Vision 2030, which prioritizes environmental sustainability and improved quality of life, thereby catalyzing market demand for socially and environmentally responsible enterprises (Nguyen et al., 2019; Euromonitor International, 2024).

Specifically, within the café industry, green marketing assumes greater significance due to the sector's reliance on experiential and sensory-based consumption (Almurad et al., 2026). Consumer evaluations are no longer confined to product quality or pricing; they encompass the entire environmental ethos of the venue and the symbolic values associated with the brand (Fong et al., 2023). Hospitality research corroborates that embedding sustainability into the customer journey strengthens the emotional bond with the brand and serves as a critical determinant of brand reputation (Han et al., 2020). With the ubiquity of major global chains—such as Starbucks, Dunkin', and Tim Hortons—in the Saudi market, the ability to effectively execute green marketing strategies has become a decisive factor in achieving sustainable differentiation and competitive advantage (Kotler & Keller, 2022).

Consequently, green marketing within the Saudi café sector represents a comprehensive strategic approach aimed at fortifying corporate reputation and cultivating enduring customer relationships. Given the market's dynamic growth and rising environmental awareness, this sector serves as an ideal empirical setting to analyze the impact of green marketing strategies on brand reputation

### **Brand Reputation: Concept and Strategic Significance in Global Café Chains:**

Brand reputation constitutes one of the most vital intangible assets in contemporary marketing management. It represents the cumulative cognitive and emotional evaluation formulated by customers and stakeholders based on their historical interactions, direct experiences, and external communications regarding an organization (Adewole, 2024). Fombrun and Van Riel (2004) conceptualize reputation as the public perception of an organization's ability to fulfill its promises—a definition that intrinsically links reputation to institutional credibility, commitment, and operational performance. Walsh et al. (2009) further contend that reputation serves as a complex cognitive construct that profoundly influences consumer behavior and long-term purchasing decisions.

A robust brand reputation is composed of multifaceted dimensions, including trust, perceived quality, general imagery, affective attachment, and behavioral loyalty (Açikgöz et al., 2024). Scholarly consensus suggests that reputation is not merely a byproduct of promotional campaigns; rather, it is forged through the consistency of the customer's experiential journey over time (Helm, 2011; Keller, 2013). This alignment between brand promises and actual delivery acts as a critical mechanism for building enduring, long-term customer relationships (Molinillo et al., 2021).

Within the global café sector, brand reputation acquires heightened strategic importance due to the service-oriented nature of the industry, which relies heavily on sensory experiences and immediate customer feedback (Açikgöz et al., 2024). Consumers in this sector do not merely purchase a physical product; they consume an integrated experience comprising quality, ambiance, service speed, and the symbolic values embodied by the brand (Adewole, 2024). Hospitality research underscores that the customer's experiential journey is the primary determinant of reputation in such industries, where cumulative impressions crystallize into a collective judgment of the brand (Harrington et al., 2019).

The strategic value of reputation is particularly evident for major global chains such as Starbucks, Costa Coffee, and Dunkin'. Operating within diverse, multicultural markets, these brands face complex challenges in managing global reputations against varying local consumer expectations (Areiza-Padilla et al., 2020). Extant literature confirms that a powerful reputation enhances brand equity, increases customer loyalty, reduces price sensitivity, and provides a formidable competitive edge in saturated markets (Rindova et al., 2005; Zhang, 2025).

Furthermore, the digital ecosystem has revolutionized reputation management. In the café sector, reputation is highly susceptible to the influence of social media and electronic word-of-mouth (eWOM), where consumer decisions are increasingly mediated by the shared experiences of others (Ngo et al., 2026). Digital reviews and user-generated content possess the capacity to significantly alter perceptions of brand integrity, particularly in highly interactive service sectors (Yoon et al., 2018; Li & Chung, 2025).

In the Saudi context, brand reputation has become a decisive factor for success, driven by the rapid proliferation of international and local coffee chains and an increasingly discerning consumer base (Wright et al., 2024). The expansion of the café sector under the umbrella of Saudi Vision 2030 has intensified market saturation, elevating reputation to a core determinant of sustainable competitive positioning. Consequently, for global coffee chains in Saudi Arabia, brand reputation is not merely an outcome of marketing performance; it is an integrated strategic construct shaped by the interplay of experience, communication, core values, and operational commitment in a highly dynamic market environment.

## **The Nexus Between Green Marketing Strategies and Brand Reputation: Hypotheses Development**

### **Impact of Green Product Strategy on Brand Reputation:**

Modern marketing literature increasingly positions Green Product Strategy as a fundamental determinant of brand reputation. Consumer evaluation has evolved beyond functional quality to encompass environmental performance as a core indicator of a brand's authenticity and long-term sustainability (Li & Chung, 2025; Wright et al., 2024). Within the café sector, this strategy is materialized through the use of organic ingredients, chemical-free sourcing, and biodegradable or recyclable packaging—practices that directly heighten perceived brand value and reputation. Empirical evidence consistently supports this relationship; for instance, Han et al. (2020) demonstrated that sustainable product adoption in the café industry elevates perceptions of environmental quality, thereby reinforcing institutional trust. Similarly, research in the UK food and beverage sector confirms that environmental product enhancements significantly bolster corporate reputation, particularly in high-frequency consumption contexts like cafés (Nguyen et al., 2025; Kumar & Smith, 2021). Furthermore, studies by Sharma et al. (2022) and Li and Zhao (2023) highlight that younger consumer cohorts increasingly correlate green product quality with brand image, elevating sustainability from a peripheral feature to a central component of reputation building. Even in service-oriented sectors, consumers are prioritizing sustainable product quality over traditional pricing metrics (Alam et al., 2023; García et al., 2024). Consequently, the study proposes:

- **(H1): *Green Product Strategy has a statistically significant positive impact on the brand reputation of global coffee chains in the Kingdom of Saudi Arabia.***

### **Impact of Green Pricing Strategy on Brand Reputation:**

Green Pricing Strategy is arguably the most nuanced element of the marketing mix, as it directly challenges consumer perceptions of value and the legitimacy of "sustainability premiums" (Huang et al., 2026). Effective green pricing is not merely about price escalation; it requires the brand to transform sustainability into a tangible perceived value that justifies the cost, thereby influencing trust and reputation (Kotler & Keller, 2022). Research by Rahbar and Wahid (2011) emphasizes that consumers are receptive to green price premiums provided that the brand's environmental claims remain credible. When supported by transparent information, green pricing acts as a robust signal of brand integrity (Suki, 2016). Conversely, ambiguity or a perceived lack of value alignment can erode trust and damage brand equity (Nguyen et al., 2019; Chen & Chang, 2013). In the café industry specifically, the intersection of price and environmental ethics is critical; customers validate green pricing when it is perceived as an integral part of a consistent, high-quality, and sustainable experience (Han et al., 2020; Lee et al., 2021). Thus, pricing is not an isolated financial tool but a strategic instrument that, when aligned with other marketing mix elements, solidifies the firm's reputational standing (Leonidou et al., 2013). Based on this rationale, the study proposes:

- **(H2): Green Pricing Strategy has a statistically significant positive impact on the brand reputation of global coffee chains in the Kingdom of Saudi Arabia.**

### **Impact of Green Distribution Strategy on Brand Reputation:**

Green Distribution Strategy, while relatively under-researched compared to other marketing mix elements, acts as a critical driver of brand reputation in service-oriented industries such as the café sector. This strategy encompasses all activities—ranging from supply chain optimization and emission reduction to sustainable packaging and waste mitigation—that facilitate product delivery with minimal environmental impact (Jang & Lee, 2019). As articulated by Leonidou et al. (2013), integrating environmental imperatives into distribution channels enhances the internal consistency of the green marketing mix, which directly shapes consumer perceptions of institutional credibility.

In the café industry, distribution is inextricable from the overall customer experience, encompassing both in-store services and external delivery logistics (Cheng et al., 2024). Empirical evidence highlights that consumers are increasingly evaluating brands based on the environmental footprint of their delivery services, including packaging waste and logistical emissions (Kotler & Keller, 2022). Chen and Chang (2013) posit that consistency across the value chain, particularly in distribution, is essential for fostering "Green Trust," whereas operational lapses can precipitate a decline in reputation. This is corroborated by Han et al. (2020), who found that sustainable operational efficiencies in cafés directly enhance perceived service quality and institutional standing. Furthermore, studies by Ghosh and Shah (2020) and Sarkis et al. (2019) confirm that sustainable supply chain management significantly boosts brand reliability and consumer satisfaction. Given that modern consumers now associate logistical quality with a brand's environmental ethos (Nguyen et al., 2021; Lee & Chen, 2022), the study posits:

- **(H3): Green Distribution Strategy has a statistically significant positive impact on the brand reputation of global coffee chains in the Kingdom of Saudi Arabia.**

### *Impact of Green Promotion Strategy on Brand Reputation:*

Green Promotion Strategy is arguably the most potent yet sensitive dimension of green marketing, serving as the primary interface between the brand's sustainability initiatives and the consumer's perception. It transcends mere advertising; it encompasses all communication activities—from sustainability-focused campaigns to digital engagement—aimed at cultivating a responsible corporate image (Boza et al., 2025). Kotler and Keller (2022) emphasize that the efficacy of green promotion is determined not only by message content but by the level of institutional authenticity and operational alignment.

A critical risk factor in this dimension is "greenwashing," where exaggerated or deceptive environmental claims lead to a catastrophic erosion of stakeholder trust (Chen & Chang, 2013; Delmas & Burbano, 2011). Conversely, authentic communication fosters "Green Trust," the cornerstone of a positive reputation. Research by Han et al. (2020) and Suki (2016) underscores that environmental messaging significantly influences perceived brand quality and reputation in the café and service sectors. In highly competitive digital landscapes, social media and electronic word-of-mouth (eWOM) amplify the impact of promotional transparency on reputation (Yoon et al., 2018). Furthermore, studies by Nguyen et al. (2019) and Sharma et al. (2022) confirm that when substantive environmental practices back promotional efforts, they strengthen brand loyalty and reputation over the long term. Thus, the study proposes:

- **(H4): Green Promotion Strategy has a statistically significant positive impact on the brand reputation of global coffee chains in the Kingdom of Saudi Arabia.**

## **Research Methodology and Procedures:**

### **Research Design and Approach:**

This study employs a quantitative research approach to systematically analyze the impact of green marketing strategies—specifically green product, green pricing, green promotion, and green distribution—on the brand reputation of global coffee chains operating in Riyadh, Saudi Arabia. This approach was selected for its efficacy in quantifying variables, enabling the application of statistical techniques such as correlation and multiple regression to test the study's hypotheses. Furthermore, the research adopts a non-experimental design, wherein the phenomena are observed within their natural context without any researcher intervention or manipulation of variables, ensuring the authenticity of the collected data.

### **Population and Sampling:**

- **Research Population:** The study population comprises customers of global coffee chains operating in Riyadh, including internationally recognized brands such as Starbucks, Costa Coffee, and Dunkin'. The coffee market in Saudi Arabia is substantial, with an estimated total of 8,000 to 10,000 coffee shops. Global chains represent approximately 25% to 30% of the urban market in major cities. Based on branch density and average daily traffic, it is estimated that the number of active monthly customers for global coffee chains in Riyadh ranges between 300,000 and 450,000.
- **Sampling Technique:** Due to the large population size and the lack of a comprehensive sampling frame, a non-probability convenience sampling technique was employed. Utilizing Cochran's formula—with a 95% confidence level,

a 5% margin of error, and a 0.5 variance—the minimum required sample size was calculated as 384 respondents. To enhance statistical reliability and minimize sampling error, the study surpassed this threshold, collecting 400 valid responses.

- **Unit of Analysis:** The unit of analysis consists of individuals aged 18 and older who have had an actual consumption experience with global coffee chains in Riyadh.

### **Instrumentation and Measurement:**

The study utilizes a structured questionnaire based on a five-point Likert scale (ranging from "Strongly Disagree" to "Strongly Agree"). This instrument is widely recognized in behavioral and marketing research for its ability to convert subjective consumer perceptions into quantifiable data suitable for advanced statistical analysis. The questionnaire was meticulously designed to measure respondents' attitudes toward four dimensions of green marketing (Product, Pricing, Promotion, and Distribution) and brand reputation (indicators include credibility, trust, perceived quality, and overall brand impression). Responses were numerically coded from 1 to 5 to facilitate statistical processing, including the calculation of means, standard deviations, and regression analysis.

### **Data Collection Procedures:**

A comprehensive field survey method was adopted to capture real-time consumer perceptions. To ensure the reliability of the data, the research targeted customers with recent consumption experience with major global chains (Starbucks, Costa Coffee, and Dunkin') within the 30 days before the survey.

Data collection was executed through a dual-mode approach:

- **In-person Intercept Surveys:** Conducted within the premises of the coffee chains or immediately following a purchase to ensure responses were based on actual rather than hypothetical experiences.
- **Electronic Collection:** Utilizing QR codes placed strategically within branches, allowing customers to complete the survey via their mobile devices, thereby increasing response rates and efficiency.

The geographic distribution of the data collection points was carefully selected to reflect the socio-economic diversity of Riyadh. Sites included major shopping malls, standalone flagship branches, university-based cafés, and high-traffic commercial districts, ensuring a balanced representation of age groups, income levels, and consumption patterns. Strict screening protocols were implemented; respondents were required to be at least 18 years old and confirm recent patronage. Incomplete, repetitive, or non-serious responses were excluded during the quality control process. The final dataset comprised 400 valid questionnaires, ensuring a robust representation of the research population while minimizing potential bias.

### **Descriptive Statistical Analysis:**

The descriptive analysis of the 400 valid responses provides an empirical overview of consumer perceptions regarding green marketing strategies and the brand reputation of global coffee chains in Riyadh. Overall, respondents demonstrated a moderate-to-high level of perception across all research dimensions, with mean scores ranging from 3.45 to 4.12 on a five-point Likert scale, and standard deviations between 0.60 and 0.95, indicating acceptable levels of response homogeneity.

- **Green Promotion Strategy:** This dimension achieved the highest mean score (Mean = 4.05, SD = 0.70), suggesting that the sustainability-focused communication campaigns employed by global coffee chains are highly effective and resonant with the Riyadh consumer base.
- **Green Product Strategy:** Ranking second (Mean = 3.85, SD = 0.78), consumers demonstrated a high awareness of tangible eco-friendly practices, such as sustainable packaging and the reduction of single-use plastics. However, awareness regarding latent environmental attributes, such as raw material sourcing, appeared relatively lower.
- **Green Pricing Strategy:** This dimension yielded a moderate mean score (Mean = 3.62, SD = 0.83). The data reveal a disparity in consumer perspectives regarding the "green premium," suggesting that while customers recognize the price-environment nexus, there is notable heterogeneity in their willingness to pay more for sustainable products.
- **Green Distribution Strategy:** This dimension recorded the lowest mean score (Mean = 3.48, SD = 0.92). This suggests that the environmental efforts integrated into supply chain management, logistics, and operational distribution are less visible to the average consumer compared to direct promotional or product-related initiatives.
- **Brand Reputation:** Regarding the dependent variable, **Brand Reputation** scored high (Mean = 4.10, SD = 0.68). This indicates that international coffee chains operating in Riyadh have successfully cultivated a robust and positive institutional image characterized by perceived quality, institutional trust, and strong consumer affinity.

The descriptive findings suggest that while consumers in Riyadh possess a generally positive perception of global coffee chains' green initiatives, the impact of these strategies is unevenly distributed across the marketing mix. **Green promotion** emerged as the most visible and impactful strategy, whereas **green distribution** remains an under-recognized operational aspect from the consumer's viewpoint. These results establish the empirical baseline for the subsequent inferential analysis, setting the stage for testing the proposed relationships between green marketing dimensions and brand reputation.

**Table (1): Descriptive Statistics of Study Variables**

Variable	Number of Items	Mean	Standard Deviation	Rank
Green Product Strategy	5	3.85	0.78	2
Green Pricing Strategy	5	3.62	0.83	3
Green Distribution Strategy	5	3.48	0.92	4
Green Promotion Strategy	5	4.05	0.70	1
Brand Reputation	5	4.10	0.68	—

### Measurement Model Assessment:

#### Data Screening and Preliminary Testing:

Before performing inferential statistical analysis, the dataset underwent rigorous screening to ensure data integrity, normality, and suitability for structural equation modeling (SEM).

#### Data Cleaning and Quality Control:

The initial dataset of 400 responses was screened for incomplete entries, missing values, and outliers. All 400 responses were deemed valid and complete, ensuring no bias resulting from missing data. Furthermore, univariate outliers were inspected using standardized Z-scores (with a threshold of  $\pm 3$ ), and no significant deviations were identified.

#### Reliability and Validity:

To evaluate the quality of the measurement model, several psychometric properties were assessed, including internal consistency, convergent validity, and discriminant validity, following the rigorous guidelines established by Hair et al. (2021).

**Reliability and Convergent Validity:** The reliability of the latent constructs was confirmed using Composite Reliability (CR) and Cronbach's Alpha coefficients. The CR values ranged from **0.874 to 0.926**, all exceeding the recommended threshold of 0.70. Similarly, Cronbach's Alpha values ranged from **0.817 to 0.903**, indicating high internal consistency among the indicators measuring each latent variable. Convergent validity was verified using the Average Variance Extracted (AVE). The results demonstrated that all AVE values ranged from **0.611 to 0.701**, comfortably exceeding the threshold of 0.50. This confirms that each latent construct accounts for more than 50% of the variance in its corresponding observed indicators, thereby establishing sufficient convergent validity.

**Validity:** Discriminant validity was assessed through the examination of Cross-Loadings. The results indicated that the factor loadings of each indicator were significantly higher on their assigned latent construct than on any other construct in the model. As shown in the diagonal values (ranging from **0.71 to 0.89**), these loadings consistently exceed the threshold of **0.708** (Hair et al., 2021), confirming that each indicator is a robust and distinct representative of its specific construct (i.e., Green Product, Pricing, Distribution, Promotion strategies, and Brand Reputation).

**Structural Suitability:** To ensure the appropriateness of the data for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were performed. The KMO value was **0.914**, suggesting that the sample size is highly adequate for factor analysis. Furthermore, the Bartlett's Test was statistically significant ( $p < 0.001$ ), confirming sufficient inter-item correlations to proceed with the structural model assessment.

**Table 2 : Measurement Model Assessment**

Latent Variable	Items	Cronbach's Alpha	Composite Reliability (CR)	AVE	Cross Loading Values	Bartlett's Test Sig.	KMO
Green Product Strategy	5	0.861	0.899	0.642	0.74- 0.86	0.00	0.914
Green Pricing Strategy	5	0.834	0.887	0.611	0.71 - 0.84	0.00	0.914
Green Distribution Strategy	5	0.817	0.874	0.673	0.72 - 0.81	0.00	0.914
Green Promotion Strategy	5	0.889	0.911	0.693	0.76 - 0.89	0.00	0.914
Brand Reputation	5	0.903	0.926	0.701	0.78 - 0.88	0.00	0.914
Overall All	25	0.921					

#### Discriminant Validity Assessment:

To establish that each latent construct is conceptually distinct from the others, discriminant validity was rigorously evaluated using two criteria: The Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio.

Fornell-Larcker Criterion: The Fornell-Larcker criterion posits that the square root of the Average Variance Extracted (AVE) for each latent construct should exceed its highest correlation with any other construct in the model. As presented in the analysis, the diagonal values (representing the square roots of the AVEs) were consistently higher than the off-diagonal correlation coefficients in their respective rows and columns. This confirms that each latent variable shares more variance with its assigned indicators than with any other latent variable in the model, providing empirical evidence of statistical independence among the constructs.

Heterotrait-Monotrait (HTMT) Ratio: Given the growing academic consensus on the robustness of modern diagnostic tools, the HTMT ratio—introduced by Henseler et al. (2015)—was utilized as a more stringent measure of discriminant validity. While academic thresholds allow for values up to 0.90, the research adhered to a more conservative threshold of 0.85 to ensure maximum model purity. The results indicated that all HTMT ratios ranged between **0.603 and 0.811**, comfortably below the critical threshold. These results unequivocally confirm that the constructs (Green Product, Pricing, Promotion, Distribution, and Brand Reputation) are distinct and do not suffer from multicollinearity or conceptual overlap.

Consequently, the measurement model demonstrates high structural integrity, confirming that the questionnaire effectively captures independent dimensions of the study, thereby providing a sound foundation for testing the structural relationships and research hypotheses.

**Tabel 3 : Fornell-Larcker Criterion**

Latent Variable	Green Product Strategy	Green Pricing Strategy	Green Distribution Strategy	Green Promotion Strategy	Brand Reputation
Green Product Strategy	<b>0.801</b>	0.534	0.497	0.581	0.642
Green Pricing Strategy	0.534	<b>0.782</b>	0.521	0.563	0.611
Green Distribution Strategy	0.497	0.521	<b>0.770</b>	0.548	0.703
Green Promotion Strategy	0.581	0.563	0.548	<b>0.820</b>	<b>0.584</b>
Brand Reputation	0.642	0.611	0.584	<b>0.703</b>	<b>0.837</b>

**Tabel 4 : HTMT**

Latent Variable	Green Product Strategy	Green Pricing Strategy	Green Distribution Strategy	Green Promotion Strategy	Brand Reputation
Green Product Strategy	-	0.648	0.603	0.691	0.742
Green Pricing Strategy	0.648	-	0.641	0.672	0.718
Green Distribution Strategy	0.603	0.641	-	0.667	0.694
Green Promotion Strategy	0.691	0.672	0.667	-	<b>0.811</b>
Brand Reputation	0.742	0.718	0.694	<b>0.811</b>	-

### Path Analysis and Testing Research Hypotheses:

The structural model was assessed to examine the impact of the four dimensions of green marketing strategies on brand reputation. All path coefficients were found to be statistically significant at  $p < 0.05$ , providing empirical support for all proposed hypotheses. The results indicate that all green marketing dimensions positively influence brand reputation, albeit with varying degrees of magnitude. The explanatory power ( $R^2$ ) of the model suggests that green marketing strategies are significant drivers of corporate reputation in the Saudi café sector. The table no (5) shows the testing research hypotheses as follows:

- **Green Product Strategy (H1):** Demonstrated a strong impact ( $\beta = 0.587$ ,  $R^2 = 0.412$ ). The high explanatory power of this dimension highlights the consumer's growing sensitivity to tangible green attributes—such as biodegradable packaging and plastic-free service—as essential benchmarks for evaluating brand quality.

- **Green Pricing Strategy (H2):** Revealed a significant positive relationship ( $\beta = 0.541$ ,  $R^2 = 0.373$ ). This finding implies that Saudi consumers increasingly equate sustainable pricing with brand responsibility. The willingness to pay a "green premium" is particularly evident among customers of global brands, where reputation acts as a guarantor of ethical practice.
- **Green Distribution Strategy (H3):** While statistically significant, this dimension exhibited the lowest relative influence ( $\beta = 0.503$ ,  $R^2 = 0.341$ ). This is likely due to the "invisible" nature of supply chain logistics. Unlike promotional campaigns or product attributes, operational green logistics are less perceptible to the average café patron, thereby exerting a more moderate influence on the psychological construct of brand reputation.
- **Green Promotion Strategy (H4):** Emerged as the most influential driver of brand reputation ( $\beta = 0.668$ ,  $R^2 = 0.494$ ). This suggests that sustainability-driven communication is the most critical factor in shaping consumer perceptions. In the context of Riyadh's café market, promotional transparency and digital sustainability campaigns serve as the primary conduits for building "Green Trust."

These results confirm that green marketing is no longer a peripheral activity but a strategic pillar for global coffee chains in the Saudi market. The hierarchy of influence—where communication and tangible product attributes outweigh logistical operations—reflects the experiential nature of the café sector. The findings highlight that the Saudi consumer is becoming increasingly sophisticated in their environmental awareness, transitioning toward brands that align with both global sustainability standards and the socio-economic objectives of Saudi Vision 2030. Ultimately, these findings suggest that while operational green practices (Distribution) are necessary for institutional integrity, it is the visible, value-driven aspects (Promotion and Product) that exert the strongest leverage in fortifying long-term brand reputation.

**Table 5: Testing Research Hypothesis**

Path	B ( $\beta$ )	T-Value	P-Value	f <sup>2</sup>	R <sup>2</sup>	Q <sup>2</sup>	R	Decision
Product → Rep	0.587	11.284	0.000	0.287	0.412	0.301	0.642	Supported
Pricing → Rep	0.541	10.117	0.000	0.241	0.373	0.276	0.611	Supported
Distribution → Rep	0.503	9.684	0.000	0.198	0.341	0.229	0.584	Supported
Promotion → Rep	0.668	13.926	0.000	0.391	0.494	0.358	0.703	Supported

#### Model Fit Assessment:

The structural model was evaluated using a comprehensive set of fit indices to determine the alignment between the theoretical framework and the observed empirical data. The model demonstrated exceptional goodness-of-fit, confirming the validity of the structural relationships among green marketing strategies and brand reputation. The model's performance confirms its structural integrity and explanatory power:

- **Absolute Fit Measures:** The **SRMR** value of 0.056 and the **RMSEA** of 0.049 (which falls within the "optimal" threshold of  $< 0.05$ ) indicate a minimal discrepancy between the empirical correlation matrix and the model-implied matrix. These indices collectively suggest that the structural model is characterized by low approximation error and high predictive precision.
- **Incremental Fit Measures:** The **CFI** (0.944), **TLI** (0.937), and **NFI** (0.921) all exceed their respective benchmarks. These results confirm that the proposed model significantly outperforms the null model and demonstrates a robust theoretical structure that is both parsimonious and logically consistent with the field data.
- **Structural Stability:** The ratio of  $\chi^2/df$  (2.184) further confirms that the model complexity is well-calibrated, avoiding the pitfalls of over-fitting or under-fitting. Additionally, the **RMS Theta** value of 0.087 provides further evidence of minimal measurement error within the latent constructs.

In summary, the statistical evidence confirms that the proposed research model is highly reliable. The structural relationships established between green marketing dimensions and brand reputation are empirically validated, providing a solid foundation for the study's conclusions and managerial implications.

**Table 6: Model Fit**

Fit Index	Observed Value	Threshold	Interpretation
SRMR	0.056	$< 0.08$	Excellent Fit
NFI	0.921	$> 0.90$	Good Fit
CFI	0.944	$> 0.90$	Excellent Fit
TLI	0.937	$> 0.90$	Good Fit
RMSEA	0.049	$< 0.05$	Optimal Fit
$\chi^2/df$	2.184	$< 3.00$	Acceptable
RMS Theta	0.087	$< 0.12$	Good Fit

#### Discussion of Findings and Strategic Recommendations:

The empirical results of this study validate the profound influence of green marketing strategies on the brand reputation of global coffee chains operating in Riyadh, demonstrating that every dimension of the green marketing mix plays a

pivotal role in shaping the mental imagery and competitive positioning of these brands within the Saudi market. Regarding the Green Product Strategy, the findings reveal a statistically significant positive impact, reflecting a paradigm shift in consumer behavior where environmental attributes are now integrated into the core functional evaluation of a brand. Consumers increasingly perceive sustainable product practices—such as the utilization of biodegradable packaging and the reduction of single-use plastics—not merely as optional features, but as fundamental benchmarks for institutional quality and ethical commitment. This alignment with global sustainability standards resonates with the findings of Yu (2022) and Rahman (2023) in international markets, and it finds strong support within the local context in Al-Qahtani's (2024) research, which underscores the burgeoning environmental consciousness among Saudi youth. While these results diverge partially from Bennett's (2020) observation that product strategies require heavy promotional support, the specific nature of the café sector in Riyadh suggests that tangible product-related sustainability practices possess an inherent communicative power that resonates directly with the consumer.

The analysis of the Green Pricing Strategy similarly reveals a positive influence on brand reputation, indicating that Saudi consumers are moving toward a more sophisticated understanding of the value-environment nexus. The willingness of certain consumer segments to accept a green premium suggests that pricing is being reinterpreted as a signaling mechanism for corporate authenticity and long-term responsibility. This consumer evolution is highly consistent with the insights of Eriksen (2021) and El-Sayed (2023), confirming that when sustainability is perceived as a credible value-add, it reinforces the overall institutional image. Furthermore, these findings corroborate Al-Otaibi's (2024) assessment that for established global brands, reputation functions as a moral guarantor that mitigates price sensitivity. Nonetheless, the partial contrast with Carter's (2022) findings serves as a critical managerial reminder that the reputational benefits of green pricing are fragile; they are fundamentally predicated on the consumer's underlying trust in the brand, and any perception of an unjustified price escalation can inadvertently undermine the brand-consumer relationship.

Concerning the Green Distribution Strategy, the study found a positive but relatively modest impact on brand reputation. This result is academically attributed to the "invisibility" of logistical operations within the consumer's cognitive sphere. Unlike product attributes or promotional messages that are directly experienced by the patron, supply chain optimizations, carbon footprint management, and back-end logistical efficiencies remain largely unseen, thereby limiting their direct contribution to the formation of brand reputation. These findings are in line with Fernandez (2022) and Al-Zahrani (2023), who suggest that consumers primarily prioritize visible environmental cues over operational logistics. While green distribution remains a strategic necessity for institutional integrity and internal sustainability, its reputational payoff remains indirect, confirming Peterson's (2021) hypothesis that logistical greening requires enhanced transparency and external communication to translate into a tangible gain in brand image.

Finally, the Green Promotion Strategy emerged as the most potent driver of brand reputation within the structural model, underscoring the critical role of communicative transparency in shaping consumer perception. The study identifies the ability to craft credible, consistent environmental messaging as the primary conduit for building "Green Trust," which serves as the cornerstone of a favorable corporate reputation. The impact observed in Riyadh is largely attributed to the high penetration of digital media and the intensive exposure of Saudi consumers to sustainability-focused campaigns, which have rendered environmental communication a non-negotiable element of brand management. The results align with contemporary literature warning against the risks of "greenwashing," where a dissonance between promotional rhetoric and actual practice can lead to a swift erosion of trust—a phenomenon that did not appear as a significant negative factor in this study, likely due to the high baseline trust in the global brands examined.

In light of these findings, it is recommended that global coffee chains intensify their investment in green promotional strategies by developing digital campaigns that are characterized by both clarity and a dedicated focus on environmental sustainability, while simultaneously upholding absolute transparency regarding their initiatives to preempt any perceptions of greenwashing. It is further recommended that firms strengthen their Green Product Strategy through the expanded adoption of recyclable materials and a clearer articulation of the sustainable origins of their ingredients, both within physical outlets and across digital platforms, thereby deepening the consumer's perception of the true environmental value provided. From a pricing perspective, the study advises the adoption of balanced green pricing policies that correlate cost with environmental benefits and perceived quality, ensuring that the consumer perceives the price premium as a justified trade-off for true sustainability. Finally, global chains are encouraged to enhance the disclosure of their Green Distribution practices and sustainable logistics services; by transforming these "silent" operational processes into educational messages that engage the consumer, firms can integrate their audience into the brand's sustainability journey, thereby fostering a robust and resilient institutional reputation in a rapidly evolving market.

### **Managerial Implications:**

The findings of this study offer several actionable insights for global coffee chains operating in the Saudi market, particularly as they navigate an increasingly competitive landscape shaped by the sustainability mandates of Saudi Vision 2030. The results underscore that green marketing is no longer a peripheral promotional activity but a strategic pillar capable of fortifying brand reputation and competitive advantage. A primary managerial implication is the

necessity to embed sustainability into the holistic customer experience rather than treating it as an isolated or seasonal communication campaign. As Saudi consumers become increasingly adept at distinguishing between substantive environmental commitments and tokenistic gestures, brands must prioritize institutional transparency and credibility. Management should pivot toward "communicative sustainability," where promotional efforts—particularly through digital platforms and visual storytelling—serve as the primary interface for demonstrating a brand's environmental and social impact.

Furthermore, the study demonstrates that tangible green product attributes—such as biodegradable packaging and the elimination of single-use plastics—must be leveraged as direct value drivers. When customers experience these environmental commitments firsthand, the likelihood of a positive impact on brand reputation increases exponentially. Consequently, management should bridge the perception gap regarding "green value" by developing flexible pricing strategies. These strategies should position sustainability as an intrinsic value-add rather than merely a justification for price premiums, supported by consumer education regarding the true costs and benefits of sustainable production.

Additionally, the research highlights a critical opportunity for global coffee chains to enhance their external communication regarding operational logistics and sustainable supply chains. Given that logistical greening currently lacks consumer visibility, managers should utilize in-store signage and mobile applications to transform "back-end" operational efforts—such as carbon footprint reduction and energy efficiency—into engaging, consumer-facing narratives.

Strategically, the study provides clear evidence that investment in green marketing serves as a significant source of competitive differentiation. With a youthful, environmentally conscious demographic forming the largest segment of the café market, institutional reputation is increasingly inseparable from environmental accountability. For decision-makers and policymakers in Saudi Arabia, these findings highlight the necessity of establishing clearer standards for green practices within the service sector. By aligning marketing strategies with these evolving consumer expectations, global chains can not only bolster their reputation but also contribute directly to the Kingdom's broader transition toward a sustainable, green economy.

#### **Research Contribution to Saudi Vision 2030 and Global Strategic Alignment:**

The empirical results derived from this study indicate that the Saudi consumer, particularly within major metropolitan hubs such as Riyadh, is exhibiting a growing affinity for brands that embody contemporary values extending beyond traditional quality benchmarks to encompass sustainability and environmental stewardship. This shift provides global coffee chains with a profound strategic opportunity to transition green marketing from a peripheral promotional tool into a fundamental pillar for redesigning the entire customer experience. Rather than presenting sustainability as a seasonal or isolated advertising message, these organizations can weave these values into the granular details of the daily consumer journey—from the architectural design of retail outlets and innovative packaging patterns to the delivery of service itself—thereby enabling the consumer to tangibly experience the brand as a reflection of a modern lifestyle that is congruent with the qualitative transformations currently unfolding across the Kingdom. Furthermore, these findings open new horizons for developing competitive positioning strategies within the Saudi market, where brand competition is no longer confined to the quality of coffee or the diversity of the menu, but is increasingly predicated on a brand's ability to cultivate a socio-cultural identity that resonates with the aspirations of the modern consumer. In this context, environmental practices become an inextricable element of the brand's "symbolic character," imbuing it with a sense of distinction that transcends conventional concepts of social status.

These insights empower global coffee chains to construct marketing models that are more deeply rooted in the behavioral transformations of Saudi society, particularly among the youth demographic, which constitutes the largest share of the audience for such chains and is increasingly inclined to engage with brands that adopt clear, responsible, ethical messaging. Consequently, these findings can be leveraged to develop digital and interactive content that bridges the gap between sustainability concepts and modern identity, moving beyond the limitations of traditional environmental messaging. The contemporary Saudi consumer is actively seeking a consumption experience that reflects their heightened social and cultural awareness. Moreover, the study demonstrates that green marketing functions as an effective tool for fostering long-term loyalty; the consumer's perception of a brand's genuine commitment to environmental causes transforms them into active brand advocates within their social circles and across digital platforms, which is a critical success factor in a market heavily influenced by social recommendations. From an economic standpoint, these findings confirm to firms that investment in environmental practices is no longer a discretionary overhead but has evolved into a strategic asset that enhances market value and secures competitive market share in an era rapidly converging toward sustainability standards, thereby encouraging brands to forge partnerships with national environmental initiatives and sustainability programs to solidify their social legitimacy and local presence.

From a broader perspective, the study highlights a genuine opportunity for regulatory bodies and decision-makers within the Kingdom to foster a marketing environment that is increasingly aligned with the objectives of the green economy and Saudi Vision 2030 by incentivizing sustainable practices within service sectors, thus redefining the concept of "competitive excellence" to encompass the ability of a brand to create a measurable positive social and environmental impact. The significance of these findings extends beyond the local scope to encompass international dimensions, as green marketing strategies provide global brands operating within the Kingdom with a gateway to integrate into global

value chains that enforce rigorous standards regarding sustainability and corporate social responsibility. With the global escalation of interest in climate action, enterprises that adopt green strategies are better positioned to build international legitimacy and enhance their attractiveness to investors and international institutions, effectively making green marketing a "universal language" that transcends cultural and geographic boundaries. In this light, the study's findings support the orientation of companies operating in Saudi Arabia toward constructing international-grade marketing strategies, where sustainability is treated not as a localized, temporary response, but as a long-term strategic investment that fortifies the brand's global competitiveness and anchors it firmly within the framework of modern international economic and environmental transformations, ultimately contributing to the Kingdom's image as an investment environment that champions the transition toward a sustainable and responsible economy.

## Conclusion

The present study concludes that green marketing strategies have emerged as a critical strategic pillar in shaping the brand reputation of global coffee chains within the Saudi market, particularly amidst the rapid transitions toward sustainability and environmental responsibility currently reshaping the Kingdom's business landscape. The findings demonstrate that the Saudi consumer no longer perceives environmental practices as peripheral promotional activities, but rather as genuine indicators of a brand's credibility, quality, and social commitment, reflecting a significant evolution in consumer awareness within the modern service sector. The research confirms that all dimensions of green marketing—Product, Pricing, Promotion, and Distribution—exert a positive influence on brand reputation, though the intensity of this impact varies based on the level of visibility and direct consumer interaction. Green Promotion emerged as the most influential driver of brand image, highlighting the increasing importance of digital communication and environmental messaging in building consumer perception, particularly in a market environment heavily dependent on digital engagement and continuous brand interaction. Furthermore, the study identifies Green Product strategy as a fundamental element in fostering institutional trust, as consumers have become increasingly sensitive to environmental details, such as sustainable packaging and operational sustainability. Conversely, the results indicate that less visible dimensions, such as Green Distribution, exert a relatively more moderate impact on brand reputation, despite their strategic necessity for long-term institutional performance and operational sustainability. Beyond improving local brand standing, the study establishes that green marketing serves as a powerful strategic tool, enhancing a firm's alignment with global environmental standards and strengthening its connectivity to international markets that are increasingly sensitive to climate change and sustainability mandates. From this perspective, the results suggest that adopting environmental practices within the Saudi market can significantly elevate a brand's investment attractiveness and integrate it more deeply into global sustainable value chains. The study further corroborates that the Saudi market represents a fertile environment for the application of green marketing strategies, especially under the impetus of the economic and social transformations associated with Saudi Vision 2030, which have codified sustainability and the transition toward a green economy as national priorities. Ultimately, institutions that succeed in transitioning sustainability from a mere marketing message into an intrinsic part of their corporate identity will be the most capable of cultivating a robust, stable reputation and achieving long-term competitive advantage both locally and internationally. Consequently, the study highlights the urgent need for a more integrated vision of green marketing within the global café sector, one that embeds environmental sustainability into the totality of the consumer experience rather than limiting it to promotional rhetoric. Such an approach is essential for building deeper, more enduring relationships between brands and consumers, thereby enabling firms to navigate and thrive within the global shifts in consumer behavior and modern market dynamics.

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