

Assessing the Socioeconomic and Environmental Impacts of Green Practices in Cafes

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Abstract

Sustainability as a concept has emerged a lot nowadays. People are becoming eco-conscious and understand the importance of environment. Sustainability starts at home and nowadays Cafés have also started implementing some practices in order to be good towards environment, gain profit and also build a good image. Moreover, implementing sustainable practices can result in substantial financial advantages for coffee shops. Cafés can reduce their on-going expenses by implementing energy efficiency measures such as using energy-saving appliances and renewable energy sources. Sourcing sustainably can also appeal to customers willing to pay more for ethically sourced items, leading to increased sales. Furthermore, dedicating to sustainability can enhance brand reputation, leading to increased customer loyalty and word-of-mouth referrals. The idea of a café that focuses on sustainability can strongly connect with customers, especially younger people who value environmental consciousness when making purchases. This doesn't just improve customer interaction but also establishes the cafe as a community leader, motivating others to think about their own environmental strategies.

Keywords: Sustainability, Cafes, Consumers

INTRODUCTION

India is known for people, diversity and their love for Food. India has an extensive array of Restaurants, Cafes, Fine dine and QSR. People have started focusing more on Sustainability. As urban centers like Pune, Mumbai continue to expand, the demand for sustainable practices within local businesses grows. This study focuses on assessing the socioeconomic and environmental impacts of green practices implemented in cafes across Pune & Mumbai. Sustainability is about fulfilling our current needs without creating danger for the future generations to fulfill theirs. It includes environmental, economic, and social aspects. Important actions involve minimizing

waste, saving energy, and supporting renewable resources.

Social factors encompass demographic trends, cultural values, and involvement in the community, all of which affect quality of life and overall well-being. Economic aspects involve income levels, job availability, and the accessibility of resources, all of which contribute to financial stability and advancement. Environmental considerations pertain to the natural environment, such as climate, the quality of air and water, and biodiversity, which influence health and ecosystems. These three dimensions are interrelated; for example, unfavorable environmental conditions can result in health problems, which in turn affect social systems and economic efficiency. The term Green Practices refers to actions that reduce the environmental impact such as eco-purchase and recycling (Science Direct). Cafes are a type of establishment which serves Coffee & Food. They are ideal locations for casual meet-ups with friends or a peaceful getaway for individual tasks. Cafes in Pune and Mumbai have evolved into lively social centers, drawing a diverse mix of people with their distinctive combination of culture, food, and atmosphere. The notion of sustainability is commonly divided into three main components: economic, environmental, and social, which are informally referred to as profits, planet, and people. Economic sustainability centers on the preservation of natural resources that serve as physical inputs for economic activities, encompassing both renewable and non-renewable resources. Environmental sustainability places a stronger emphasis on maintaining essential life support systems, such as the atmosphere and soil, which are crucial for economic activities and human survival. Conversely, social sustainability concentrates on the human impacts of economic frameworks, including efforts to eliminate poverty.

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OBJECTIVES

- To analyze the implementation of green practices in cafés.
- To identify the socioeconomic benefits that cafés experience as a result.
- To determine the challenges and barriers that cafés face when implementing green practices.
- To evaluate consumer perceptions and attitudes towards green practices in cafés.

LITERATURE REVIEW

Eun Ha Jeong, SooCheong Shawn Jang, Jonathon Day and Sejin Ha (2021), this research paper emphasized the impact of green restaurant practices from the perspective of customers. The paper showed that customers' perceptions of green practices positively influence a restaurant's green image, which also positively influences customers' attitudes toward the restaurants. Consumers are impressed when the Cafes promote Green Practices.

Wahyu Putri Andhini, Darmawan Ari Nugroho and M Prasetya Kurniawan (2023), the paper specified the importance of segregation of waste and why is this important. This research paper emphasized the waste management activities of specialty café and showed how important it is and how does it help to manage the by-product and how does it positively impact the customer perception.

Sae-Mi LEE, Sang-Eon Park and Debor Lee (2022), this study analyzed the effect of dessert cafe quality and eco-friendly behavior on customer trust and loyalty targeting the particular generation. It also specified how a particular person looks at products and it's quality. If the quality of the product is top then Customer Loyalty comes into place and Customers can be retained.

Freya Higgins-Desbiolles and Gayathri Wijesinghe (2021), this Research showed that restaurants and cafés around the world have offered sustainability best practice initiatives. This is important with regards to the 17 Sustainability Goals established by UN. The Research helps people understand the importance of Sustainability and it's impact on the environment. Furthermore, by showcasing successful sustainability practices, the research serves as a model for other businesses to follow, illustrating that adopting eco-friendly measures can lead

to enhanced brand loyalty, customer satisfaction, and a positive reputation.

Indrianawati Usman and Paundra Viveka Nanda (2017), the Research was done to check the sustainability of a Coffee Shop. This research concludes that a coffee shop cannot recycle their own coffee grounds because the excessive amount of Coffee beans and limitations of Human Resource to process it. But this also opens doors for individual Plants to recycle the materials that is been thrown out by the Coffee shops.

Sunmi Yun and Taeuk Kim (2019), the Research paper focused on the practices done by Hospitality Industry with regards to the environment. As Hospitality Industry generates a lot of Waste it is very important to segregate it and dispose it of properly. It also stated that this creates a Positive Image of that Cafes and Restaurant. Customers are increasingly drawn to businesses that prioritize sustainability and demonstrate a commitment to environmental responsibility.

Yue Jin (2019), the article explores how interior design creates values. This Research paper specifies the importance of the Interior and sustainability part and how it affects the thinking process of the individuals. The different arrangement of interior seats, clear interior circulation, and detailed height difference design create consumer value for the interior space, and the efficient use of space inside the café. This ensures that none of the resources are getting wasted.

Naftalia Wongkar, Maria VJ Tielung and Lawren J Rumokoy (2024), the results of this research show that Green Marketing and Product Quality have a positive influence on Customer satisfaction. The result of this research shows that green marketing on customer satisfaction has a positive influence. Consumers like if that Café is promoting Sustainability. Specifically, the positive influence of green marketing on customer satisfaction reveals that consumers are increasingly attracted to cafés that actively promote sustainable practices.

Sukhbir Sandhu, Sumit Lodhia, Alana Potts and Robert Crocker (2021), this paper explores the enablers and barriers that impact the adoption of environment friendly takeaway coffee cups and relates the consumer determinants to broader institutional factors. This study states that the Customers shift to environment friendly cups. This also influences Customer's Preference.

Irina Safitri Zen, Deivendran Subramaniam, Hanizam Sulaiman, Wahid Omar and Mohd Razman Salim (2016), this paper reflects the importance of Waste Management and the profit received from it. Waste Management is extremely important from environment point of you.

Hence, this paper states the importance of it and how it reflects profit for the particular organization. The paper highlights that organizations that prioritize waste management often experience improved efficiency, as they streamline processes and reduce waste-related expenses.

Deepak and Ogechi Okoro Wintec (2017), the research focuses to show the supply chain management practices at café industry and the challenges the organisations face while implementing the processes involved in supply chain management. This research specifies the whole process and how each and every step can promote sustainability and help the environment.

DATA COLLECTION

The primary data for this study was collected using questionnaire for both Café owners and Consumers. The Aim of this was to understand the Café owners point of view on Sustainability. To understand if they think sustainability is important for their business. By gathering information directly from owners, the study seeks to determine their attitudes towards sustainability practices, such as sourcing local ingredients, minimizing waste, and implementing eco-friendly initiatives. This understanding can offer important insights into consumer expectations and the need for sustainable alternatives, which could help café owners make informed operational choices. Response was received from 100 General public and 10 Café owners.

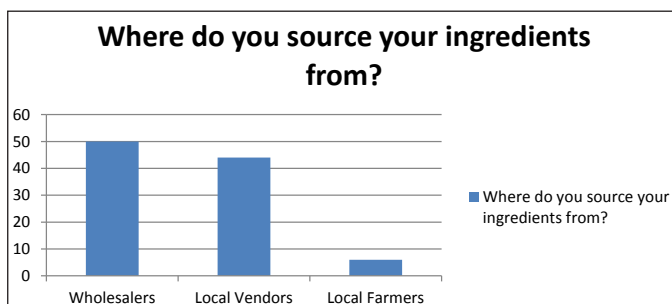


Chart 1

Owners were asked from where do they source their ingredients from-

50% opted for Wholesalers, 44% opted for Local Vendors, 6% opted for Local Farmers

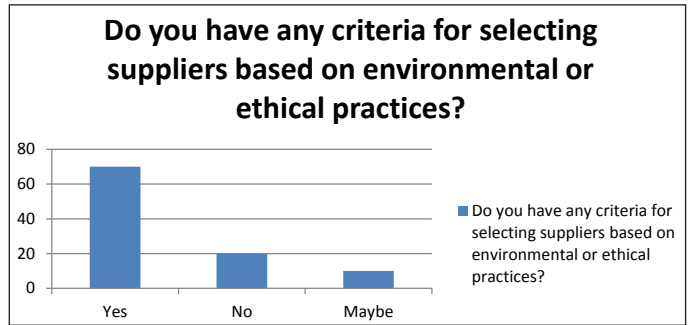


Chart 2

70% of Café Owners answered yes, 20% of Café Owners answered No and 10% answered maybe. Hence, Majority of Café Owners do have a Criteria.

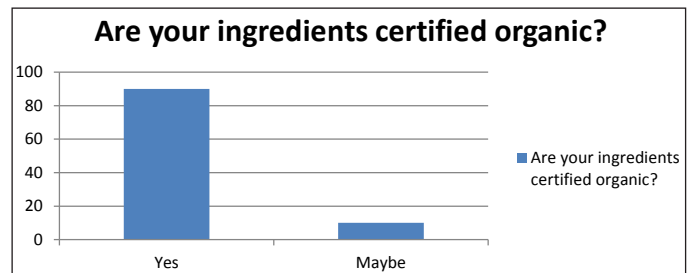


Chart 3

90% responded Yes and 10 % responded Maybe. Hence, majority of the Café Owners said that their ingredients are organic.

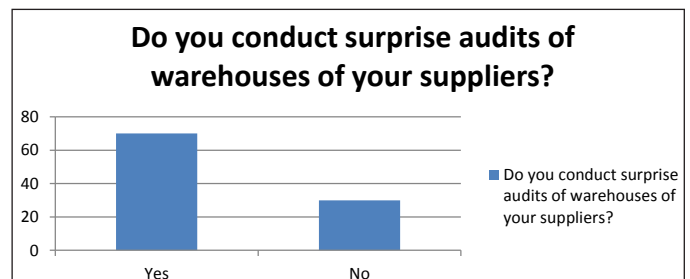


Chart 4

70% Responded Yes and 30% Responded No. Hence, 70% of Café owners do conduct surprise audits of the Suppliers.

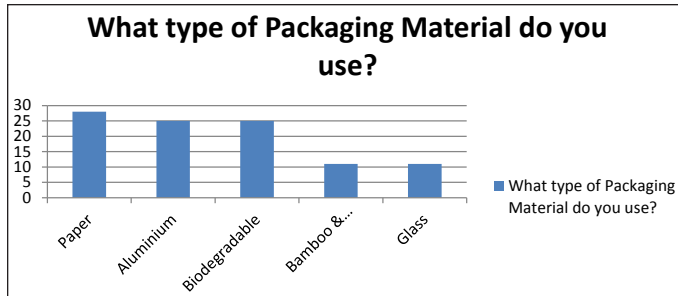


Chart 5

28% responded Paper, 25% responded Aluminium, 25% responded Biodegradable 11% responded Bamboo and Wood and 11% responded Glass.



Chart 6

53% segregate their Dry waste, 42% segregate their Wet waste and 5% segregate their Hazardous waste.

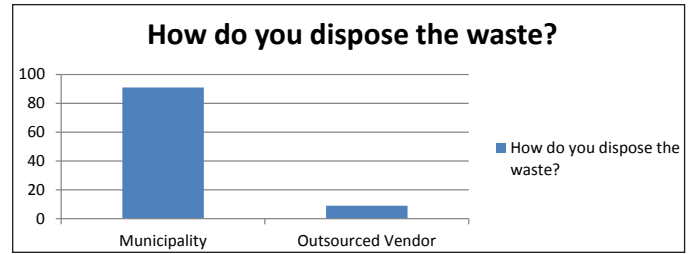


Chart 7

91% of Café Owners give the waste to Municipality. 9% of Café Owners give the waste to Outsourced Vendor.

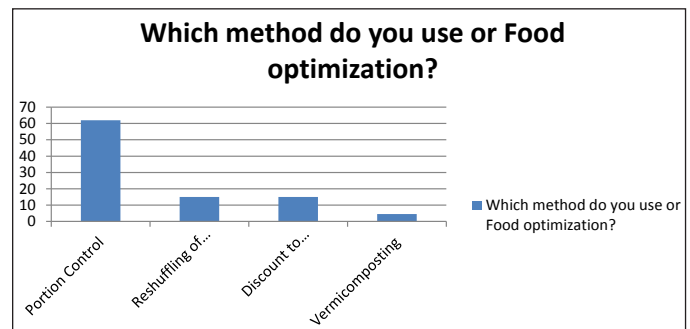


Chart 8

62% implement Portion control, 15% implement reshuffling of ingredients, 15% give discounts to customers on Food waste on Plate and 8% do vermicomposting.

Primary Challenges You Faces While Implementing Green Practices	1 Least Challenging	2	3	4	5 Most Challenging
High Initial Cost	0%	10%	60%	30%	0%
Lack of Knowledge or Training	0%	30%	40%	10%	0%
Limited Availability of Eco-friendly Products	0%	10%	40%	50%	0%
Resistance from staff	20%	20%	30%	20%	10%
Achieving Breakeven	0%	10%	0%	60%	10%

Chart 9

High Initial Cost

Primary Challenge: 60% of participants rated this a 3, with 30% giving it a 4, underscoring that financial obstacles pose a significant barrier to the adoption of green initiatives.

Limited Availability of Eco-Friendly Products

Major Barrier: 50% rated this a 4, indicating that the limited access to sustainable products greatly obstructs the implementation of green practices.

Lack of Knowledge and Training

Moderate Issue: 40% rated this a 3, implying that while gaps in training and knowledge are pertinent challenges, they are not as pressing as financial constraints and product availability issues.

Resistance from Staff

Mixed Responses: 30% rated this a 3, while 40% rated it a 1 or 2, indicating that staff resistance varies; some may be more open to change than others.

Achieving Breakeven

Considerable Challenge: 60% rated this a 4, emphasizing the difficulty in making green practices financially sustainable in the short term.

What Type of Support would be Most Helpful for Overcoming Barriers to Implementing Green Practices?	1 Least Important	2	3	4	5 Most Important
Financial incentives	0%	0%	60%	20%	20%
Training and Educational Resources	10%	10%	30%	30%	20%
Easier Access to Eco-friendly Products and Services	0%	10%	30%	30%	30%
Assistance with Marketing and Promoting Green Practices	0%	0%	10%	60%	30%

Chart 10

Financial Incentives

Essential Support: A significant portion of respondents, 60%, rated financial incentives a 3, with 20% giving scores of 4 or 5.

Training and Educational Resources

Moderate Support: Although they are important, training resources received varied ratings, with 30% scoring them a 3 and 20% rating them a 4 or 5.

Easier Access to Eco-friendly Products

Useful but Less Critical: Access to sustainable products is considered moderately important, with 30% rating it a 4 or 5.

Assistance with Marketing and Promoting Green Practices

Significant Impact Potential: This type of support is particularly noteworthy, with 60% rating it a 4 and 30% a 5.

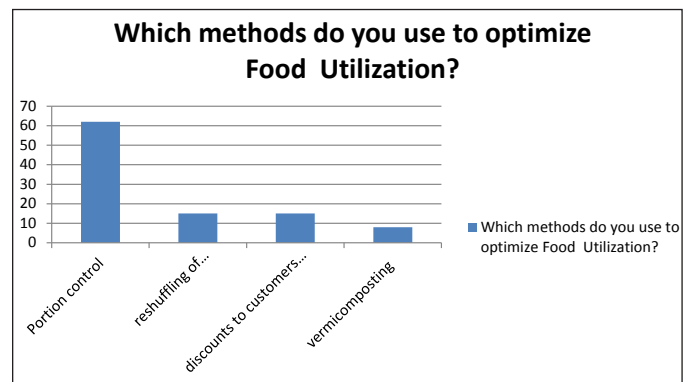


Chart 11

62% implement Portion control, 15% implement reshuffling of ingredients, 15% give discounts to customers on No Food waste on Plate and 8% do vermicomposting.

Consumer Perspective

A Total of 100 responses were received from the people from various cities.

The age distribution of survey respondents reveals a significant concentration in the younger demographic, with 59% under 20 years of age, indicating a predominantly youthful respondent base. In contrast, only 7% fall between 51-60 years, highlighting a minimal representation from older age groups.

The consumer base is predominantly from Pune, comprising 90% of the total respondents. Bangalore follows with 4%, while Kolhapur, Ahmednagar, Hubli, Nashik, Dhule, and Amaravati collectively account for the remaining 6%.

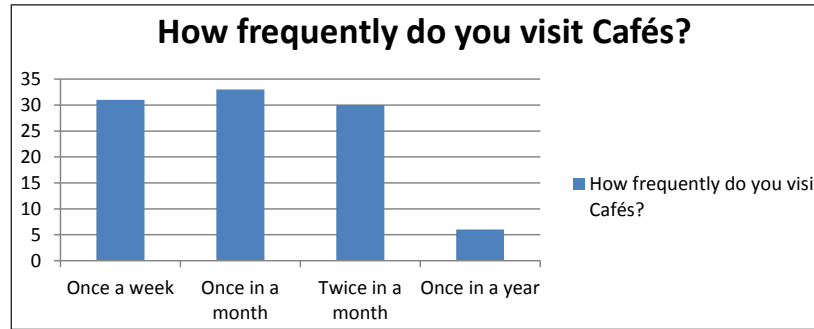


Chart 12

33% of the consumers visit the Cafes once in a month 31% of the consumers visit the Cafes once in a week 30% of the consumers visit twice in a month and 6% of the consumers visit once in a year.

On the Scale of 1- 5 How Important is Implementation of Environmental Friendly Practices in a Cafe you Visit?	1 Least Important	2	3	4	5 Most Important
	4%	3%	17%	27%	49%

Chart 13

High Importance: The majority (76%) rated the importance as 4 or 5, showing that environmental practices are a significant factor for most customers.

Moderate Support: Only 17% rated it a 3, suggesting a smaller group sees it as moderately important.

Low Importance: A small fraction (7%) rated it a 1 or 2, indicating that very few consider it unimportant.

In general, these findings indicate that cafes adopting eco-friendly practices are probably more appealing to most customers and may affect their choices on where to dine. This could be a crucial factor for cafe owners aiming to draw in a socially responsible clientele.

On the Scale of 1 to 5 Choose the Green Practice That Influences Your Decision to Choose a Café?	1 Least Important	2	3	4	5 Most Important
Locally grown or Organic Ingredients	0%	6%	23%	32%	39%
Use of eco-friendly Packaging	2%	4%	6%	20%	68%
Offering Plant based or Vegan Options	9%	8%	33%	22%	28%
Using energy efficiency appliances and lighting	0%	4%	18%	36%	42%
Reducing food waste through donation	3%	1%	5%	13%	78%
Implementing water saving methods like low flow taps	1%	5%	5%	23%	66%
Providing incentive for customers who get their own containers for takeaways	1%	7%	17%	32%	43%
Participating in environmental incentives and programs	0%	5%	15%	28%	52%

Chart 14

Most Influential Practices

Donating Food to Reduce Waste: This approach received the top rating, with 78% of participants scoring it a 4 or 5, reflecting strong approval. It indicates a notable preference among customers for cafés that engage in socially responsible actions.

Using Environmentally Friendly Packaging: Following closely behind, 68% rated this as a 4 or 5. Eco-friendly packaging appeals to customers who place importance on sustainability in their selections.

Adopting Water Conservation Techniques: This practice received a favorable reaction, with 66% rating it as a 4 or 5, signifying that water conservation is a significant concern for many.

Moderate Support

Utilizing Energy Efficient Appliances and Lighting: This option garnered significant backing, with 42% of respondents rating it as 4 or 5. This indicates that although energy efficiency is important, it may not be perceived as

an urgent issue compared to food waste or packaging.

Offering Incentives for Using Personal Containers: This initiative had 43% of participants rating it as 4 or 5, implying that customers value programs that promote sustainable practices.

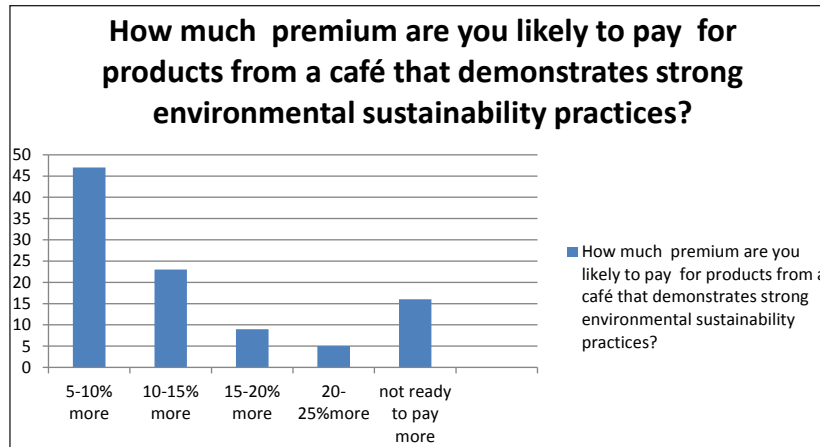


Chart 15

47% of consumers are ready to pay 5-10% more, 23% of consumers are ready to pay 10-15% more, 16% of consumers are not ready to pay more, 9% of consumers

are ready to pay 15-20% more and 5% of consumers are ready to pay 20-25% more.

On the Scale of 1-5 What Motivates You to Support a Café With Green Practices?	1 Least Important	2	3	4	5 Most Important
Supporting business Aligning with personal or individual value	5%	4%	15%	45%	31%
Access to healthier or ecofriendly food options	2%	4%	13%	25%	56%
Encourages other businesses to adopt green Practices	2%	2%	10%	2%	58%
Feeling part of positive community initiatives	2%	2%	13%	27%	56%
Discounts or incentives for ecoconscious behaviour (Containers)	1%	4%	15%	33%	57%
Trust in the café for sustainable efforts	1%	3%	16%	32%	48%
Personal health benefits from eco-friendly products	1%	3%	12%	21%	63%

Chart 16

The survey indicates a strong desire to support cafés that implement green practices, especially regarding access to healthier or eco-friendly food options, with 56% of respondents considering it very important (4 or 5). Likewise, a notable portion of participants (58%) feels motivated by the push for other businesses to embrace eco-friendly practices. The sentiment of being involved in positive community initiatives also resonated with 56% of those surveyed. Appeals for discounts that reward eco-conscious actions attracted the interest of 57% of respondents, while 48% expressed trust in the café’s sustainable initiatives. Overall, these findings emphasize

that personal health, community engagement, and incentives play a significant role in driving support for environmentally responsible cafés.

How Do Consumers Identify if the Cafe is Environmentally Friendly and Sustainable?

Social media Post and Advertisement	64%
Word of mouth Publicity	37%
Reviews and Ratings	49%
Signage and information displayed at the Café	33%
Cafe’s Blog	31%

Through Community events and social gatherings	24%
News articles/ Local Advertisements	22%
Certification or Eco Lables displayed by the Cafes	2%

FINDINGS

To Analyze the Implementation of Green Practices in Cafés

Café owners are more and more embracing eco-friendly methods like incorporating organic ingredients, eco-friendly packaging, and enforcing portion control to cut down on waste and enhance cost-effectiveness. Although progress has been made in waste segregation and disposal by many, they encounter difficulties with staff training and following proper disposal rules. Nevertheless, a major obstacle remains: numerous café owner lack knowledge about the complete advantages of these sustainable methods, such as the financial benefits and favorable environmental effects. Few cafes do not pursue certifications and awards because they are unaware of the process and believe it to be too complex. While consumers are increasingly interested in sustainability, café owners understand the importance of receiving proper education and guidance in order to effectively display their initiatives and appeal to environmentally-conscious customers. In general, there is a base of environmentally friendly practices, but boosting awareness and backing could greatly enhance their effectiveness.

To Identify the Socioeconomic Benefits That Cafés Experience as a Result

Despite encountering initial financial challenges, Cafes that implement sustainable practices experience substantial social and economic advantages that ultimately improve their business performance and financial success. A growing number of customers now favor businesses that focus on sustainability, resulting in higher levels of both foot traffic and sales. Over time, cafes frequently experience cost savings from lower utility bills and waste disposal expenses due to more effective practices. Furthermore, participating in eco-friendly projects and supporting the community through actions like giving

away food can also enhance a company's image, drawing in customers who prioritize corporate social responsibility. This dedication not only boosts customer loyalty but also improves community involvement, establishing a strong local bond. Moreover, these Cafés frequently draw in workers who are enthusiastic about environmental practices, leading to a driven staff and lower expenses related to staff turnover. By standing out in a competitive industry, Cafés that adopt environmentally-friendly policies can establish a distinctive selling point, leading to greater benefits in the future that surpass the initial costs.

To Determine the Challenges and Barriers That Cafés Face When Implementing Green Practices

Café owners encounter multiple obstacles and difficulties when trying to adopt environmentally friendly measures, which can impede their shift towards more eco-friendly operations. An important challenge is the initial financial commitment needed to implement environmentally friendly practices and technologies. Numerous Cafés face challenges in covering the initial expenses, environmentally friendly resources, and waste minimization systems, leading to hesitation in transitioning.

Another obstacle is the limited understanding of the advantages of environmentally-friendly practices. Many café owners might not grasp the potential for sustainable practices to bring about lasting cost savings and greater customer loyalty, causing them to hesitate in implementing these changes. Furthermore, eco-friendly resources are often in short supply. It is challenging for Cafés to locate sustainable ingredients, packaging, and equipment, particularly in regions with limited availability.

To Evaluate Consumer Perceptions and Attitudes Towards Green Practices in Cafés

Consumers tend to view green practices in cafés positively, often favoring cafés that prioritize environmental sustainability. Numerous customers actively look for cafes that adopt eco-friendly practices, seeing them as more responsible and ethical options. This choice is influenced by an increasing consciousness of green concerns and a wish to endorse companies that match their beliefs.

In addition, customers are frequently ready to pay extra for items and services from coffee shops that show a

dedication to sustainability. The desire to spend more shows their willingness to support the environment and improve their social responsibility image. Numerous clients believe that backing eco-friendly coffee shops not only benefits the environment but also reflects their personal beliefs and way of living.

In general, the results indicate that coffee shops that adopt eco-friendly practices can draw in a committed group of customers who value sustainability, leading to higher sales and a more solid community bond.

CONCLUSION

In summary, adopting green practices in cafés offers a complex array of benefits for both the environment and the economy. Although many café owners acknowledge the significance of implementing sustainable practices—such as utilizing organic ingredients, eco-friendly packaging, and effective waste management—they encounter various obstacles. Upfront financial costs, a limited area of long-term benefits, and challenges in obtaining sustainable materials can impede their initiatives. Nevertheless, the increasing consumer demand for eco-conscious businesses underscores a substantial market opportunity for cafés that commit to these practices.

The advantages of sustainable practices on a socioeconomic level are clear, encompassing improved customer loyalty, greater involvement within the community, and possible long-term cost reductions. Consumers are progressively more willing to back cafés that reflect their values, frequently showing a readiness to spend more on environmentally friendly products and services. This pattern not only cultivates a dedicated customer group but also strengthens the café's status in the community as a responsible social player.

In order to optimize green practices, it is essential to improve understanding and offer education to café owners regarding the financial and environmental benefits of sustainability. By overcoming obstacles to implementation and nurturing a supportive network, the café sector can move towards a more sustainable future, leading to advantages for both the environment and financial performance. As the need for environmentally friendly choices grows, Cafés that adopt eco-friendly practices may have a competitive advantage, leading to a stronger and more ethical business model.

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