Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 12 | December 2025 -Peer-Reviewed Journal

FROM BEAN TO BRAND: EXPLORING THE ROLE OF COFFEE SHOPS IN MARKETING LOCALLY GROWN COFFEE

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ABSTRACT

The study examines how local coffee shops in La Trinidad, Benguet, contribute to promoting locally produced coffee in the municipality by exploring the marketing strategies employed by the coffee shops in highlighting locally sourced beans, the efficiency of these marketing strategies, and the challenges encountered in marketing locally grown coffee. The qualitative method using interpretative phenomenological analysis was used in the study. A semi-structured interview guide was utilized to gather data and information from ten (10) coffee shop owners and managers in La Trinidad, Benguet. The thematic analysis was used to analyze the data and information.

Findings of the study reveal that local coffee shops serve as key intermediaries between farmers and consumers by raising consumer awareness through promotion and branding strategies, presentation and delivery of coffee products, local marketing and community engagement, and educational marketing. Additionally, the efficiency of their employed marketing strategies resulted in better customer reach and patronage, and an increase in awareness of locally grown coffee. However, challenges such as pricing constraints and market competition, supply chain limitations, and consistency problems hinder greater impact.

The study concludes that local coffee shops play a vital role in influencing consumer behavior and increasing visibility of locally produced coffees by educating consumers and strengthening collaboration and partnerships with local coffee farmers.

SUMMARY OF FINDINGS

The following summarizes the findings of the study:

1. Four themes emerged on the roles of coffee shops in consumer awareness of locally grown coffee. These themes are social media and branding, presentation and delivery of coffee products, local marketing and community engagement, and educational marketing.
2. In terms of the efficiency of the employed marketing strategies of coffee shops to influence consumer awareness of locally grown coffee, two themes emerged. These themes are customer research and patronage, and direct trade and farmer support.
3. Concerning the challenges encountered by coffee shops in marketing locally grown coffee, three themes emerged. These themes are pricing constraints and market competition, supply chain limitations, and consistency problems.

CONCLUSION AND RECOMMENDATION

This section presents the conclusions and recommendations based on the major findings of the study.

Conclusions

The following conclusions emerged based on the results of the study:

1. The local coffee shops play a vital role in marketing locally grown coffee. They serve as a direct link for farmers and consumers in appreciating and patronizing locally grown coffee through social media and branding; presentation and delivery of coffee products, local marketing and community engagement, and educational marketing. They serve as a platform to introduce and share the backstory of local coffee by highlighting its origin, farmers, and farming process, magnifying its value, and creating an identity through transparency and authenticity. Also, collaboration and partnerships between local cafes and local coffee farmers have high potential in boosting the visibility of locally grown coffee, resulting in better pricing.

2. Local coffee shops have a higher chance of influencing coffee consumers' behavior by educating and offering them locally grown coffee products. Cafe owners and baristas are natural coffee ambassadors. Their direct interaction with consumers and farmers helps in directly influencing cafe goers and coffee enthusiasts.

3. Pricing constraints and market competition, supply chain limitations, and consistency of coffee production influence the capability and potential of coffee shops and cafes to market locally grown coffee and increase customer awareness.

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